

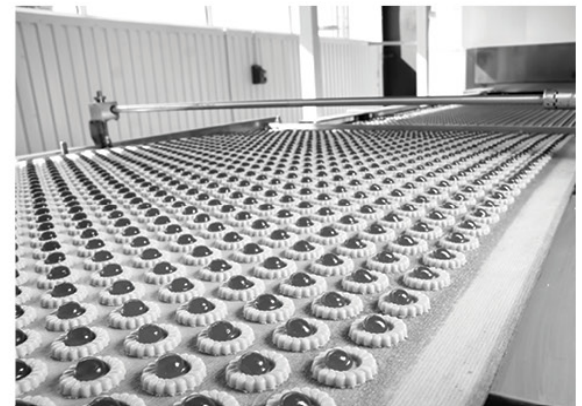
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IFPTI Fellowship Cohort IV: Research Presentation Jessica Badour 2014-2015



State Food Safety Agencies' Use of Social Media

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Background

- Recall activities are critical for a state's food safety program, inclusive of outreach and education.
- Challenges reaching stakeholders in real-time:
 - Recall fatigue and optimistic bias
 - 500+ recalls/year – 92%, 40%, 12%
- News is 24/7 and sources are constantly shifting.
- 38% of Americans get news updates via Facebook and Twitter on a daily basis (2013).

Problem Statement

- There is no published research in peer-reviewed food safety literature regarding social media practices by state food safety agencies related to effective communication of food recalls with the public.



Image Source: www.foodsafetymagazine.com

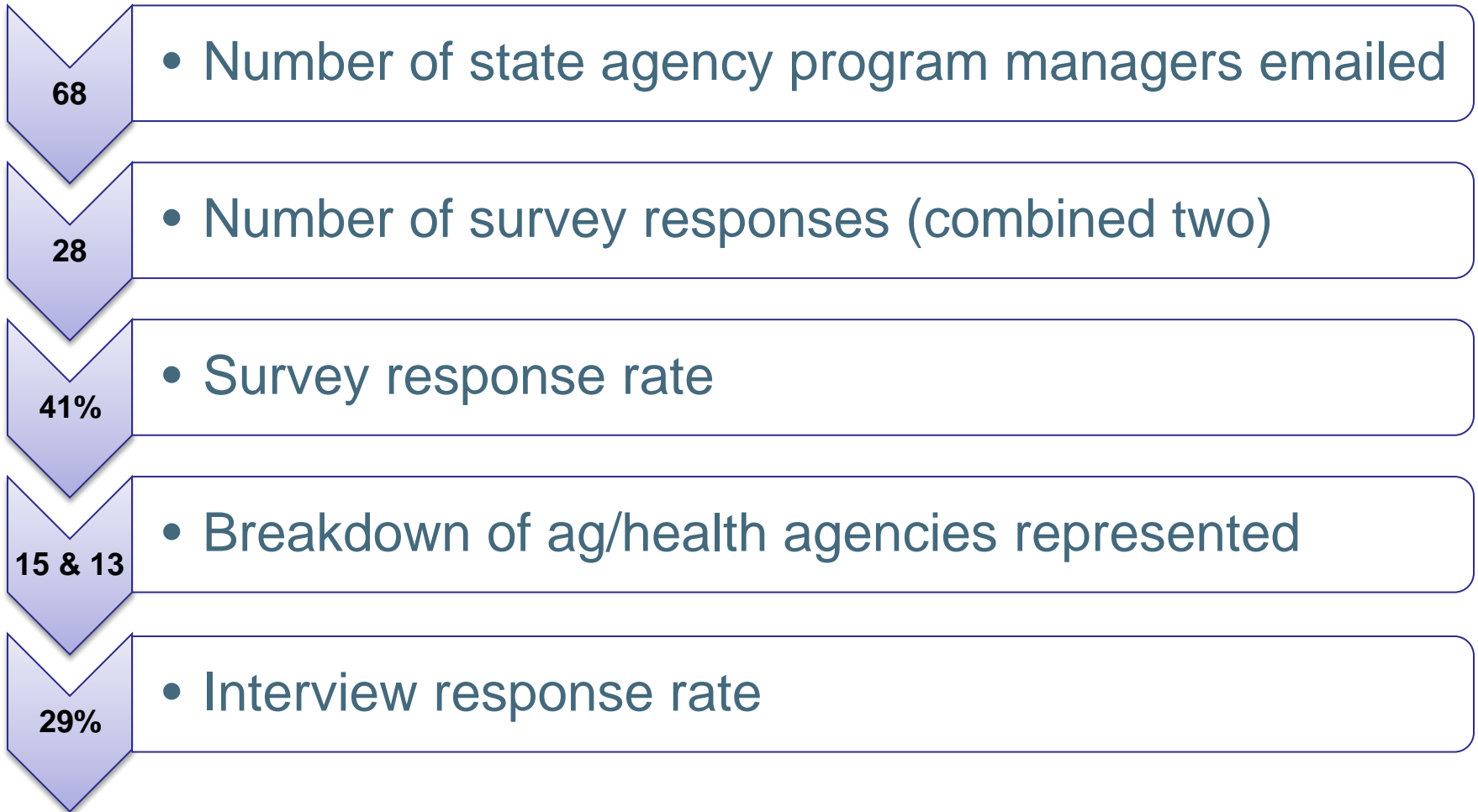
Research Questions

1. What social media tools are most commonly being used by state food agencies to communicate recalls, and how long have these tools been used?
2. What factors are considered for communication, and who communicates the message?
3. How effective is social media as a recall communications tool, and how does the agency measure success?
4. Does the agency have policies in place about use of social media or provide any related training opportunities for staff?

Methodology

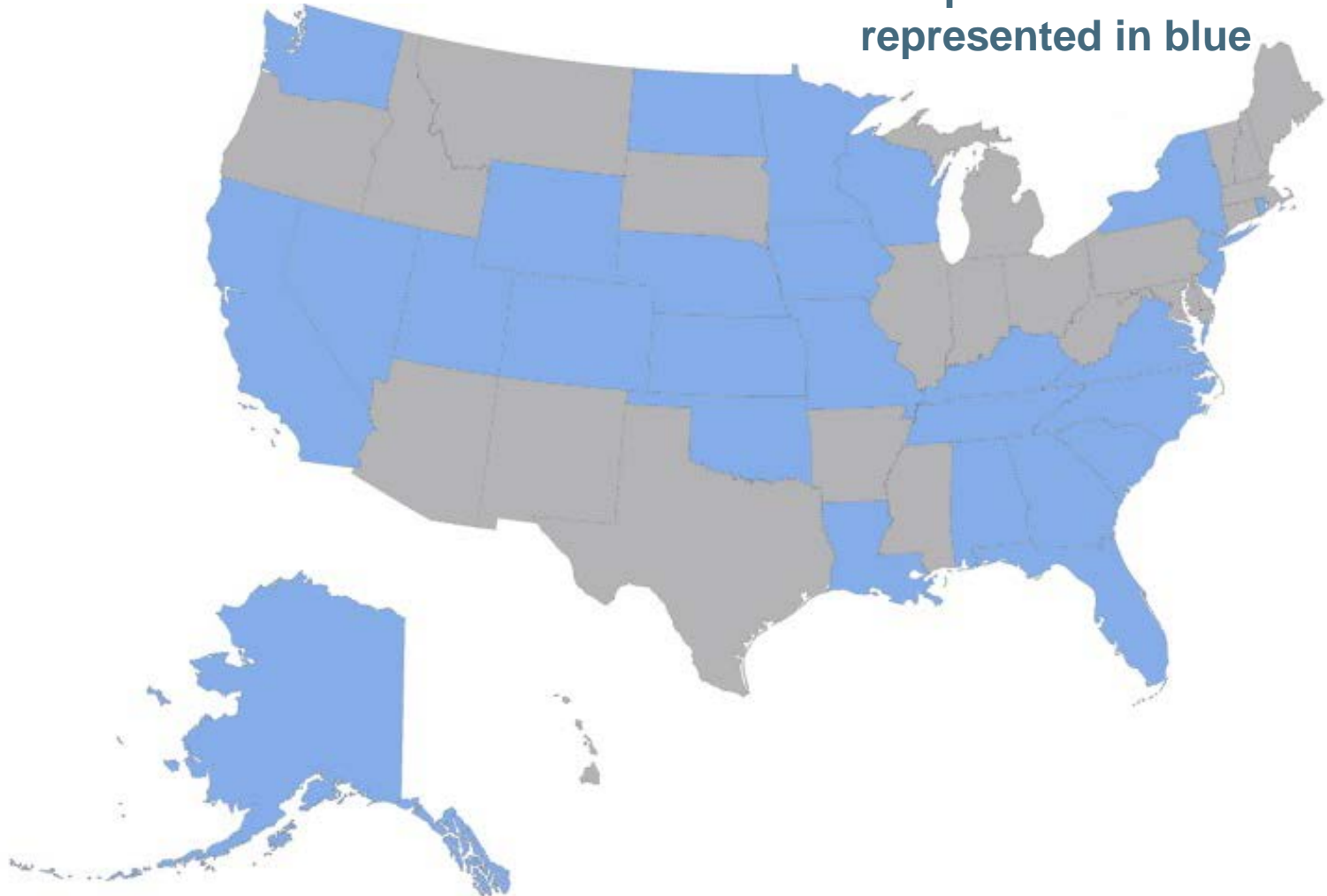
- Mixed-method approach
- SurveyMonkey (closed- and open-ended questions)
- Interview schedule (real-time phone and in-person)
- Analysis:
 - Determine social media trends.
 - Examine factors contributing to information sharing.
 - Determine perceived effectiveness.
 - Evaluate organizational culture surrounding social media use.
 - Define best practices among agencies using social media.

Study Population



Study Population (continued)

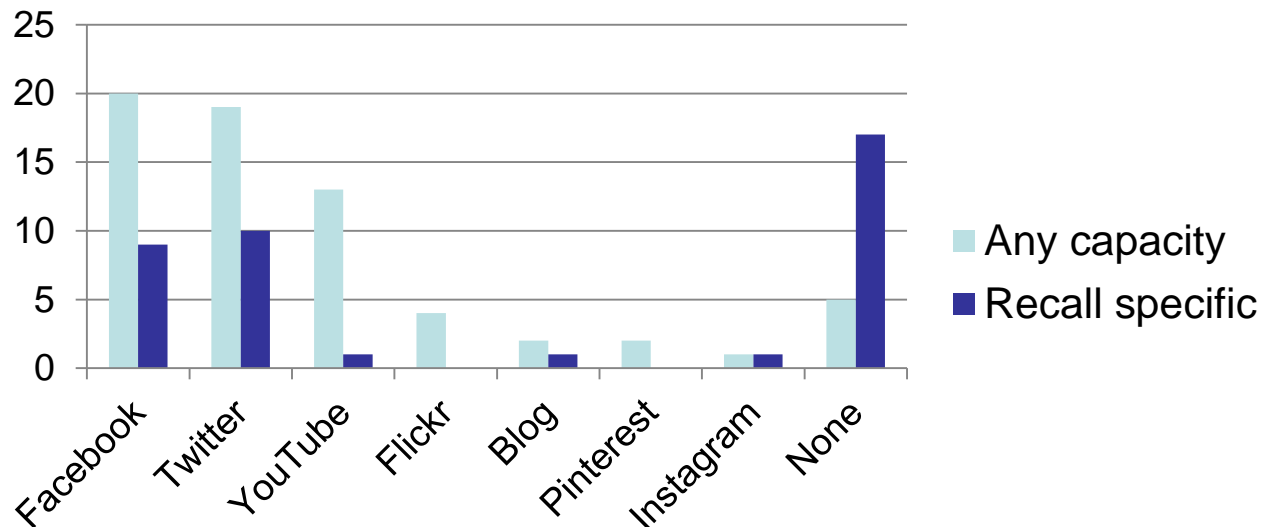
Respondent states
represented in blue



Results

- 23/28 of respondent states use social media (82%).
- 11/23 use social media to communicate recalls (48%).
- Social media use primarily began \geq 2010.
- Handled primarily by communications staff.
- Standard Operating Procedures (SOPs) (n=1) and training opportunities (n=2).

States' Use of Social Media



Factors for Recall Communication

- Recalled product origination and distribution:
 - 64% of respondent states said their agency communicates recalls of both in-state origination and distribution
 - 13% will only communicate recalls of in-state origination
- Scope of the incident.
- Media attention, consumer interest.
- Limited analysis of success and effectiveness.

How effective is social media as a communication's tool?



Conclusions

- Social media is generally used in concert with traditional media channels.
- Food safety regulators are not routinely involved in social media communications for their agency.
- Agencies are not reviewing the success of social media as an effective recall communication tool.
- Organizational culture:
 - General lack of knowledge.
 - Gaps in communication.
 - Lack of procedures or policies.
 - Training is limited, if offered in any capacity.

Recommendations

1. Incorporate recalls into existing social media use.
2. Align policies and procedures to address social media use with a model example for guidance:
 - Manufactured Food Regulatory Program Standards (MFRPS), Voluntary National Retail Food Regulatory Program Standards (VNRFPS), Animal Feed Regulatory Program Standards (AFRPS) 3, 5, and 7.
 - Association of Food and Drug Officials (AFDO), Manufactured Food Regulatory Program Alliance (MFRPA), Partnership for Food Protection (PFP).
3. Consider joint training of recall and communication staff (shared responsibility, increased collaboration).
4. Learn how to evaluate the success.

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Questions?

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Background: Social Media Demographics

	FB '13	FB '14	Tw '13	Tw '14
Men	66%	66%	17%	23%*
Women	76%	77%	18%	21%
White	84%	87%	16%	21%*
Black	76%	67%	29%	27%
Hispanic	73%	73%	16%	25%
18-29	84%	87%	31%	37%
30-49	79%	73%	19%	25%
50-64	60%	63%	9%	12%
65+	45%	56%*	5%	10%*

Source: Pew Research Center's Internet Project. (2014).

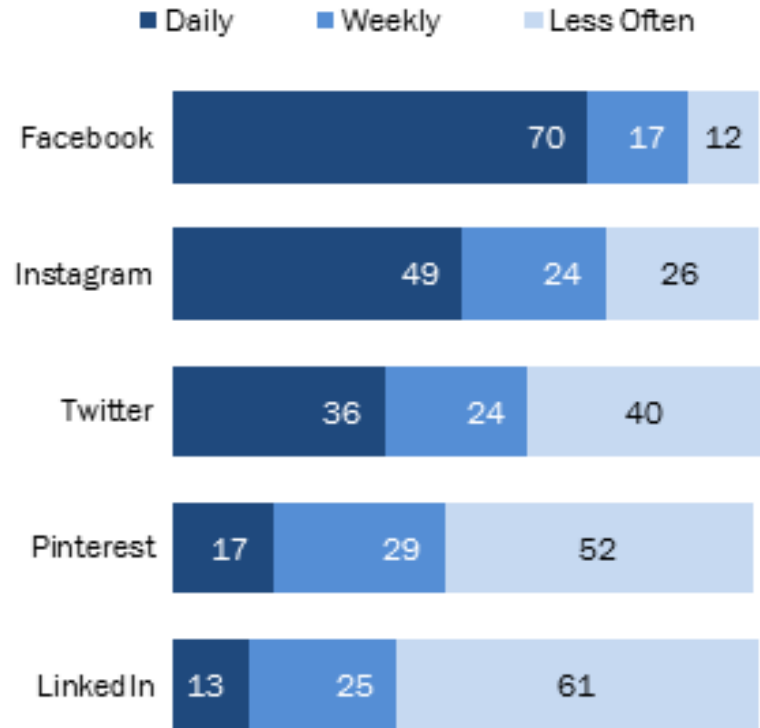
Note: Percentages marked with an asterisk (*) represent a statistically significant change from 2013.

Background: General Frequency of Social Media Use

- Facebook is No. 1
 - 70% use the site daily (up from 63% in 2013)
 - 45% several times/day
 - 65% of users “actively engage”



Image Source:
www.facebookbrand.com



Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

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Background: Social Media as a News Source

- Digital news has surpassed newspaper/radio.
- Journalists use social media for leads and pitches.
- 150 million Americans have a smartphone.
- News reading and engagement is rising in millennials.
 - 70% read/watch news stories posted by others.
 - 60% “like” stories, headlines, and links.
 - 42% “share” news stories they’ve seen elsewhere.

Background: Industry Use of Social Media

- Food companies using interactive social media have seen a **decrease** in negative market reactions to product recalls
- Looking at 400+ recalls from 2000-2012:
 - Pre-2007: 30 percent of recalls incorporated social media.
 - By 2012: 97 percent of firms were using social media, all to include Facebook and Twitter.



“Most comments were expressing gratitude for receiving the information.”

-Publix QA Director

Background: Recalls by the Numbers

Class I Recalls by FDA CFSAN by FY

Fiscal Year	Recall Events	Products Recalled
2014	221	1,117
2013	309	795
2012	276	963
2011	276	963
2010	498	2,235

Source:
<http://www.fda.gov/downloads/ICECI/EnforcementActions/UCM443198.pdf>

Distribution of Primary RFR Reports, 2009-2012

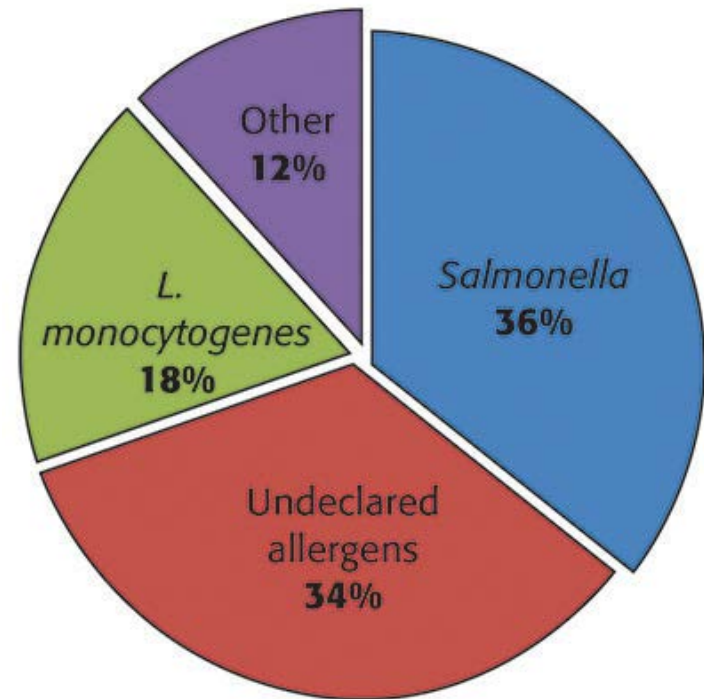


Image Source: <http://www.foodsafety magazine.com/>



Survey Results: Recall Position Structure

- 50% of survey respondents indicated a dedicated recall coordinator:

Who Handles SM Communication	
PIO/Comms Office	14
Combo of Staff	4
Recall Coordinator	3
Marketing Office	2
N/A	5

Why not use social media?

- “Other methods” (reactive versus proactive)
- Two agencies reported no recalls in their state since use of social media, but they would use it
- Agency restricts use of social media by their staff
- Limited control over content and messaging
- Desire to only promote positive comments
- Time consuming/not a primary job task
- Concerns over recall fatigue
- Never discussed as an option

Free Related Resources

- MFRP Alliance Online Portal
- Partnership for Food Protection (PFP) resource documents online
- HootSuite.com (social media dashboard site)
- Facebook and Twitter (analytics, email updates)
- Google/YouTube (how-to guides, videos)
- Email: Jessica.Badour@agr.georgia.gov
- Twitter: [@GDAFoodSafety](https://twitter.com/GDAFoodSafety) (and other state accounts)