



## **Sarah Greenidge**

Founder of WellSpoken Mark & Register of Health & Wellness Influencers (ROWHI)





# How Foodservice Operators can **Credibly Engage** within the digital space



# Our session today

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- Social sharing
- Influencer culture and food
- How to communicate credibly online





# Who are we?

Certification

Guidance

Training





Some of our brands



# The **link** between social sharing and consumer retail trends

Because we long to be part of a group



"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**"

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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

We are called followers for a reason!





# 51%

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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

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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

https://www.wellspoken.com/



Good intentions do not always yield good content





# 52%

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of UK consumers surveyed  
want to see real content  
from brands

# 53%

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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

Aesthetic-led nutrition

**1**

Oversimplified  
information

**3**

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.

pablo\_pzt Super image franchement

rnkaneko Nice picture

r0c1nant3 Cool!

alianeeqa Awesome

ano8944 Stupid

farkinfurkan Gopro be hero 😎

fabianchoslzh 🙌🙌🙌

iihhaiahhatravel Amazing!!



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 🙌🙌🙌

iihhaiahhatravel Amazing!!



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 🙌🙌🙌

iihhaiahhatravel Amazing!!



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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