

Tips from Successful RDs



Abbey Sharp - 29K+ IG Followers

Abbey's Kitchen Inc., Owner: www.abbeyskitchen.com

Youtube -> [user/AbbeysKitchen](https://www.youtube.com/user/AbbeysKitchen)

Twitter-> [@AbbeysKitchen](https://twitter.com/AbbeysKitchen)

Instagram-> [/AbbeysKitchen](https://www.instagram.com/AbbeysKitchen)

Facebook-> [/AbbeysKitchen](https://www.facebook.com/AbbeysKitchen)

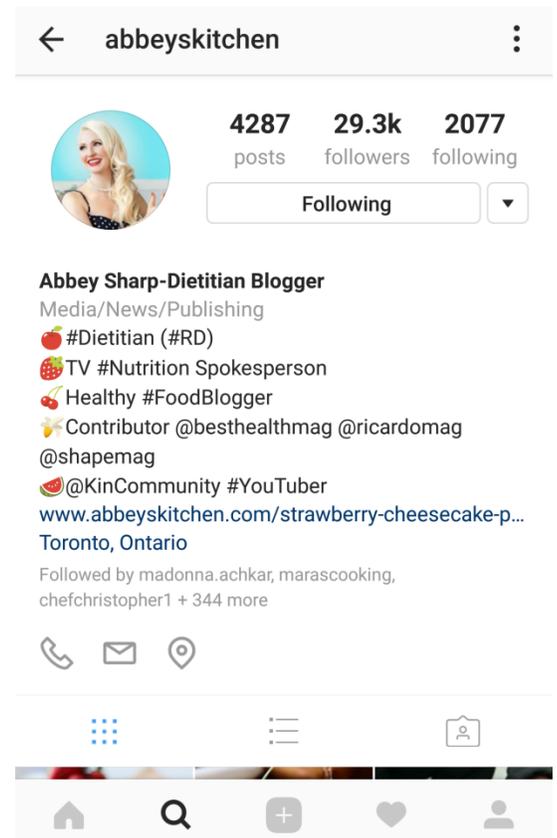
Pinterest-> [/AbbeysKitchen](https://www.pinterest.com/AbbeysKitchen)

Strategies for growing following & engagement on Instagram:

It's been a slow and steady growth. I myself am always trying to figure out ways to grow faster. I have made it a goal to like and comment on other people's images that I feel have a similar audience as I do. I also will follow like accounts, and find that as long as they're engaged, they will follow back. The other thing I do is participate in Facebook share groups where the point is to like, follow and comment on each others account. But by far I think the most important thing to focus on is creating beautiful content, using popular hashtags and sharing at good times. There are online apps that will tell you when in the day your engagement is higher, so even though timing is less relevant with the new algorithm change, I still think it gives you a boost to post at the most engaged time for you. As for hashtags, I recommend looking at accounts that have similar audiences but that you aspire to and use some of the same hashtags they're using.

Solely professional vs. professional + personal photos:

When I was just starting out, I was very lax about it. But in the past two years I have become more and more picky about what is posted. My brand is very much foodie meets dietitian, so I have no qualms about sharing a decadent piece of cake and then sharing a smoothie bowl. My brand is all about balance and pleasure so it works for me. But I do not post photos of my friends and I when we are out unless those friends are also colleagues and the image is related to work Abbey's Kitchen is doing. Having said that, I'm totally cool with brands sharing personal photos as long as A) it doesn't go against your brand (if you're a vegan blogger don't post a picture of you eating steak) and B) you're brand is YOU. A lot of bloggers haven't really established themselves at the crux of their brand like I have. My followers see me on TV and on YouTube, so they know ME first and my content second. So if I share a personal photo, it has to be with the intension that it will give my followers more insight into me and my brand.



Apps used for Instagram strategy:

I use Latergram and I think it definitely helps me stay on top of when Instagram photos are going out, and making sure they're spaced out at the best times of the day. Without latergram, my posting would end up being more sporadic and it would be harder to keep track of successes and failures.

Advice algorithm changes:

What can you do? My advice is to pay attention to popular hashtags that your audience are using and responding to. I think that those hashtags are going to help the right people see your images and boost their rankings and performance.

ROI from using Instagram:

I definitely do a lot of brand partnerships so that's helpful, but Instagram doesn't lend itself to traffic because it doesn't let you hyperlink (you can add it in the profile but it's a pain for people to go back to click). I think that Instagram is for building your brand and story in an easy to digest visual way. It helps a potential new fan see what they are going to get from you quickly and make the call on whether or not it's a good fit for them. Use it to build your overall following, brand and engagement, not got immediate traffic.

Anne Mauney - 16K+ IG followers; 12K+ Pinterest followers

Food & Fitness Blog: www.fANNEtasticfood.com

Nutrition Services: www.AnneTheRD.com

<https://www.facebook.com/fANNEtasticfood>

<https://www.instagram.com/fannetasticfood/>

<https://www.pinterest.com/fannetasticfood/>

Strategies for growing following & engagement on Instagram:

Slow and steady growth. I mention my Instagram sometimes on my blog in posts, which helps. Also I use a lot of hashtags! No other real strategy.

Solely professional vs. professional + personal photos:

Both, but that's because my whole brand is lifestyle content/me. So it's a mix of food, travel, adventures, etc.

Apps used for Instagram strategy:

Nope!



ROI from using Instagram:

Brands like to see Instagram following/engagement, and I think blog readers sometimes find me on there too. It's always hard to tell direct results from social media but I think just being out there helps with your overall portfolio!

Strategies for growing following & engagement on Pinterest:

It's mostly been slow/steady for me, and my best advice is to just keep pinning consistently. Getting in group boards with others helps a lot, too, since you read their audiences then as well.

Tips for increasing repins & website clicks:

The biggest key is beautiful photos, but getting keywords into the text that are seasonal/things you think people will be looking for at that time you are pinning is also helpful. Time of day also matters -- you can use programs that will select the best time of day for you.

Apps used for Pinterest strategy:

I use TailWind, Ahalogy, and Board Booster.

Have you noticed any changes with the 2016 algorithm changes?

Huge decrease in traffic to my blog from Pinterest which is a bummer.

ROI from using Pinterest:

Blog traffic and I assume brands like to see good numbers on Pinterest!

McKel Hill - 33K+ Pinterest Followers; 210K+ Instagram Followers

<http://nutritionstripped.com/>

<https://www.instagram.com/nutritionstripped/>

<https://www.facebook.com/NutritionStripped/>

<https://twitter.com/mckelhill>

<https://www.pinterest.com/mckelhill/>

McKel Hill | Nutrition Stripped

Nashville, TN nutritionstripped.com

Nutrition is my jam. NS is the source for a balanced wellbeing. Live whole. Eat well. Feel amazing. Join us in the Society for healthy meal plans!

| Boards | Pins | Likes | Followers | Following |
|--------|-------|-------|-----------|-----------|
| 51 | 18.6k | 147 | 25.7k | 227 |

- NUTRITION STRIPPED: 1,546 pins
- SHOP: 88 pins
- NS. SOCIETY: 20 pins
- INSTAGRAMZ: 1,321 pins
- SMOOTHIES+JUICE: 429 pins

Strategies for growing following & engagement on Pinterest:

Pinterest is all about pinning to your brand and to your audience, for example if you're tackling motherhood nutrition, kid nutrition, etc.; pin everything relevant to that demographic. In a nutshell, you must know your audience to speak to them in an authentic and helpful way!

Strategies for growing following & engagement on Instagram:

Slow and steady always wins! It never happens overnight and it's a lot of work- when I first started out it was purely fun (which still is), but I've had to integrate more strategic marketing as it's grown. The biggest tip, if you walk away learning anything about social media, it's that you must speak to YOUR audience, in YOUR voice, in YOUR unique way. People will spot copycats, disingenuous content, and spammy content a million miles away. Those "followers" are you and me, they don't want to be marketed to, just speak to them like you would your best friend. Also, hone in on the fact that you're a registered dietitian, you have credentials and are qualified to be speaking and sharing nutritional advice, there are way too many "health coaches" and "nutritionists" out there sharing information that just isn't helpful or at times safe. Be professional, champion our profession, and do it with your unique style.

ROI from using Instagram:

It's a great platform to share more about you and your company/business/message you're sending to your audience but I wouldn't rely on it as a pure revenue stream. Definitely don't put all your eggs in one basket- social media will have it's day and will fade! Be wise about where you're spending your vital energy.

Nicole Morrissey - 13K+ Pinterest Followers

<http://preventionrd.com>
<https://www.facebook.com/PreventionRD/>
<https://www.instagram.com/preventionrd/>
<https://www.pinterest.com/preventionrd/>
<https://twitter.com/preventionrd>

The screenshot shows the Pinterest profile of Nicole Morrissey, who is associated with Prevention RD. The profile header includes the name "Nicole Morrissey {Prevention RD}", a bio with 13,086 followers and 1,554 following, and a website link "www.preventionrd.c... Southwest Michigan". Below the header are tabs for "Boards" and "Pins". The "Pins" tab is active, displaying a grid of food-related images. The first row of pins includes "Prevention RD fo...", "Foodie Bucket List", "vegetarian entrees", and "Breakfast". The "Breakfast" pin shows a pan with heart-shaped fried eggs and vegetables. The "vegetarian entrees" pin shows a bowl of spicy peanut stir fry. The "Foodie Bucket List" pin shows a stack of sandwiches. The "Prevention RD fo..." pin shows a burrito. The profile also features a circular profile picture of Nicole Morrissey and an "Unfollow" button.

Strategies for growing following & engagement on Pinterest:

I think posting often enough and with enough volume to have a presence without inundating people's feeds is the sweet spot, but can be hard to find. People use Pinterest in varying amounts and some people follow a LOT of boards while others follow just a handful.

Tips for increasing repins & website clicks:

Vertical images are preferred on the Pinterest platform due to the site layout. Adding text to lure people in with key words (gluten-free, healthy, quick, etc.) is very helpful. Of course you want your images to be bright, well-lit, and staged well. It's all about creating a taste visually.

Apps used for Pinterest strategy:

I've just started using Tailwind and find it helpful, especially since the service finds pins for you based on what you're pinning. Even though I follow a lot of boards, it's a helpful way to find new content. The service also helps me maximize the actual click-thrus on my pins based on optimizing when the pins are scheduled.

Have you noticed any changes with the 2016 algorithm changes? Advice on algorithm changes:

While I noticed the dip in traffic after the algorithm change, I haven't adjusted my Pinterest activity at all. There are simply too many social media platforms to know "inside and out" and I have to do things when they fit into my schedule. If I overhauled my schedule completely to increase traffic from the various social media platforms, I think I'd go bonkers! And while traffic is one indicator of a site's success, I truly believe the followers - the return visitors who are there for what they know and love - will always find you. I've always focused on followers rather than traffic.

ROI from using Pinterest:

Because food is so visual, I think Pinterest was designed for foodies! It's a great way to organize ideas and thoughts in a fun and unique way online. It's a very powerful platform that I know I have a lot more to learn about!

Erin Palinski Wade - 35K+ Instagram Followers

www.erinpalinski.com

Blog: <http://mommyhoodbytes.com>

Instagram: <http://instagram.com/erinpalinskiwade>

Twitter @DietExpertNJ

Facebook: <https://www.facebook.com/ErinPalinski>

Pinterest: <http://pinterest.com/dietexpertnj>

Strategies for growing following & engagement on Instagram:

I target my ideal clients, which are those looking to manage diabetes or lose weight. From their, I make relationships with influencers in this space and often share shout outs. I also comment/like/engage with my ideal clients to help them see my page and engage with me. For me, growth is steady at times, but when I do work with a key influencer, there will be more rapid growth for a day or so.

Solely professional vs. professional + personal photos:

After taking with some key IG influencers, they all agree that your page needs to have one set focus, so I focus only on weight loss/diabetes recipes. I'd love to include exercise, etc but whenever I go off my key target, I lose some followers, so I try to stay to this niche.

Apps used for Instagram strategy:

I use Latergram to schedule some posts and Followers+ to track my follower number and if someone unfollowed me. After you hit 10k followers, you can only track your count by 100 increments on IG, so it is important to me to see how I am growing this way. In general the more regular content you post, the better, so using an app to help schedule and post regular content is key. I also use Repost, because sometimes I reuse my old posts for I actually repost myself so I am not always looking for new content!

Advice on algorithm changes:

Don't stress. Everything is always changing and you can't always be ahead of it. Just post great content, engage with your followers, and they will want to keep viewing and engaging with your page

ROI from using Instagram:

Since a large amount of the work I do is in nutrition communications and media, IG allows me to engage with brands and media and offers me opportunities to create new relationships that may lead to partnerships. I also use IG to build my email list, which in turn increases my clients and participants in online programs and services I offer.

Deanna Wolfe - 35K+ Instagram Followers

Blog: DietitianDeanna.com

Instagram: [DietitianDeanna](https://www.instagram.com/DietitianDeanna)

Twitter: [@dietitiandeanna](https://twitter.com/dietitiandeanna)

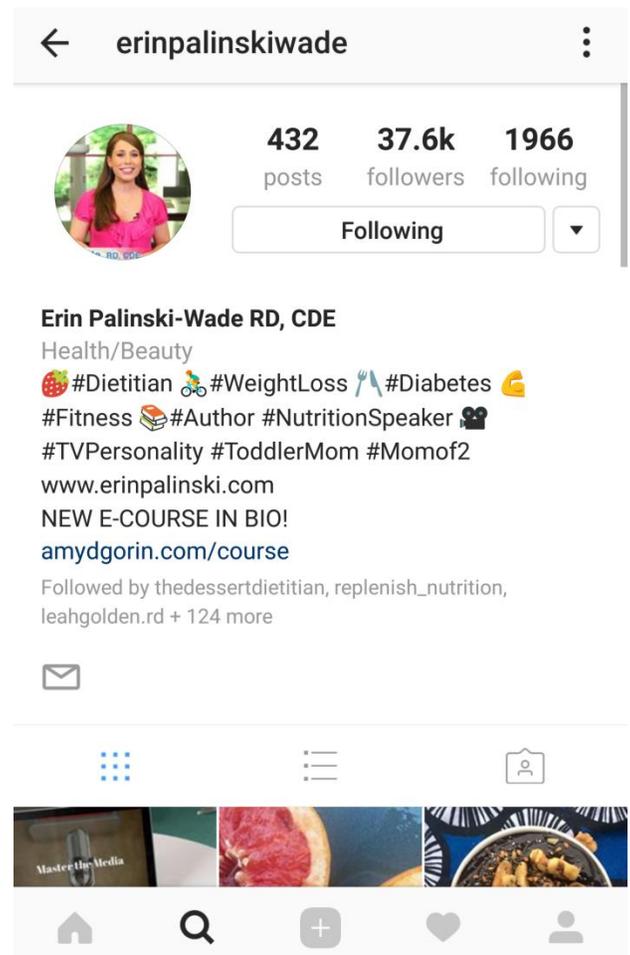
Facebook: www.facebook.com/dietitiandeanna

Pinterest: www.pinterest.com/dietitiandeanna

Strategies for growing following & engagement on Instagram:

The best way to grow your IG:

1. Be consistent.
2. Don't be fake - i.e. grow real relationships with others on the app and COMMENT, don't just LIKE
3. Be transparent at times (people love to know you're a real human)



My Instagram following and engagement has had a slow and steady growth. I competed in a fitness competition in 2014, and saw rapid growth after the competition, when I was sharing my regular progress regarding my physique and diet after that. People love to watch progress towards a goal and people were inspired by the fact that I was questioning the 'norm', eating MORE and working out LESS. I was posting 2-3 times per day instead of 1 time every 2-3 days - being consistent is critical! I also grew when I started sharing more of myself. Instead of just food and workouts, I started posting outfit pictures, travel pictures, etc. I also believe people like that I am not your 'average dietitian', eating clean and unprocessed foods all the time. I believe in complete BALANCE in your diet, and that may mean an Oreo or PopTart! Another key tactic is working with brands that your followers already love. Reach out to the brands and see if they would be willing to send you product. Once you post a beautiful photo with their product, they may end up 'regramming' it to their page, which can grow your growth as well.

I believe commenting/following others and optimizing hashtags comes along with having a large following. You are ALREADY doing it if you have a large following, period. I try to ALWAYS respond back to the comments I receive, even if it is a simple 'thank you'. I always leave a comment after my caption, with key hashtags that I believe people are searching for that will lead them to my page. I interact with many other accounts (across different industries on Instagram - the more you are on Instagram, the more you understand there are different 'pockets' of people who post similarly), and truly build an online friendship with them, instead of just a way to grow followers. People can tell when you are being fake. Commenting instead of just 'liking' can go a long way.

Solely professional vs. professional + personal photos:

See above!

Apps used for Instagram strategy:

I used to use Iconosquare when it was free to see my growth patterns and what was generating the largest buzz. It comes with a price now and I haven't used it.

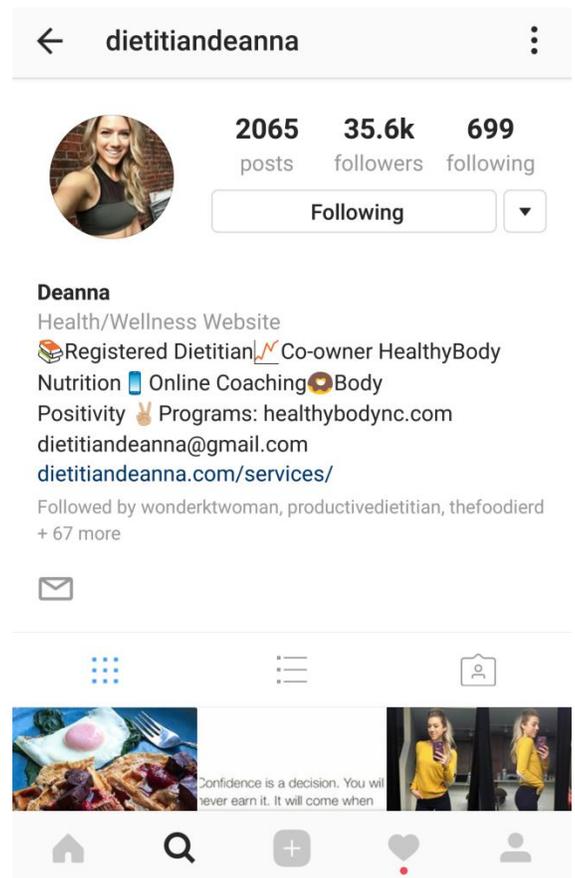
Advice on upcoming algorithm changes:

I haven't seen any changes honestly.

ROI from using Instagram:

There have been SO many benefits its hard to outline them all! I won't go into all the details however:

1. Increased website/blog traffic by 5000 page views monthly
2. Increased clients - Instagram is the main way people find me to work with me.
3. Brand partnerships with Larabar, Silk, EssentiallyCoconut, etc!! Large companies will give you free product, free product for giveaways, and pay you to post :)



EA Stewart - 26K+ Pinterest Followers

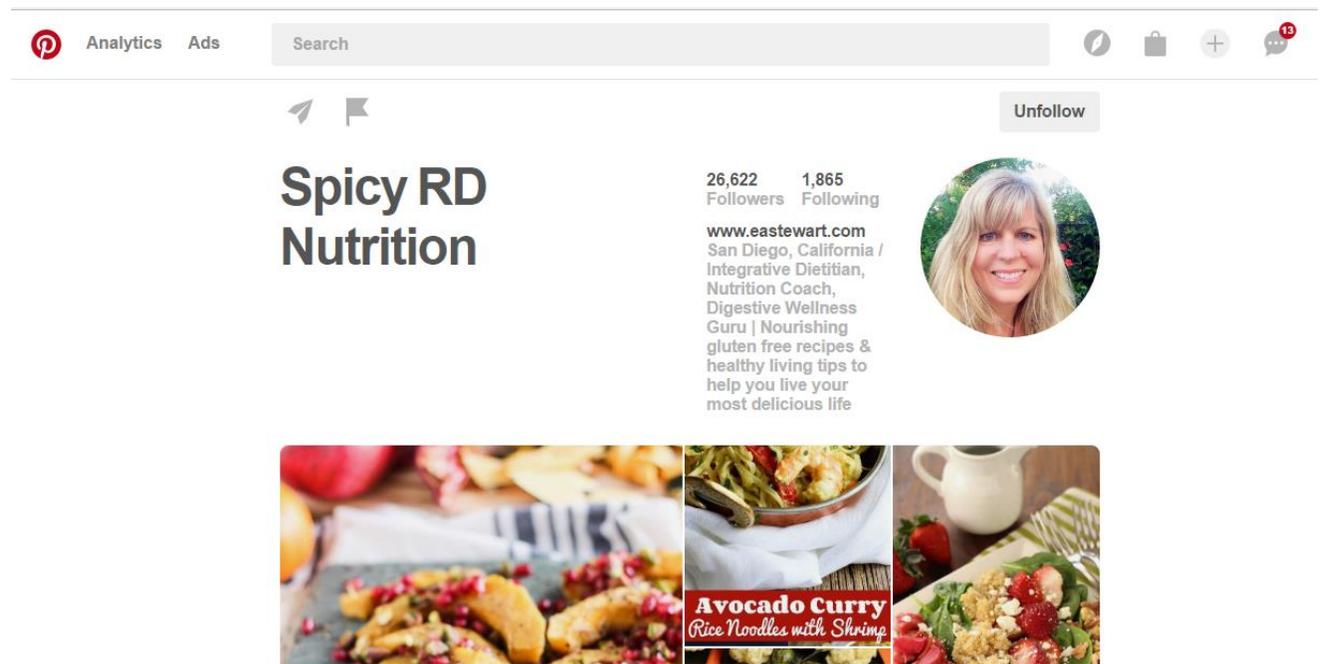
<http://www.eastewart.com/>

<https://www.facebook.com/thespicyrd>

<https://twitter.com/thespicyrd>

<https://www.pinterest.com/thespicyrd/>

<https://www.instagram.com/thespicyrd/>



The screenshot shows the Pinterest profile for 'Spicy RD Nutrition'. The profile name is 'Spicy RD Nutrition' with a verified badge. The bio includes the website 'www.eastewart.com', location 'San Diego, California', and professional titles 'Integrative Dietitian, Nutrition Coach, Digestive Wellness Guru | Nourishing gluten free recipes & healthy living tips to help you live your most delicious life'. The profile has 26,622 followers and is following 1,865 accounts. A circular profile picture shows a woman with blonde hair. Below the bio is a grid of three food images: a bowl of avocado curry, a plate of rice noodles with shrimp, and a bowl of quinoa salad with strawberries.

Strategies for growing following & engagement on Pinterest:

When I first started out on Pinterest, I got a lot of followers when I created my popular group board, "Seasonal Fruit and Veggie Love". Since then, my growth (like all of my social media-lol!) has been slow, but steady. I've also been very consistent with Pinterest, pinning regularly, which I think has helped grow my following too.

Tips for increasing repins & website clicks:

Pin consistently {and space pins out over the day}; Pin high quality vertical images {minimum 600 pixels with an aspect ratio of 2:3, i.e. 600 x 900; If photos are REALLY good, there is no need to add text, but if photos are "so-so" adding a text overlay {I use Canva or Pic Monkey} can help; use keywords in your description {but don't use hashtags}; in general, unless a photo is very high quality, I think brighter photos do a lot better than darker ones, especially where food is concerned; don't just share your own content-spread the love by sharing other content as well!; have fun with it!

Apps used for Pinterest strategy:

I have been using Ahalogy for awhile now and, for me, it's easiest to use, as well as free- a big bonus. I've tried free trials of Tailwind and Viraltag, but I didn't feel the payoff was worth it for me {it terms of getting more repins} to justify the monthly cost. I also have a paid Buffer subscription which enables me to schedule pins, but I rarely use it b/c I don't think it's very user friendly. I do find other benefits to having a paid Buffer subscription, however, which is why I still have it. I have heard some good things about Board Booster but I've never tried it.

Have you noticed any changes with the 2016 algorithm changes? Advice on algorithm changes:

I have definitely seen a pretty big decrease in Pinterest traffic as a result of the 2016 Pinterest algorithm change, as have pretty much all food bloggers that I have talked with. Pinterest used to be my #2 source of traffic, after google/organic traffic, but it's currently my #4 source, with google/organic, direct, and Yummly traffic being my #1, #2, and #3 sources of traffic. But, even before the 2016 algorithm changes, my Pinterest traffic had slowly been on the decline {despite continuing to get more followers}, so I have been focusing more on building my e-mail list, as well as continuing to promote my site via Facebook, Yummly, Twitter, Instagram, and others. I know some people like to focus on one or 2 social media sites, but I have always tried to spread my reach across multiple sites. I think this helps a lot when popular social media sharing sites {i.e. Pinterest} take a nosedive. Things I have been doing recently, however, for Pinterest are: Participate in Facebook sharing groups for re-pinning content; focusing more on re-pinning my most popular pins, as opposed to pinning them directly from my website; and trying not to stress out too much about it :-). I've had times where I've spent a lot of time focusing a lot of my energy on my Pinterest strategy, and I find, a regular and moderate amount of time spent on Pinterest is just as good as spending a lot of time.

ROI from using Pinterest:

I have seen more website traffic from using Pinterest, but compared to organic traffic, as well as Facebook traffic, the average Pinterest user stays on my site for a much shorter time, so I don't think Pinterest has helped me gain more clients. It has been helpful, however, for the clients I work with-since I have created a lot of different boards {i.e. Low FODMAP, Kid-friendly, healthy snacks, weekly meal plans, etc.} it's very easy for me to refer my clients to those boards when they want recipe ideas-this actually frees up a lot of time from creating meal plans. As far as brand partnerships go, I think having a good presence of Pinterest is somewhat important, but even more so, is having a good reach across a wide variety of social media platforms.