

Navigating the Digital Plate

Nutrition Education on Social Media

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Nutritional Solutions
REGISTERED DIETITIANS

KNOW YOUR AUDIENCE

Tailor content to the specific needs and interests of your audience. Understanding the level of nutrition knowledge and concerns will help you deliver information that is relevant and engaging.

Niche down

Audience engagement & loyalty

Algorithm optimization

Builds authority and credibility



832 posts 19.7K followers 1,482 following

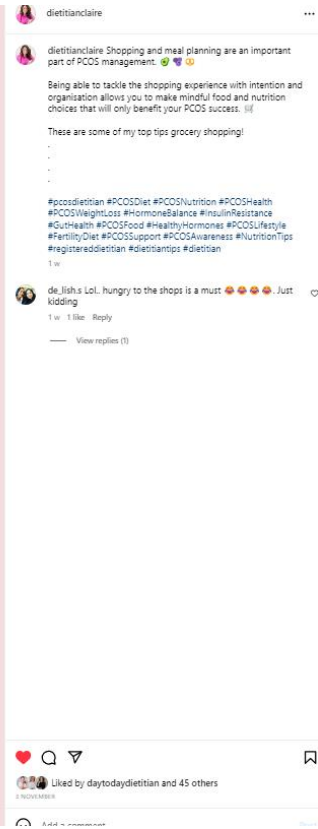
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Followed by marnibez, pippa.dietitian, gerhard_chef + 150 more



POSTS REELS TAGGED



INTERACT WITH YOUR AUDIENCE



- Keep your audience engaged: interactive elements e.g. polls, quizzes, Instagram live
- Reply to all comments and DMs (i.e. automated replies)
- Ask for patient consent/permission if sharing personal information.
- It's about the experience. Be approachable, encourage questions, and foster a supportive online community for discussions.

CREATE VISUAL APPEAL

Social media is a visual platform. Visuals make complex concepts more accessible and shareable to convey evidence-based information.



Increased
engagement

Accessibility
and
shareability

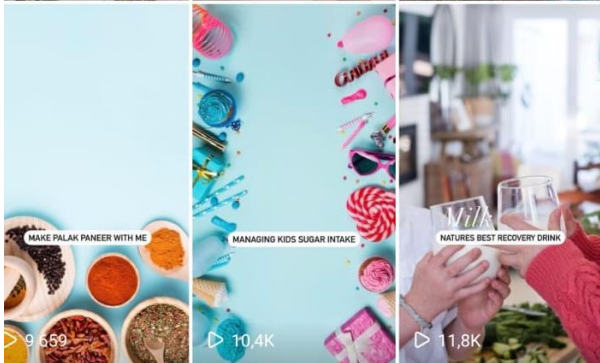
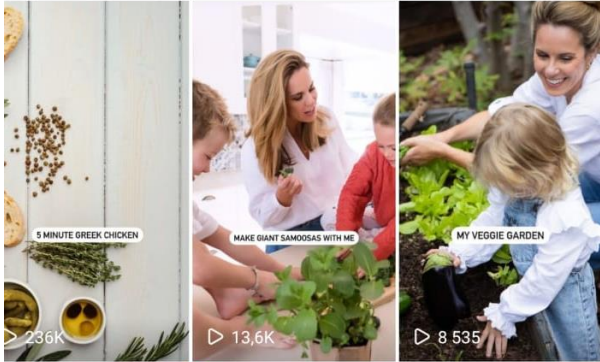
Creative
storytelling

Algorithm
benefits

17:07

84%

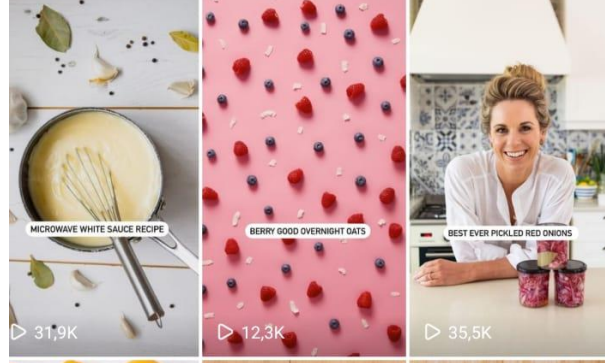
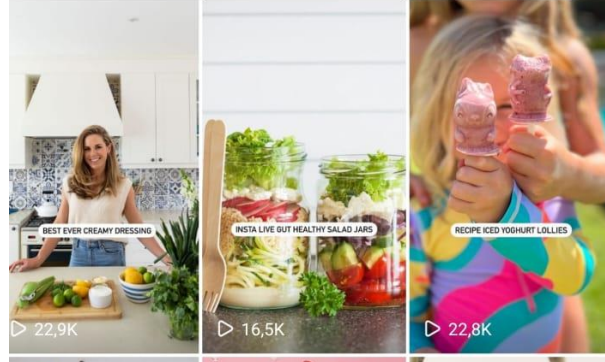
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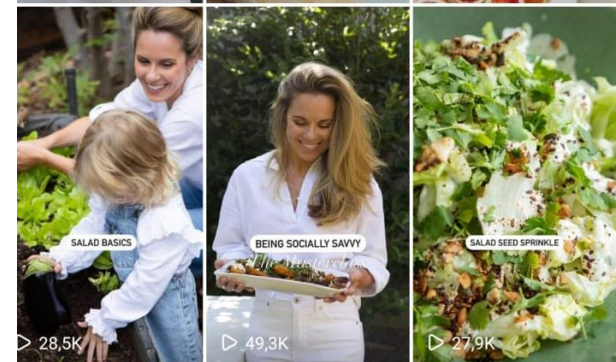
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84%

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13:30

33%

← nutritionalsolutionsssa

How do you measure success?



meal ideas



DON'T OVERTHINK IT DARLING.



"You mean to tell me that spoons don't actually sound like aeroplanes?"
Send every 1 month old now



Let's see how you know to make a salad



Feast



Time Saver Meal Combo's



14 FEBRUARY
You can have your chocolate and eat it too





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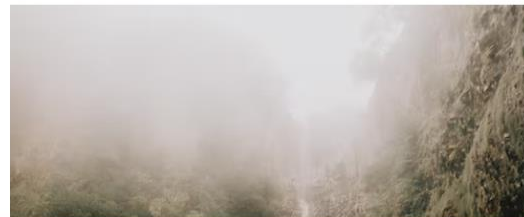
Diwali

Christmas

[See trending searches](#)



Featured
BolivialInteligente



KEEP IT PROFESSIONAL



Emphasize the importance of evidence-based information by citing reputable sources.

Share links to scientific studies, guidelines, or recognized health organization.

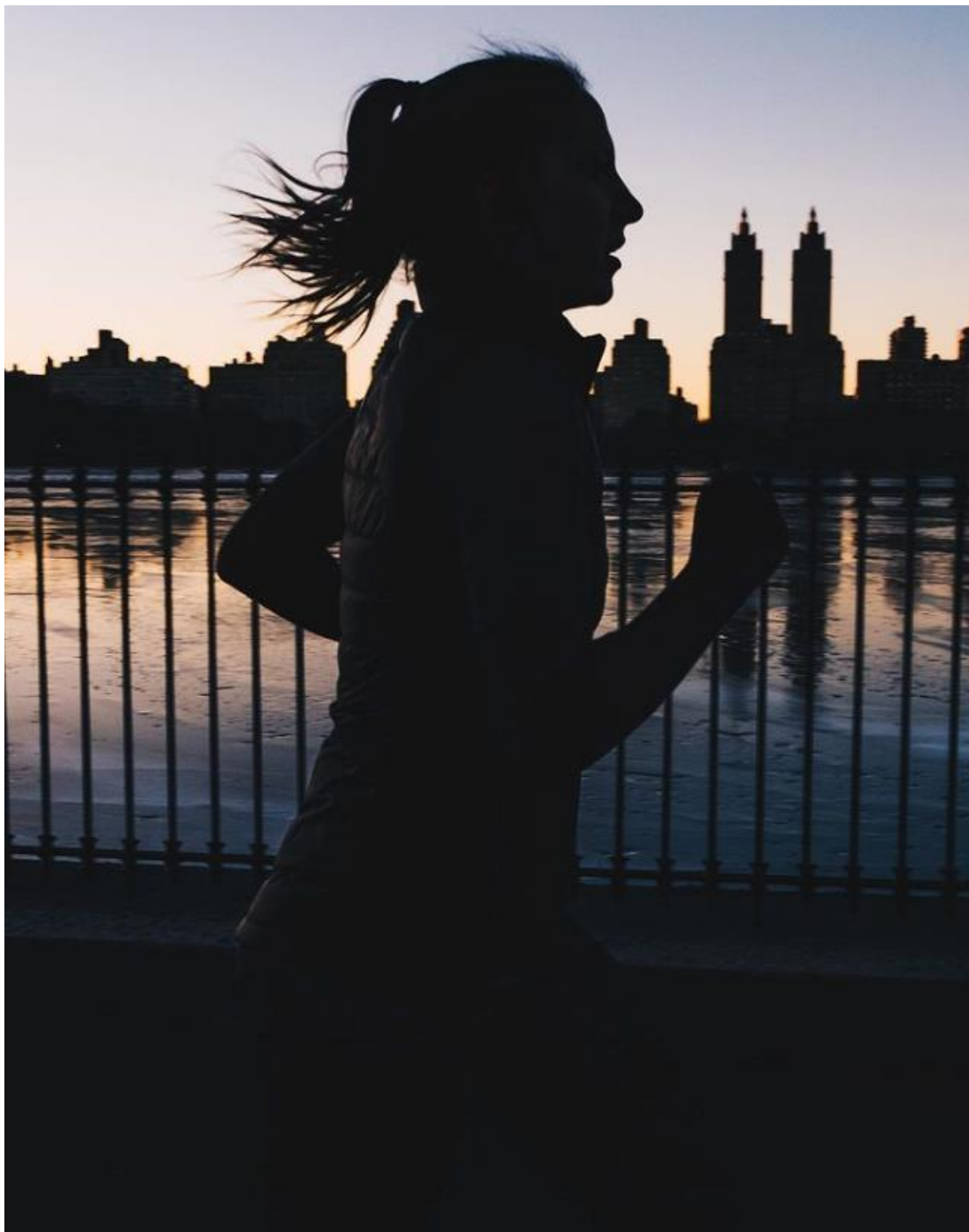
Avoid providing specific health-related advice.

Only share and like information from credible resources.

Provide necessary disclosures.

Encourage your audience to fact-check and verify information before accepting it.

Healthy debate: private, offline conversation or DMs.



nutritionalsolutionssa GUT MICROBIOME & EXERCISE

If you need another reason to exercise, read this! 📖

The gut is no longer seen as an entity with the sole purpose of helping with all aspects of digestion. It's also being considered as a key player in regulating inflammation and immunity.

It is our second brain, and we can't stress enough how important gut health really is! 📖

Physical exercise can influence the gut microbiota composition and diversity, whereas a sedentary lifestyle in association with dysbiosis can lead to reduced well-being and diseases.

So, how does exercise support your gut microbiome?

A recent study published in November 2022, found the following:

- 📖 Physically active individuals of all levels have a great diversity and "health-promoting gut species" in their microbiome than nonactive individuals.
- 📖 Physically active individuals have higher concentrations of short-chain fatty acids (SCFA) (These guys are the by-products of healthy gut microbes after interacting with dietary fibre. In return, SCFA's support immunity, mucosal health, leaky gut, inflammation, and probiotic benefits).
- 📖 Long-term exposure to exercise will enhance the immune response and lead to positive changes in the gut microbiota.

As I always say to my patients, do exercise that you love! If that's walking, dancing, running, or boxing – just move your body! 📖

PMID: 35034531
PMID: 35269818

#dietitian #running #health #wellness #nutrition #gutbrainaxis #microbiome #microbes #gut #probiotics #sportperformance #sport #exercise #lifestyle #sportnutrition #bacteria #healthy #dietetics #mentalhealth #nutrients

1 w

📖 🔍 📌

👤 Liked by callyfrost_dietitian and 26 others

6 NOVEMBER

😊 Add a comment...

KEEP IT PROFESSIONAL



STAND UP TO MISCOMMUNICATION

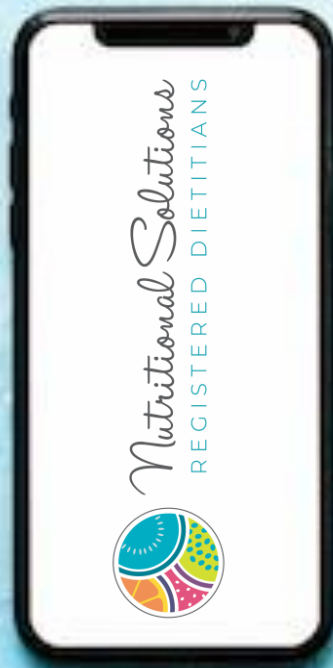


- Be proactive and not just reactive.
- Tackle prevalent nutrition myths or misconceptions that circulate on social media.
- Present evidence-based counterarguments with clarity and simplicity.
- Use real-life examples or case studies to illustrate your points.



PAY IT FORWARD





THANK YOU
FOR YOUR
ATTENTION

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