Social Media and its Role in Effective Food Safety

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Social Media and its Role in Effective Food Safety

- Social Media Background
- SWOT
- Role of Social Media in Food Safety
- Communication
- Risk
- Science & Social Media
- Safefood 360
- IFSQN
- Case Study Example
- Conclusion

What is Social Media?

- Allows people to
  - create, share or exchange information
  - user-generated information
  - virtual communities and networks.
- Changes to communication between
  - Businesses
  - Organizations
  - Communities
  - Individuals

"Social media has been broadly defined to refer to 'the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships'"

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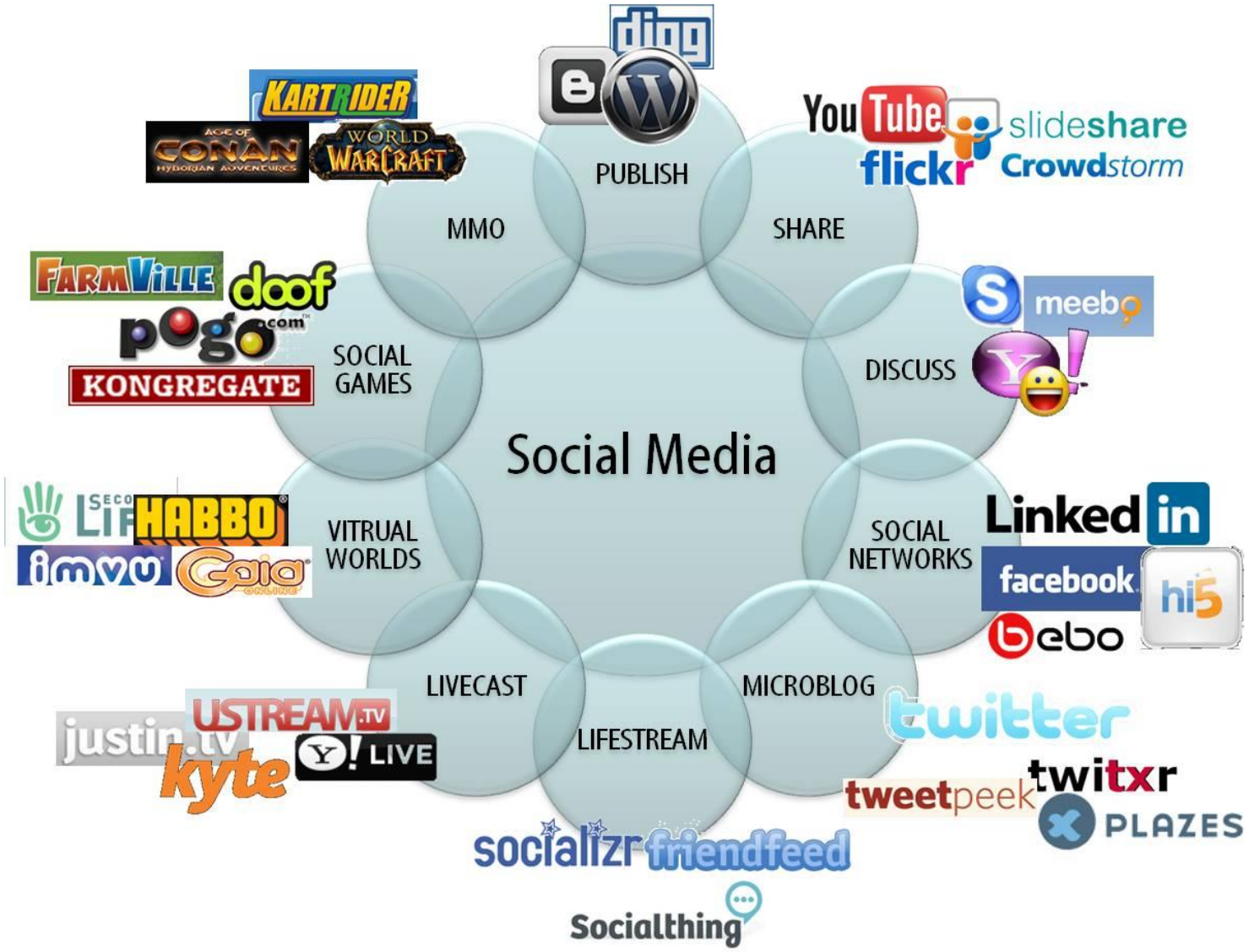
GLOBAL DIGITAL STATISTICS

TOTAL POPULATION	ACTIVE INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
7.357 BILLION	3.175 BILLION	2.206 BILLION	3.734 BILLION	1.925 BILLION
URBANISATION: 53%	PENETRATION: 43%	PENETRATION: 30%	PENETRATION: 51%	PENETRATION: 26%
FIGURE REPRESENTS TOTAL GLOBAL POPULATION, INCLUDING CHILDREN	FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS	FIGURE REPRESENTS ACTIVE USER ACCOUNTS ON THE MOST ACTIVE SOCIAL PLATFORM IN EACH COUNTRY, NOT UNIQUE USERS	FIGURE REPRESENTS UNIQUE MOBILE PHONE USERS	FIGURE REPRESENTS ACTIVE USER ACCOUNTS ON THE MOST ACTIVE SOCIAL PLATFORM IN EACH COUNTRY, NOT UNIQUE USERS

We Are Social · Sources: Worldometers, InternetLiveStats, Facebook, Tencent, Internet.Livesu.ru, GSMA Intelligence

http://wearesocial.sg · **@wearesocialsg**


Social Media
PUBLISH
SHARE
DISCUSS
SOCIAL NETWORKS
MICROBLOG
LIFESTREAM
LIVECAST
VITRUAL WORLDS
SOCIAL GAMES
MMO
digg
KARTRIDER
AGE OF CONAN
WORLD WARCRAFT
YouTube
slideshare
flickr
Crowdstorm
FARMVILLE
doof
pogo.com
KONGREGATE
meebo
LINDEN LAB
HABBO
imvu
Gaia ONLINE
Linked in
facebook
hi5
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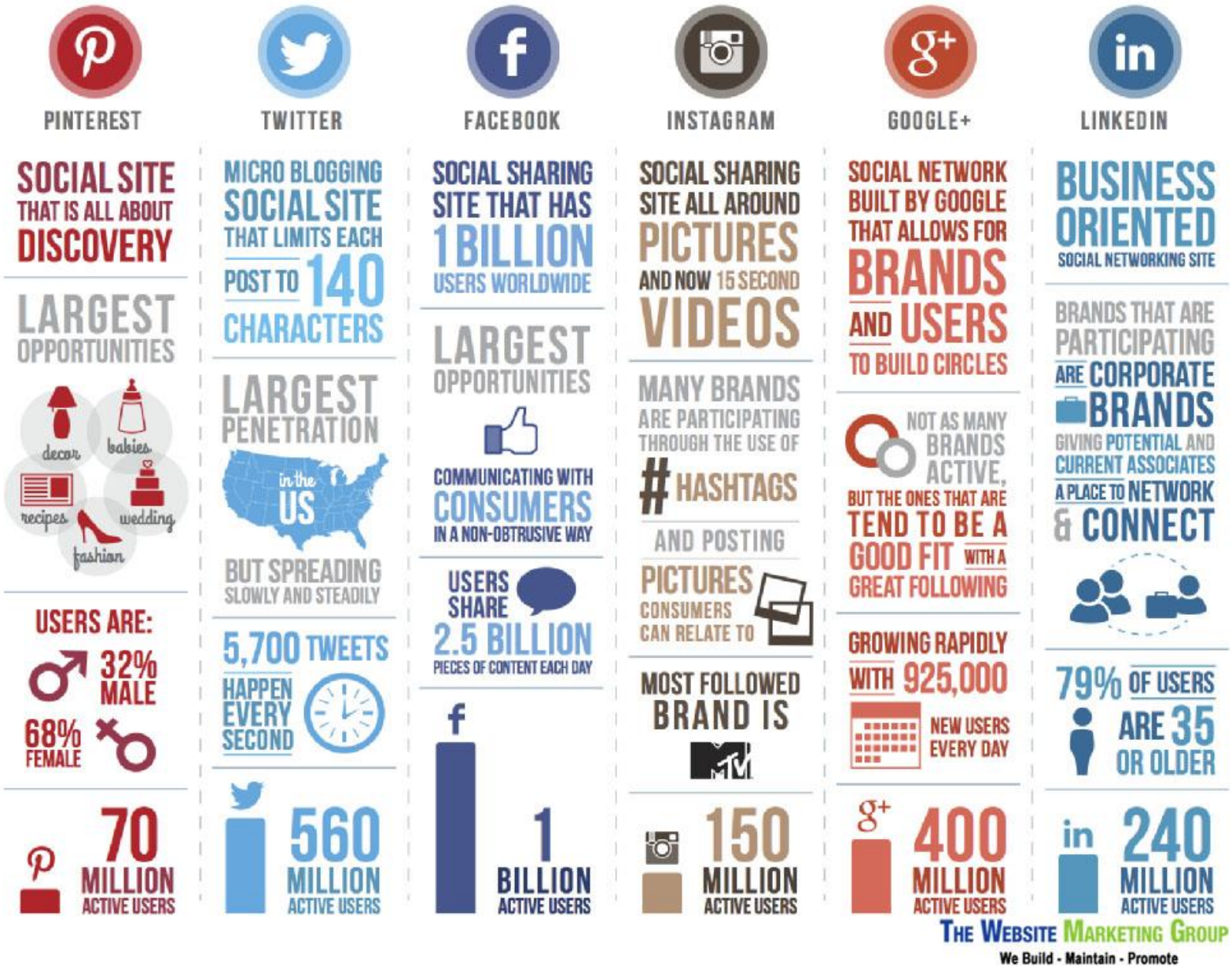
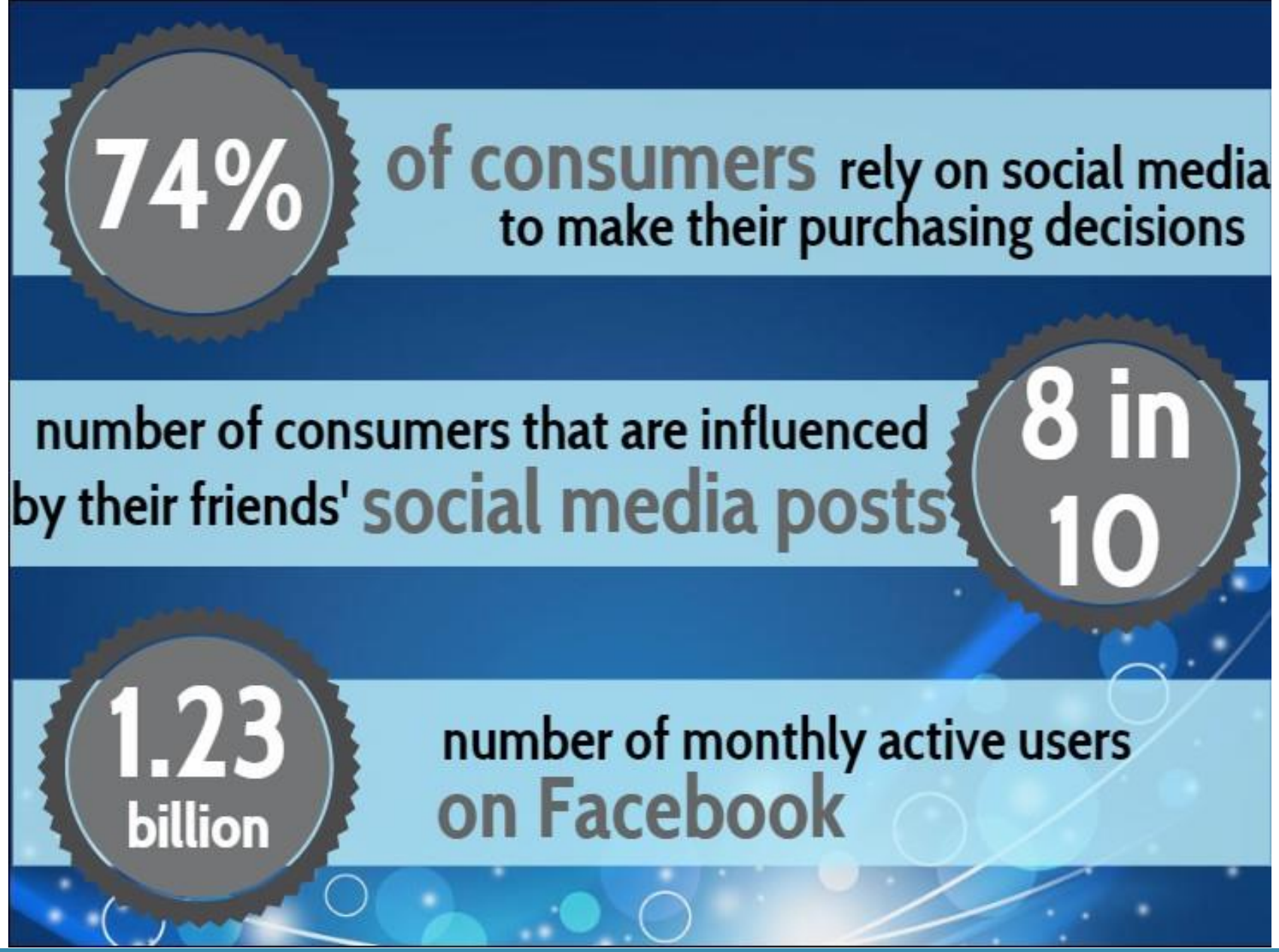
kyte
Y! LIVE
socializr
friendfeed
Socialthing


PINTEREST
SOCIAL SITE THAT IS ALL ABOUT DISCOVERY
LARGEST OPPORTUNITIES
decor
babies
recipes
wedding
fashion
USERS ARE:
32% MALE
68% FEMALE
70 MILLION ACTIVE USERS
TWITTER
MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS
LARGEST PENETRATION
in the US
BUT SPREADING SLOWLY AND STEADILY
5,700 TWEETS HAPPEN EVERY SECOND
560 MILLION ACTIVE USERS
FACEBOOK
SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE
LARGEST OPPORTUNITIES
COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY
USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY
1 BILLION ACTIVE USERS
INSTAGRAM
SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS
MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF #HASHTAGS
AND POSTING PICTURES CONSUMERS CAN RELATE TO
MOST FOLLOWED BRAND IS
150 MILLION ACTIVE USERS
GOOGLE+
SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES
NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING
GROWING RAPIDLY WITH 925,000 NEW USERS EVERY DAY
400 MILLION ACTIVE USERS
LINKEDIN
BUSINESS ORIENTED SOCIAL NETWORKING SITE
BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT
79% OF USERS ARE 35 OR OLDER
240 MILLION ACTIVE USERS
THE WEBSITE MARKETING GROUP
We Build - Maintain - Promote


74%
of consumers rely on social media to make their purchasing decisions
number of consumers that are influenced by their friends' social media posts
8 in 10
1.23 billion
number of monthly active users on Facebook

Opportunities with Social Media

- Reputation building, marketing and consumer advocacy
- Providing insight into consumer perceptions
- Identifying advocates and idea starters
- Disseminating warnings and benefits through food safety education
- Tracking and tracing issues more easily
- Spotting or reporting issues sooner across the supply chain
- Communicating issues effectively to consumers & regulatory authorities

Strengths using social media

- Accessible
- Speed
- Huge community
- Participation & interaction
- Escalation of a full-blown food crisis (management / minimise hysteria)
- Drastically reduced response time
- Increase engagement
- The cost of monitoring and reacting can be reduced
- Industry cooperation can be increased
- Recalls are more efficient
- Counter misinformation
- Listen and respond in real time
- Competitive advantage
- Technological possibilities

Weaknesses using social media

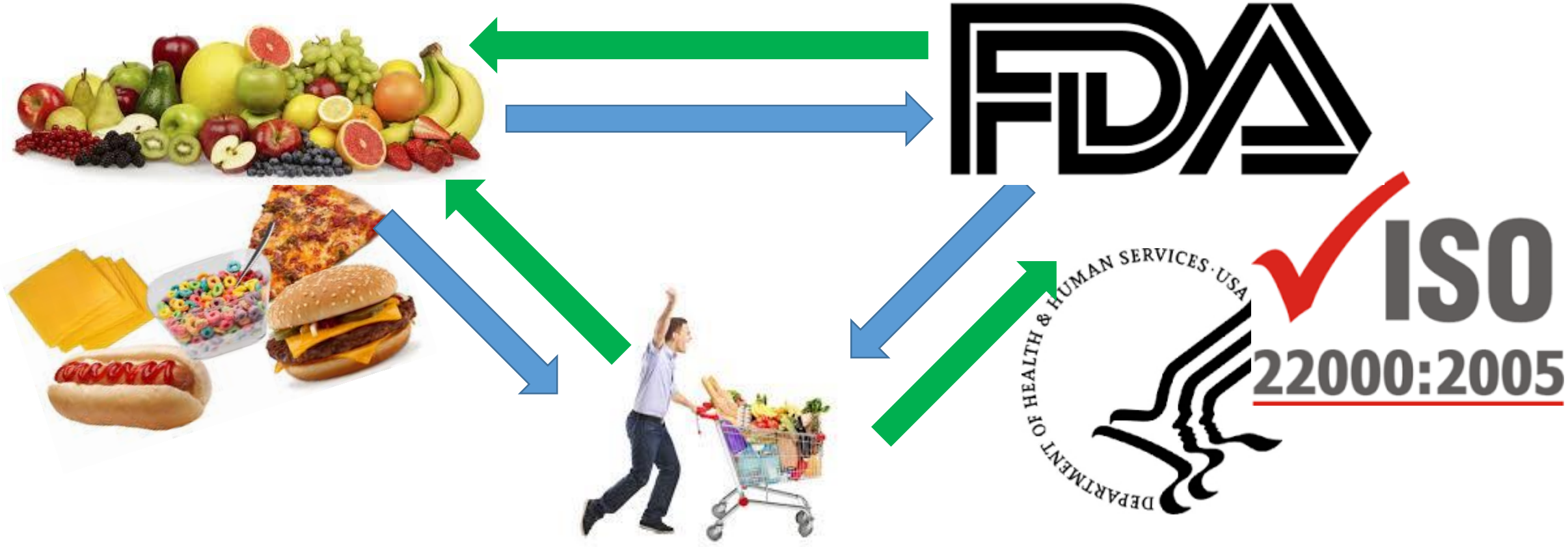
- No filter, few barriers
- Low Trust
- gap between facts and perceptions
- Rapid speed off false information
- Information overload
- Traditional channels used less (ie training course, books)
- Security
- No quality control on the information and data
- Incorrect or misleading information
- Possibility of inconsistency
- continuous investment of human capital and time
- intellectual property rights, privacy and data protection

The Role of Social Media in Food safety

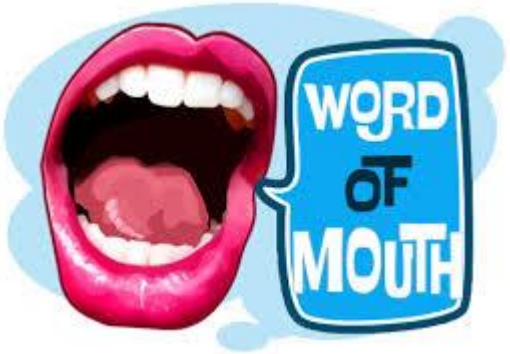
- Dramatic increase in use of social media
- Used by
  - Consumer
  - Regulatory body
  - Industry
  - Experts
  - Other stakeholders
- Primary use, communication on risk

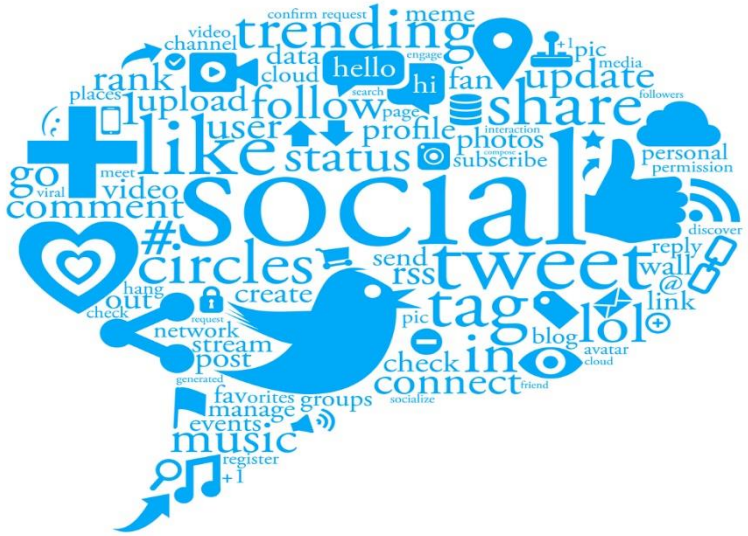
Communication previously

Communication presently



Methods of Communication in Effective Food Safety





International
Food Safety & Quality Network

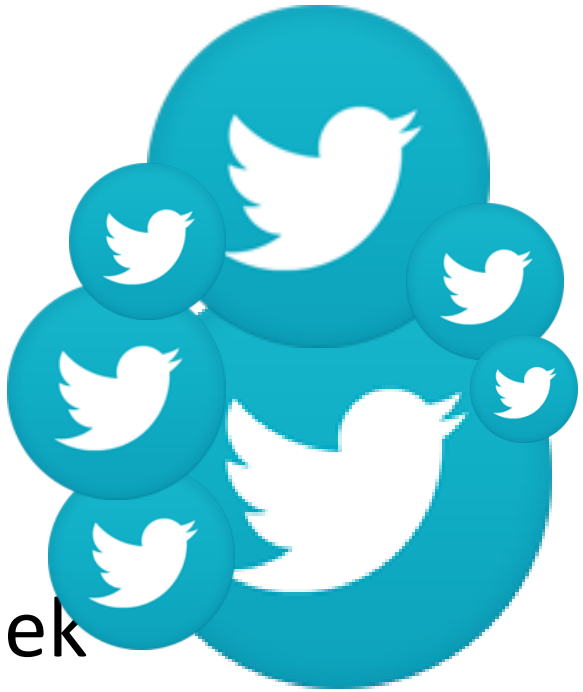
Social Media used in Food Safety

Social Media Statistics and Food Safety

- Facebook
  - **100,000** Facebook pages dedicated to food
  - Facebook.com/FoodSafety.gov **135K** 'Likes.
- Twitter
  - nEmesis monitored **4 million tweets** from **94,000 users** and identified **480 reports of likely food poisoning**.

Social Media Statistics and Food Safety

- @USDAFoodSafety 637K Followers
- @FDArecalls 526K Followers
- @FDAfood (4K)
- #Recall → average 1,400 tweets per week
- #FoodSafety → averages 2,500 tweets per week
- #FoodPoisoning → averages 6,000 per week



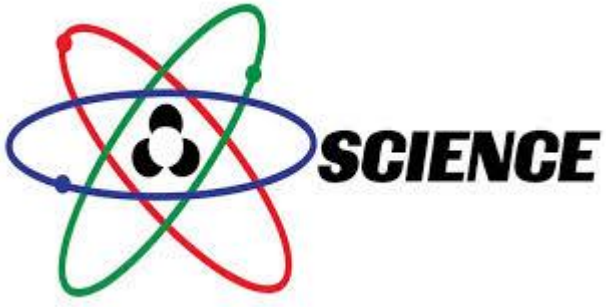
Risk Assessment, Risk Management, Risk Communication

- Risk Assessment
  - Collect Information to determine status
- Risk Management
  - Decisions to manage it
- Risk Communication
  - How to communicate the risk

Actual Risk Vs Perceived Risk

- This covers the discrepancy between expert vs lay person
- People exaggerate spectacular but rare risks and downplay common risks
- RA may involve quantitative & qualitative (subjective) components
- Subjective judgements, whether by experts or lay people, are a major component in any risk assessment.
- Experts and lay people perceive, judge, prioritise and deal with risks differently.

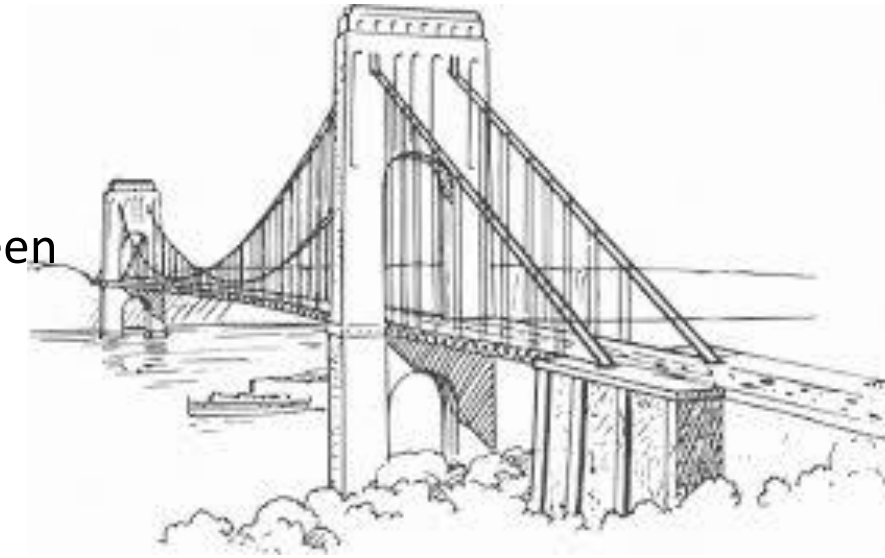
Challenges - Science Vs Social Media



- Deliberate Process
- Objective
- Dissemination focused
- Slow research based process
- Professional voice
- Correct Information
- Scientific terms
- Content-centric

- Spontaneous Process
- Subjective
- Interaction focused
- Fast anecdotal process
- Personal voice
- Sometimes erroneous Information
- Lay mans language
- User-centric

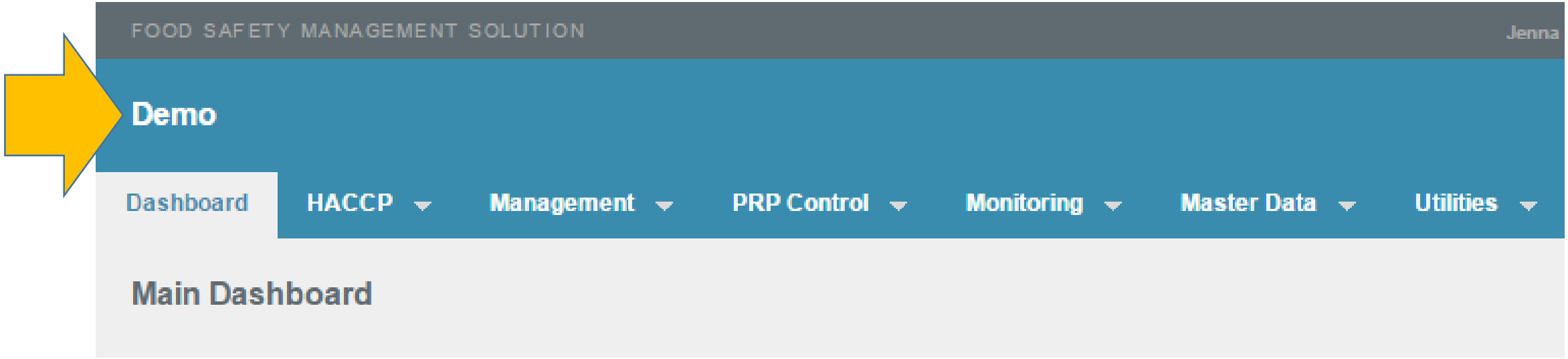
Bridging the gap



- Good communication practice seeks to bridge the divides between
  - **scientific experts**
  - **policy makers**
  - **health practitioners**
  - **industry marketer**
  - **Consumers**
- Develop trust through direct communication and interaction with the audience
- Language that is readily understood by the consumer and local food businesses
- Public Health Agencies are also studying the use of social media to identify potential outbreaks of foodborne illnesses in their jurisdictions of
  - New York City
  - Chicago

Social Media and Safefood 360

- Demo



Social Media links for Safefood 360

- https://twitter.com/safefood360
- https://www.facebook.com/safefood360
- https://www.youtube.com/user/safefood360
- https://vimeo.com/safefood360
- https://plus.google.com/+Safefood360/about
- https://www.linkedin.com/company/safefood360

IFSQN

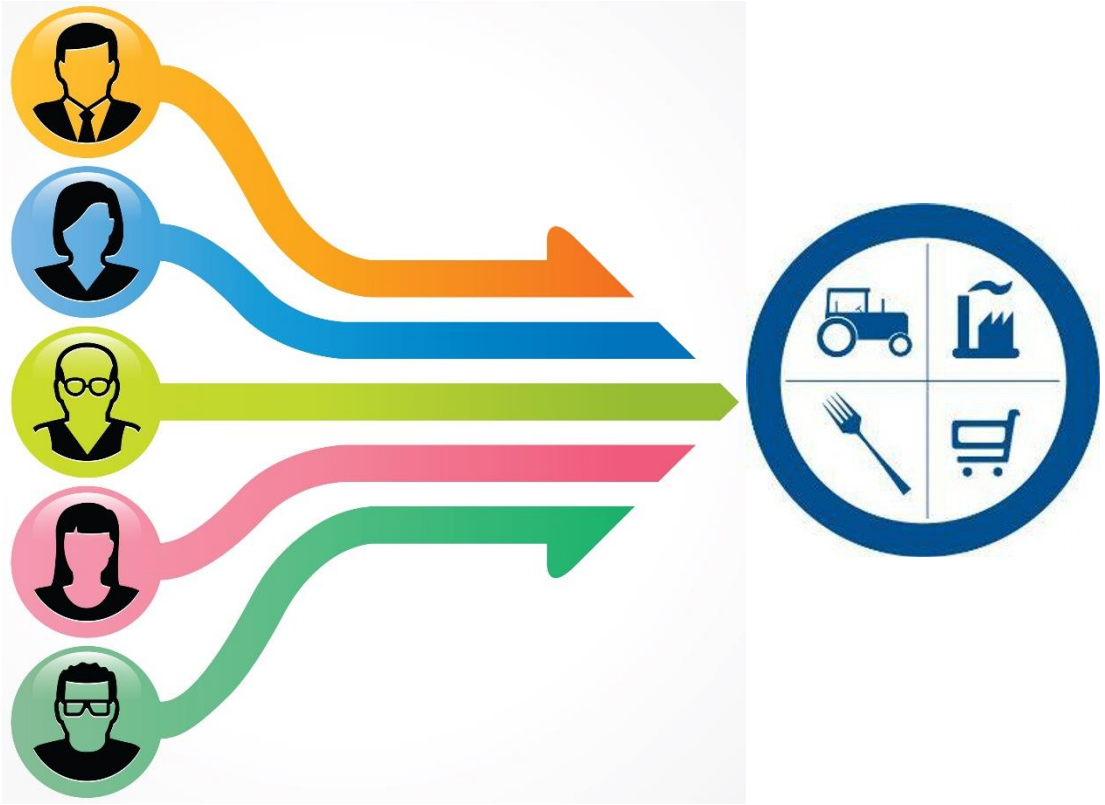
- International Food Safety & Quality Management
- Founded in 2003
- **Goal**: ”Provide food safety practitioners with an online platform for sharing knowledge and information and to enable collaboration on the effective implementation, operation and continual improvement of food safety management systems.”
- Weekly complimentary educational webinars.

Stats from IFSQN

- Forums, members, news, articles, events, webinars, blogs, jobs, videos, files, store.
- 1,500 unique visitors every day
- 35,500 members
- 80,000 posts

Case Study on IFSQN

- Glove Dip Station
- Main Points
  - Question Posed
  - Peer Discussion
  - Good Resources shared
  - Regulatory Documentation



Benefits Vs Disadvantages - IFSQN

Benefits

- Quick response time to very technical questions
- Do not have to engage an expensive consultants to get solutions to these issues
- Issue can be opened up to a large number of people who can correct, refine etc previous contributions

Disadvantages:

- No formal control of the quality of the information being provided
- Need to exercise caution in the use of the information

Conclusion

- Social Media, strongest communication building trust/reaching consumers directly
- Communication approach, enforces many of the key principles of effective risk communication
- Strengths are intrinsically linked to social media and represent a possible source of competitive advantage
- If deployed effectively, make public sector organisations more responsive to the various stakeholders
- Health warning, information and data not always reputable sources or subject to sufficient peer review
- Social media may escalate a food crisis situation and create potentially unwarranted panic and hysteria.
- It is better not to have to learn about the power of social media once a crisis has arisen. Having an understanding of social media's role in communications and of how your company can use it effectively can help improve your crisis communications efforts.

Thank you!