



Social Media

"It really boils down to this: that all life is interrelated. We are all caught in an inescapable network of mutuality, tied into a single garment of destiny. Whatever affects one destiny, affects all indirectly." -Martin Luther King Jr.

Social media is a fantastic resource to create an online presence and connect with others virtually. Understanding how to utilize online platforms for your professional growth can be a great way to grow as a dietitian. Below we've shared some basic do's and don'ts of social media for you. After reviewing some of the basics, complete the social media audit together. Both mentors and mentees have a great opportunity to receive feedback from each other to improve their online presence.

DO'S

Do Keep it Professional

Set up a business page separate from your personal pages.

Do Keep the Social in Social Media

Engage with your community, send direct messages, and authentic connections that can move offline.

Do Keep it Consistent

You are your own brand online. Consistency across all platforms will help you avoid confusion.

Do Give Credit

The online world has endless opportunity for collaboration and sharing. Make sure you give credit to the original creator.

Do Have Fun!

DON'TS

Don't Forget Boundaries

Social media is not the place to provide care or share client information.

Don't Be Fake

Authenticity is the best way to ensure you're showing the best version of yourself.

Don't Chase Perfection

Vanity metrics like follower counts and likes are no indicator of your professional abilities.

Don't Forget to Log Off

Spending too much time on social media can take a lot of energy that would be better spent focused on other aspects of your professional life.

Don't Do it All!

Social Media Audit

Examine your profiles.

Locate and write down all your social media profiles, official and unofficial. Have you completed all profile details? Is there consistency across all platforms?

Find Inspiration.

Which accounts do you like following? What about them draws you in? Is that something you can replicate and make your own?

Create a Purposeful Presence.

Decide which platforms will best serve you. Consider why you are using the account, as well as your goals and target market.

Feedback.

What other information did you learn that you'll consider for social media going forward?