

Marketing Body Positivity to College-Age Students at Seattle Pacific University



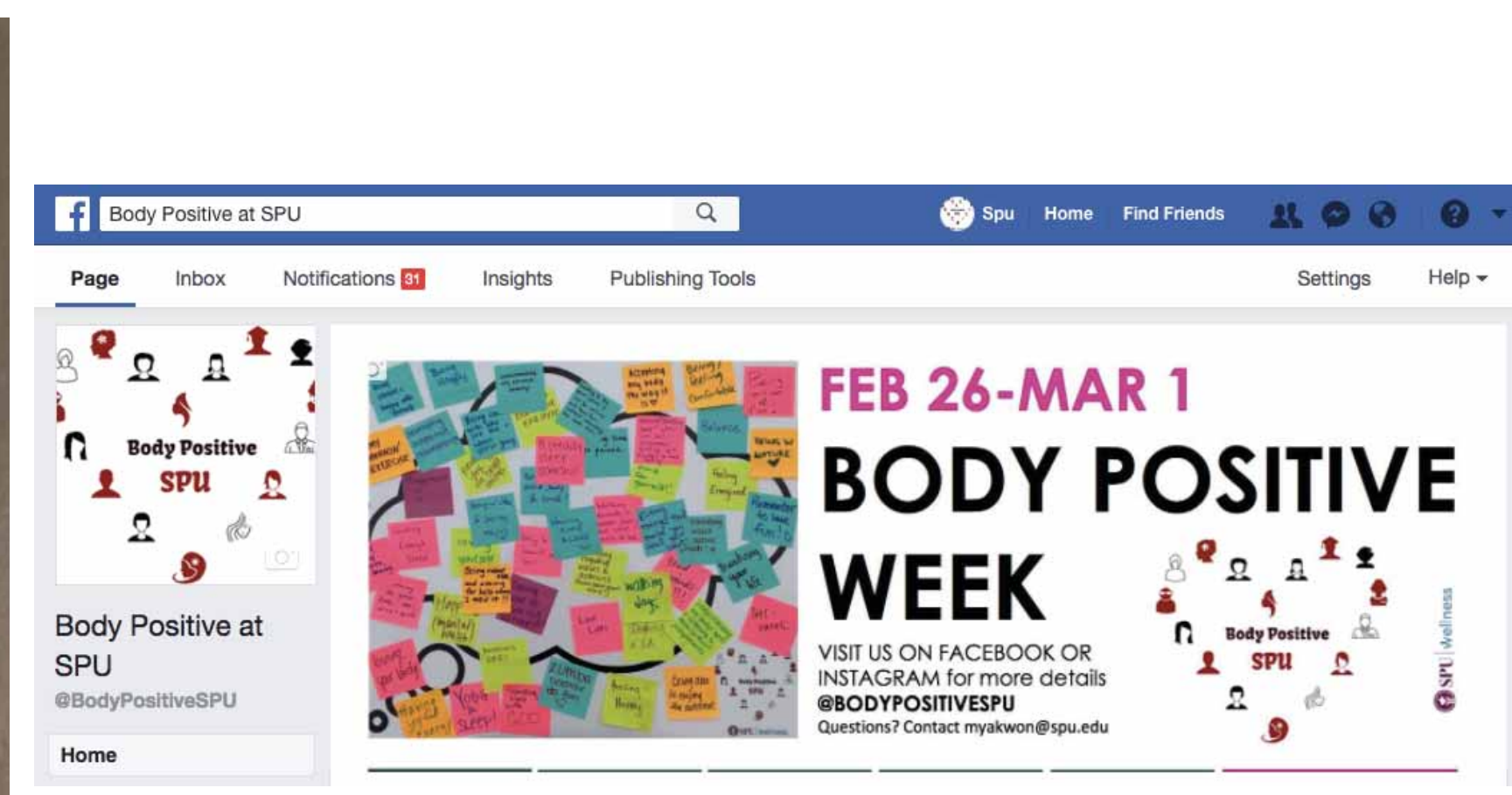
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Background | Introduction

- **Issue:** 53% U.S. adults (18-29 years) report using Instagram and 90% report using Facebook.^{1,2,3} Use of social networking sites (SNSs) is associated with increased body dissatisfaction and disordered eating.^{3,4}
- **Body Positive Week (BPW) at Seattle Pacific University (SPU):** campus-wide event to promote body positivity, intuitive eating, Health at Every Size (HAES) and self-compassion

Objectives

- To increase marketing and communication efforts leading up to BPW
- To increase followers on @BodyPositiveSPU social media accounts
- To increase overall participation during BPW



Methods

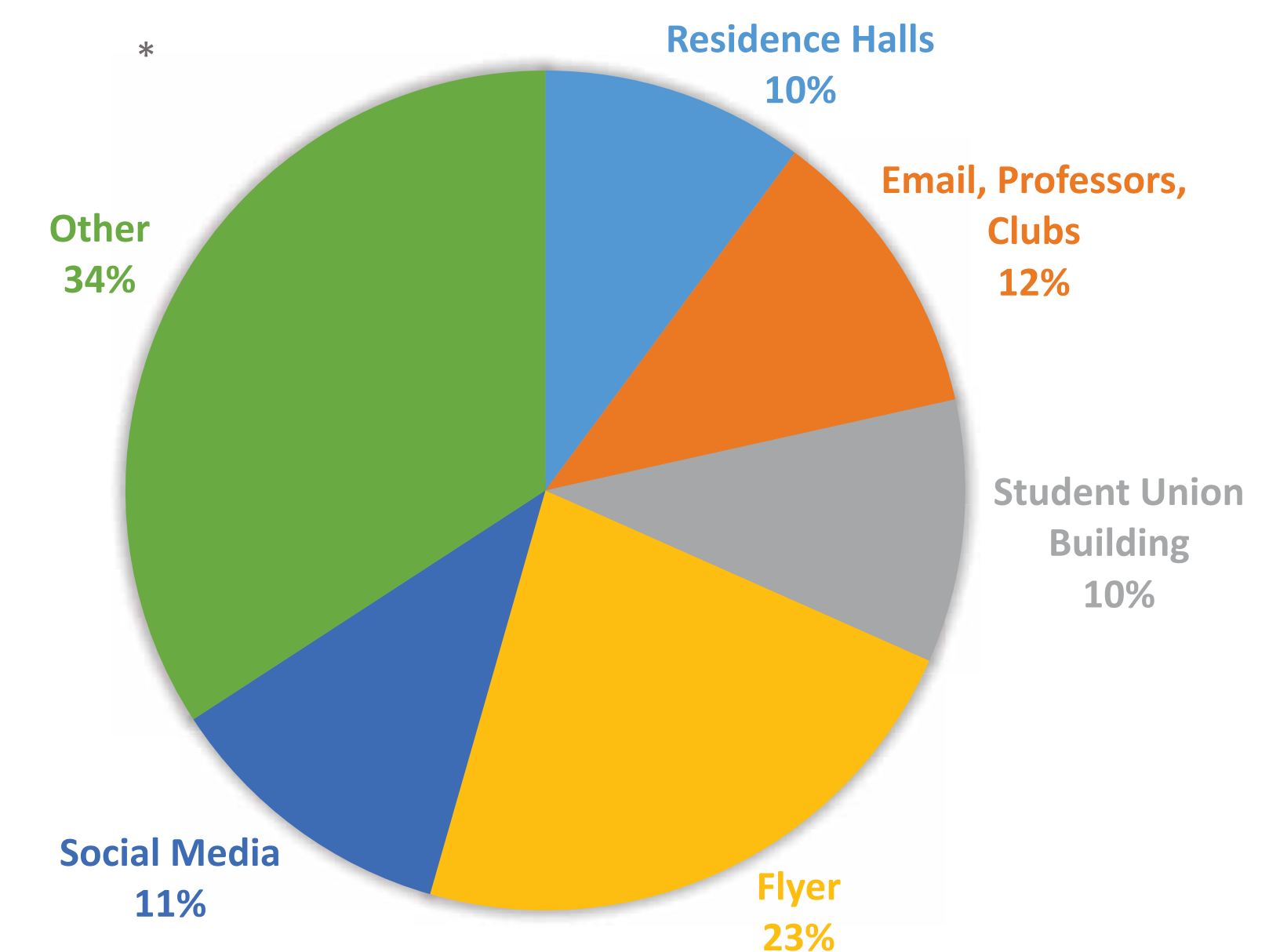
Results | Findings | Conclusion

Prior to BPW 1.24.18 – 2.23.18	<ul style="list-style-type: none"> ○ Post regularly on @BodyPositiveSPU Instagram and Facebook accounts ○ Reach out to campus departments ○ Order and distribute marketing materials
During BPW 2.26.18 – 3.1.18	<ul style="list-style-type: none"> ○ Post regularly on @BodyPositiveSPU Instagram and Facebook accounts ○ Distribute carnations and stickers with body positive messages ○ Take Polaroid photos at main tent and encourage students to post on social media
After BPW 3.2.18– 3.9.18	<ul style="list-style-type: none"> ○ Analyze feedback survey results ○ Analyze trend changes on @BodyPositiveSPU accounts

- Instagram following increased by 20% from project onset to completion
- Facebook following did not change significantly
- Participants were more responsive to traditional marketing efforts, e.g. flyers, emails

Conclusion: Participants were most engaged with traditional marketing. There is potential for Instagram messaging to be more successful in future projects.

FEEDBACK SURVEY QUESTION: HOW DID YOU HEAR ABOUT US?



*Other: professor, school email, napkin inserts

References: 1. Cohen and Blaszcztnski, 2015 | 2. Carrotte et al. 2015 | 3. Turney and Lefevre, 2017 | 4. Holland and Tiggemann, 2016

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