UNDERSTANDING THE ASPECTS OF AN ENGAGING SOCIAL MEDIA POST

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NHMRC Targeted Research Call into Obesity Prevention in Young Adults

Communicating health: optimising engagement and retention using social media 2016 – 2020

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• People are increasingly using social media (SM) to seek health and nutrition information

• Nutrition interventions – 3 to 69% engagement with SM component (Klassen et al. 2018)
  ✓ One way conversation – top down
  ✓ Did not want to talk about weight

• 64% of consumers are more likely to trust a brand if it interacts with consumers in a positive way on social media (Sensis.com.au, 2018)

• ?? Regulation of social media ??
HOW WE HAVE COMMUNICATED OUR HEALTH MESSAGES
AIM

To identify social media strategies associated with high public engagement across:

- Lifestyle Personalities
- Food Industry Brands
- Health Promotion Organisations
- Nutrition Professionals
WHY

Lifestyle Personalities
- Time: ✓
- Money: ✓
- Skills: ✓
- Target Audience: ✓

Food Industry
- Time: ✓
- Money: ✓
- Skills: ✓
- Target Audience: ✓

Nutrition Professionals
- Time: ✗
- Money: ✗
- Skills: ?
- Target Audience: ?

Health Organisations
- Time: ✓
- Money: ✗
- Skills: ?
- Target Audience: ?
METHODS

• Exploratory content analysis using a coding framework (Klassen et al. 2018)

• The top 6 most engaging posts of top 10 profiles on SM Platforms:
  ✓ Instagram, Facebook and Twitter
  ✓ Engagement metrics (likes, shares, comments)

• 524 posts collected for a 30 day period (March- April 2018)

• Univariable Linear Regression model was constructed for each SM Platform and all categories in the coding framework

• Variables P <0.200 in the univariable regression were included in the multivariable regression analysis

• Ethics approval from Monash HREC Project Number 13792. Data are anonymised to protect brand identities
Top 10 social media profiles according to their number of followers in Australia from 4 different groups:

- **Lifestyle Personalities**
  - Defined as an independent third party endorser who shapes audience attitudes through blogs, tweets and the use of other social media

- **Food Industry Brands**
  - Defined as a profile that is used for the marketing of fast moving consumer goods (FMCG)

- **Nutrition Professionals**
  - Defined as an individual who holds a degree in nutrition or dietetics who has 3+ years of experience within the nutrition industry

- **Health Organisations**
  - Defined as known health organisation pages posting nutrition and/or physical activity content
  - *Only the Top 7 profiles were included for Health Organisations due to a small number posting content during the time of data collection*
ANALYSIS

CODING FRAMEWORK ADAPTED FROM KLASSEN et al. 2018

OBJECTIVE MEASURES

• Prompting engagement
  e.g. sign up, poll, challenge, Q&A, tagging

• Encouragement to Eat
  e.g. recipe, food shown

• Links to Health Information

• Encouragement to Exercise
  e.g. workout, results from exercise

• Real World Tie Ins
  e.g. link to event, location

SUBJECTIVE MEASURES

• Emotion inducing
  e.g. inspirational, humour, fear, heartfelt

• Strategies used
  e.g. meme, life hack, pop culture, quote, story

• Relationship building
  e.g. relatable content, motivating, friendship

• Association with success
  e.g. health, weight loss, social

• Tone of post
  e.g. excited, sad, optimistic, thoughtful
## Types of Strategies Used

<table>
<thead>
<tr>
<th>Food Industry</th>
<th>Lifestyle Personalities</th>
<th>Nutrition Professionals</th>
<th>Health Promotion Organisations</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Product Launch (7.6%)</td>
<td>• Story (9.5%)</td>
<td>• Visually appealing (9.5%)</td>
<td>• Statistics/facts (5.2%)</td>
</tr>
<tr>
<td>• Visually appealing (6.2%)</td>
<td>• Visually appealing (6.7%)</td>
<td>• Statistics/facts (7.1%)</td>
<td>• Story (3.8%)</td>
</tr>
<tr>
<td>• Price promotion (5.7%)</td>
<td>• Meme (2.9%)</td>
<td>• Story (6.7%)</td>
<td></td>
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</tbody>
</table>

CONCLUSION

- Different approaches required for posts across social media platforms
- Stories about people with positive tone
- Minimize use of statistics
- Post regularly but not too frequently

- Why do you need social media in your communication strategy?
  - Commit time & upskill
  - Choose your platform
  - Plan your posts
  - Know your audience
  - Don’t feed the trolls
  - Be authentic!