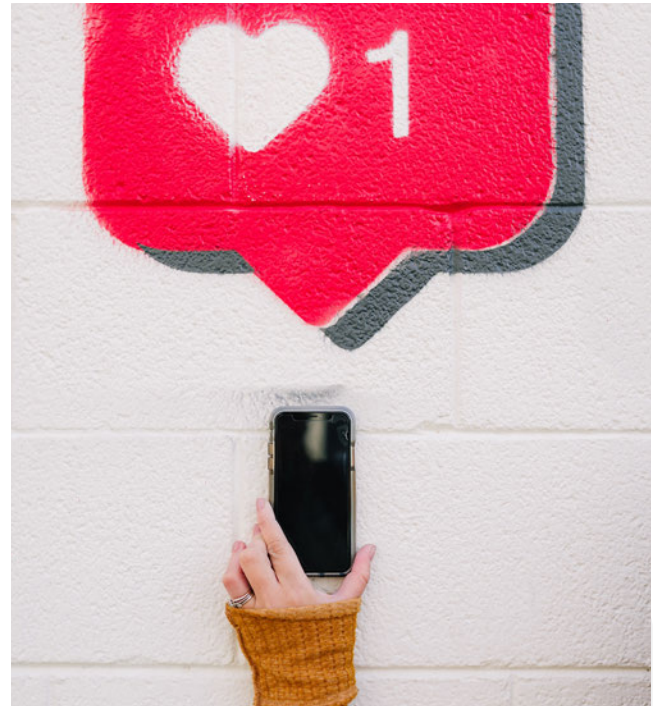


SUCCESSFULLY SHARING HEALTH MESSAGING ON SOCIAL

COMMUNICATING NUTRITION RESEARCH: HEART HEALTH

Year after year, heart health continues to be a critical topic for nutrition communications. Heart disease remains the number one cause of death worldwide; it is estimated that at least 80% of premature deaths from cardiovascular disease could be avoided with diet and lifestyle modifications.¹ As nutrition professionals, you have the knowledge to help people incorporate healthy foods into their diet to reduce CVD risk and this guide utilizes heart health research findings to explain how to deliver maximum impact in raising awareness and encouraging healthy habits with your social posts.



Let's root ourselves with a couple of almond research studies on the topic, funded by the Almond Board of California, and then dive right in to how to effectively share out the info!

HEART RATE VARIABILITY (HRV) RESEARCH

Mental stress is among the psychosocial factors thought to contribute to cardiovascular disease risk. HRV is a measure of the fluctuation in time intervals between consecutive heartbeats and an important indicator of the cardiovascular system's response to stress. Lifestyle factors including physical activity and diet might impact HRV. Higher HRV represents greater adaptability of the heart in response to environmental and psychological challenges, while low HRV is linked to cardiovascular disease and sudden cardiac death. As part of a recent clinical trial, researchers at King's College London measured HRV in participants undergoing a mental stress challenge and saw improved measures of HRV in participants who had been replacing typical snacks with almonds over a six-week period.

KEY FINDING:

Adding almonds to the diet may benefit the body's heart rate variability, a measure of the cardiovascular system's response to stress, in a population with above average cardiovascular disease risk.

* LINK FOR EASE IN POSTING:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7353422/>

Source: Vita Dikariyanto, Leanne Smith, Philip J Chowienzyk, Sarah E Berry, Wendy L Hall. Snacking on whole almonds for six weeks increases heart rate variability during mental stress in healthy adults: a randomized controlled trial. *Nutrients* 2020, 12(6), 1828; <https://doi.org/10.3390/nu12061828>.

i. <https://world-heart-federation.org/>

TOTAL CHOLESTEROL AND LDL-CHOLESTEROL



A recent systematic review and meta-analysis found that eating almonds results in significant reductions in total cholesterol, “bad” LDL-cholesterol and triglycerides, while having no significant impact on “good” HDL cholesterol levels. Additional findings from sub-group analyses showed that blood lipid levels were most substantially improved in the studies in which the dose of almonds was at least 45g/day and in which the studied populations had elevated blood lipid levels at baseline.

The analysis included 18 published randomized controlled trials and a total of 837 participants. When data from all of the studies were pooled, the reduction in total cholesterol was 0.153 mmol/L (5.92 mg/dL). When the meta-analysis was restricted to those studies where the amount of almonds consumed was at least 45g/day, the reduction in total cholesterol was 0.212 mmol/L (8.20 mg/dL). These data suggest that the effects of almonds on total cholesterol are dose-dependent, with a larger almond intake resulting in a greater reduction in total cholesterol.

KEY FINDING:

Adding almonds to the daily diet may contribute to maintaining healthy cholesterol levels including lowering “bad” LDL-cholesterol levels in adults with elevated cholesterol.

* LINK FOR EASE IN POSTING:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5048189/>

Source: Musa-Veloso K, Paulionis L, Poon T, Lee HL. The effects of almond consumption on fasting blood lipid levels: a systematic review and meta-analysis of randomised controlled trials. *Journal of Nutritional Science* 2016; 5(e34):1-15.

ALMONDS' HEART-SMART NUTRIENTS

Almonds fit into a heart-smart eating plan. They are good for your health with **fibre** (12.5 / 4.0 g per 100g / 30g serving) and 15 essential nutrients including (per 100g / 30g serving): **magnesium** (270 / 81 mg), **potassium** (733 / 220 mg), and **vitamin E** (25.6 / 7.7 mg). Almonds contain the fatty acid linoleic acid which contributes to the maintenance of normal blood cholesterol levels.* Healthy blood cholesterol levels are important for heart health.

*The beneficial effect is achieved with a daily intake of 10g of linoleic acid. Almonds provide 12 g of linoleic acid per 100g.



BEING SUCCESSFUL ACROSS SOCIAL PLATFORMS

One of the most powerful ways to promote a healthy lifestyle is to give the *why* behind dietary recommendations. That's a great place for nutrition research to make an impact, but the first hurdle is to decipher complicated study findings into meaningful and relatable messages. For some expert tips, check out the Almond Academy [asset](#) on translating complicated science easily.

The next step is to communicate where people spending their time and where they get their news: social media. Social channels can provide different ways to present the information and we'll illustrate how to use the same content on Instagram and LinkedIn with a little bit of modification to have meaningful and shareable posts.



WHAT CAN I DO ON INSTAGRAM?



In-Feed Photos and Videos

- The most well-known part of Instagram, you can share images and videos (up to 60s in length) in feed. Content is accompanied by copy where you can include emojis and hashtags (to extend the reach of your content to relevant audiences)
- It's also possible to share up to 10 images in the same post as a "carousel" or "multi-image" post

Content Inspiration

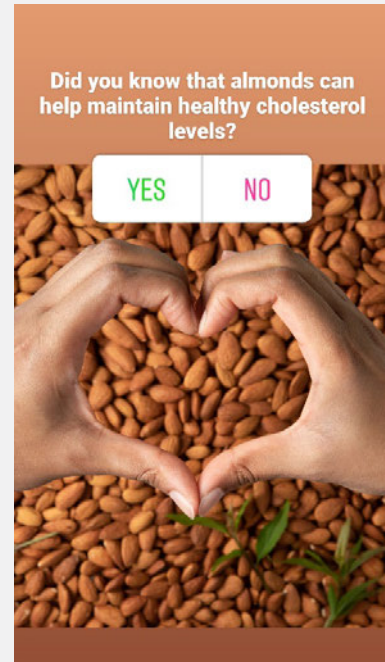
- For a simple way to share research, use a relevant image (i.e. image of almonds in a heart shape for almond heart health research) and explain the research results in a caption
- Carousel posts are a great way to share research results in more detail as you can post lots of information across a series of images
 - Check out this [myth-busting example](#)
- Like the example above, you should make sure your in-feed posts follow your personal style. If you've yet to establish a style for your channel, check out our [Next Level Social Media Guide](#) for more help



WHAT CAN I DO ON INSTAGRAM?

Stories

- Allow users to share portrait images and videos to a separate Story feed, accessed at the top of the app, and viewed by audience in sequential order
- Stories can be up to 15 seconds long (note: the platform is currently testing extending video Stories to 60 seconds) and are only visible for 24 hours; however it's possible to create archives of stories (called Highlights) that users can access via your profile
- Instagram encourages the use of engaging stickers on your Stories like polls, countdowns, quizzes, and question boxes, all of which provide an easy way for your followers to interact with you
- Aside from your personal info on your profile, Stories is the only place on Instagram where you can share clickable links with your audience (using the link sticker). It's an easy way to direct traffic to your site or blog if you have one



Content Inspiration

- Using story functions like polls can be a great way to introduce research into your content

Reels

- Instagram's answer to TikTok, Reels, allow users to post videos up to 60 seconds in length (stitching together shorter videos in the app if necessary), adding music and voiceovers to create unique content
- Reels show in users' Instagram feeds when scrolling, but you should also consider sharing the posts to your Stories (using the little paper airplane icon on the post) to ensure the majority of your followers see it

Content Inspiration

- Reels give you the opportunity to present research findings in a fun way! Why not share a video of yourself pointing to facts about heart health and then the research results, or doing a heart-related dance while the facts and results pop up around you?
- A recipe reel is also a creative way to share research about a certain ingredient. You can post a recipe featuring the ingredient and then reference the research results in the caption or on voiceover
 - For help creating recipe reels, check out our [Making Stand-Out Recipe Demo Content webinar](#)

WHAT CAN I DO ON INSTAGRAM?

IG Lives

- IG Lives give you the opportunity to start a live broadcast to connect with your followers in real time
- You can schedule a live broadcast up to 90 days in advance, allowing you to share posts with your audience to remind them to tune in
- You can also invite up to 3 other creators to join your IG Live, making collaborating with others easy, and giving you the option to broadcast an “In conversation with...” or “An interview with...” style videos
- Once a live broadcast has ended, you can share a replay or access it in your Live archive

Content Inspiration

- IG Live’s are a great way to talk to your followers about a specific topic and answer any questions they may have. For example, you could host an IG Live all around how to futureproof your heart

WHAT CAN I DO ON LINKEDIN?



Image and Video Posts

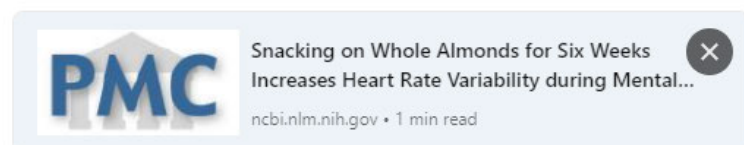
- The most common content shared on the platform is still imagery accompanied by text; however, users are increasingly sharing videos as a way to grab others attention
- Whilst it’s possible to embed YouTube videos into LinkedIn posts, you should always try to upload the video to LinkedIn itself rather than embedding – this is because videos uploaded to the platform will play automatically without requiring the user to click (videos shared via a YouTube link will require a user to click play for it to start)

Content Inspiration

- A LinkedIn post is an easy way to share new research within your network. You can link to a research paper (try using the ones above!) and write a caption highlighting key results and encouraging your peers to read the full paper
- Record a short (~1 min) face to camera video discussing a piece of research and why it’s relevant to your audience

Just read this really interesting piece of research from King’s College London which found that almonds have the potential to increase cardiovascular resilience to mental stress. With CVD being the number one cause of deaths worldwide, research in this area is so important.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7353422/>



WHAT CAN I DO ON LINKEDIN?

Polls

- LinkedIn Poll functionality is an easy way to get the opinion of your network on a burning issue. When posting a poll, you'll be able to ask a question and share up to 4 possible answers for your audience to choose from. You'll also be able to change the duration of your poll to allow users time to vote (from 1 day up to 2 weeks). Polls are a great opportunity to dispel a myth

Content Inspiration

- Before sharing research, why not use a poll to determine how much your network already knows about the subject area or what they're most interested in about a specific topic?

I've been reading up on the impact that almonds can have on heart health and am curious as to how many others are aware of it.

I'll be sharing some interesting papers on it in the next few days!

What impact can eating almonds have on cholesterol?

You can see how people vote. [Learn More](#)

Lowers HDL cholesterol

Lowers LDL & HDL cholesterol

Increases LDL cholesterol

Lowers LDL but not HDL

0 votes • 3d left • [View results](#)

Documents

- You can upload a multi-page PDF document to a LinkedIn Post, allowing your network to view it on the platform or download it to read offline. This is a great way of sharing longer, designed content (e.g. a free recipe book) with your audience if you don't have access to your own website or blog

Content Inspiration

- Documents on LinkedIn mean you can share whole research papers for your network to read
 - The great news is that all almond research papers are open access so anyone can read them! When you add in a link to the study publication, the full manuscript is there to download.



WHAT CAN I DO ON LINKEDIN?

Articles

- Whilst all other content options focus on short posts, LinkedIn articles give you the opportunity to discuss a subject in more detail
- Functionality on the platform allows you to design your article as if it were a blog entry - adding images, headline text, videos, slides, links, lists and quote call outs. The functionality is best used on a laptop/desktop computer to ensure you design the article most effectively
- Whilst articles are often used for thought leadership pieces, they could also be a great way to publish recipes or other content related to your field of expertise



Content Inspiration

- Long-form articles give plenty of opportunities to discuss nutrition research in your own voice. You can share the research results that you found most interesting or do a round-up of multiple pieces of research (e.g. a listicle style article about why/how almonds are good for you). Be creative with it!

