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Ingles Markets

Twitter statistics

- 2006
- Over 100 million
- >465million
- 11
- 16%
- 92%
- Twitter was born
- active users in US
- # of worldwide accts
- Accts created/second
- Use mobile device
- RT interesting content



How Supermarkets use Twitter

(87% represented here today on Twitter)

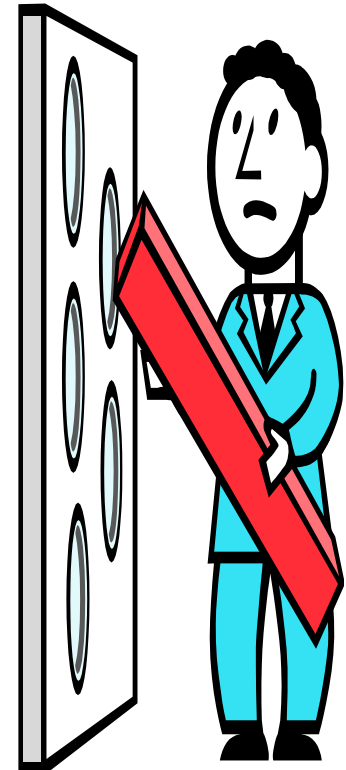
- Reactive
 - Customer service and problem solving
 - Food Recalls/Safety alerts
- Proactive
 - Food Recalls/Safety alerts
 - Sales/deal information
 - Recipe ideas
 - Links to website/blogs/Facebook
 - Notice of events
(tours,talks,screenings)



- Where do YOU fit in?
- Supermarket Twitter accounts that mentioned by name or referred to dietitian or nutritionist in the last month – 18%

Missed opportunities?

- *Chain #1 – tweet about filling shopping cart that helps your heart –no mention of dietitian
- *Chain #2 – many mention of recipes –no mention of dietitian
- *Chain #3 – reactive, few recipes mentioned none of several dietitians on staff mentioned





Gold Stars ...



- So-So – Chain M – referred to “dietician” & NuVal
- Good - Safeway – refers to “Nutrition Blogger” & has link to blog (which is from dietitian)
- Better - Weis Markets – using hashtag #WeisRD & links to newsletter & Healthy Bites
- Best – United Supermarkets West Texas – “Healthy Afternoon Snacks” – “dietitian Tyra”

How to have a Twitter presence – since only 23% of you (supermarket RD' s) are on twitter.

- As a dietitian for your supermarket – get permission. Watch what supermarket RD' s are doing, develop your voice and identity(@InglesDietitian)
- Contribute to your chain' s tweets – talk to whoever is doing social media have them start including you in the twitter conversation. Offer to contribute weekly. #WeisRD
- For yourself not with supermarket – join twitter, get a handle/profile/photo, watch what other RDs are saying, follow those you' re interested in – but NOT just dietitians & start tweeting (@LeahMcGrathRD)



Why it's PROFESSIONALLY beneficial to be on Twitter

- Get news more quickly than traditional media – especially food safety/recall alerts & health news
- Connect with larger national & global twitter community of dietitians
- Connect with media
- Connect with brands
- Share sound nutritional information & nutrition messages to a larger audience
- Link to your blogs/articles/books



Why people want YOU on Twitter (actual twitter responses)

- [Liz Weiss R.D. @LizWeiss](#) (Boston, MA)
[@LeahMcGrathRD](#) RDs on twitter = thought leaders, answer questions/expert, branding, educate the public (could go on an on)!
- [Seletha Poole @selethaann](#) Master's student (Knoxville, TN)
[@LeahMcGrathRD](#) opportunities for students to interact/learn about work/internships
- [Cintia Listenbee @simplycintia](#) (Houston, TX)
[@LeahMcGrathRD](#) a great way to spread sound knowledge
- [allgood_b](#) (Asheville, NC)
[@LeahMcGrathRD](#) I retain more info from you than all those diet books I read because it's short, small messages and I retain it.'

It doesn't take that much time

- If using mobile – download twitter app, easy to check when you are stationary
- If using desk or lap top. Check in morning & evening. Post 1-2x/day
- It's only 140 characters!

