

**Joint Institute for Food Safety and Applied Nutrition Council  
2011 Spring Symposium: Mitigating Consequences of  
an Outbreak/Adverse Event**

# Using Social Media to Communicate in Times of Crisis



Kimberly A. Reed  
Executive Director



International Food Information  
Council Foundation



April 28, 2011



# International Food Information Council and the International Food Information Council Foundation



IFIC Mission: To effectively communicate science-based information on food safety and nutrition issues to health professionals, journalists, educators and government officials.



IFIC Foundation Mission: To effectively communicate science-based information on health, nutrition, and food safety for the public good.

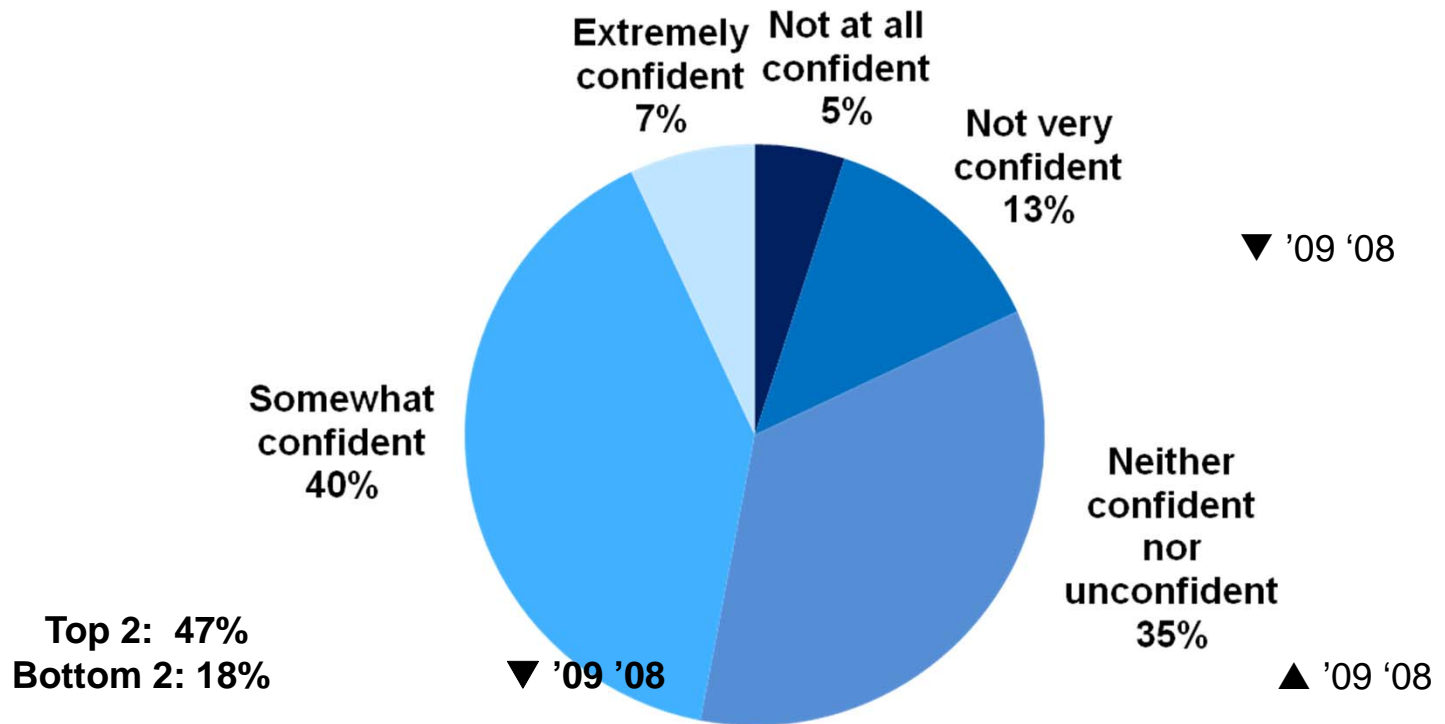
[www.foodinsight.org](http://www.foodinsight.org)

# Consumer Perceptions



# Food Safety Confidence

Similar to previous years, close to half of Americans (47%) rate themselves as confident in the safety of the U.S. food supply. Those who are “not very confident” is down significantly from 2009 and 2008, with an increase now seen in the “neither confident nor unconfident” category.



To what extent, if at all, are you confident in the safety of the U.S. food supply?\* [Select one]  
(n=1024)

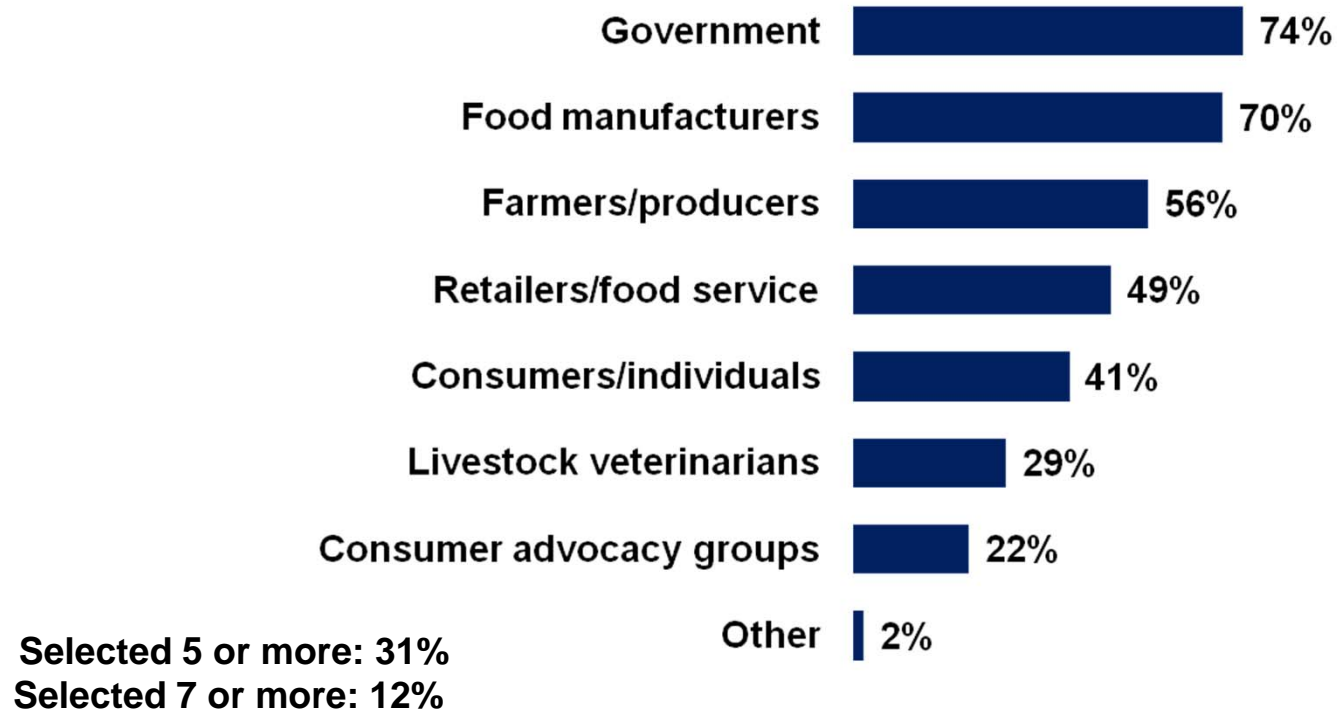
\*Question asked since 2008.

▲ / ▼ Significant increase/decrease from year indic



# Food Safety Responsibility

*When asked who they believe is responsible for food safety in the U.S., 74% of Americans believe that the government is responsible, 70% say food manufacturers, followed by farmers/producers (56%), retailers/food service (49%), and consumers/individuals (41%).*



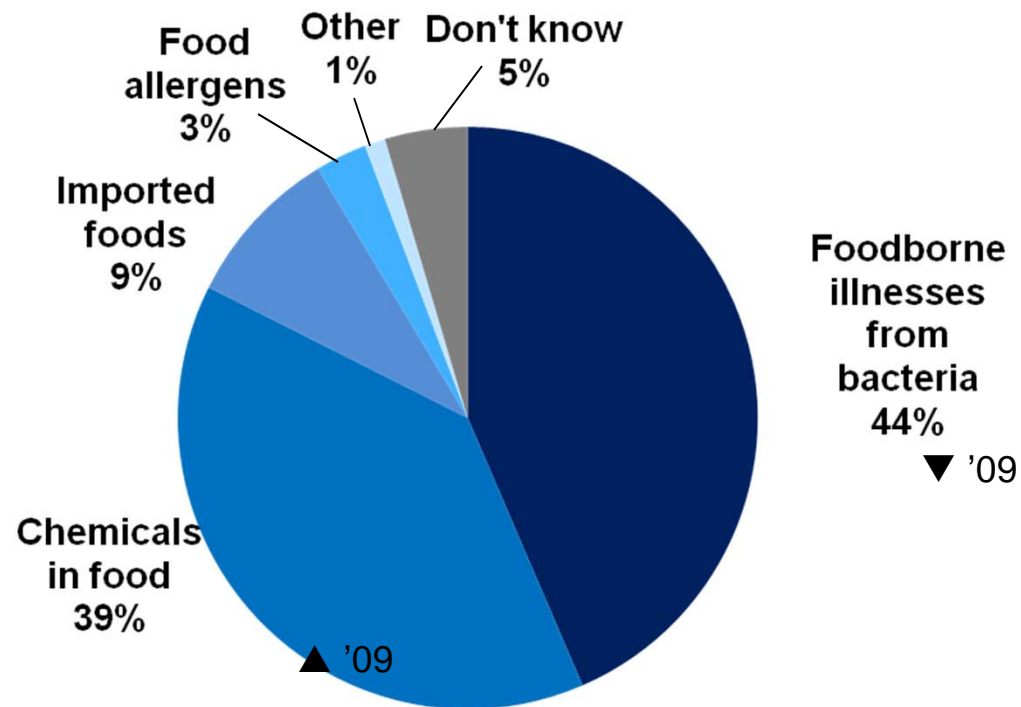
**In general, who do you believe is responsible for food safety in the U.S.?\***  
**[Select all that apply] (n=1024)**

\*Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indic

# Most Important Food Safety Issue Today

Americans believe that “foodborne illnesses from bacteria” is the most important food safety issue today, followed closely by “chemicals in food”.



What, in your opinion, is the most important food safety issue today?\* [Select one] (n=1024)

\*Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indic

# Recently Used Food Safety Sources

Americans are receiving their food safety information from the media, with TV news program topping the list.

TV news program	43%
Internet article	32%
Newspaper	28%
Friends/family	28%
Magazine article	25%
Food label	24%
Cooking shows/hosts	22%
Talk shows	21%
Grocery store, drug store, or specialty store	14%
Government agency/official	14%
Product or manufacturer communications (i.e., Web sites, advertising, etc.)	13%
Radio news program	13%
Health professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)	10%
Health association	9%
Consumer advocacy groups	9%
At/from schools	5%
None of the above	20%

In the past six months, from which of the following sources, if any, have you heard or read about food safety practices?\* [Select all that apply] (n=1024)

**NOTE: Responses <5% not shown**

\*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indic

# Trusted Food Safety Sources

Government agency/officials and health professionals are the top cited trusted sources for food safety information.

Government agency/official	39%
Health professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)	36%
TV news program	32%
Health association	31%
Food label	26%
Newspaper	24%
Dietitian	24%
Magazine article	18%
Consumer advocacy groups	18%
Internet article	18%
Friends/family	17%
Cooking shows/hosts	17%
Grocery store, drug store, or specialty store	16%
Radio news program	14%
Product or manufacturer communications (i.e., Web sites, advertising, etc.)	13%
Talk shows	12%
At/from schools	8%
Cooperative extension service agent	7%
None of the above	15%

Which of the following sources, if any, do you trust to deliver food safety information? \*

[Select all that apply] (n=1024)

**NOTE: Responses <5% not shown**

\*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indic



# In 2009, we joined the social media conversation.

The screenshot shows the Food Insight website homepage. At the top, there is a navigation bar with links for 'Press', 'Search', 'Login', and 'Register'. The main header features the 'FOOD INSIGHT' logo with the tagline 'YOUR NUTRITION AND FOOD SAFETY RESOURCE'. Below the header is a grid of icons representing various food-related topics. The main content area includes a featured article titled 'It's All About Balance' with a photo of a family eating. There are also sections for 'Hot Topics', 'Browse All Resources', and a 'Newsletter' sign-up form.

twitter

FoodInsightOrg

The screenshot shows the Facebook page for Food Insight. The page header includes the Facebook logo and navigation links for 'Home', 'Profile', 'Friends', and 'Inbox'. The main content area features the Food Insight logo and a post from 'Food Insight Brian Wansel' about Thanksgiving weight management. There are also buttons for 'Add to My Page's Favorites' and 'Suggest to Friends'.

Gmail Calendar Documents Reader Web more

Google reader

Navigation HighlightedContent

Show: 0 new items - all items Mark all as read Refresh

Your Personal Path to Health: Steps to

A healthful lifestyle is easier than you might think. The path you, one at a time. Every step adds up, so you'll reach you

Add star Like Share Share with note Email

Healthy Eating During Pregnancy

With so much information on how food can affect your health during pregnancy since good nutrition and safe food handling

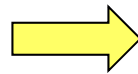
Add star Like Share Share with note Email

The screenshot shows the YouTube channel banner for FoodInsightTV. The banner includes the YouTube logo, the channel name 'FoodInsightTV', and the tagline 'FoodInsightTV's Channel'. There are buttons for 'Subscribe' and 'Upload'.

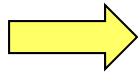
This is another view of the YouTube channel banner for FoodInsightTV, showing the channel name and the 'Subscribe' and 'Upload' buttons.

# New Web Site: [www.foodinsight.org](http://www.foodinsight.org)

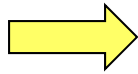
Utilizes new graphic identity throughout



Shows breadth of information available



Encourages users to "dive in" to the site



Features Interactive Content



# Blog, Twitter and Facebook

## ✓ Foundation Blog

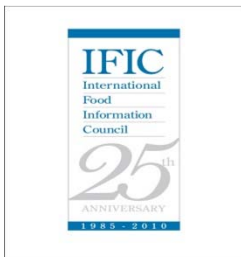
- Provide almost daily postings.
- Reach out to more than 100+ influential bloggers.
- Write as a guest blogger on outside blogs.

## ✓ Two Twitter Accounts

- More than 1,500 followers on our new Twitter Handles (IFICMedia and FoodInsight).

## ✓ Facebook Account

- More than 1000 Fans on our Facebook Account (FoodInsight).




# Media Impact in 2010

- **315 million:** Total national audience for IFIC-originated/influenced news stories (100 million increase from 2009)
- IFIC staff or experts quoted in *New York Times*, *USA Today*, *Chicago Tribune*, *CNN*, *Newsweek*, *LA Times*, *Washington Post*, *MSNBC*, *CBS Radio*, *Bloomberg News*, *Fox News Atlanta* and many more.



# Social Media - Connected Stakeholders to our Messages One Million Times through Online Tools

- Posted **160+** blog entries.
- Reached more than **500,000** people through seven Twitter chats.
- Attracted nearly **2,000** Twitter followers between IFICMedia and FoodInsight accounts and **1,000** Facebook followers.
- Named in “Who’s Who of Food Safety on Twitter” by *Food Safety News*.
- Selected as one of HealthCastle.com’s top-rated food and nutrition blogs.



**IFIC Panelist in AgChat Twitter Chat:**  
**121** Overall participants  
**214,332** total followers of all participants  
**80** Twitter mentions or re-Tweets of FoodInsight during chat  
**55** mentions or re-Tweets of IFICMedia during chat

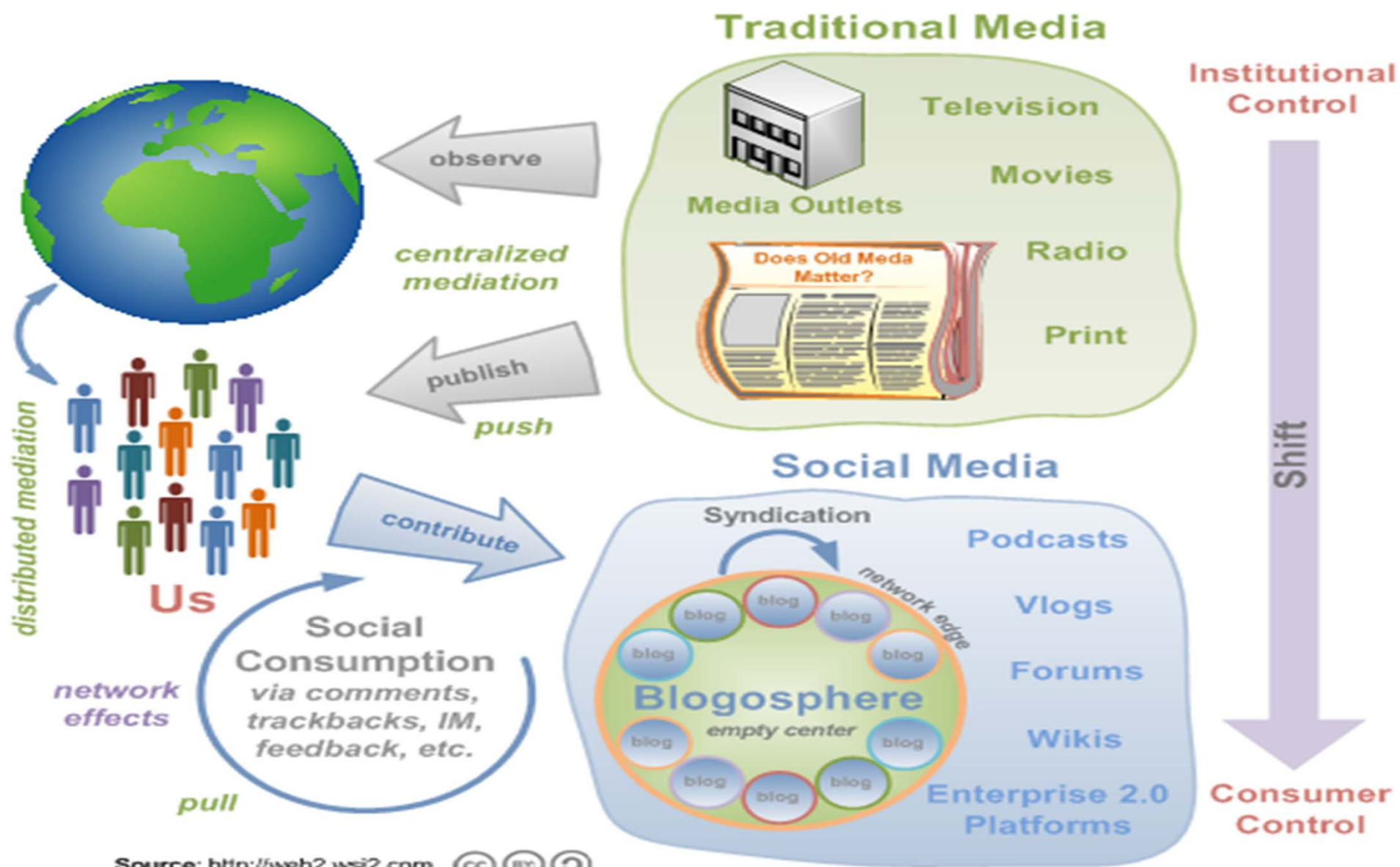
# Today's Presentation

- Communications Landscape
- Social Media Landscape
- Do Your Social Media Homework
- Blogs
- Social Networking Tools  
(Facebook, Linked In, Twitter)
- YouTube
- The Future
- Final Thought

# COMMUNICATIONS

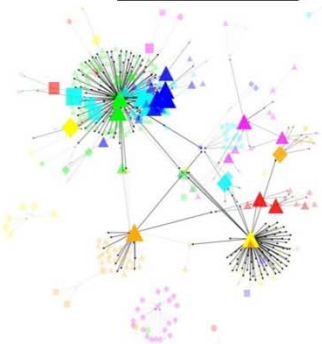
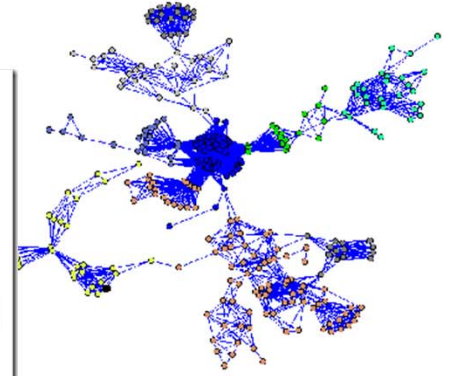
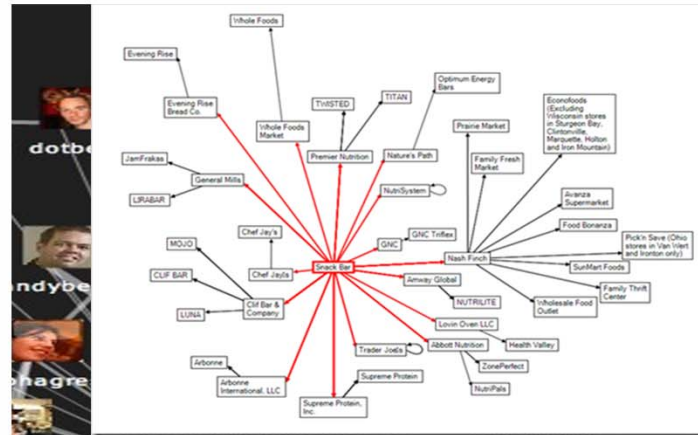
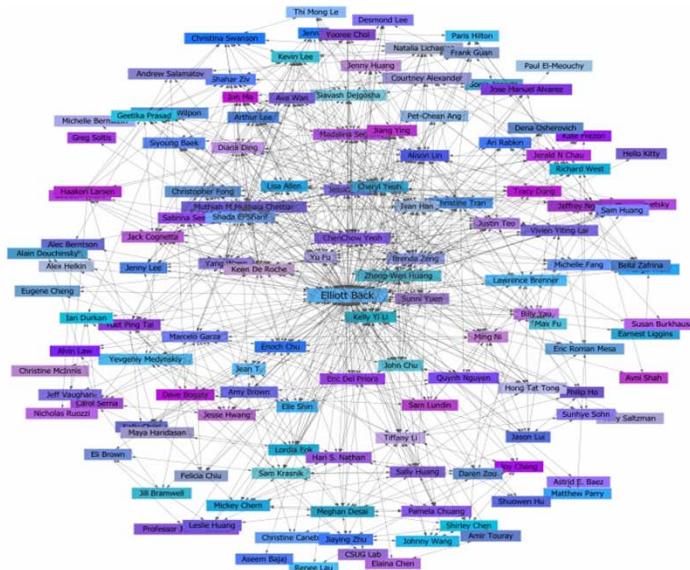
# LANDSCAPE

# The Emergence and Rise of Mass Social Media





# “Viral” Networks of Messaging Through Social Media Can Deliver Great Impact



# Who Are the Influencers?





# Online Food Safety Influencers



HOME ABOUT BILL MARLER SERVICES CONTACT ARCHIVES

## MARLER BLOG

PROVIDING COMMENTARY ON FOOD POISONING OUTBREAKS & LITIGATION

Bill Marler is an accomplished personal injury and products liability attorney. He began litigating foodborne illness cases in 1993, when [MORE...](#)

BLOG FEEDBACK BOOKS PUBLICATIONS APPEARANCES MEDIA FAQ LINKS ARCHIVES

## FOOD POLITICS

by Marion Nestle

**THE 10 MYTHS**  
CSPI's latest campaign: Topps marketing  
I am interested to see that the Center for Science in the Public Interest has taken on [Topps marketing](#) as a new campaign, and for good reason. Topps, famous for chewing gum and baseball trading cards, makes a bunch of candies aimed at kids, one of them in the shape of soft-up feeding bottles. Disney is now using a kid's music group - [Six Little Bunnies](#) - to promote the baby bottle candy. Not a good idea.

© 2006, [Oversight@Topps](#), from the family firm that had owned it for decades. Long before the sale, I once had lunch with Arthur Shorin, the former owner of Topps. I was impressed by his responsible attitude about

Subscribe to RSS

NEXT PUBLIC APPEARANCE

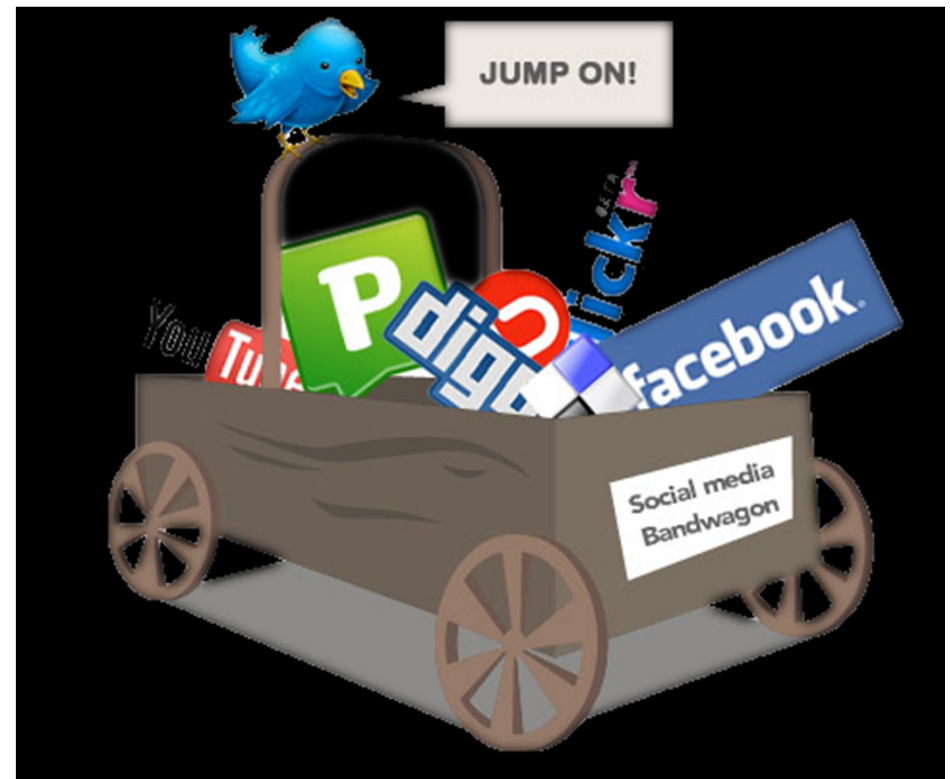
## Food Safety News

PRESENTED BY MARLER CLARK LLP, P.S.

Home Foodborne Illness Outbreaks Food Recalls Food Politics Contributed Articles Events Jobs Subscribe

# What You Can Do

- Connect With Your Communications Department
- Participate Yourself
  - Start Slow
  - Build Relationships
  - Join the Discussions
- Come to IFIC

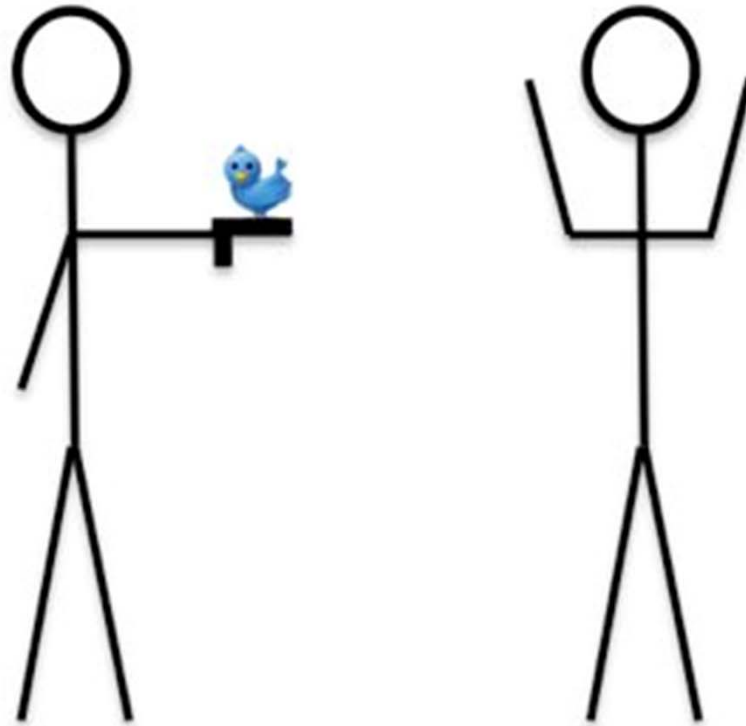




# SOCIAL MEDIA LANDSCAPE

# Stakeholders Have Power

“Do as I say or I’m gonna go social on you!”



**Make it easy for  
your  
stakeholders!**

**Make it about**  
**THEM,**  
**and not you.**

# DO YOUR SOCIAL MEDIA HOMEWORK

# Learn the Social Media Tools That Are Best for Your Target Audience.

- Blogs
- Social Networking Sites
- Microblogs
- Wikipedia
- Video Sharing
- Podcasts





# BLOGS

# Blogs 101

- Short for “Web log”
- User-generated Web sites where entries are made in journal style:
  - Most recent content appears first
  - Other characteristics include:
    - title, text, photos, videos, tags, and comments
- Unlimited topics:
  - News, Commentary, Reviews (books, products)
  - Journals and Personal Diaries
  - Advice and Tips

# Blogs Are a Two-Way Street



- Conversations between blogger and readers.
- Provides an opportunity to connect people with similar interests, link to interesting content, and comment.
- Become part of the dialogue. They will talk... with or without you.

# Sample Blog: Food Insight

[www.foodinsight.org](http://www.foodinsight.org)

Press | Search | Login | Register | En Español

# FOOD INSIGHT

# BLOG

INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

About | News Room | Hot Topics | **Blog** | Newsletter | FoodInsightTV | Resources | For Professionals | For Consumers | Store

## Hobnobbin at Fitbloggin

By: Eric Mittenenthal Date: 3/22/10

This past weekend I had the unique opportunity to attend and present at the first ever [Fitbloggin conference](#). The conference which was arranged by [Roni Noone](#) of [Roni's Weigh](#) was an opportunity for health, fitness and nutrition bloggers to come together, talk shop and connect in a new way. I have to admit, I've been to conferences before, but this one was unlike any other I've come across.

[Read More »](#)

 Food Insight Blog  Comments (0)

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## Focus on Fruits and Veggies

*Note: As part of National Nutrition Month, we'll be highlighting tips from our Registered Dietitians around the theme of "Nutrition from the Ground Up." For more info see our [kickoff post](#) or visit ADA's [National Nutrition Month page](#).*

By: Elizabeth Rahavi, RD Date 3/19/10

Adding more fruits and vegetables to your diet doesn't mean having to eat things that you don't like. The key is to understand that you have choices when it comes to getting your [recommended intake of fruits and veggies](#).

Getting the most flavors from your favorite—or even less loved—fruits and vegetables doesn't have to involve heavy-duty preparation, but some people find that [different cooking methods](#) add appeal. For example, I'm not

### All Blogs

View All Recent Entries

- Food Insight Blog 

### Search Blog

All Blogs

Keywords  Phrase

### Tag Cloud

fitness green food vitamin d flavonoids nutrition information acesulfame potassium meat thermometer animal agriculture for parents healthy aging organic women's health food science reporting hfcs red curbing appetite healthful diet animal welfare symptoms caffeinated beverages diabetes food components phytochemicals aspartame shellfish environment animal drugs children listeria artificial flavor e.coli teenagers food

# Original Blog Posts:

## “Rules of Engagement”

- Keep it between 300-500 words (use word economy)
- Write conversationally: Make it your voice & use “I”
- Let major points stand out with subheadings or bullets
- Use links to other relevant material, as well as pictures and video
- Remember that people SCAN:
  - 79% don’t read all the text, they look for keywords
  - Read dozens of articles and posts a day via scanning

# Tailor to Your Audience

- What message do *you* want your audience to receive?
- The Reader is Wondering...
  - What's in it for me?
  - Why *you*?
- Capture attention: title, snappy lead, and memorable ending.
- Include appropriate humor, stories, pictures and video.
- LINK, LINK, LINK: Give “link love” to other blogs, builds credibility, satisfaction, and relationships.



# Following Blogs:

## What Are Your Stakeholders Reading?

### Person to Person

- Ask peers
- “Blogrolls”

### Search and Find

- Google searches
- Technorati

### “Home Delivery”

- Google alerts
- RSS feeds (Real Simple Syndication)

The image shows a screenshot of a blogroll and its comment section. The blogroll is titled "Blogroll" and lists several links to other blogs. The comment section is titled "18 Responses" and shows three comments from different users, each with a "Reply" link.

**Blogroll**

- [A Patchwork World](#)
- [Andrew Getting Fit](#)
- [Bite of Brainfood](#)
- [Chef Ann: Renegade Lunch Lady](#)
- [Corporate Wellness Blog](#)
- [Diana Dyer – Cancer Survivor and Nutrition Expert](#)
- [Diet-Blog](#)
- [Escape From Obesity](#)
- [Food and Health Communications – Chef Blogger](#)
- [Gluten Free Girl](#)
- [Health Care Blog](#)

**18 Responses**

[olivier](#), on [July 14th, 2007 at 3:41 am](#) Said:  
great blog ! i wont tell u what i had for diner..lol see you soon  
[Reply](#)

[Rachel Dechenne](#), on [August 5th, 2007 at 4:10 pm](#) Said:  
Hi Rebecca,  
If you like to read stories about food politics from the other side of the Atla might like to check out my blog. I guess we've got a few commun "concer nutrition transition, agro-ecology, personalised nutrition etc.  
All the best,  
Rachel  
[Reply](#)

[rebeccascritchfield](#), on [August 9th, 2007 at 12:58 pm](#) Said:  
Rachel –  
Great to meet you... I will definitely check it out!  
[Reply](#)

# Blog Search and Find: Technorati

- The “go-to” resource for blogs.
- Blog-specific search engine.
- Looks at “tags” from blogs and categorizes results.

The screenshot shows the Technorati website interface. At the top, there is a green header with the Technorati logo and a search bar. The search bar contains the text "Search for posts..." and has a magnifying glass icon. To the right of the search bar are links for "Join / Sign In / Help". Below the search bar is a navigation menu with categories: Technology, Business, Entertainment, Lifestyle, Sports, Politics, Videos, Blogging, and Twitterati. The Twitterati category is highlighted, and a sub-menu item "Impact of Twitter's Location Feature" is visible. Below the navigation menu is another row of links: Blog Directory, Top 100, Tags, People, Technorati Blog, Write for Technorati, State of the Blogosphere, Android, and Guru. Below this is a section for "Ads by Google" with links to "Blogs", "Technorati Tag", "Top 100 Listen", and "Blog De Blogs". The main content area is divided into two columns. The left column features a green box with the text "Technorati TOP 100" and a welcome message: "Welcome to the Technorati Top 100 as ranked by Technorati Authority. The Top 100 is updated once per day. For a directory of all blogs and their rankings, click here." Below this is a section titled "Technorati Top 100 (1-25)" with a pagination link "Page: 1 2 3 4 Next »". The first item in the list is "1. The Huffington Post" with the URL "http://www.huffinatonpost.com". To the right of the item is the Technorati logo and "Auth: 963". Below the item are two green buttons: "TOP 100 POLITICS" and "TOP 100 US POLITICS". The right column features a section titled "Latest Articles" with a list of article titles: "The Spiritual Implications of Fad Diets", "The BizCATS Review: FlockDraw Whiteboard", "Jesse James' Hookup, Michelle 'Bombshell' McGee, Doesn't Have Many Fans", "Biden Knows a BFD When He Sees One", and "Travel Review: Wyndham Sugar Bay Resort, St. Thomas". At the bottom right of the "Latest Articles" section is a link "All Articles" with a right-pointing arrow icon.

# Home Delivery: Google Alerts

- Email updates of the latest relevant Google results based (news, blogs, videos) on your choice of query or topic.
- Easy! <http://www.google.com/alerts>

The screenshot shows the Google Alerts website. At the top left is the "Google alerts beta" logo. At the top right are links for "FAQ" and "Sign in". The main heading is "Welcome to Google Alerts". Below this is a paragraph explaining that Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic. A section titled "Some handy uses of Google Alerts include:" lists four bullet points: monitoring a developing news story, keeping current on a competitor or industry, getting the latest on a celebrity or event, and keeping tabs on your favorite sports teams. Below this is a prompt to "Create an alert with the form on the right." and a link to "sign in to manage your alerts". On the right side, there is a "Create a Google Alert" form. The form has a title "Create a Google Alert" and a sub-heading "Enter the topic you wish to monitor." It contains a text input field for "Search terms:", a dropdown menu for "Type" set to "Comprehensive", a dropdown menu for "How often" set to "once a day", a dropdown menu for "Email length" set to "up to 20 results", and a text input field for "Your email:". A "Create Alert" button is at the bottom of the form. A small note at the bottom of the form states "Google will not sell or share your email address."

Google alerts beta [FAQ](#) | [Sign in](#)

## Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [sign in to manage your alerts](#)

### Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Email length:

Your email:

Google will not sell or share your email address.

# Home Delivery: RSS Feeds

- Real Simple Syndication
- Feeds you content from a specific source  
(i.e. *New York Times*)
- Feed readers sorts feeds
- Can also feed out your material



# Understand What Is Being Said: Navigate the Blogosphere

- Get a short list of important blogs to track.
  - Active, at least 6 months old, comments
  - Well-written relevant content, author expertise
- Engage by commenting on posts.
  - Establishes trust
  - Make it substantive and follow up on responses
- Promote blog posts you like through social media.

# Other Blogs: Determining Influence

- Bloggers with previous reputation
  - Authors, scientists, journalists, etc.
- Popular blogs that cover topics you care about
- Check for comments
- Posts are more important than the blogger
- Post topics as “hot issues”
- Posts appear on Google search rankings
- Blog at least 6 months old
- Frequently updated

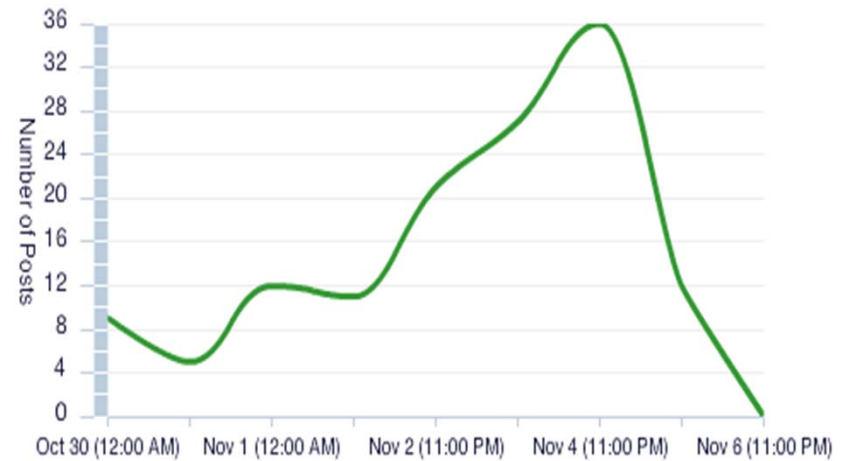


# Tools to Monitor the Trends

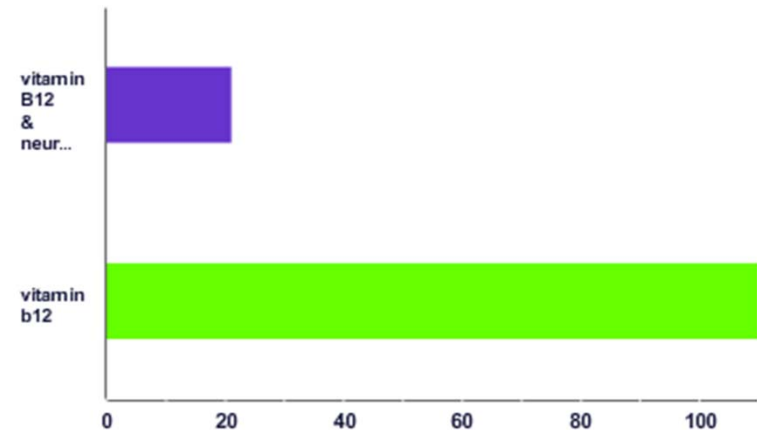
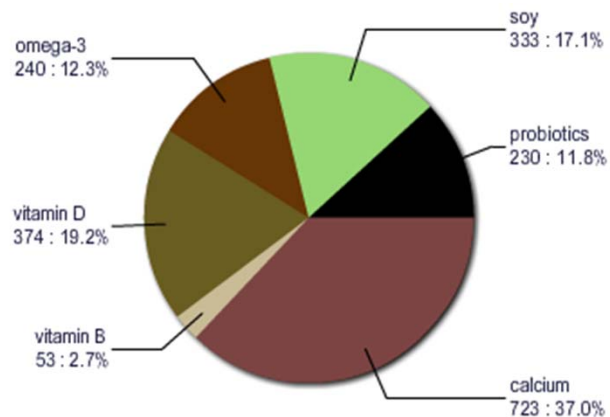
## Conversation Cloud



## Topic Trends Chart



## Comparative Topic Analysis Charts



# What Drives Blog Coverage?

- Reposting of mainstream media articles
  - (with and without additional commentary)
- Grassroots movements drives increased public awareness
- New guidelines
- Research
- Government policies and regulations
- Seasonal stories
- Pop culture

# Constructive Comments:

## Blogger Engagement

- What do you want to say and why?
  - Provide value; Add to the conversation
- Length is key
  - 1-2 sentences; Share links to supportive information
- Consider your opening
  - Clarify if you are responding to the post or another comment
- Admit if you are wrong
- Follow up
- Be respectful, personal, positive, insightful, credible, trustworthy, and friendly



SOCIAL  
NETWORKING  
TOOLS

# Social Networking: Facebook, LinkedIn, Twitter

- Sites allow users to create their own “space” through mini-Web pages, profiles, photos, and videos.
- People can connect and keep up with the lives of friends, family and business contacts .
- People can join groups and connect through similar friends or interests.



# Facebook

- Not just for college students anymore.
  - 30% of users over 25.
- 100,000 new members/day.
  - 35-54 year olds is the fastest growing group of members.
- Users can create personal pages or fan pages.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

# LinkedIn

- Social networking site focusing on professional networks.
- Users can create an online resume and use their network to discover professional opportunities.
- Provide and give recommendations.
- Join groups (public and private).





# LinkedIn

Franchise Your Business - Need Help Franchising a Business? Free Book and Webinar - From Andy Klie

## People

« Go back to Home Page

David Schmidt <sup>1st</sup>

President & CEO at International Food Information Council  
Washington D.C. Metro Area | Non-Profit Organization Management



<b>Current</b>	<ul style="list-style-type: none"><li>President &amp; CEO at International Food Information Council</li></ul>
<b>Past</b>	<ul style="list-style-type: none"><li>Leesburg, VA Councilmember at Town of Leesburg, VA</li><li>Director of Information and Legislative Affairs at USDA Food Safety &amp; Inspection Service</li></ul>
<b>Education</b>	<ul style="list-style-type: none"><li>Vanderbilt University</li></ul>
<b>Connections</b>	97 connections
<b>Public Profile</b>	<a href="http://www.linkedin.com/pub/david-schmidt/2/354/735">http://www.linkedin.com/pub/david-schmidt/2/354/735</a>

- Send a message
- Recommend this person
- Forward this profile to a connection
- Find references
- NEW Save David's Profile

Report profile photo as...

Ads by LinkedIn Members

### Get Customers To Your Biz

Advertise With No Money Upfront. Drive Customers To Your Business.



### Zycus Spend Analysis

Aberdeen's Benchmark Study. Get Free Spend Analysis 2009 Report!



### Small Business Marketing

Internet Marketing Solutions Free Consultation - 703-915-4307

## Experience

### President & CEO

International Food Information Council

Non-Profit; 11-50 employees; Non-Profit Organization Management industry  
January 2006 – Present (4 years 3 months)

# Twitter

- Microblogging service.
- Users can write updates, known as “tweets,” which are no more than 140 characters long.
- Develop a list you’re following & followers.
- Get real-time trends.

The Twitter logo, consisting of the word "twitter" in a lowercase, rounded, blue font. The logo is positioned in the bottom right corner of the slide, with a vertical grey line to its right.

# Twitter: Ideas for Use

- Follow those who you're interested in reaching.
- Develop a list of followers.
- Tweet about your blog or interesting work.
- Search topic areas you're interested in.
- Use for News Alerts.
- Be creative with **140** characters.



# FoodInsight.Org is using Twitter

The screenshot shows the Twitter profile page for IFICMedia. At the top, the Twitter logo is on the left, and navigation links for Home, Profile, Find People, Settings, Help, and Sign out are on the right. Below the navigation is a text input field with the placeholder "What are you doing?" and a character count of 140. A "Latest" notification states: "The first Food Insight newsletter is now online! Subscribe for the latest on food safety and nutrition issues at www.foodinsi...8 days ago" with an "update" button. The profile header for IFICMedia shows 180 following, 107 followers, and 4 updates. The main content area displays a "Home" feed with several tweets from various sources including LA Times, dtheus, FOX10News, usnews, and foxnews. A right-hand sidebar contains navigation options: @Replies, Direct Messages (4), Favorites, Everyone, and Following (add button).

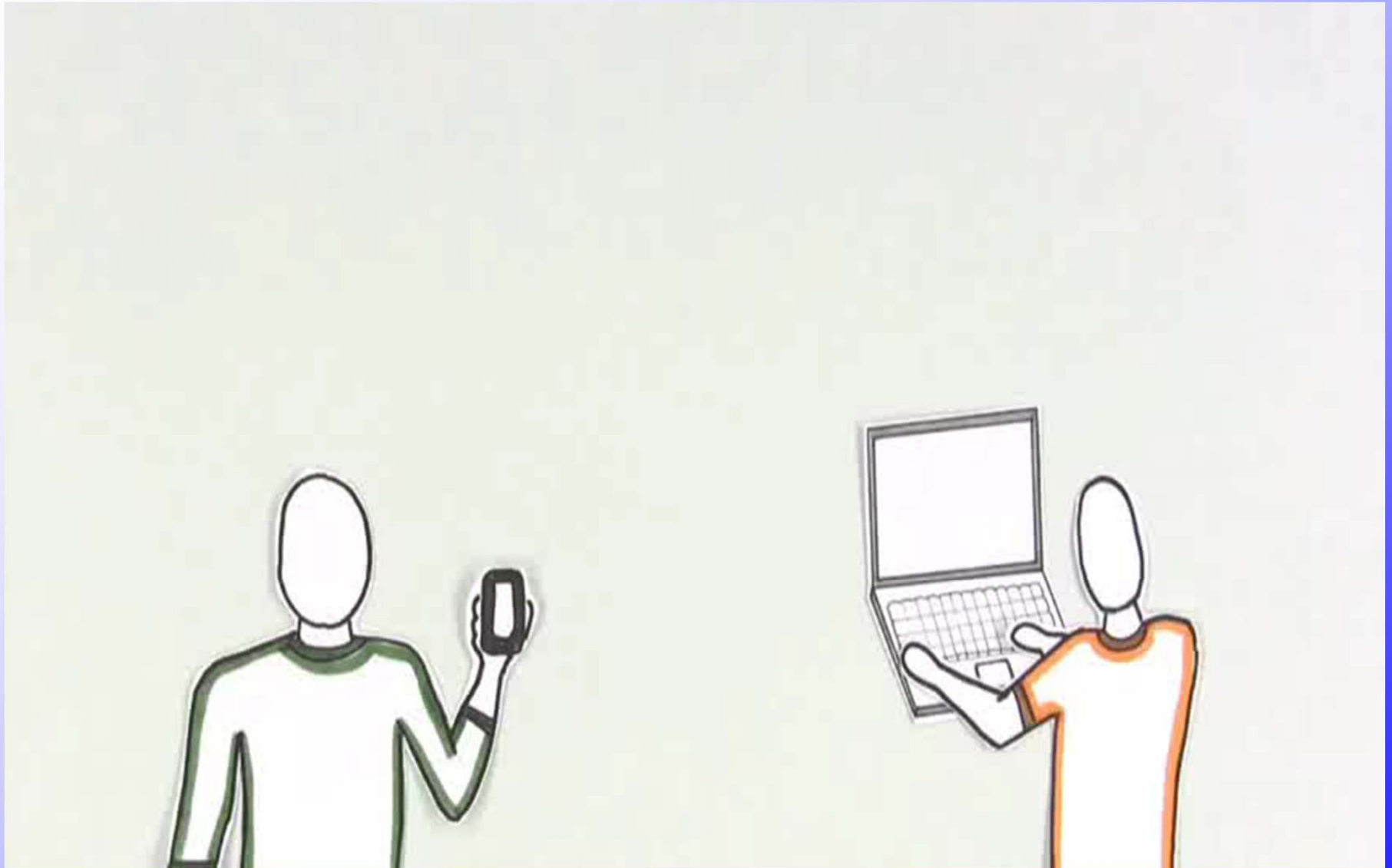
**Tweet:** Be sure to see [@IFICMedia](#) during [#fitbloggin](#) for their session on evaluating science. [7:48 AM Mar 19th via web](#)

**Tweet:** How do you manage [#food](#) allergies? Here's one person's perspective: <http://bit.ly/bRn4sc>. [1:12 PM Mar 18th via web](#)

**Tweet:** The Luck 'O the Irish is in Eating Green. Have a Happy [#stpatricks](#) Day! <http://bit.ly/a84ZSR> RT [@IFICMedia](#) [8:25 AM Mar 17th via web](#)

**Tweet:** What do you think about the Healthy Apps for Kids competition? <http://www.appsforhealthykids.com/> [#nutrition](#) [#child](#) [#obesity](#) [12:00 PM Mar 12th via web](#)

# Twitter Search In Plain English



<http://www.youtube.com/watch?v=jGbLWQYJ6iM>

YouTube

**IFIC**  
International  
Food  
Information  
Council

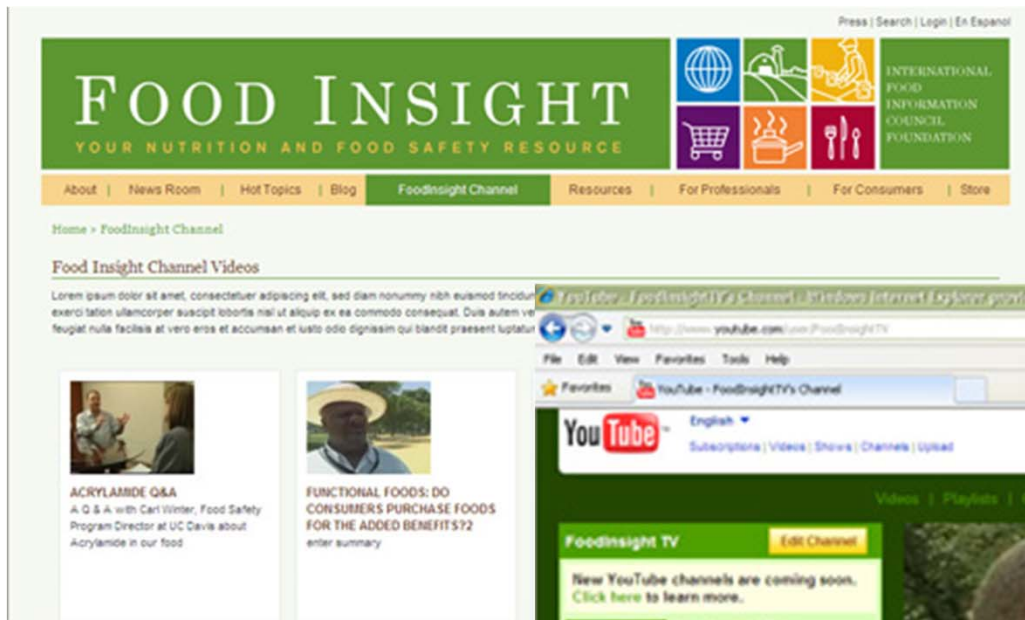
# YouTube

- Founded – 2005.
- Premier destination to watch and share original videos worldwide through the Web.
- Anyone can easily upload and share video clips: [www.YouTube.com](http://www.YouTube.com).
- See first-hand accounts of current events and interests, and negative consumer situations!
- Empowers people to become the broadcast  
of tomorrow.



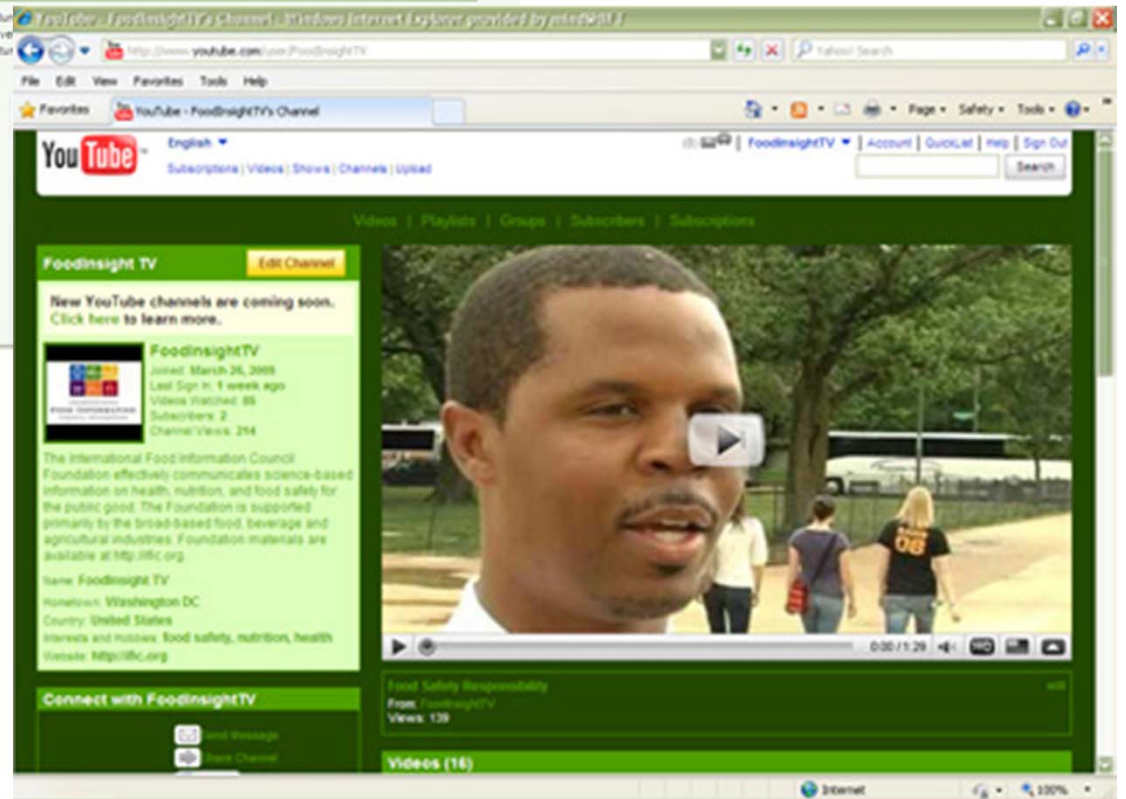


# Our YouTube Channel: FoodInsightTV.



On FoodInsight.org  
and  
YouTube

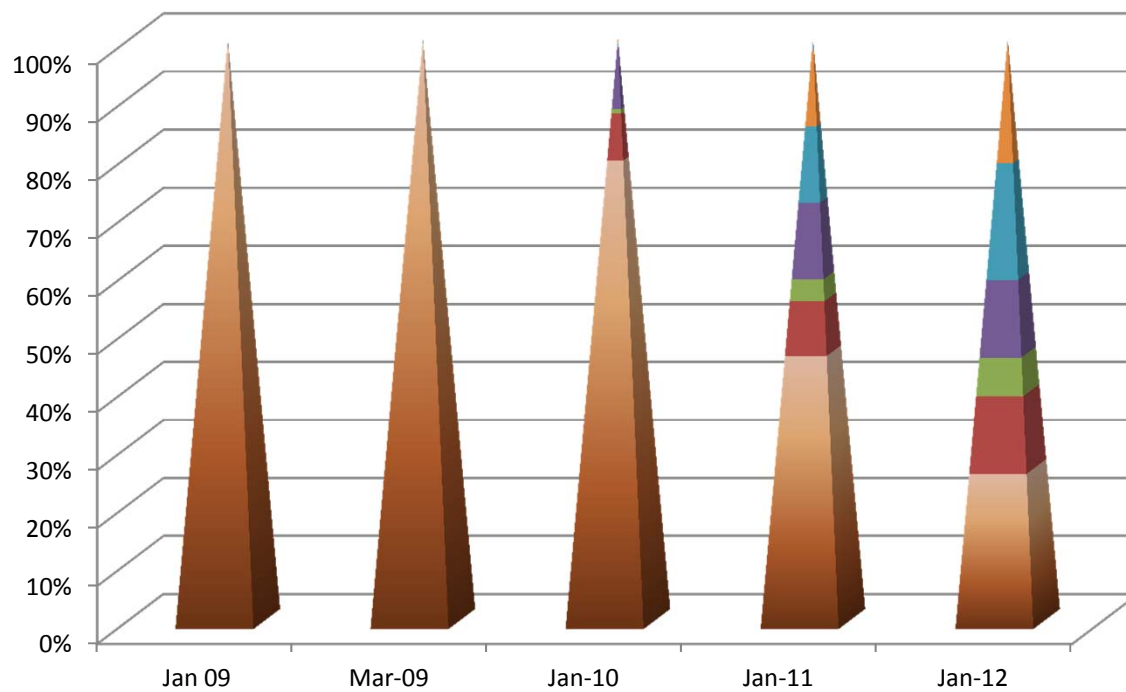
[http://www.youtube.com/  
user/FoodInsightTV](http://www.youtube.com/user/FoodInsightTV)



# The Future

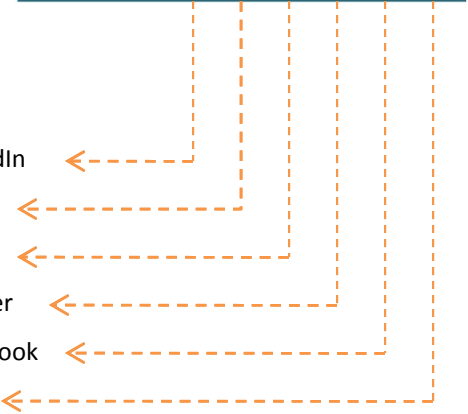
# The Future of Social Media

**New Definition of Success:  
Total Reach & Channel Percentage**



Event & Crisis  
Communications  
Channels

- LinkedIn
- Blog
- Site
- Twitter
- Facebook
- RSS
- Newsletter



# What's Ahead?



Mobile

+



Video

=





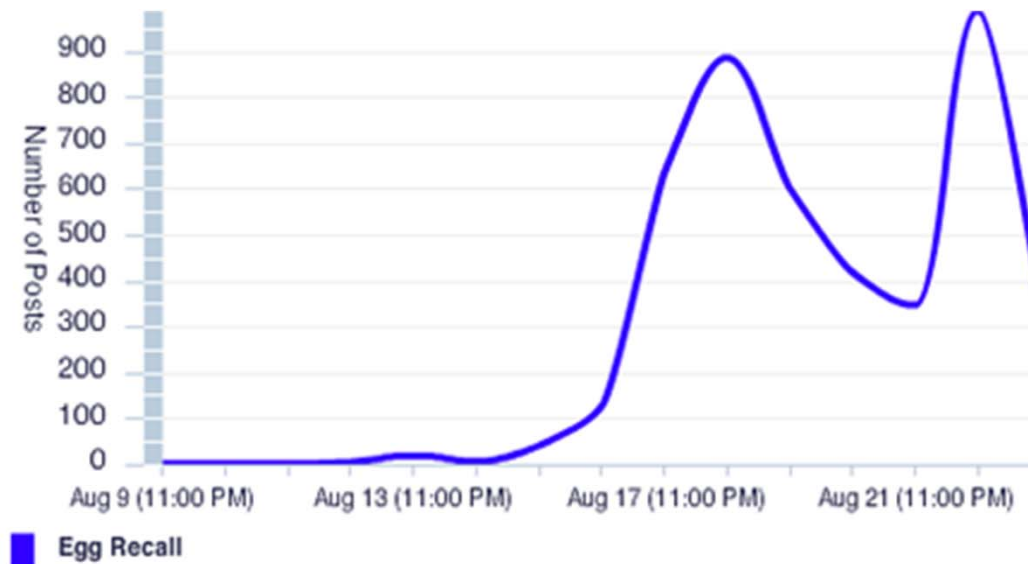
# When There's a Major Outbreak



# Case Study: Salmonella & Eggs



# Blogosphere Response



## Two Primary Blogosphere Responses:

- Blame the Government
- Buy Local & Organic



# Government Criticism

“We need a single agency empowered to oversee our food safety. This overlap between the FDA and the USDA is dated, inefficient and ineffective. The fines levied against these companies need to be large enough that they aren’t considered “the cost of doing business.”

“The FDA oversees inspections of shell eggs, and the Agriculture Department is in charge of inspecting other egg products. That explains everything. Congress refuses to give enough employees to monitor our food supply.....The FDA is totally corrupt from top to bottom. Their food inspectors are like the oil drilling inspectors with lots of extra pocket change to supplement their lousy salaries.”

# Buy Local & Organic

- “If you choose to buy corporate farmed garbage, you should not be surprised if you get sick. It is not that hard to figure out. Buy local, from a local farm, and buy Oregon Tilth Certified Organic. Yes, it costs more. Easy solution is to eat less of it. Problem solved.”
- “Yet another reminder of the travesty of corporate agriculture. EAT LOCAL - EAT FRESH - KNOW YOUR FARMER.”

# What IFIC is Doing

The screenshot displays a web browser window with the following elements:

- Header:** A green banner with "FOOD INSIGHT" in white and "BLOG" in yellow. Below it, a blue banner reads "INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION" with icons for a globe, farm, person, shopping cart, stove, and fork.
- Twitter Overlay:** A blue banner at the top says "Welcome to #NewTwitter! Read up on what's new. You can still access old Twitter for a limited time." with a "Close" button.
- Facebook Page:** The main content is a Facebook page for "Food Insight", a Non-Profit Organization. The page features:
  - Profile Picture:** The IFIC logo.
  - Timeline:** A list of posts from other users, including one from "gigg" about protein on eggs and another from "D\_C" about environmental consumption.
  - Wall:** A section for "What's on your mind?" with a "Share" button and options for Status, Photo, and Video.
  - Posts:** Several posts from "Food Insight" are visible:
    - Post 1:** "Perfection is the enemy of good." with a "Recommend" button and "Recommended by 0 Readers".
    - Post 2:** "Having the supermarket grind your specially chosen roast isn't so safe either. I know a supermarket butcher and it's been said that the ground meat you receive may not necessarily come from the roast you've picked out. Like he said, 'How are you going to know?'" with a "Recommend" button and "Recommended by 3 Readers".
    - Post 3:** "There are lots of practical, easy to follow information and resources available for anyone concerned about safe food handling. We have a lot on our web site including fact sheets: <http://www.foodinsight.org...> and videos: <http://www.foodinsight.org...>" with a "Recommend" button and "Recommended by 3 Readers".
    - Post 4:** "Wouldn't it be safest to just not eat ground beef, especially from feed-lot cows and huge meat processors? Maybe it's just me, but I don't get the hoopla surrounding the burger. They're just not that interesting. On top of that, and not being 'safe,' they're also not good for you, especially when they've come from the large-scale agricultural establishment in the US. Honestly, the main problem that we have with food safety is that we're taking something that's been made unsafe by incompetent regulation and then made worse by terrible industry practices. It's time for the US to wake up and go back to the way food used to be. Not only is it more..." with a "Recommend" button and "Recommended by 3 Readers".

# Final Thought

# Get on the Wagon

- Ordinary stakeholders are empowered, so meet them on their playing field.



- Embrace social media to connect with your stakeholders on a personal level.
- This is an investment you can't afford not to make!

# International Center of Excellence in Food Risk Communication



## Vision Statement

- *The International Center of Excellence in Food Risk Communication will be the premier global resource for risk communication on food and health.*

## Mission Statement

- *The International Center of Excellence in Food Risk Communication provides resources to help government officials, health professionals, academicians, food producers, journalists, the public, and other stakeholders communicate and understand concepts, practices, research, and data about food safety, nutrition, and health.*

# International Center of Excellence in Food Risk Communication



## Confirmed Partner Organizations

- *Food Standards Australia New Zealand (FSANZ)*
- *Health Canada*
- *International Food Information Council Foundation (IFIC)*
- *Joint Institute for Food Safety and Applied Nutrition (JIFSAN)*
- *National Center for Food Protection and Defense (NCFPD)*
- *U.S. Department of Agriculture (USDA)*

## Other Institutions Involved in Food Risk Communications

- *Food and Agriculture Organization of the United Nations (FAO)*
- *World Health Organization (WHO)*

[www.foodriskcommunications.org](http://www.foodriskcommunications.org)





## International Center of Excellence in Food Risk Communication

The International Center of Excellence in Food Risk Communication was established in 2011 as a collaborative initiative among global food and health organizations, government agencies, academic institutions, and expert nonprofit communication organizations. The Center was founded on the belief that it is important to have a collective international resource of food-specific risk communication materials which are dedicated to enabling informed decision-making to promote global health. [Read More >](#)



ABOUT RISK  
COMMUNICATION



PARTNERS



FOOD & HEALTH  
PROFESSIONAL  
RESOURCES



CONSUMER  
RESOURCES

### Welcome to the International Center of Excellence in Food Risk Communication

#### Our Vision

The International Center of Excellence in Food Risk Communication will be the premier global resource for risk communication on food and health.

#### Our Mission

The International Center of Excellence in Food Risk Communication provides resources to help government officials, health professionals, academicians, food producers, journalists, the public, and other stakeholders communicate and understand concepts, practices, research, and data about food safety, nutrition, and health.

#### Our Goals

- Convene credible and influential governmental, communications, and

#### Our Partners



INTERNATIONAL  
FOOD INFORMATION  
COUNCIL FOUNDATION

[www.foodriskcommunications.org](http://www.foodriskcommunications.org)

# Debut of the Understanding Our Food Communications Tool Kit

## Understanding Our Food Communications Tool Kit

Leader Guide



INTERNATIONAL  
FOOD INFORMATION  
COUNCIL FOUNDATION

### What is a Processed Food? You Might Be Surprised!

What comes to mind when you think of a processed food? Is it a fast-food burger, a candy bar, or a frozen pizza? In fact, many of the foods we eat every day are processed in one way or another. Some are processed in ways that are necessary for safety, while others are processed to make them more convenient or enjoyable to eat.

#### The Prehistoric Origins of Food Processing

Food processing has been around since the beginning of time. In fact, the earliest forms of food processing were simple techniques like drying, salting, and fermenting. These methods were used to preserve food and make it easier to eat. Today, food processing has become much more complex, involving a wide range of technologies and techniques. This has led to the development of many new and innovative food products that we enjoy today.

A few examples of common food products that are processed include:

- Canned and frozen fruits and vegetables
- Packaged meats, poultry, and seafood
- Breads, pastas, and other grains
- Condiments, dressings, and sauces
- Snacks, including chips and crackers
- Beverages, such as soft drinks and juices
- Dairy products, like milk and cheese
- "Fast food" items, such as burgers and fries
- Ready-to-eat meals
- Frozen pizzas and other frozen foods
- Convenience foods, like instant noodle soups

While many of these foods are processed, it doesn't mean they are unhealthy. In fact, many processed foods are fortified with vitamins and minerals to help ensure they are nutritious. However, it's important to be aware of the ingredients in processed foods and to eat a variety of whole, unprocessed foods as well.

### From the Farm to Your Fork – What the Food System Brings to Your Plate

If you passed a barrel of food this morning, you'd probably be amazed at the variety of products that are available to you. From the farm to your fork, the food system is a complex and interconnected network that brings us the food we eat every day. It involves a wide range of people, from farmers and ranchers to processors and distributors, all working together to get food from the field to your plate.

#### Did You Know?

- The average American spends about 28% of their income on food.
- The food system is responsible for providing food for over 7 billion people around the world.
- The food system is a major source of employment, with over 100 million people working in the industry.
- The food system is a major source of income for many rural communities.
- The food system is a major source of tax revenue for many states.



### Your Food...Your Choice

Every day we make choices about the food we eat. Some choices are easy, while others are more difficult. The choices we make about our food can have a big impact on our health and well-being. It's important to be aware of the choices we make and to make healthy choices that support our overall health and happiness.

#### Your Food...Your Choice

- Choose a variety of fruits and vegetables.
- Choose whole grains over refined grains.
- Choose lean proteins over fatty meats.
- Choose low-fat dairy products over full-fat products.
- Choose water over sugary drinks.
- Choose to eat more often, in smaller portions.
- Choose to eat slowly and mindfully.
- Choose to eat with others.
- Choose to enjoy the food you eat.



### Foods to Fit Your Busy Lifestyle

With so many choices available, it can be difficult to know what to eat. Here are some ideas for foods that are easy to prepare and fit into a busy lifestyle:

#### Four Ways Food Processing Makes Food Convenient

1. **Ready-to-eat meals:** These are meals that are already prepared and ready to eat. They are a great option for busy days when you don't have time to cook.
2. **Pre-portioned snacks:** These are snacks that are pre-portioned into individual servings. They are a great option for busy days when you need a quick snack.
3. **Ready-to-drink beverages:** These are beverages that are ready to drink. They are a great option for busy days when you need a quick drink.
4. **Ready-to-cook ingredients:** These are ingredients that are pre-portioned and ready to cook. They are a great option for busy days when you need a quick meal.



### Adding Variety to Your Table Throughout the Seasons

One of the joys of eating is trying new foods. Adding variety to your table throughout the seasons can help you enjoy the food you eat and get a wide range of nutrients. Here are some ideas for adding variety to your table:

#### Adding Variety to Your Table

- Try new fruits and vegetables.
- Try new grains and legumes.
- Try new proteins.
- Try new dairy products.
- Try new beverages.
- Try new snacks.
- Try new desserts.
- Try new condiments and sauces.
- Try new cooking techniques.
- Try new recipes.



<http://www.foodinsight.org/understandingourfood.aspx>

# Get Connected to the IFIC FOUNDATION in 2011

✓ Register for the *FoodInsight* Newsletter on  
our Web site: [www.foodinsight.org](http://www.foodinsight.org)



✓ Join our Facebook Fan Page:  
[Search For FoodInsight](#)



✓ Follow us on Twitter:

[Search for FoodInsightOrg or IFIC Media](#)



# For More Information:

**IFIC Foundation**

**1100 Connecticut Avenue, NW**

**Suite 430**

**Washington, DC 20036**

**Web site: [www.foodinsight.org](http://www.foodinsight.org)**

**Phone: (202) 296-6540**



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FOOD INFORMATION  
COUNCIL FOUNDATION