

# Experiences of health promotion professionals designing and implementing healthy eating campaigns on social media

Rounsefell K<sup>1</sup>, Gibson S<sup>1</sup>, Brennan L<sup>2</sup>, Reid M<sup>3</sup>, McCaffrey TA<sup>1\*</sup>

<sup>1</sup>Department of Nutrition, Dietetics & Food, Monash University, Melbourne Australia <sup>2</sup>School of Media & Communication, RMIT University, Melbourne, Australia <sup>3</sup>School of Economics, Finance and Marketing, RMIT University, Melbourne, Australia

\*presenting author

## INTRODUCTION

- **Social media (SM)** platforms have disrupted the way health professionals engage and reach communities to encourage healthy behaviours<sup>1</sup>
- Health professionals competing with commercial marketers, celebrities, and influencers, face pressure to promote compelling content using social marketing strategies<sup>2</sup>
- Many recommendations for SM marketing are generic, and do not consider the complexity of communicating health science, food and nutrition-related messages specifically<sup>3</sup>

## STUDY AIM

- To explore experiences of **health promotion professionals (HPP)** delivering healthy eating campaigns via SM

## METHODS

- In-depth semi-structured interviews in a purposive sample of nine Australian nutrition focused HPPs
- Audio-recorded interviews lasted 60 minutes with 15 open-ended questions exploring SM campaign planning, delivery and evaluation
- A reflexive approach was used based on evolving research and HPPs role

## RESULTS

- Participants worked in government and health organisations in nutrition, communications and marketing
- Three themes emerged including:
  1. HPPs lacked capacity to remain competitive on SM. To overcome obstacles, HPPs collaborated with other community organisations to cross-promote messages

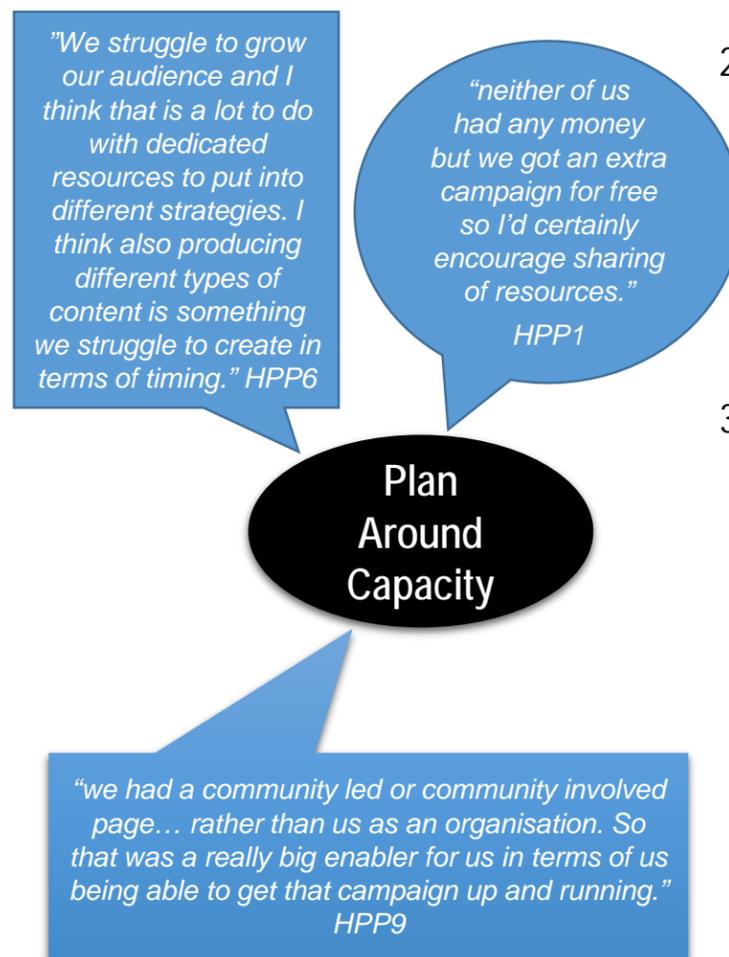
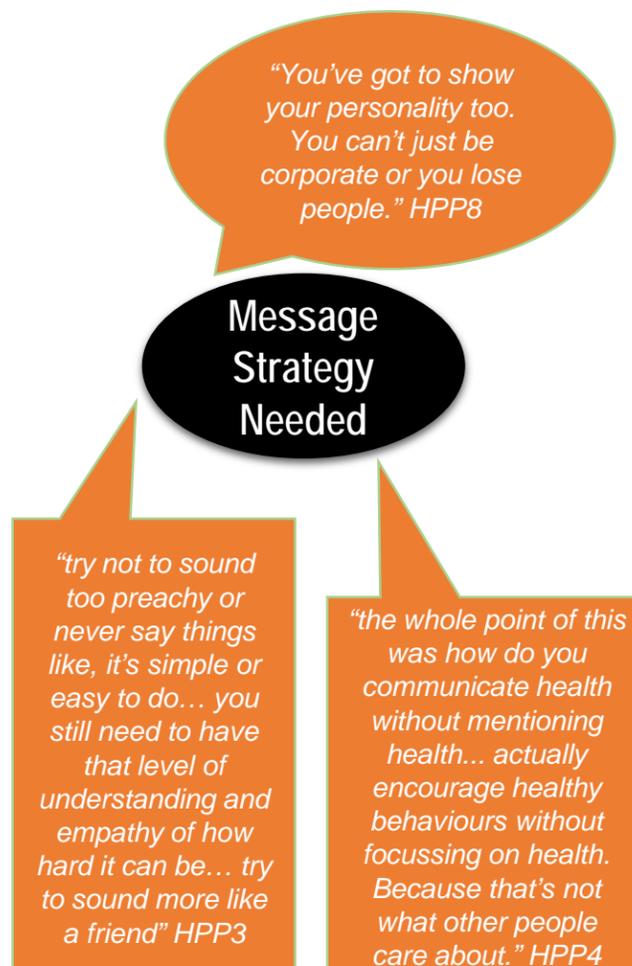
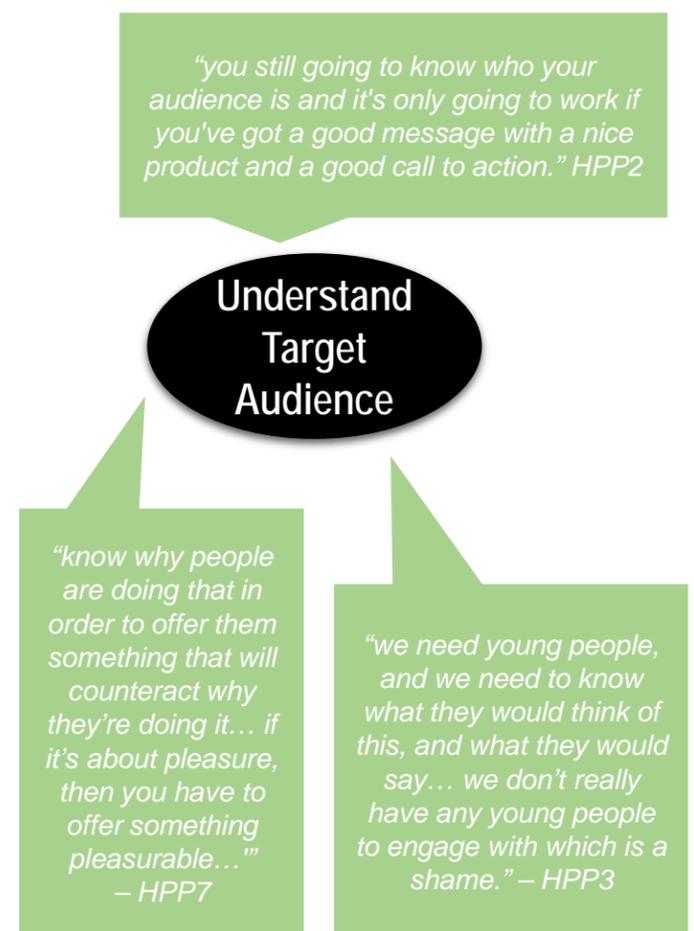


Figure 1 ▲: Quotes relating to the theme 'Plan Around Capacity'

Figure 2 ►: Quotes relating to the theme 'Understand Target Audience'

Figure 3 ▼: Quotes relating to the theme 'Message Strategy Needed'

2. HPPs identified that the SM messaging strategy used was fundamental for campaign success. Effective messages were short, relatable, positively toned, not overtly didactic and included a mixture of formats (e.g. videos and photos)
3. All HPPs specified that understanding target audience is necessary, with one HPP recommending further population segmentation based on behavioural characteristics



## CONCLUSION

- HPPs designing and implementing SM campaigns reported benefit from understanding population segmentation and co-creation marketing strategies to enhance audience engagement. Capacity planning partnerships with other community organisations may also support SM campaign success

References: 1. Dietitians Association of Australia (2012) 2. Thackeray R et al. (2012). BMC Public Health. 3. Kite J et al. (2016) PloS one. **Ethical Approval:** Monash University Human Research Ethics Committee (MUHREC), (2017-0703-8820)