

Key take-outs



Dietitians – nearly universally – are on board with social media. **95% ACCESSED SOCIAL MEDIA** for both personal and professional reasons.



Social media has increasingly become a destination for the latest news. **8 IN 10 DIETITIANS CHECKED SOCIAL MEDIA AT LEAST 4 TIMES A DAY**, benefiting from its steady stream of updated, fresh content.



FACEBOOK REMAINS THE TOP PLATFORM FOR DIETITIANS: more use it for personal and professional reasons (97% of all dietitians) than any other platform.



VISUAL IMAGERY IS HOT: Instagram is still increasing in popularity among dietitians, making it the second most popular platform.



The most popular time of the day for dietitians to check social media is between **7PM - 9PM**, followed closely by **7AM - 9AM AND 5PM - 7PM**.



MOBILE IS WHERE IT'S AT! 98% of dietitians now access social media via their smartphones.



What's drawing dietitians to social platforms recently? **NUTRITION NEWS**, along with **PROFESSIONAL DEVELOPMENT** opportunities.

Research Methodology

OVER TWO WEEKS IN JUNE 2018, A SURVEY WAS SENT VIA THE DIETITIAN CONNECTION E-NEWSLETTER TO APPROXIMATELY 6,600 NUTRITION PROFESSIONALS.

The surveys had previously been sent out via Dietitian Connection in 2014 and 2016. 396 responded to the current survey with 5% indicating they did not use social media and were exited from completing the survey.

A total of 311 dietitians and dietetic students completed most of the survey. The survey results were then analysed and compared to the 2014 and 2016 data, to establish trends in dietitian social media usage.

The following aspects of dietitians' social media usage were examined:

- How, when and where dietitians use social media;
- Preferred social media platforms;
- Why dietitians use social media; and
- What information dietitians are seeking via social media.

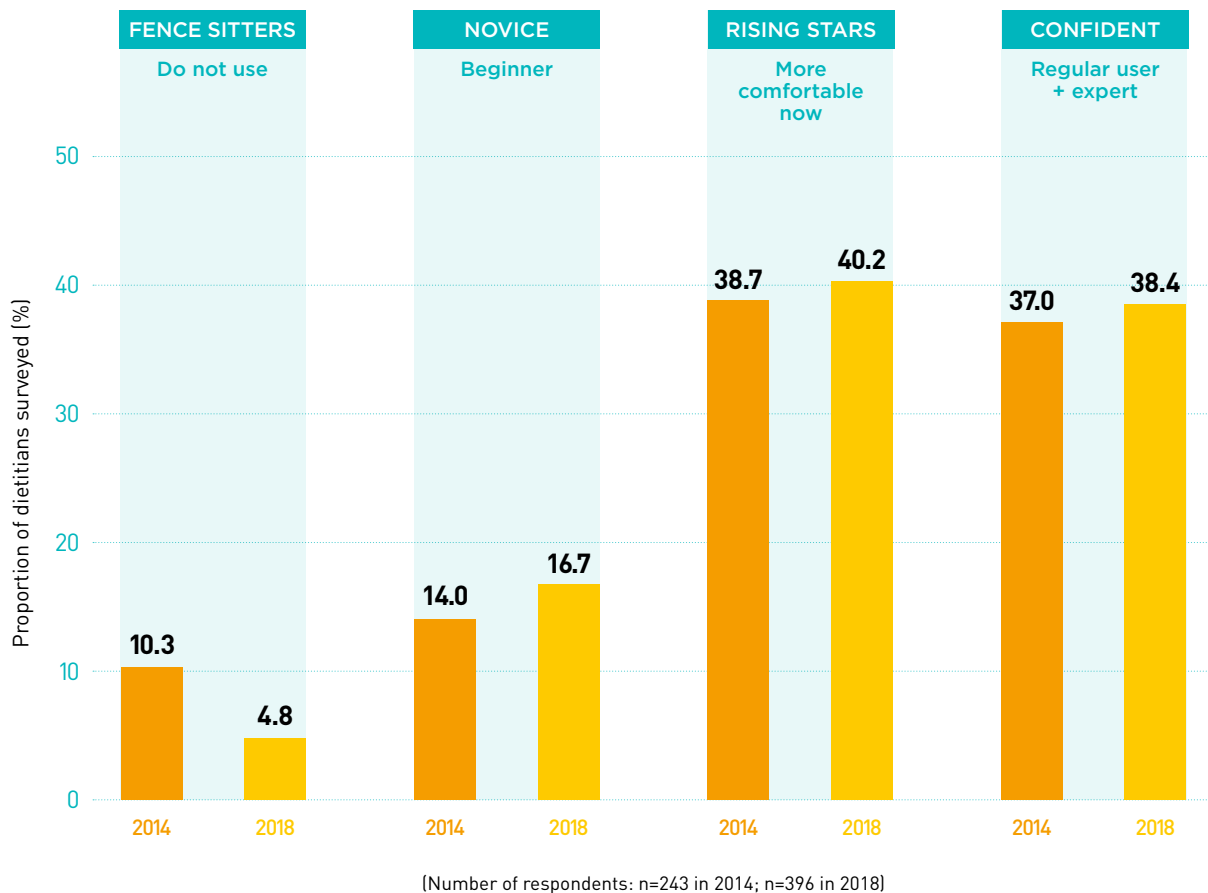
DEMOGRAPHICS

- Almost half the respondents were aged 29 years or less (46%) and 78% were less than 40
- 32% graduated from university within the last two years and 51% in the last five years
- Of the top three practice settings, 29% worked in hospitals, 22% worked in private practice and 13% were students.

Key Findings

1. Social Media Usage and Confidence

- Nearly all dietitians make use of social media. 95% reporting accessing social media in 2018.
- More than 1 in 2 dietitians (54%) have a social media page for professional purposes. This is unchanged from 2016 (also 54%).



“MOST DIETITIANS (79%) ARE COMFORTABLE OR CONFIDENT USERS OF SOCIAL MEDIA”.



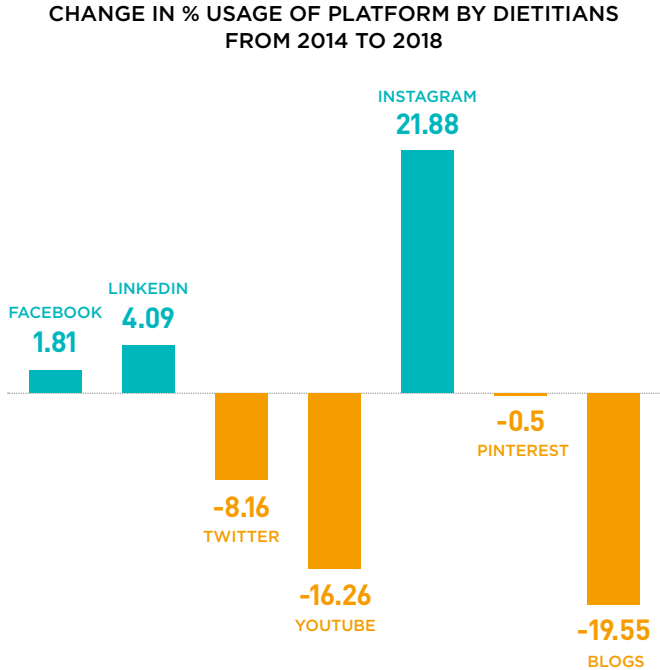
2. Social Media Channels

CHANGES IN CHANNEL PREFERENCE

Overall Use:

- Facebook remains the #1 go-to platform for any use, with 97% of dietitians using Facebook. Instagram is the second most popular platform, with 84% of dietitians using or planning to use this channel.
- Less dietitians are now using blogs, YouTube and Twitter.

INSTAGRAM usage by dietitians has **INCREASED SIGNIFICANTLY** (~ 22%) over the last 4 years



Professional Use:

- Instagram is now the second most popular platform for dietitians to use professionally, jumping ahead of Facebook and sitting only behind LinkedIn.
- Nearly 1 in 2 dietitians (46%) use Instagram for professional purposes, up from 40% in 2016. The medium is perfect for showcasing food products, recipes, infographic-style images and quotes.

MOST POPULAR SOCIAL MEDIA PLATFORMS USED FOR PROFESSIONAL PURPOSES BY DIETITIANS

Position	2014	2016	2018
1	LinkedIn	LinkedIn	LinkedIn
2	Facebook	Facebook	Instagram
3	Blogs	Instagram	Facebook
4	YouTube	Blogs	Blogs
5	Twitter	Twitter	Twitter
6	Instagram	YouTube	YouTube
7	Pinterest	Pinterest	Pinterest

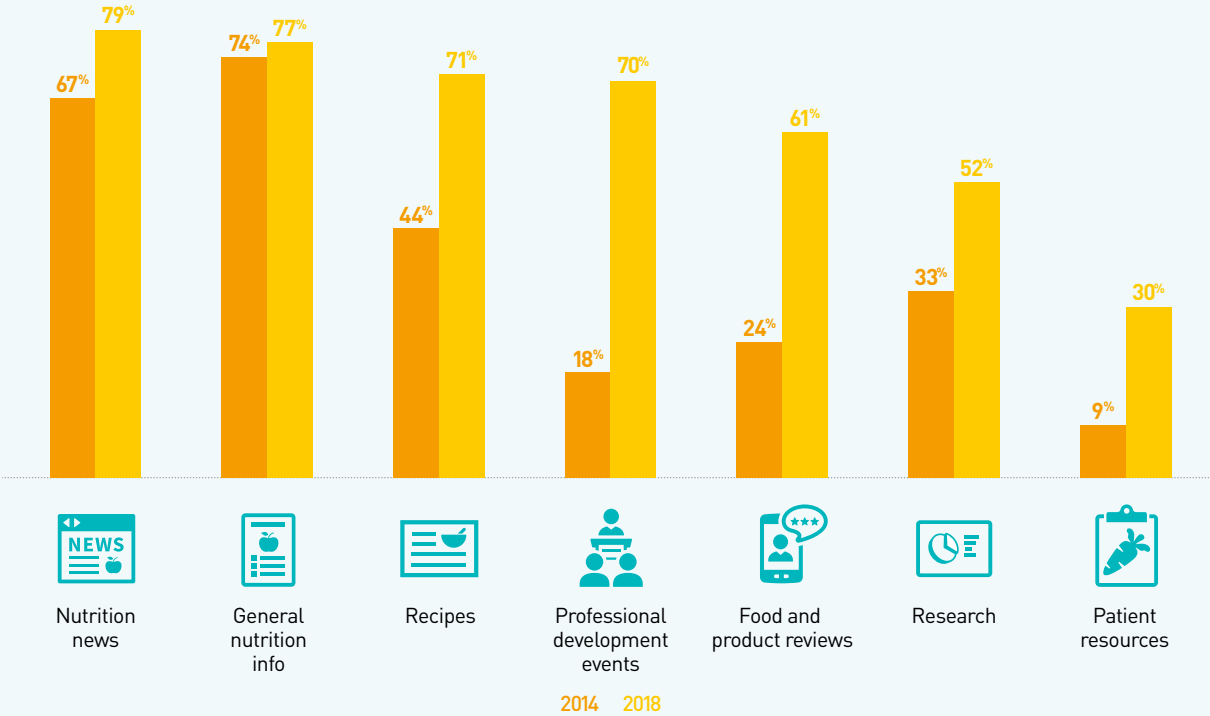
(Number of respondents: n=234 in 2014; n=172 in 2016; n=311 in 2018)

3. Type of Content on Social Media

CONTENT DIETITIANS ARE SEEKING ON SOCIAL MEDIA

- Dietitians are increasingly using social media to keep up to date with the latest nutrition news and information. 79% of dietitians obtain nutrition news and 77% obtain general nutrition information from social media, which makes it the leading type of content.
- **CAREER GROWTH** is again a leading interest: the percentage of dietitians saying they used social media for professional development events increased to 70%.
- An interest in recipes (71%) and food or product reviews (61%) via social media also remain strong.
- Dietitians are seeking **VISUAL CONTENT**. 92% of dietitians like to receive images with text in their social media feed, whilst just 15% like receiving text only posts. Infographics (59%) and videos (49%) are also popular types of information preferred by dietitians.

TYPES OF INFORMATION THAT DIETITIANS ARE SEEKING FROM SOCIAL MEDIA (2014 - 2018)

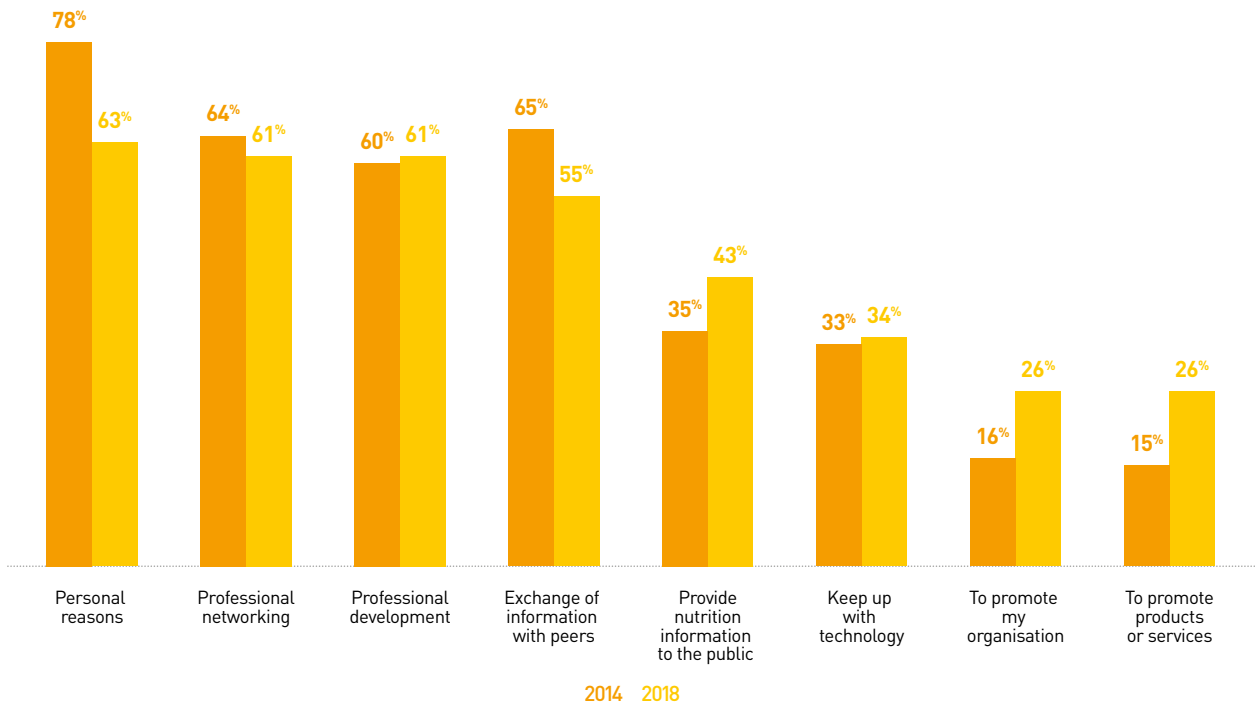


(Number of respondents: n=229 in 2014; n=305 in 2018)

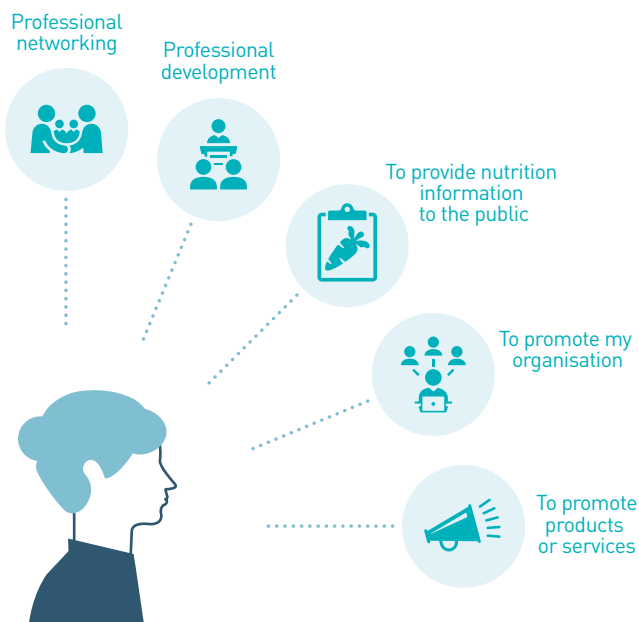
CONTENT DIETITIANS SHARE ON SOCIAL MEDIA

- Sharing information related to professional development (61%) & professional networking (61%) along with exchanging information with peers (55%) are all common reasons that dietitians engage with social media.
- At least 1 in 4 dietitians are using social media to not only seek out information, but to directly market themselves. 26% used social media to promote their own organisation and 26% used social media to promote products and services.

TYPES OF INFORMATION THAT DIETITIANS SHARE ON SOCIAL MEDIA



(Number of respondents: n=232 in 2014; n=313 in 2018)

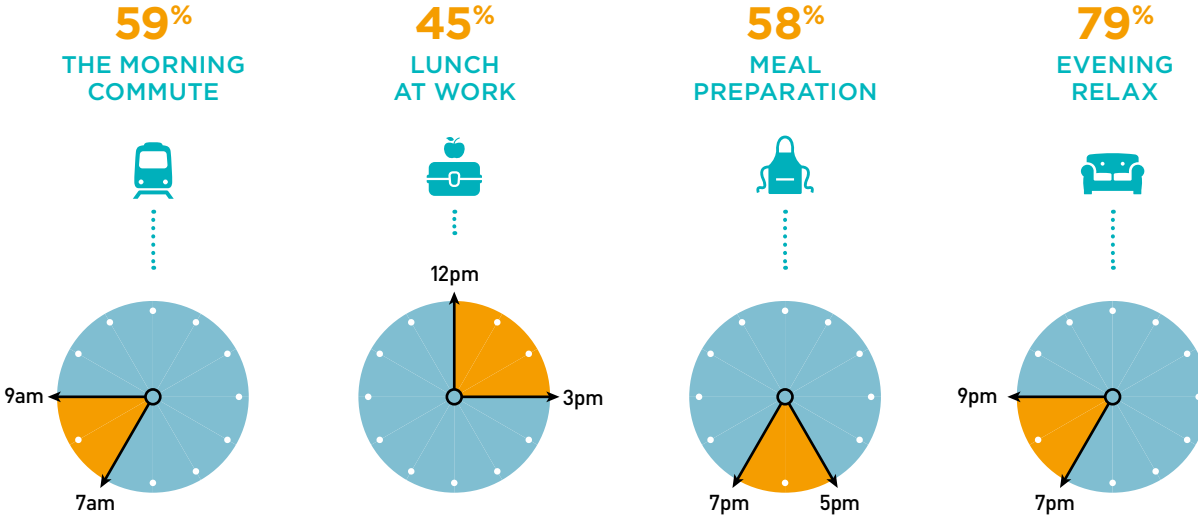
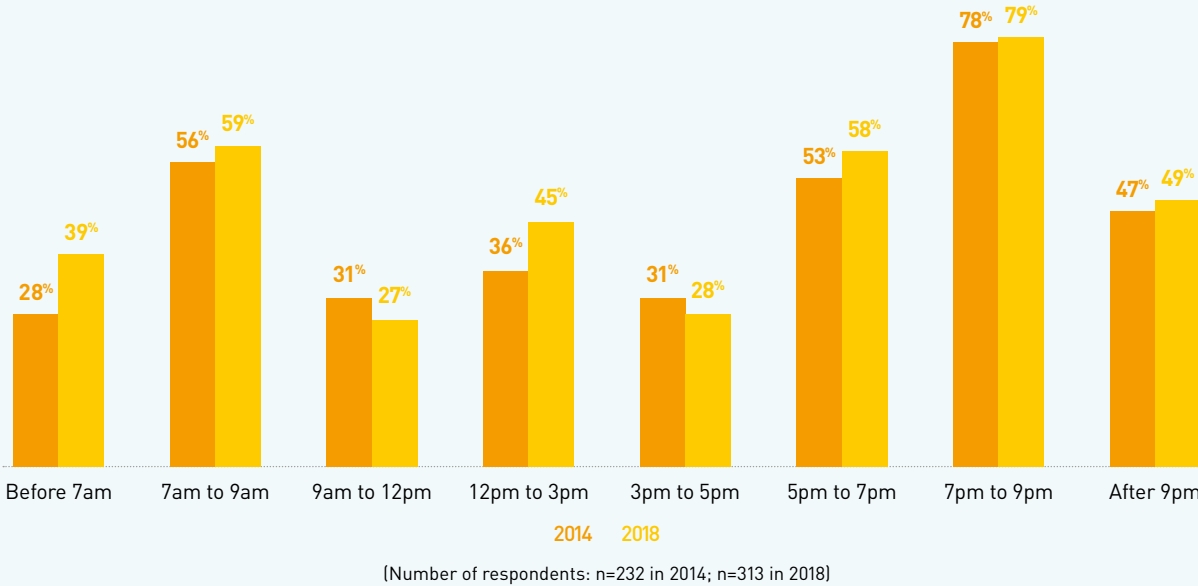


4. Timing of Social Media Engagement

TIME OF DAY

- **7PM - 9PM** remains the **#1 TIMESLOT TO ACCESS SOCIAL MEDIA (79%)**, with 7am – 9am (59%) and 5 to 7pm (58%) also popular.
- Nearly 1 in 2 dietitians (45%) check their social media around lunch time (12pm to 3pm).

TRENDS IN PROPORTION (%) OF DIETITIANS ACCESSING SOCIAL MEDIA



WHERE

Dietitians continue to access social media while waiting somewhere, more than in any other situation. The most popular places to access social media in 2018 were:

- **KILLING TIME:** 86% of dietitians accessed social media when waiting somewhere, and 62% used social media on public transport.
- **ON THE COUCH:** the second most popular location was at home on the couch (80%).
- Sleep – who needs it? Two in three dietitians (67%) accessed social media **IN BED**.

86%
WAITING
SOMEWHERE



80%
ON THE
COUCH



67%
IN BED



62%
PUBLIC
TRANSPORT

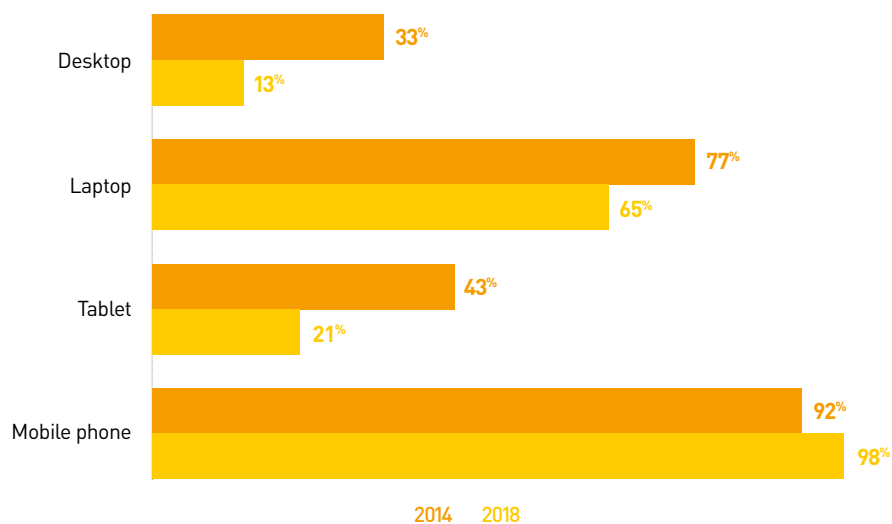


DEVICE

- **MOBILE IS WHERE IT'S AT!** Almost every dietitian (98%) uses a smartphone to access social media, up 6% from 2014.
- Dietitians accessing social media via laptops (-12%), tablets (-22%) and desktop computers (-20%) have all fallen since 2014.



PROPORTION OF DIETITIANS WHO USE DEVICE TO ACCESS SOCIAL MEDIA



(Number of respondents: n=231 in 2014; n=313 in 2018)

Appetite Communications

EMAIL

appetite@appetitecommunications.com.au

PHONE

(02) 9922 3556

INSTAGRAM

 [AppetiteCommunications](#)

WEBSITE

www.appetitecommunications.com.au

Dietitian Connection


EMAIL

info@dietitianconnection.com


PHONE

(07) 3118 1794

INSTAGRAM

 [DietitianConnection](#)

FACEBOOK

 facebook.com/dietitianconnection

WEBSITE

www.dietitianconnection.com