Do it for the Gram: Utilizing Instagram to implement a student-informed food security campaign

___

Zubaida Qamar, PhD, RD

Assistant Professor (Nutrition/Dietetics)

San Francisco State University

@savorandsucceed

Introduction

- Food insecurity: Limited or uncertain availability of nutritionally adequate and safe foods or ability to acquire acceptable foods in socially acceptable ways (USDA)

- 41.6% of CSU students indicated varying levels of food insecurity (Crutchfield and Maguire, 2016)

- Food insecurity related to poor mental and physical health, and reduced academic performance among students

Context

- California State University (CSU) Basic Needs Report
  - Increase awareness, access, and utilization of on-campus resources for students
- San Francisco State University
  - Commuter student population, urban campus
  - 47%-49% students report varying levels of food insecurity
- Food Resources available
- Many students not aware of resources
  - 85.2% of students not aware of food pantry (Crutchfield and Maguire, 2016)
  - 40.3% of students never heard of CalFresh (Crutchfield and Maguire, 2016)

Savor and Succeed
Campaign development

- Systematic approach
- Student Input and feedback
  - Campaign name pilot-tested with students
    - @savorandsucceed
  - Story vs. post format
  - Pilot-tested with 7 students and 1 staff member for revisions
    - Feedback incorporated
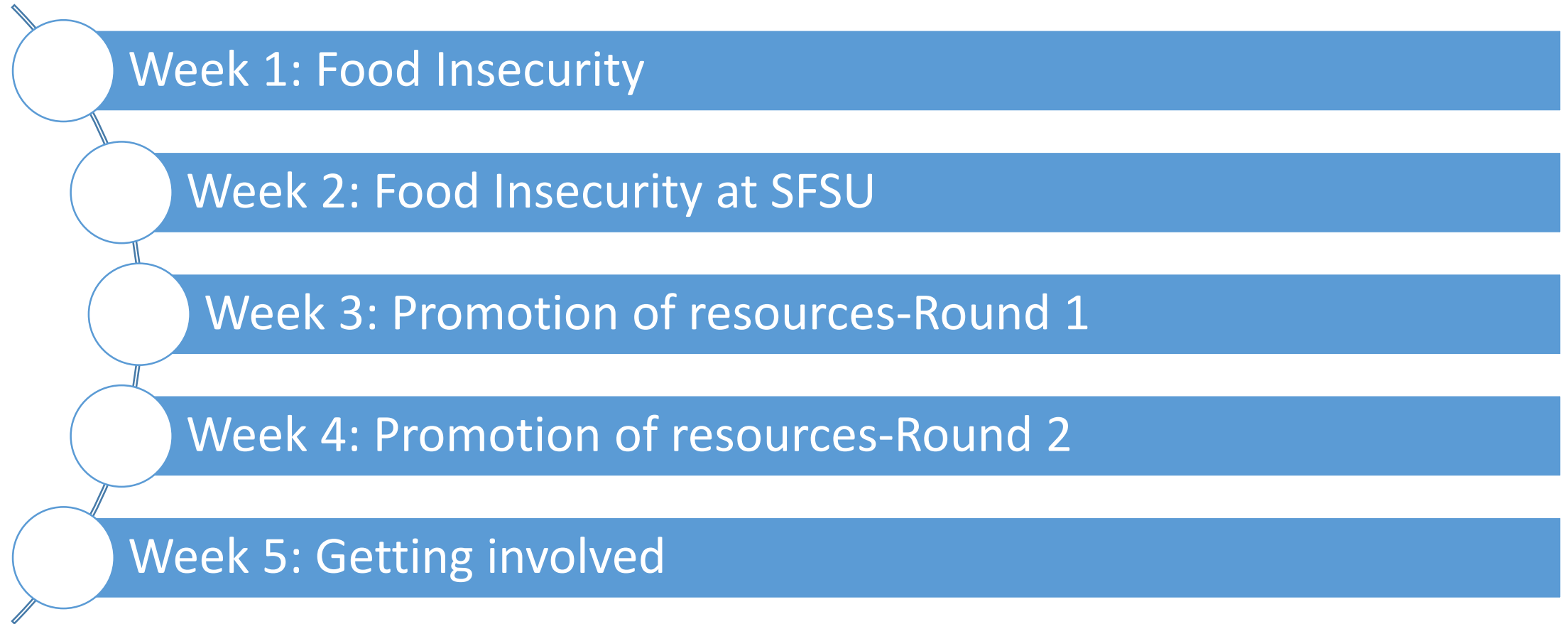 - Three rounds of revisions for posts/stories

Savor and Succeed
Campaign development

- Recruitment
  - Tabling, Chalking
- Campaign materials
  - 3 posts/week
  - Relevant story content
  - Handouts
- Partnership with Health Promotion and Wellness (HPW) Center

Timeline for the campaign

Week 1: Food Insecurity

Week 2: Food Insecurity at SFSU

Week 3: Promotion of resources-Round 1

Week 4: Promotion of resources-Round 2

Week 5: Getting involved

Data from Instagram

- Engagement Data
  - Views, Shares, Likes, Comments, Reach, Impressions
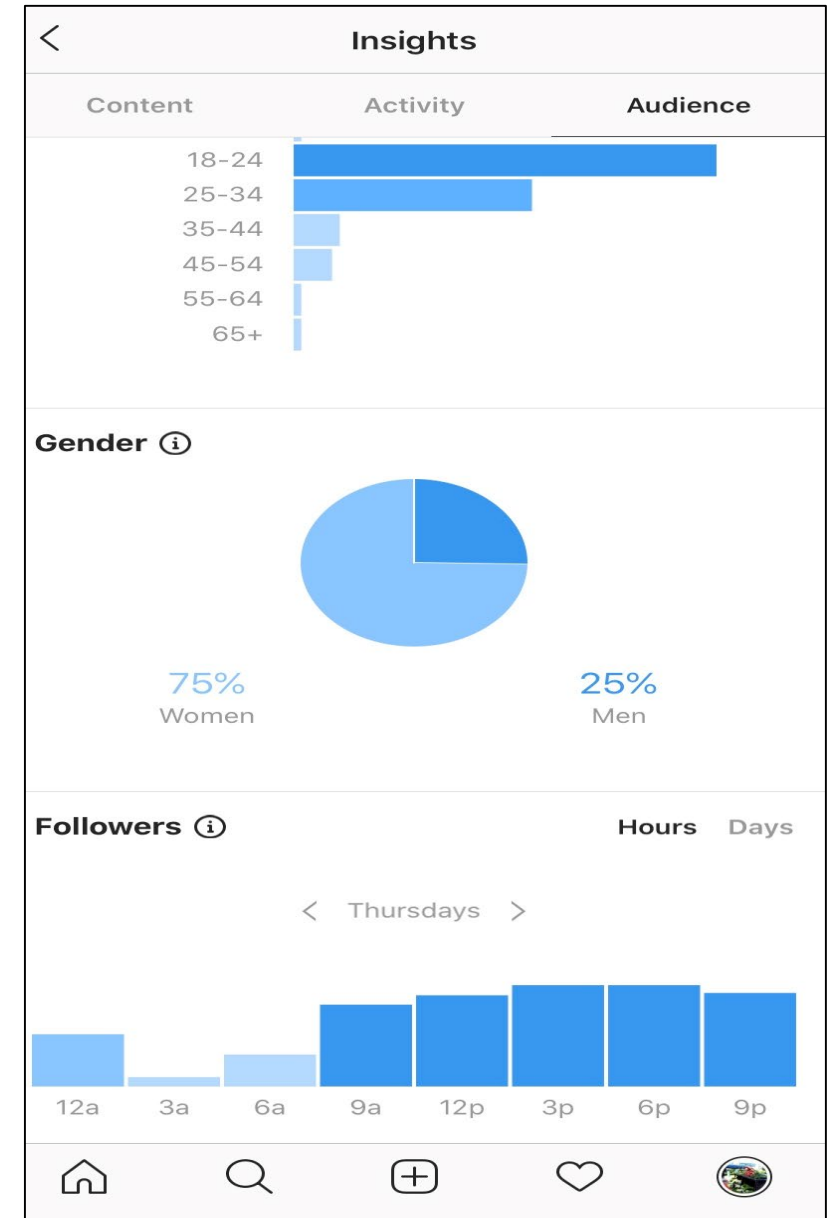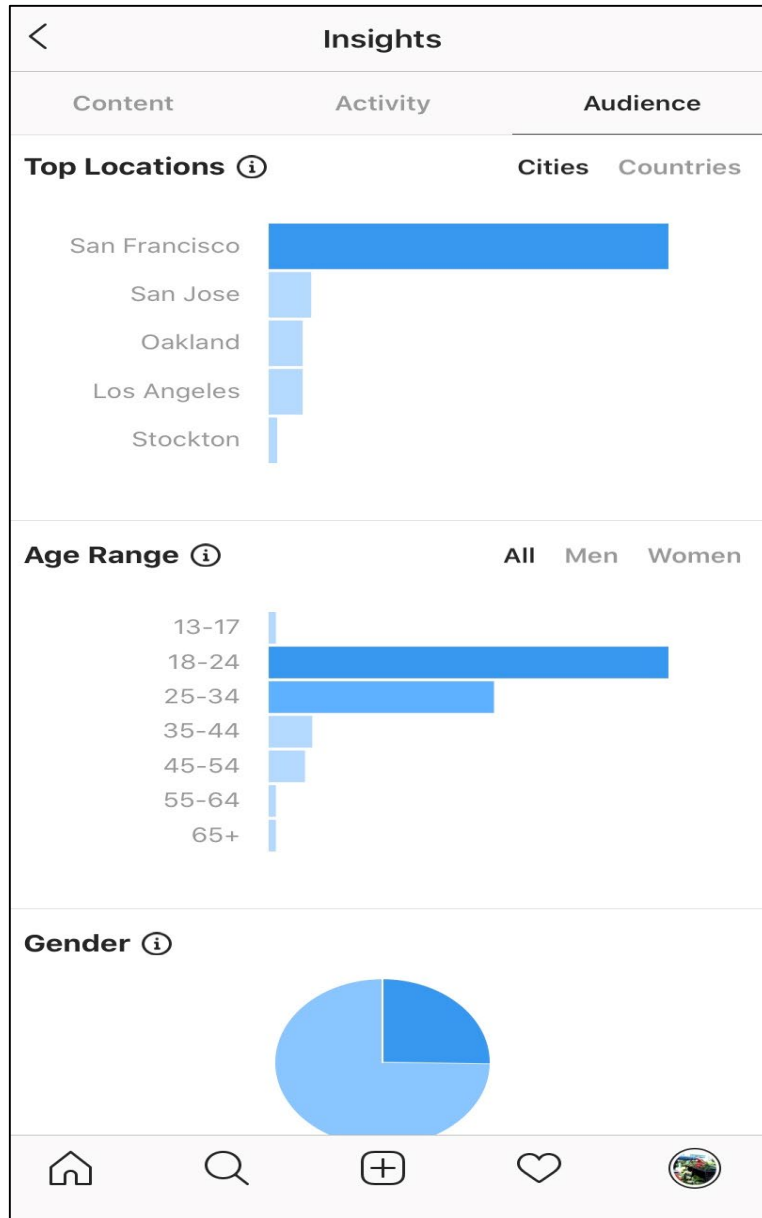 - Followers vs. Unfollowed
  - Polls
  - Profile visits
  - Website Clicks

Demographics Data from Instagram

Post Analytics @SFStateCares by HPW

- Likes= 204
- Reach= 2090
- Impressions= 3082
- Shares= 25
- Saves= 17

21% OF SFSU STUDENTS HAVE SKIPPED A MEAL TO SAVE MONEY*

You're not alone

Story Analytics @SFStateCares by HPW
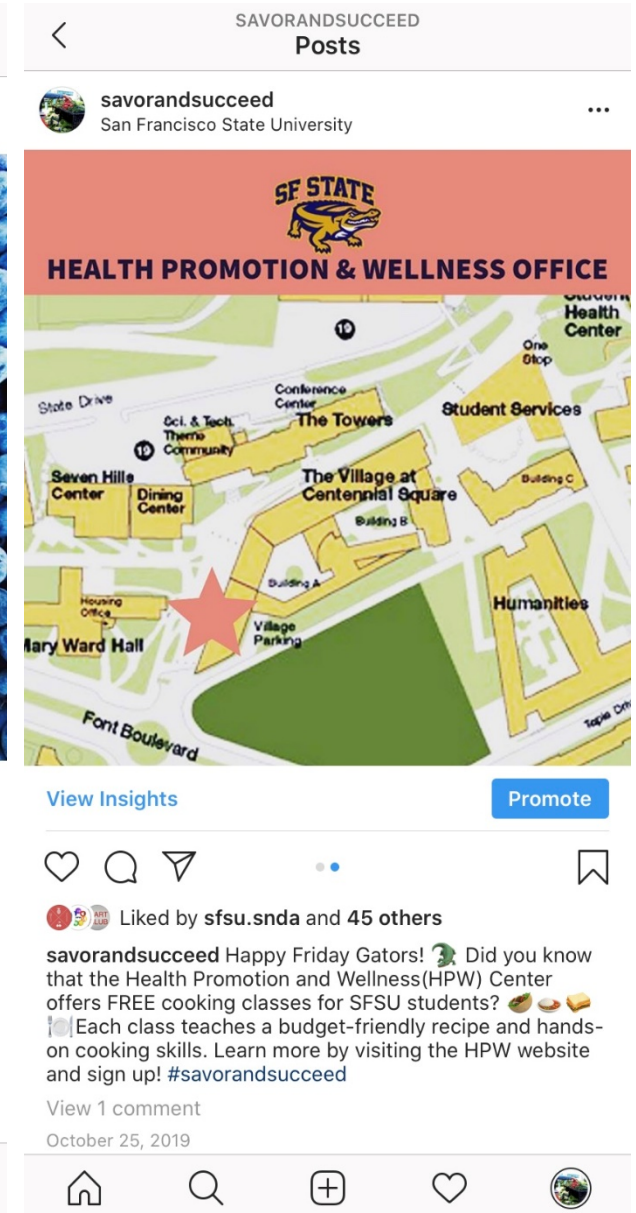
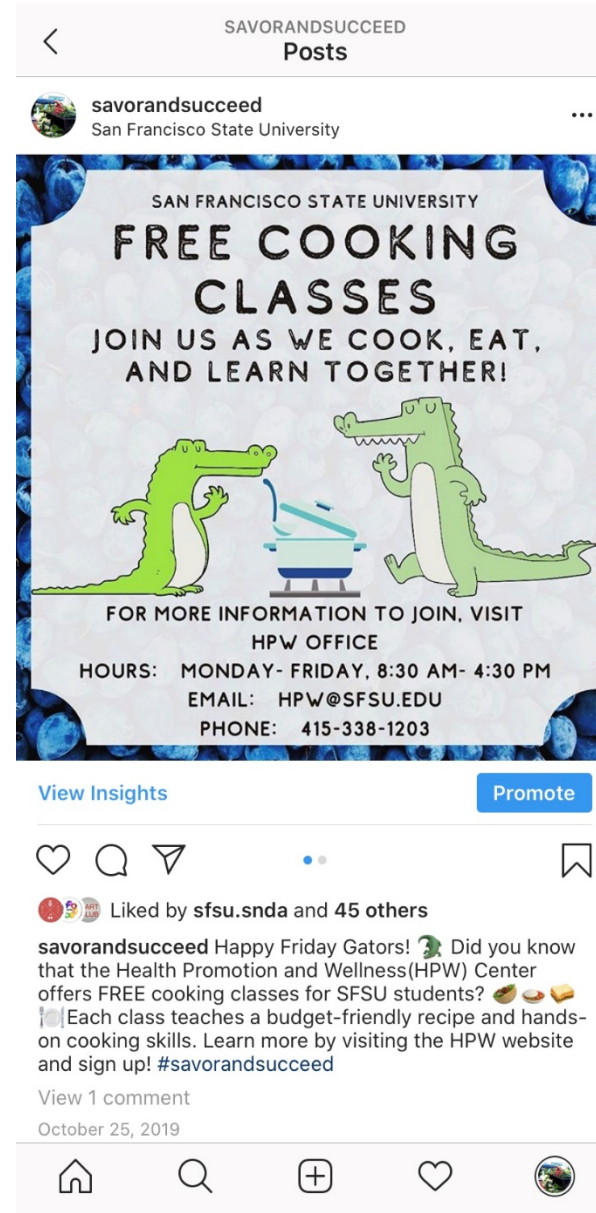- Views = 622
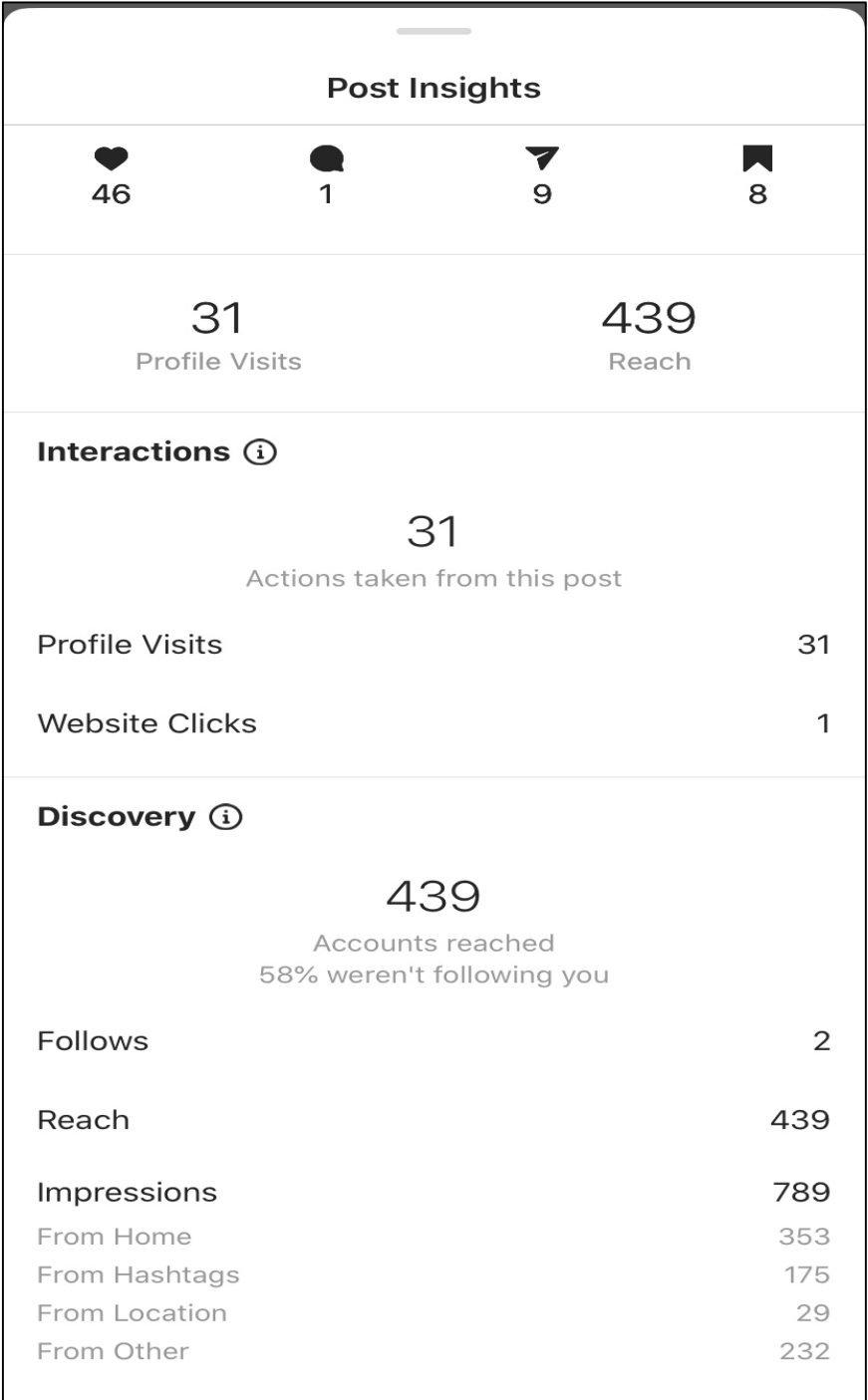- Reach= 622
- Impressions= 800
- Shares= 2

GATOR GRUB ALERT

1. DOWNLOAD THE SAN FRANCISCO STATE MOBILE APP
2. TURN ON PUSH NOTIFICATIONS
3. GO TO THE "WHAT TO EAT" TILE
4. CLICK ON "GATOR GRUB ALERT"
5. READ THE LIABILITY WAIVER AND CONTINUE TO OPT-IN
6. HIT THE GREEN OPT-IN BUTTON
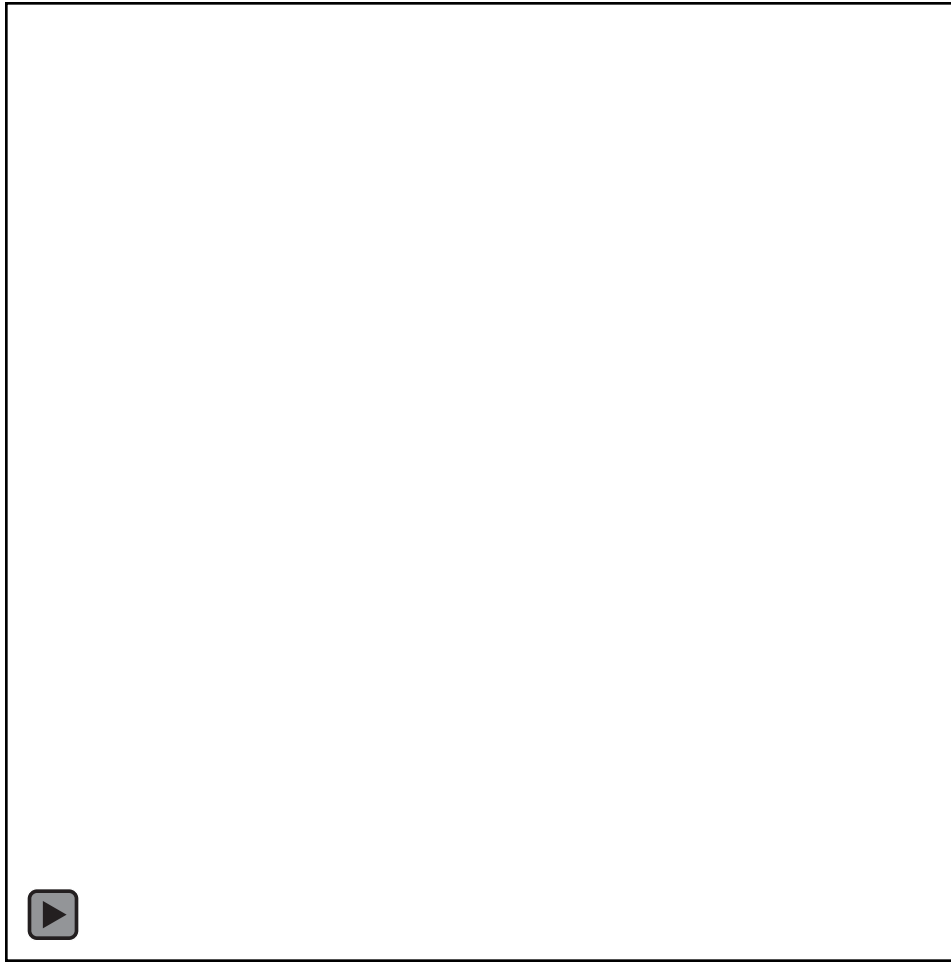7. YOU ARE NOW READY TO RECEIVE FREE FOOD ALERTS!

Sample post and Engagement data

Engagement Analytics

Story Highlight-Food Pantry

- How to utilize the Food Pantry

https://www.instagram.com/stories/highlights/17874251239471970/

Lessons Learned

- Account from scratch vs. using established accounts with larger audience
  - Partnerships are important
    - SFSU main account
- Be prepared for inappropriate DMs or spam
- Constant engagement and posting new content often
- Takes a lot of work to create content

sfstatediningservices 5h

Thanks to Bianca and Yahaira from @savorandsucceed

Lessons Learned

- Utilize hashtags for greater reach
- Fun project for the students
- Need creative minds
- Pilot-test everything and analyze feedback received
    - Student community vs. researchers/publishing
- Rest your hand if managing account from cell phone
- Walk the talk: Support related efforts
    - World Kindness Day
- If you get blocked……
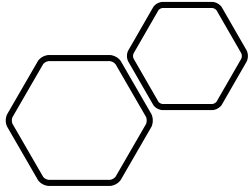
Partners

- Health Promotion and Wellness Center

- SNDA

- AS Environmental Resource Center

- SF State Dining Services
    - Sodexo

- AS Women's Center

Conclusions and Next Steps

Instagram seems to be an effective medium for exposure to prevalent issue of food insecurity on campus and for 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

Data Analysis for social media data, surveys and focus group will guide future interventions

Acknowledgements

Partners

The SF Build/NIH grant

Student team members

Instagram

Contact

Zubaida Qamar, PhD, RD

- **Email: QZ@SFSU.EDU**

- Follow the campaign @savorandsucceed