

Teaching Social Media

Discussion topic was “Hits and Misses” with teaching social media. We discussed the importance of covering how to use social media for professional purposes, various platforms, importance of engagement, options for assignments, and more.

Rachel shared a helpful checklist (see next page). This could easily be adapted to other audiences.

Melinda shared how she incorporates social media instruction and assignments into her courses, Nutrition in the Media and Nutrition Communication. Lesson ideas and class assignments will be shared with the group and we can collaborate on ways to adapt to additional platforms and uses.

See next page for example of social media checklist

Educators are invited to showcase student work on Instagram page @talknutrition4students:

This is the page administered by students and supervised by Barb Mayfield. We are happy to feature other students’ posts and reels. In addition to submitting the post or reel, include a brief description of the assignment or purpose of the post. The content may have been created for a class, for student organizations, or even an individual student’s social media accounts. Include students’ names and Instagram handles. Submit to Barb at either bmayfield@purdue.edu or barb@nutritioncommunicator.com

Rachel Clark's Social Media Checklist for Sports Nutrition Class:

Use this checklist while you are formulating your media submissions. If your answer to all of these questions is YES, then your media is ready to submit. If you answered NO to any of these questions, go back and re-formulate your media submission.

- Is it about nutrition?
- Is it specific to athletes? Is it in line with their nutrition needs?
- Is the content accurate and evidence-based? Only use approved websites (see list below) for content. DO NOT SUBMIT POSTS that simply refer to a fact sheet or reference from one of these sites; use these sites as a source of information.
 - o <https://www.sportsrd.org/downloadable-resources/>
 - o <https://www.shpndpg.org/educational-resources/fact-sheets>
 - o <https://www.ais.gov.au/nutrition/resources>
 - o <http://www.ncaa.org/sport-science-institute/nutrition-sleep-and-performance-educational-resources>
 - o <http://performancepartner.gatorade.com/resources>
- Is the content specific and useful? (Meaning, does the information you provide allow the reader to take some specific action)
- Is the content specific and useful? (Meaning, does the information you provide allow the reader to take some specific action, or is it just generalized information)
- Does it include the necessary components? (captions, photos, board name, hashtags, etc)
- Did you avoid referencing a “competing product”?
- Are all words spelled correctly?
- Is the grammar correct and consistent (matching verb tenses, etc)?
- Did you avoid jargon?
- If it's a recipe, does it include reasonable types and numbers of ingredients? And did you remove brand names?
- Is it in a format (like Word, for example) that is easily copied and pasted when ready for posting?