



How Foodservice Operators can Credibly Engage within the digital space





Our session today

- Social sharing
- Influencer culture and food

How to communicate credibly online



Who are we?

Certification

Guidance

Training



-Some of our-



The link between social sharing and consumer retail trends





"There is a new relationship between the individual and collective. For Millennials, wellness has shifted from a private activity to a group dynamic, whether it's posting pictures of yoga stretches or their favourite meal out. Millennials are making wellness a shared experience"

Did you know?

39%

Of UK Instagram users cite food and drink as top interest

FOODIES ARE FINDING INSPIRATION FOR THEIR EATING AND DRINKING FROM BRANDS, INFLUENCERS AND THEIR FELLOW FOOD-FANS.

3 in 10

UK food shoppers who use social media sites/apps to decide what new food product to buy, say that posts from brands they follow are helpful.

31%

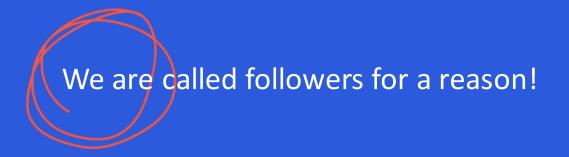
UK food shoppers who follow social media influencers or celebrities for their content on food, say they can relate to the influencers/celebrities they follow.

1 in 3

UK food shoppers who are weekly users of Instagram typically come across new food or recipe ideas they want to try on the platform.



The role of influencers in making food fashionable







51%

of UK food shoppers who follow social media influencers/celebrities for their content on food, say they follow them to learn tips, tricks and tutorials

3 in 10

of UK food shoppers who follow social media influencers/celebrities for their content on food do so because they provide product reviews on potential purchases

How can we communicate credibly online







52%

of UK consumers surveyed want to see real content from brands

53%

of UK consumers surveyed wanted to see informative content from brands

44% consumers surveyed regularly unfollow brand/influencer social media accounts because they provide unrealistic or low quality advice



What is currently not working with online brand content?

Findings from our advisory board

Oversimplified information

3

Aesthetic-led nutrition

1

Marketing speak leads to exaggerated claims

2



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What to consider before sharing as a brand on social media

Health literacy status of audience

Whether this is the right platform for this message

Do you have an established credibility mission statement as your north star?

What not to do when sharing as a brand on social media

Speak in absolutes

Make general statements on outcomes

Make claims of benefit



FoodBoutique

Follow

The truth is, the people who have the best health and live the longest also have small to moderate portions and eating small portions we can increase health benefits and longevity.

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rnkaneko Nice picture
r0c1nant3 Cool!
alianeeqa Awesome
ano8944 Stupid
farkinfurkan Gopro be hero
fabianchoslzh



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218,855 likes

7 DAYS AGO



Veganeats

Follow

You need a recovery shake after you workout make sure it has plant based proteins, some simple carbohydrate and a serving of greens. Vitamin C will also do wonders after a workout.

rnkaneko Nice picture
r0c1nant3 Cool!
alianeeqa Awesome
ano8944 Stupid
farkinfurkan Gopro be hero
fabianchoslzh





218,855 likes

7 DAYS AGO



Juicebarldn

Follow

Water with lemon and a little cayenne 3 times per day will help balance inflammation, stimulate healthy digestion and keep your energy levels up. It will also help regulate your appetite.

r0c1nant3 Cool!
alianeeqa Awesome
ano8944 Stupid
farkinfurkan Gopro be hero
fabianchoslzh





218,855 likes

7 DAYS AGO

How do we adapt?

How do we adapt?

Referenced the source of the information and modified the language to match the tone the citation

Changed exaggerated language overstating benefits and the implication that the regimen and benefits are applicable for everyone

Used language that indicated areas of uncertainty

The truth is, the people who have the best health and live the longest also have small to moderate portions and eating small portions we can increase health benefits and longevity.

Research from the University of Manchester indicates that small to moderate portions can contribute to extended life expectancy, however more research needs to be conducted to verify this trend.



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