

## SOCIAL MEDIA PART 1 - MONASH UNIVERSITY

**Presenters: Melissa Adamski (MND, BSc APD)  
Dr Tracy McCaffrey (BSc RNutr PhD)**

This session will give you the tools to step up as the health professional expert and help your voice be heard in a world where the misinformed voice of the 'proclaimed expert' can seem overwhelming.

**Duration:** 1 hour including Q&A

### Objectives:

#### Why

- Importance and power of the professional collective to reach a wider audience
- Fill the expert void with evidence-based information where there is typically misinformation
- Leverage communication channels, such as social media, in a way that will improve an audience's ability to adopt healthy behaviours.

#### Audience - (members audience)

- Understanding your audience Information-seeking behaviour - how they like to learn in the online space & prefer to receive their information
- What are the audience influences?
- Who our audience view as experts and how they perceive information from professionals (e.g., dietitians, nutritionists etc)? nutrition misinformation

#### Building Trust

- Examine how to build trust with your audience to create stand out communications that have impact (source credibility, message credibility and authenticity)
- Ethics and professional boundaries sharing some personal elements for connection (important to clarify here how much personal information is appropriate i.e. maintaining professional boundaries etc)

## **SOCIAL MEDIA PART 2 - THE DIGITAL PICNIC**

### **Presenter: Cherie Clonan - The Digital Picnic**

This is a practical session that examines how to use social media as a digital marketing tool, examining key techniques and tactics that will transform strategy.

The session will include a deep-dive into best practice across Facebook and Instagram, including insights into the algorithm and how best to leverage it. We will then go on to explore how to develop a content marketing formula for success, including how to incorporate video marketing into key platforms, and why. We will be exploring how to step away from sharing content for content's sake and designing content with a much greater impact. We will also spend time leaning into the full power of video marketing, in a way that honours all unique personality types and their varying comfort levels associated with video.

**Duration:** 2 hours including Q&A

#### **Objectives:**

- A best practice approach to socials
- Key platforms and roles- deep dive into Facebook and Instagram
- Understanding the algorithm and how it works
- Practical formulas that are proven to skyrocket engagement
- Content pillars, planning and development