

# Lessons learned from development of a student informed food security social media campaign

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## Background

- Food and housing insecurity is prevalent among students of higher education institutions in California
- Food insecurity negatively impact student success (Payne-Sturges et al., 2018)
- Based on needs assessment data, it has been established that efforts need to be undertaken to increase awareness, access, and utilization of on-campus resources.
- Students readily utilize the various social media platforms to acquire information and stay connected to their networks.

## Campaign Development

- A 5-week social media campaign was developed with the following aims:
  1. Raise awareness on the prevalent issue of food insecurity among students at San Francisco State University (SFSU) with a predominant commuter student population
  2. Promote available on-campus resources and utilization
- Medium of delivery: Instagram
- Development of content
  - Refined with student feedback
  - Three rounds of revisions
- Systematic Approach



Figure 1: Campaign Themes by week

## Campaign Implementation

- Campaign name pilot-tested with students
  - @savorandsucceed finalized
- Launched in Fall 2019
- Content consisted of
  - Relevant posts
  - Live stories
  - Tabling and handouts
  - Chalking messages on campus
- Student feedback and food security status collected via survey (Figure 3)

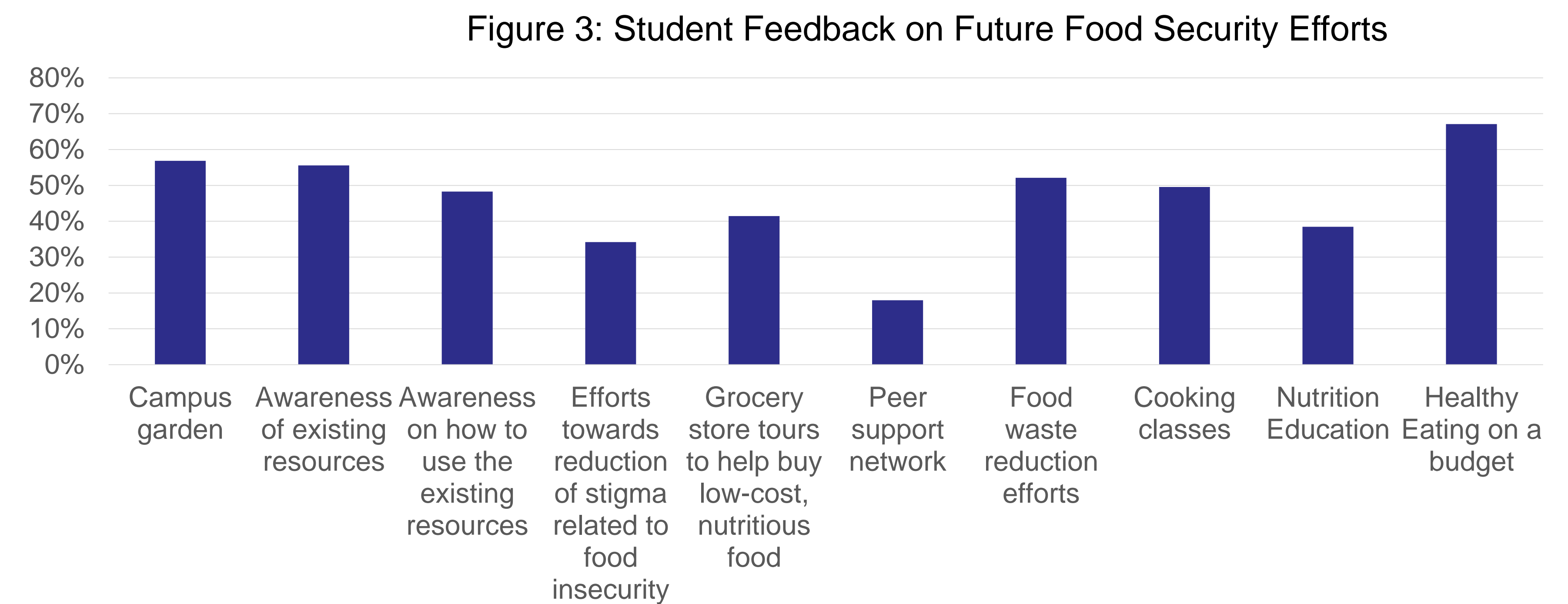


Figure 2: Team members at the Basic Needs event in Fall 2019 featured in the university main account

## Results

- Engagement Data
  - Views, Shares, Likes, Comments, Reach, Impressions
  - Followers vs. Unfollowed
  - Polls
  - Profile visits
  - Website Clicks
- Basic followers' demographic information
  - 75% identify as Female
- Predominant residence in the San Francisco Bay Area
- Majority in the age range 18-24 years
- Analytics from one of the partners, Health Promotion Wellness @SFStateCares account, showed a collective of:
  - 12,828 reach
  - 17,516 impressions
  - 8315 views
  - 358 Likes

## Results



## Lessons Learned

- Account from scratch vs. using established accounts with larger audience
  - Partnerships are important
- Be prepared for spam
- Constant engagement and posting occasional new content is expected
- Takes a lot of work to create content
  - Need creative minds
- Utilize hashtags for greater reach
- Pilot-test everything and analyze/incorporate feedback received
- Student community/target audience vs. researchers/publishing
- Rest your hand if managing account from cell phone
- Walk the talk: Support related efforts
  - World Kindness Day

## Conclusions

- Instagram seems to be an effective medium for exposure to prevalent issues on campus and promotion of available resources.
- Results have implications in developing large scale intervention studies to understand the effectiveness of social media for nutrition education and awareness purposes.

## Contact Information

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## References

Payne-Sturges, D., Tjaden, A., Caldeira, K., Vincent, K.B., & Arria, A.M. (2018). Student Hunger on Campus: Food Insecurity Among College Students and Implications for Academic Institutions. American Journal of Health Promotion, 32(2), 349-354. <https://doi.org/10.1177/0890117117719620>

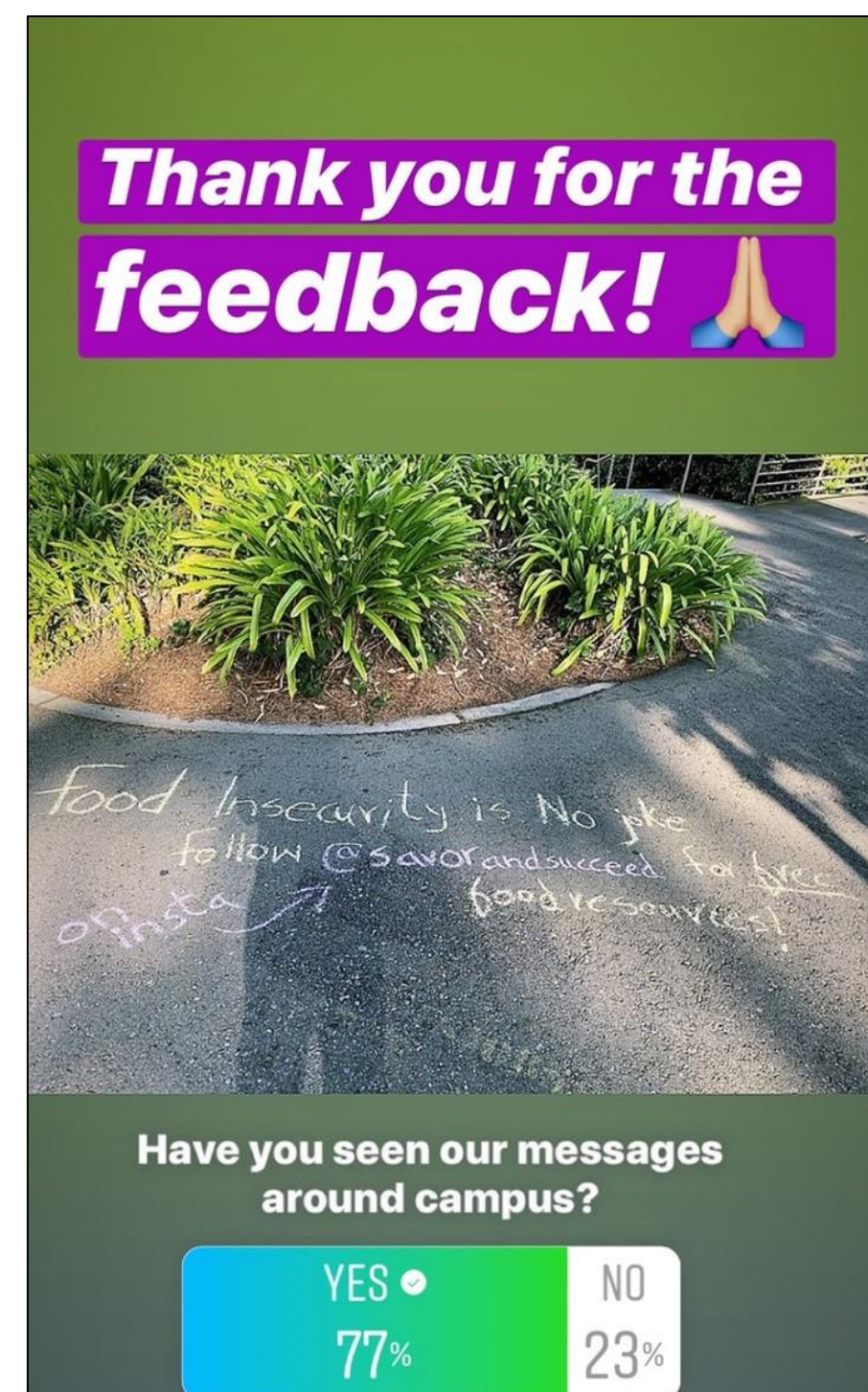


Figure 4. Followers' feedback gathered via polling