

UNDERSTANDING THE ASPECTS OF AN ENGAGING SOCIAL MEDIA POST

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BACKGROUND



- People are increasingly using social media to seek health and nutrition information
- Social media personalities have high engagement (likes, reactions and shares) and influence over their followers, something that nutrition and health professionals often lack
- 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)

AIM



To identify social media strategies associated with high engagement across four groups:

- Food Industry
- Lifestyle Personalities
- Health Organisations
- Nutrition Professionals

METHODS



Coding Framework



3 Social Media Platforms



4 Organisation Types



10 Most Popular Brands



6 Most Engaged Posts



Engaging Strategies

RESULTS



KEY FINDINGS

- Lifestyle Personalities had the the most engagement with Instagram being the best platform
- Food Industry, Lifestyle Personalities and Nutrition Professionals frequently used "visually appealing" strategies on Facebook and Instagram
- Lifestyle Personalities used "stories" on Facebook and Instagram
- Health Organisations did not use as many strategies as other groups

POSITIVE ENGAGEMENT

MOST EFFECTIVE

- "People appearing in posts" on Instagram (β 0.233, 95% CIs (0.298 to 1.041), $p < 0.001$)
- "Positive tone" on Twitter (β 0.218, 95% CIs (0.037 to 0.246), $p < 0.009$)

OTHER STRATEGIES

- "Fast-paced" videos (e.g. recipes) on Facebook
- "Body image" on Instagram
- "Visually appealing" post on Twitter

NEGATIVE ENGAGEMENT

LEAST EFFECTIVE

- Posts of "health success" on both Facebook ($\beta = -0.208$, 95% CIs (-0.274 to -0.065), $p < 0.002$), and Instagram ($\beta = -0.228$, 95% CIs (-1.017 to -0.265), $p < 0.001$)

- On Twitter, posts that included "links to health information" ($\beta = -0.251$, 95% CIs (-0.265 to -0.067), $p < 0.001$)

OTHER STRATEGIES

- Someone exercising on Facebook
- "Negative" emotion inducing on Facebook
- "Stories" on Twitter
- "Time specific encouragement to eat" on Twitter

CONCLUSION

NUTRITION PROFESSIONALS AND HEALTH ORGANISATIONS COULD LEARN FROM SUCCESSFUL ENGAGEMENT STRATEGIES OF ONLINE INFLUENCERS AS TO HOW TO INCREASE REACH AND INTERACTIONS WITH THEIR MESSAGES.

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