Food and Nutrition Blogging 101

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Introduction

- Blogging statistics
- Website examples
  - Kate Scarlata, RD, LDN: [http://blog.katescarlata.com/](http://blog.katescarlata.com/)
  - For additional examples, visit Nutrition Blog Network
    - [http://www.nutritionblognetwork.com/](http://www.nutritionblognetwork.com/)

Part 1: Why Blog?

- The competition
- It’s not only nutrition
- Nutrition professional must present the info in a fun and engaging way!

Part 2: Blogging Basics

- How often
- Length of posts
- How much time to invest
- Set your tone
- Generating ideas
  - AND Knowledge Center
  - SNEB journal
  - NCC’s Smart Brief
  - Center for Science in the Public Interest

Part 3: Composing a Food Blog

- Type of post
  - Standard
  - Recipe
  - Series
- Proper research
  - Books
    - Food Lover’s Companion
    - David Grotto’s books (3)
    - AND Journal (free to AND members)
• Creating recipes
• Nutrition analysis
• Photos
• Technical “stuff”

Part 4: Increasing Your Online Currency

• Your value
  o clicks/hits
  o Google page ranker: http://www.prchecker.info/check_page_rank.php
• Ways to increase your value
• Networking
  o You never know where it will lead.....

Who To Follow

Facebook
• SPE Certified: www.facebook.com/SPEcertified
• CSPI: www.facebook.com/cspinet
• Fooducate: www.facebook.com/Fooducate
• Fuelin Roadie (Wendy Jo Peterson): www.facebook.com/pages/Fuelin-Roadie
• Ellie Krieger: http://www.facebook.com/EllieKriegerOfficial
• Super Kids Nutrition (Melissa Halas-Liang): http://www.facebook.com/SuperKidsNutrition

Twitter
• Ellie Krieger: @ellie_krieger
• Janice Bissex, RD (Meal Makeover Moms): @JaniceBissex
• Food Safety News: @foodsaftynews

Pinterest
• Janet Helm: http://pinterest.com/janethelm/
• Field-to-Plate (Amanda Archibald): http://pinterest.com/fieldtoplate/
• David Grotto: http://pinterest.com/davidgrotto/

Nutrition Blog Network
• A live feed of RD blogs can be found on Nutrition Blog Network (NBN) developed by Janet Helm
  o http://nutritionblognetwork.com
• Once you develop a blog, you can submit an application to be posted on NBN
  o Click on “Submit Your Blog” for a list of criteria
Follow up Notes from the Webinar

Here is the history book:

http://www.amazon.com/Food-Culinary-History-European-Perspectives/dp/0140296581

I also mentioned a favorite cookbook: