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

Tracey Tran | UW Nutritional Sciences Program | MPH Candidate | Dietetic Intern

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

**Prior to BPW**
1.24.18 – 2.23.18
- 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
- Post regularly on @BodyPositiveSPU Instagram and Facebook accounts
- Distribute carnsions 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
- Analyze feedback survey results
- Analyze trend changes on @BodyPositiveSPU accounts

Results | Findings | Conclusion

- 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.


Site Supervisor: Mya Kwon, MPH, RD, CD | Affiliation: Seattle Pacific University | Funding Source: Seattle Pacific University Wellness Initiative