

## **Social media mavenism and nutrition**

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### **Abstract:**

Globally, social media (SM) use has reached 2.8 billion users; with limited exploration into how people are using it to communicate about nutrition. The aim was to explore how people enrolled (learners) in a massive online open course (MOOC) report using SM to learn and communicate about nutrition. An exploratory, inductive, qualitative approach was employed using comments from a 3-week online course “Food as Medicine”. Learners posted comments on a forum in response to course content. Two major themes were: 1) Teaching: where learners advocated for their beliefs and reference to external SM was used to support this advocacy, often citing perceived experts or trusted experts/sources of information. 2) Sharing: where learners shared health information they found “worth watching” or “interesting” on SM. Findings illustrate that people are using SM to seek information as well as to teach others about the issues. Such mavenism holds promise for social marketers seeking to embed healthy eating habits using online tools.

*Keywords: social media mavenism, health, nutrition*

*Track: Social Marketing*