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

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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
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

<table>
<thead>
<tr>
<th>Post Insights</th>
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<tbody>
<tr>
<td>Heart Likes</td>
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<td>Comments</td>
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<td>Shares</td>
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<tbody>
<tr>
<td>Total Interactions</td>
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<td>Website Clicks</td>
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<table>
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<td>From Hashtags</td>
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<tr>
<td>From Location</td>
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<td>From Other</td>
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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
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

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Student team members

Instagram
Contact

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• Follow the campaign @savorandsucceed