


Getting Started in Social Media

Resource Guide for Dietitians



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	<h1>Getting Started with TWITTER</h1>
STEP 1: Set up a TWITTER Account	<p>Create a Twitter account, if you don't have one, at twitter.com. Add a picture and your full name to your profile. If you prefer to remain somewhat anonymous, you could add a picture of something else that stands in for you and just your first name or an alias. Twitter can be an effective professional networking tool, but only if people can find you easily, so if you plan to network via Twitter, use your full name as either your user name or in your profile. Be sure to confirm your Twitter account in your e-mail.</p>
STEP 2: Find out what TWITTER is and how you can use it	<p>Visit this site for info. about what Twitter is and how you can use it: support.twitter.com/articles/215585-getting-started-with-twitter. This site talks more specifically about pedagogical uses for Twitter: blogs.stockton.edu/postcolonialstudies/twitter-and-academia/.</p>
STEP 3: Create a Bio	<p>Now that you have a sense for how you might want to use Twitter, create a Bio for yourself on your Twitter Profile. Your Bio must be 160 characters or less, so choose your words carefully. Think of this as your first exercise in the sort of writerly concision that Twitter demands. Your Twitter Bio functions almost like a mini-resume. When someone is deciding whether to follow you, this bio (along with your name) is what they will see. Once you use Twitter, your account is likely to come up in search results when someone Googles your name, so think of this Bio as a personal branding statement -- or as your superhero professional self.</p>
STEP 4: Start following	<p>Using Twitter is a good way to create a professional network. The best way to get started is to search for people you know and to follow people with interests similar to your own. Twitter offers suggestions about who you should follow on the home page and via the #discover page. While the Twitter robots are clever, even better to find someone you respect and look at who they follow.</p>
STEP 5: Get to know the lingo	<p>You don't need any special language to use Twitter. The only real rule on Twitter is that a single tweet can be no more than 140 characters. Because of this requirement, advanced users have developed their own short hand. Here is some of the more common lingo:</p> <p># is a hashtag used to mark keywords in a Tweet. Click a hashtag to see all the tweets on that topic.</p> <p>@ is used to call out usernames in Tweets. When a username is preceded by the @ sign, it becomes a link to a Twitter profile. This is called a mention.</p> <p>Follow is to subscribe to someone's Tweets or updates on Twitter.</p> <p>Retweet is the act of forwarding another user's Tweet to all of your followers.</p> <p>Trending Topic is one of the most popular subjects on Twitter at the moment.</p> <p>When you find yourself wanting to know more, Twitter has a handy glossary: support.twitter.com/articles/166337-the-twitter-glossary.</p>
STEP 6: Delve Deeper	<p>From <i>WIRED</i>: www.wired.com/2010/12/st_thompson_short_long/</p> <p>Twitter vs. Zombies: New Media Literacy and the Virtual Flash Mob: http://www.jessestommel.com/blog/files/twitter_vs_zombies.html</p> <p>Several articles that talk about specific uses of Twitter in the classroom: www.adelinekoh.org/blog/tag/teaching-with-twitter/</p> <p>The Twitter Essay and Twitter Pedagogy: www.hybridpedagogy.com/Journal/the-twitter-essay/</p> <p>The Difference Between Thick and Thin Tweets: silverinsf.blogspot.com/2009/02/difference-between-thin-and-thick.html</p>

FAQ

Getting started on Instagram

How to set up an account

You have to do this on a smart-phone (iPhone/iPad or Android). After you download the free app, click on the icon and click on Register. You will need:

Username
Password
Email
Name (real)
Phone (optional)
Photo/logo
Bio




Naming conventions: The username is all one word, 30-character limit, can include letters, underscores, numbers. The bio has a 150-character limit. No info on if the real name has a limit. A search in Instagram looks at all of those fields.

Use your publication name as the user and real names, using abbreviations, if needed, for the user name. The bio should make it clear that you are a newspaper covering XX region or town(s). It should include your email address. Indicate in the bio what #hashtag a user should include in their caption to flag a photo to you (e.g. #wickedlocal, #rrstar).

Sample account set up:

Username: WickedLocalPix
Name: Wicked Local
Bio: A network of weekly and daily websites in Central and Eastern Massachusetts; part of GateHouse Media. Share photos with us using #wickedlocal. (only 7 characters left so no room for email address but this isn't one publication anyway.)

Regional accounts could be established in areas that make sense. For instance, the Wicked Local account will draw from the Wicked Local network to maintain an account in the way any one publication would not be able.

 **To edit your account settings:** Click on the last icon at the bottom of your screen while in the app. This brings you to your profile. Click on "Edit your Profile" at the top of the page. Make changes and click Done.

Instagram best practices

Use hashtags: Instagram loves hashtags. Include as many #hashtags as are relevant to help people on Instagram find your photos.

Follow the pack: Tap into existing Instagram trends. For instance, Thursday is the day people post old photos for Throwback Thursday, using the hashtag #tbt. Since many people are already searching with that hashtag, use it on your #tbt photo to increase the audience who may stumble on it. This is great for newsrooms with access to archive photos.
Monday: #MondayBlues, #ManCrushMonday
Tuesday: #TuesdayBoozeday (beer, wine reviews), #TransformationTuesday
Wednesday: #HumpDay, #WednesdayWisdom
Thursday: #tbt or #ThrowbackThursday
Friday: #FridayNight, #FridayReads
Saturday: #Caturday, #SaturdayShenanigans
Sunday: #SelfieSunday

Frequency: Instagram users seem tolerant of occasional use, perhaps once a week. Do not feel obligated to post every day. But try to be consistent about when you post so people can look for your photos.

Filters: Never use them.

Sample Instagram posting schedule

(could choose one, some or all of these suggestions. You don't have to post daily.)

Monday: Back to work (photo from the past week that shows someone on the job)

Tuesday: An animal photo (call out, adopt-a-pet, candid from last week)

Wednesday: This week's front (could be every day for dailies)

Thursday: Throwback Thursday (photos from the archives, #tbt)

Friday: Best photo(s) of the week

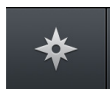
Saturday: Photo promoting a story running in Sunday's paper

Sunday: Selfie Sunday - take a selfie photo of someone working in the newsroom or in the field. Explain what they're doing in the caption. #selfiesunday

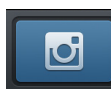
How to navigate the app



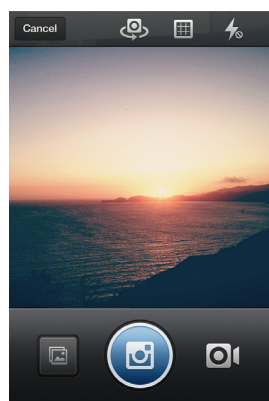
The first button is the home page. It displays the photos and videos of everyone you follow. Scroll down to reveal more. You will see the caption, likes and comments. The dot-dot-dot button lets you tag an item as inappropriate, tweet it or copy share the URL.



The second button is the Explore page. You can search for users and hashtags. The page also displays most recently interesting photos, as determined by Instagram. If one of your photos is ever displayed there, you'll be notified in your News section.

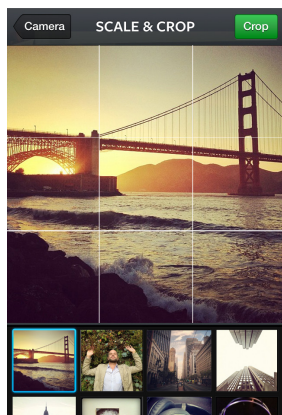


The middle button is where you add and/or take photos and videos to your account. When you click on it, you're brought to a page where you can take a photo. You do this the same way you take a photo on your iPhone. Click on the video icon at the right to instead take a 3- to 15-second long video. Click on the button to the left to instead choose an item from your phone's camera roll.

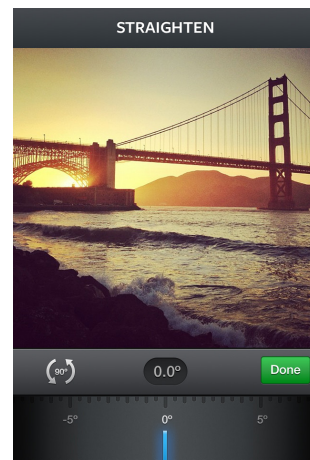


Instagram videos: You can shoot a video that is one-clip long. Or you can record several clips that create one video. The maximum video length is 15 seconds. You MUST hold the camera vertically. Simply tap and hold the red video camera record button to start filming. Let go to stop. Tap and hold again to record another clip. You can delete the last clip you shot and record it again. You can flip the camera to record yourself. You can apply filters to the video, but do not do that for journalistic videos. When you're done, tap Next. The finished product is also stored in your camera roll.

Crop: You can crop an image. For full disclosure, you should make it clear in your caption if you cropped the image (#cropped). The image frame is square, so some shapes just don't fit and you're forced to crop the image. Do so by pinching and moving the image to appear as you want it. When you're done, click Crop in the upper right corner.



Filter: You should NEVER filter a journalistic image. It is unethical. This spot does, however, allow you to rotate an image. Click on the first icon under the image. It pulls up a new menu of options. The first one, arrows with 90° in the middle, allows you to rotate the image. Click on it as many times as needed to get the photo right-side up. Click Next in the upper right corner.

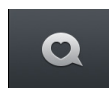


Share: This page allows you to add a caption, tag people, add a location and choose what other social media platforms on which you want to share.

Add a caption: You can copy and paste into this spot or you can type directly into this field. Be descriptive. Include as many #hashtags as are relevant to help people on Instagram find your photos (Instagram loves hashtags). Some common hashtags to use:

#tbt = Throwback Thursday
#photooftheday
#picoftheday
#beautiful
#bestoftheday
#unfiltered
#nofilter
#oldphoto

When you're done filling out the Share page, click Share. You land on your stream of photos, where you can see how the image appears to your followers.



The fourth button is the Following/News page. Click on Following to check out the activity of the people you follow (what posts they liked, who else they started following, etc). Click on News to see activity on your own account (who liked your photo, who left a comment, etc).



The last icon, as explained above, is the profile page. This is where you can edit your profile. You can also see how many posts you've made to your account, how many followers you have and how many people you follow. You can see a stream of all of the photos and videos you've posted to your account, as well as a map revealing from where you've posted items and a listing of photos in which you've been tagged.

INTRODUCTION TO PINTEREST

WWW.PINTEREST.COM

What Is It?

Pinterest is a virtual pinboard. Pinterest allows you to organize and share all the beautiful things you find on the web. You can browse pinboards created by other people to discover new things and get inspiration from people who share your interests.

Pinterest is based on an old-fashioned pinboard, used by designers and artists and anyone who works with images. You 'pin' images you like to your Pinterest page and organize them into whatever groups you like. Then, the images are always available for you to see and for others to discover.

How Is It Useful?

Since it focuses on images, Pinterest is good for any project or subject that is visual. Redecorating the house, planning a wedding or party, improving your wardrobe, planning travel, organizing recipes – if it's got a picture, Pinterest is a good way to compare and keep track of it. Imagine you're decorating a room. As you visit websites and choose paint, pick furniture and find snazzy storage, you can pin pictures of what you like to your Pinterest board. Then, take a look at your board and see what you think of it all together.

Important Terms:

"Pin" A pin is an image added to Pinterest. A pin can be added from a website using the Pin It button, or you can upload images from your computer. Be sure to include the original URL of the pin.

"Repin" A repin is adding an image you find while browsing Pinterest to your own board. When you repin an image, the user who first pinned the image will also get credit. Repins maintain the source-link of the image no matter how many times it's repinned.

"Board" A board is a set of pins. A board can be created on any topic, such as Cool Posters, Recipes For Dinner, or Wishlist. You can add as many pins to a board as you want.

Get Started

Sign up with an email address and password, or with your current Facebook or Twitter account.

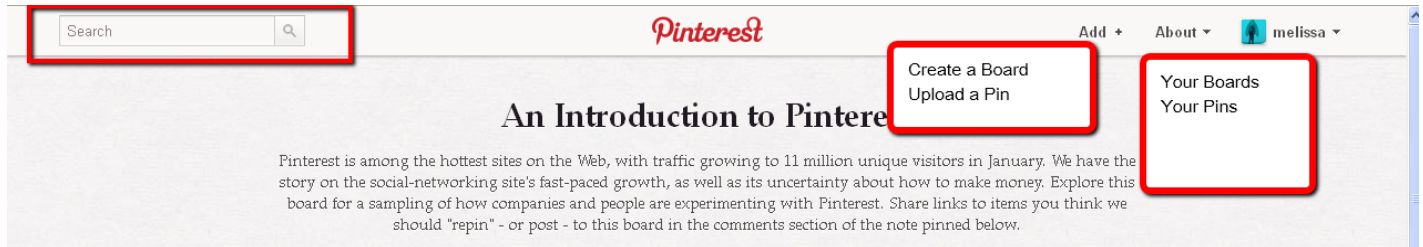
Once you've got your account, create boards based on your interests and start adding pins and repinning. You can either add the Pin It! button to your browser's toolbar (scroll up on the page for the button) or, if you have an iPhone, get the Pinterest app from the App Store. Then, whenever you find an image you want to add to your pinboard, you just click **Pin It!** and you're done – move on to the next one.

Help & Resources

- Getting Started with Pinterest <http://pinterest.com/about/help>
- Pinterest Help Pages [Http://support.pinterest.com/home](http://support.pinterest.com/home)
- Just a Little Pinterest -*Learning for Life Online* <http://blog.bpl.org/lifeonline/>
- "How do People Use Pinterest" from *PC Magazine*
<http://www.pcmag.com/slideshow/story/293314/how-do-people-use-pinterest>

INTRODUCTION TO PINTEREST

WWW.PINTEREST.COM



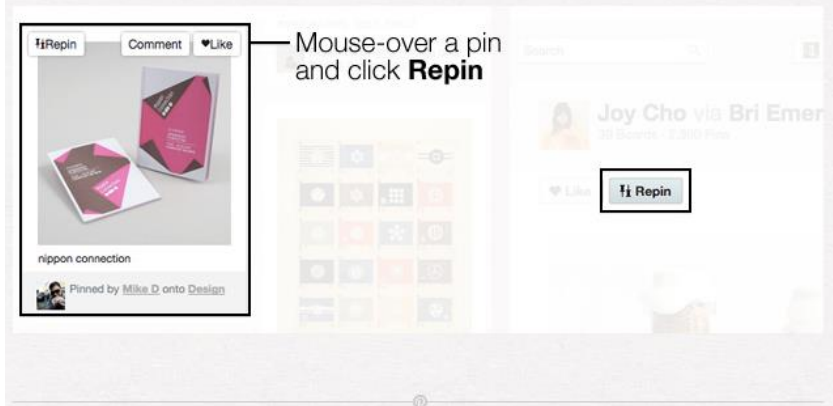
How to repin

There are two ways to repin an image:

1. When viewing a pin in thumbnail-view, mouse-over the pin and click the Repin button.
2. When you're viewing a pin in full-size view, click the Repin button at the top-left corner.

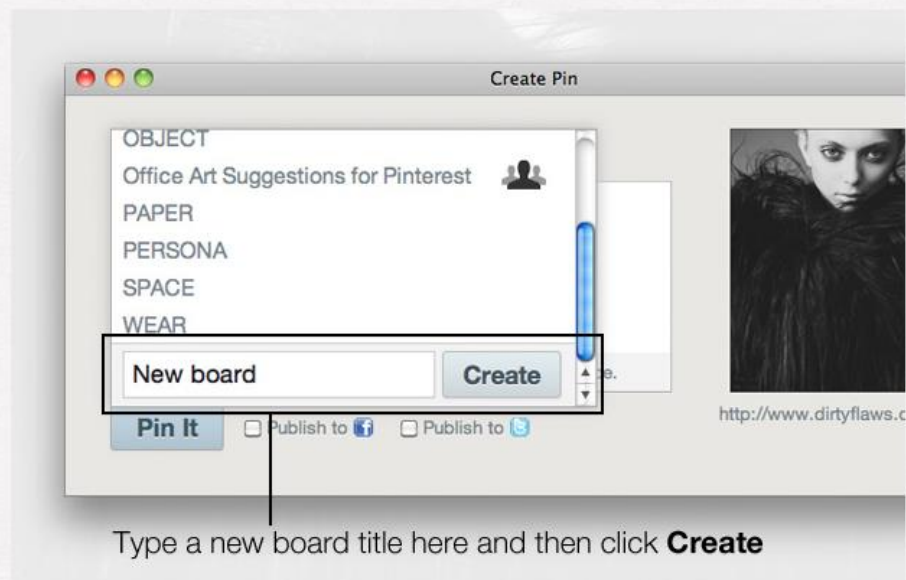
After you click Repin, choose a board. You can edit the description of the pin and choose to share it on Facebook and/or Twitter.

Then click Repin.



How to create a new board

To create a new board, click Add > Add a Board on the top toolbar on Pinterest. Type in a board title, choose a category, and then click Create when you are finished.



SocialPro: How to Create a Professional Facebook Page

A professional Facebook page can help build your business and your brand. Here's how to set one up.

By Matt Alderton



If you're like many people, you have a Facebook profile to connect with old friends, share updates about your life, browse funny pictures and play games. But there's another type of presence on Facebook that's both fun and fruitful. It's called a Facebook *page*. Using it, RDs can establish themselves as credible food and nutrition professionals, attract new clients, increase visibility and build a stronger personal brand.

Facebook *Page* vs. Facebook *Profile*

What's the difference between a Facebook "page" and a Facebook "profile?" In a nutshell, a Facebook profile is *personal*. It's where you post photos from your family vacation, funny anecdotes and connect with friends. A page, on the other hand, is professional. It's where you promote your business to current and potential clients. Facebook does offer a number of profile privacy settings with the intention of managing professional and personal audiences, but those settings and policies change frequently. So before you "friend" colleagues or clients, first ask yourself whether you really want to share the same information with business associates as you do with friends and family. If you don't, a Facebook page can help you silo your networks successfully.

Creating Your Facebook Page

You must have a Facebook profile in order to have a Facebook page. If you're not on Facebook, therefore, step one is creating your profile, which you can do by visiting Facebook.com and clicking "Sign Up" (Facebook will walk you through the process). Once you have a profile, you can create a page by following these steps:

1. Visit Facebook's "Create a Page" tool, where you can choose one of six page types. RDs who do business under a company name should choose "Company, Organization or Institution" while those who operate under their own name should choose "Artist, Band or Public Figure."
2. When you choose a page type, select the appropriate option from the "Category" dropdown menu. RDs creating a "Company, Organization or Institution" page, for instance, might choose "Food/Beverage," while those creating an "Artist, Band or Public Figure" page might choose "Business Person."
3. Click "Get Started" and follow the instructions to create your page.
4. Personalize your page, starting with photos. You'll need a personal photo and a cover photo: the personal photo should be your logo or a professional headshot, and the cover photo ideally represents your line of work. Also important is the "About" section where you describe who you are, what you do and what services you offer. Include your email, phone number and a link to your website or blog so potential clients can get in touch.
5. Now you're ready to add page content. You can post photos, videos, links or text. Because this is a business page, however, keep it professional. RDs and RDNs, for example, can post nutrition tips and advice, links to articles about diet and exercise, recipes they've developed or information about products they recommend. (Remember that there are rules and ethics about paid endorsements! Read more about that [here](#).)

Promoting Your Facebook Page

Once you've created a professional Facebook page, your goal is getting people to "like" it. When someone "likes" your page, they may see your updates in their news feeds. And the fact that they "liked" your page may show up in their friends' news feeds. Share the link via other social media sites — for instance, share with your Twitter followers and LinkedIn connections.

Other ideas for publicizing your page:

- Add "Like Us on Facebook" to your business card and email signature.
- Add a Facebook "Page Badge" to your website and/or blog.
- Try paid advertising to reach Facebook users who are interested in food and nutrition.

Using Your Facebook Page

Like any social media channel, a successful Facebook page requires fresh content. Consider the following tips for maintaining your professional page:

- Post something to your page every day to keep it in followers' news feeds. It could be a link, a photo or even a question for your followers to answer.
- Keep your most important posts at the top of your Facebook page by "pinning" them. To pin a post, click the pencil icon beside the post and select "Pin to Top." This will move the post to the top of your page and mark it with an orange flag. Posts can stay pinned for up to seven days.
- Whenever possible, include a photo in your posts. According to Facebook, a photo album or picture generates twice the engagement as other post types.
- Use Facebook Insights to find out when people engage most with your posts — morning, noon or night — then try to make posts during that time period.
- Add apps from the Facebook App Center. There are more than 500,000 apps to choose from — many of them free — that you can use to enhance your page. If you're an author, for instance, you can add an e-commerce app that allows people to purchase your book. A polling app allows you to survey followers. Or, use a slide-sharing app to add presentations and documents to your page.
- Finally, if someone posts on your page or comments on your content, respond. Being a good Facebook citizen means not just posting to your page, but also interacting with your followers.

10 Getting Started Tips for Publishing a Successful Blog



Blogs have emerged as an effective and inexpensive way to reach millions of consumers. In fact, more than 57 million American adults read blogs on a regular basis, and 52 % of those readers also shop online. But it's not enough to just set up a URL and begin writing, particularly if your goal is to publish a blog that generates revenue or promotes your own product or service. The key to success lies in reader retention. For that, you need the right focus, engaging content and the right promotion to attract readers and keep them coming back for more. Take the time to follow these 10 steps and you'll be on the right path toward publishing a successful, potentially profitable, blog.

Things to consider when you're planning to launch a professional blog:

1. **Research:**

Before jumping headfirst into the blogosphere, you need to educate yourself on what does and doesn't work. Read popular blogs, including those with a general appeal and those related to topics that interest you. Look at visitor comments and take note of what they like or dislike about the content and design. Mimic what works and find an innovative way to improve upon what doesn't. Take a look at these sites for some tips:

2. **Find Your Niche:**

A successful blog must have mass appeal and a focus broad enough to ensure you have plenty to write about. But the subject can't bore you to tears or you're setting yourself up for failure. For example, if you write exclusively about the daily life of your cat, Mr. Fluffykins, it's pretty unlikely that many others will find it as fascinating as you. However, if you're a cat lover, writing about cat health opens the door to a wider audience, a wealth of potential topics and great opportunities for readers to share their own tips and experiences -- particularly if you use pictures, anecdotes, memes and other elements to illustrate your blog.

3. **Establish Credibility:**

Anyone with access to the Internet can have a blog, but not everyone has the credibility to make a blog meaningful. You don't have to be a master painter to blog about art, but it

helps gain the trust of your readers if you take the time to explain your interest and spell out your credentials (just be careful not to take on a tone of superiority or you'll risk alienating your readers).

4. **Establish Measurable Goals:**

Set goals (i.e. building community, generating revenue, gaining RSS subscriptions, etc.) for your blog and establish a timeframe for achieving them so you can measure its success. Construct a one-year plan, including checkpoints where you evaluate whether you have met your goals and to measure the overall growth of your blog.

5. **Network:**

Identify other blogs that are similar to your own and start networking with their authors. It's an easy way to keep informed about what is happening in the blogosphere, even before you've launched your own blog. It is also a great way to subtly refer people to your blog once it's published, and to enhance your own credibility by contributing your thoughts and opinions.

6. **Craft Engaging Content:**

Quality content is vital to the life of a blog. Read and research as much as possible to ensure you're up-to-date on the latest in whatever subject your blog is focused on. What is equally important is conveying that knowledge in an entertaining way. Have fun with your writing and give it some personality. If your content is stiff and technical, your readers will be turned off and lose interest quickly.

7. **Introduce Yourself:**

Your first post should introduce yourself (use a pseudonym if desired) and detail the purpose of your blog. Include your credentials as well as your interest in the subject matter. Offer fun notes about yourself and make it personable. If your readers feel that they know you, they will be more loyal and engaged in your blog.

8. **Be Consistent:**

Consistent publishing of posts per day, the length of posts, content quality, and theme design builds trust, dependability and readership. Decide how many posts you are going to publish per day and stick to that. Readers appreciate consistency.

9. **Build Community:**

Once you begin publishing your blog, make it a point to seek out and participate in communities such as [Digg](#), [del.icio.us](#), [Facebook](#), [Twitter](#) and [Blog Catalog](#). This lets you build a blog community, as well as generate traffic and promote your blog.

10. **Maintenance:**

Regularly updating content (posts, forums, and comments) encourages readers to return to your blog. Always invite others to comment and, when they do, thank them for their thoughts. Assess the needs of your readers and add featured content such as a series to satisfy their interest. Maintaining content shows your commitment to your readers and subscribers.

Want to Learn Even More? Check Out These Great Resource Articles!

Taking the Lead in 2014

By Emma Fogt, MBA, MS, RDN, LDN, FAND / *Today's Dietitian* - January 2014 Issue

<http://www.todaysdietitian.com/newarchives/010614p44.shtml>

The Power of Social Networking — Here's How You Can Use It to Market Your Brand

By Christina Barth, BA, Christin Seher, MS, RD, LD / *Today's Dietitian* - May 2012 Issue

<http://www.todaysdietitian.com/newarchives/050112p36.shtml>

Get Connected — Go High Tech to Gain that Professional Edge

By Lindsey Getz / *Today's Dietitian* - November 2009 Issue

<http://www.todaysdietitian.com/newarchives/111609p46.shtml>

Marketing Your Practice — How to Develop a Client Base & Grow Your Business

By Faye Berger Mitchell, RD, LDN / *Today's Dietitian* - October 2012 Issue

<http://www.todaysdietitian.com/newarchives/100112p18.shtml>

Go Fish — Four Strategies to Increase Practice Referrals

By Lindsey Getz / *Today's Dietitian* - September 2010 Issue

<http://www.todaysdietitian.com/newarchives/082510p40.shtml>

Boost Your Career in 2015

By Juliann Schaeffer / *Today's Dietitian* - January 2015 Issue

<http://www.todaysdietitian.com/newarchives/011315p24.shtml>

Pinterest — This New Virtual Pinboard Can Help Promote Your Brand and Business

By Lori Zanteson / *Today's Dietitian* July 2012 Issue

<http://www.todaysdietitian.com/newarchives/070112p54.shtml>

5 Steps for Branding Yourself as a Nutrition Expert

By Gilleen Barkyoub, MS, RDN / Food & Nutrition Online – March 2015

<http://www.foodandnutrition.org/Stone-Soup/March-2015/5-Steps-for-Branding-Yourself-as-a-Nutrition-Expert/>

Social Pro: How to Create a Professional Facebook Page

By Matt Alderton / Food & Nutrition Online – April 2013

<http://www.foodandnutrition.org/May-2013/SocialPro-How-to-Create-a-Professional-Facebook-Page/>