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Contributing author:

Chapter 29: “Social Media Is a Powerful Tool for Nutrition Communication and Professional Marketing”

Chapter 30: “Blogging and Web-Based Writing Establishes the Nutrition Communicator as an Expert Resource to a Wide Audience”

Janet has spent her career in communications – as a public relations professional, nutrition journalist, blogger and media spokesperson. At one of the world’s largest public relations firms, Janet provides strategic counsel to a variety of food and beverage clients – including some of the country’s best-loved food brands and agricultural commodity boards.

She was one of the first registered dietitians to break into the field of public relations and has remained an active freelance writer for magazines and newspapers throughout her career. Janet has also been a leader in the convergence of social media and nutrition, and has given numerous presentations and workshops on how RDNs can showcase their services and build their brand in today's digital age.

Janet is the co-author of the Academy of Nutrition and Dietetics practice paper on social media, past recipient of the Academy’s media excellence award, founder of the Nutrition Blog Network and co-founder of Healthy Aperture. As a national media spokesperson for the Academy of Nutrition and Dietetics, Janet conducted hundreds of media interviews on food and nutrition topics, including appearances on Good Morning America, Today show, CNN and other media outlets.

What led you to contribute your time and expertise to writing *Communicating Nutrition*?

I was fortunate to have degrees in both journalism and dietetics. A career in nutrition communications was always my goal. I’m excited this book will help all RDNs increase their skills in communications because I think it will serve them well – no matter what career path they pursue.

What is the impact you hope this book, and specifically the portion you helped write, has on the profession of nutrition and dietetics?

As a PR executive, I was witnessing how rapidly the communications landscape was changing with social media. It became clear to me that RDNs needed to quickly get on board and seize these new opportunities to communicate and expand their professional services. I’m hoping the chapters on social media and blogging will be a springboard to help RDNs gain confidence and explore ways to bring social media into their practice.

Connect with Janet:

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