

# What People "like"

Analysis of social media strategies used by food industry brands, lifestyle brands and health promotion organizations on

Facebook and Instagram

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143 posts



84 posts

## 6 most engaging posts from the 10 most popular...

Lifestyle Brands/Influencers

Health Promotion Organisations

Food Industry Brands

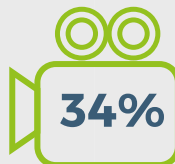
### Types of posts analysed

Text only



2%

Videos



34%

Photos



64%



### Successful interaction strategies



Positive emotions

Food

Links to products you can buy



Links to products you can buy



Reference to body image

Positive emotions



Relatable content



### Unsuccessful interaction strategies



Pop culture

Weight loss

Weight loss



Story telling



Links to health information

Visually appealing

Hashtags

