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Corporate Dietitian
Ingles Markets
Twitter statistics

- 2006
- Over 100 million
- >465 million
- 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
• 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!