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**RUTGERS**

New Jersey Agricultural  
Experiment Station

# Using Visual Images to Teach Nutrition

Joanne Kinsey, MS, CFCS

Rutgers Cooperative Extension of Atlantic & Ocean Counties

Based on a collaborative program with:

Alice Henneman, MS, RD

University of Nebraska-Lincoln

# Importance of visuals

Danger – there  
is a winding  
road ahead





**“Color directly influences the soul. Color is the keyboard, the eyes are the hammers, the soul is the piano with many strings. The artist is the hand that plays, touching one key or another purposively, to cause vibrations in the soul.”**

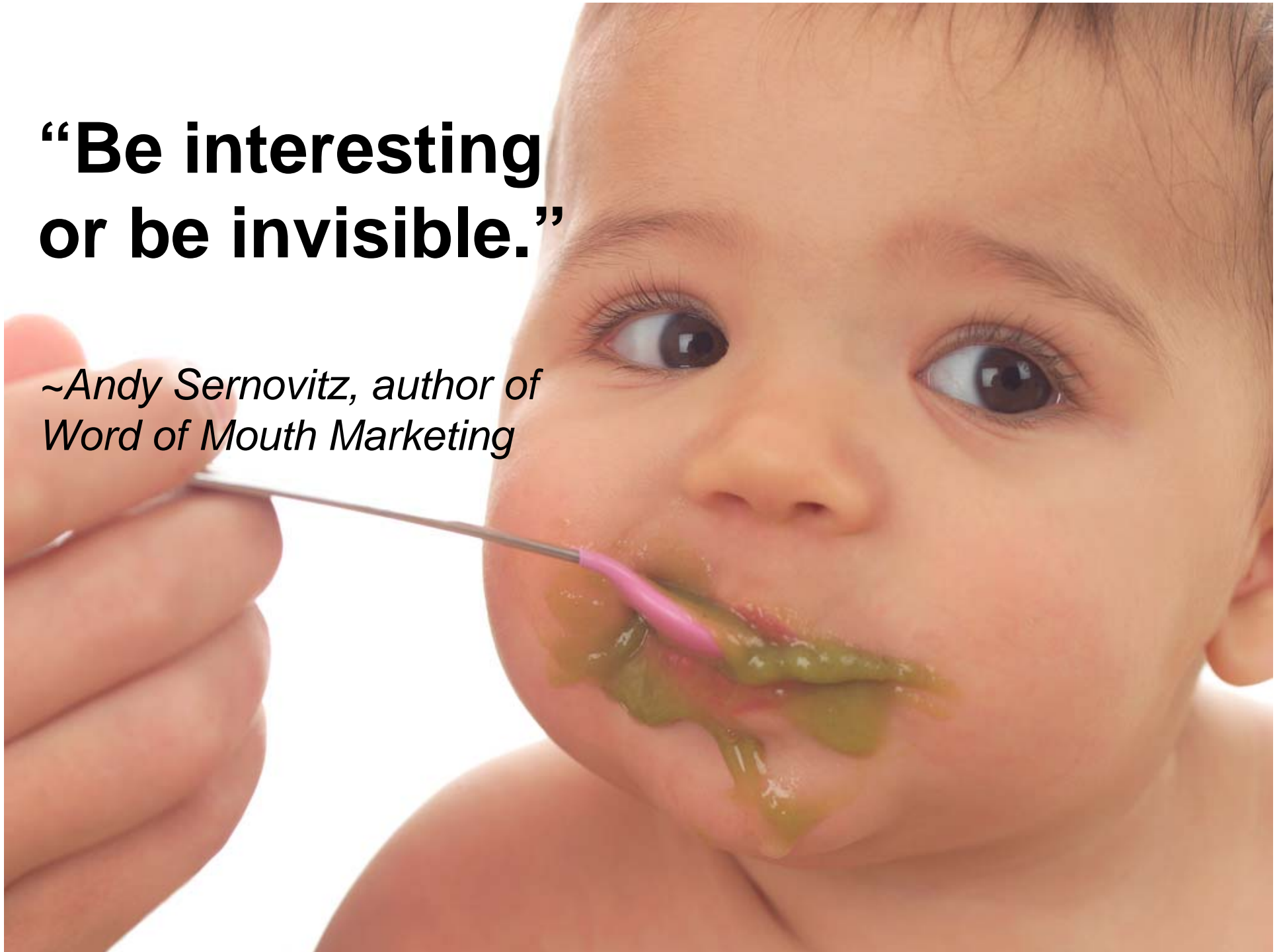
*~ Wassily Kandinsky,  
Concerning the Spiritual in Art*





**“Be interesting  
or be invisible.”**

*~Andy Sernovitz, author of  
Word of Mouth Marketing*



# **Social Media Visual Possibilities**

**Pinterest**

**Facebook**

**Twitter**

**Flickr**

**Vimeo**

**YouTube**

**SlideShare**

**Blogs**



# **Social Media Visual Possibilities**



**Pinterest**



**A study by  
Sharaholic  
indicates Pinterest  
is driving more  
referral traffic than  
Google+, LinkedIn  
and YouTube**



# Vimeo pinning work-arounds

## Pin from Vimeo on Firefox browser



Chives are one of the easiest herbs to grow in a container or on a sunny windowsill. Top veggies, soup, baked potatoes, or salads with chives to add taste and interest to the dish!

 by Get Moving Get Healthy NJ

1 like 5 repins

## Upload a picture and pin same as pdf files



Herbs can increase flavor to your food!

6 repins

# **Social Media Visual Possibilities**




**Facebook**




# Which post would you most likely read ... and SHARE?

 **Alice Henneman**  
June 11


My husband likes this recipe for Spinach Lasagna! Before I post a recipe, I always pass it by my toughest critic, my husband. He likes this easy recipe for Spinach Recipe ... I hope you like it too!  
<http://food.unl.edu/web/fnh/spinach-lasagna>


 **Alice Henneman**  
June 11

My husband likes this recipe for Spinach Lasagna! Before I post a recipe, I always pass it by my toughest critic, my husband. He likes this easy recipe for Spinach Recipe ... I hope you like it too!  
<http://food.unl.edu/web/fnh/spinach-lasagna>



Like · Comment · **Share** 4

 Stephany Austin, Mickey Bielamowicz and 7 others like this.

 View all 5 comments

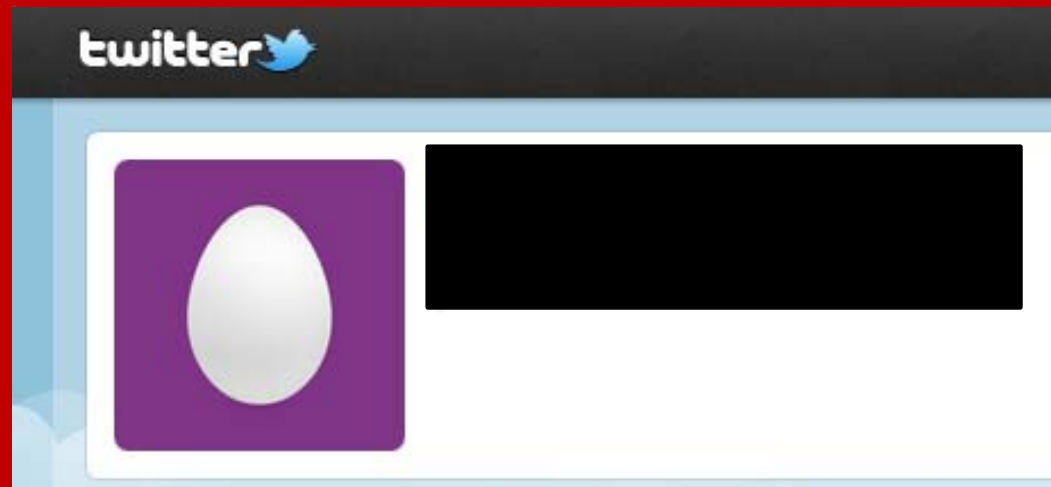


# **Social Media Visual Possibilities**



**Twitter**

# Which person would you follow on Twitter?



**Janet Helm, MS, RD**

@JanetHelm FOLLOWS YOU

*I'm a writer, registered dietitian, mom of twins, nutrition blogger, founder of Nutrition Blog Network & #RDChat, co-founder of Healthy Aperture.*

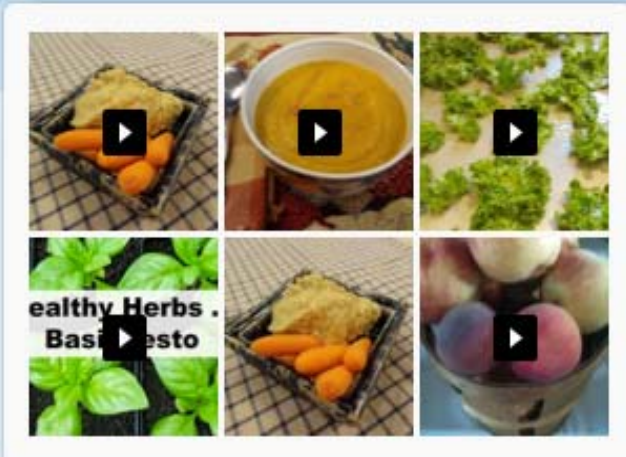
Chicago · <http://www.nutritionunplugged.com>



# Visuals on Twitter

Password

**Sign up**



- В мире Trends · [Change](#)
- [#FamilyGetsLoud](#)
  - [#TextYesTo70005ToDonateForRedNoseDay](#)
  - [#GritosClásicos](#)
  - [#WaysToMakeMeMad](#)
  - [#DançaGatinhoGIRLSGENERATION](#)
  - [Incroyable Talent](#)
  - [Gol de Godoy Cruz](#)
  - [Gaga Lights Our World](#)
  - [Ant and Dec](#)

## Tweets



**Joanne Kinsey** @justjokins

Feb 1

Here is my favorite super snack for the Super Bowl party crowd.  
Roasted Garlic Hummus [vimeo.com/38227210](https://vimeo.com/38227210)

[Hide media](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)



### Easy Snack Recipe: Roasted Garlic Hummus

By Joanne Kinsey @justjokins

Hummus is made from chick peas that contain protein. When chick peas are combined with roasted garlic the result is an excellent delicious and healthy

# Using images is interesting



**Alice Henneman**

@alicehenneman

Dietitian, U. of NE-Lincoln Extension. Coordinator/writer:  
food.unl.edu. Fast & healthy cooking; nutrition; food safety info  
helping you Know how. Know now.

Lincoln, Nebraska · <http://food.unl.edu>

Edit your profile

1,232 TWEETS

979 FOLLOWING

972 FOLLOWERS

Tweets >

Following >

Followers >

Favorites >

Lists >

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Similar to you >



**AG RD/LD** @NutriMaxRD  
Following



**Stephanie Cundith** @scundithRD  
Follow



**Maureen Bligh, R.D.** @MaureenB\_RD

Tweets



**Alice Henneman** @alicehenneman

45m

How to organize recipes clipped from magazines, newspapers, etc.  
[ow.ly/bNVQT](http://ow.ly/bNVQT) #cookingtip

Expand



**Alice Henneman** @alicehenneman

2h

How to use "mise en place" to make meal preparation easier  
[ow.ly/bNYms](http://ow.ly/bNYms) #cookingtip

Expand



**Alice Henneman** @alicehenneman

3h

Are you a "lark" or an "owl"? Cook ahead accordingly [ow.ly/bNVuM](http://ow.ly/bNVuM)  
#cookingtip

Expand



**Alice Henneman** @alicehenneman

3h

Tips on filing kitchen appliance manuals to find them fast [ow.ly/bNXAK](http://ow.ly/bNXAK)  
[ow.ly/bNXGU](http://ow.ly/bNXGU) #kitchentip

Expand

14



**Alice Henneman** @alicehenneman

25



# **Social Media Visual Possibilities**



**Blogs**



# Colorful images...



Friday, February 1, 2013

## Super snacks for the Super Bowl

People are already thinking ahead to the Super Bowl and the snacks to serve for this annual feasting event. Why not prepare a snack or two that can also serve as a quick energizers for the days following the Super Bowl party? Set aside small amounts in snack-sized plastic bags and take to work along with fresh red peppers or broccoli as a special tasty treat while on the job.

Here is my favorite snack recipe: [Roasted Garlic Roasted Hummus](#)

Facebook Badge

Joanne Kinsey

facebook



# Cook It Quick!

Fast. Healthy. Delicious.

HOME

ABOUT



## RECENT POSTS

- [Enjoy the Flavor and Ease of Eating Fresh, Local Foods](#)

## ARCHIVES

- [June 2012](#)

## CATEGORIES

- [Local Foods](#) (1)

## ALICE'S PINTEREST BOARDS

Follow me on [Pinterest](#)

## Enjoy the Flavor and Ease of Eating Fresh, Local Foods

Posted on [June 22, 2012](#) | [2 Comments](#)



## ABOUT ALICE HENNEMAN



My husband and I enjoy eating healthy foods, but they must **taste good** and be **quick to prepare**.

Follow along as I share recipes and kitchen tricks that help you enjoy the same types of foods. And though I am a registered dietitian and extension educator all my recipes **pass inspection** by my toughest critic ... **my husband!**



# Background images to provide more information

The image shows a Twitter profile page for Carol Schwarz (@CarolJSchwarz) overlaid on a background of a repeating grid of a plated dish. The dish consists of a white, round, textured item (possibly a dumpling or bread) topped with a dollop of yellow sauce, a small dark garnish, and decorated with fresh lavender sprigs, pink rose petals, and red cherry tomatoes. The Twitter interface includes a navigation bar at the top with 'Home', 'Connect', and 'Discover' options, a search bar, and a user profile card for Carol Schwarz. The profile card shows her name, handle, bio, website, and statistics (4 tweets, 8 following, 6 followers). Below the profile card is a 'Tweet to Carol Schwarz' input field and a list of navigation options (Tweets, Following, Followers, Favorites, Lists). The main content area displays a list of tweets, including one from Carol Schwarz about safe practices for formula feeding, one from Dr. Franzen-Castle about cooking with fresh herbs, and another from Carol Schwarz about edible flowers. The background grid is composed of multiple instances of the plated dish image, creating a textured, patterned effect.



# **Social Media Visual Possibilities**



**Flickr**



# "Sets" on similar themes

flickr® from YAHOO!

You aren't signed in [Sign In](#) [Help](#)

[Home](#) [The Tour](#) [Sign Up](#) [Explore](#) [Upload](#)

[Search](#)

[alice\\_henneman](#) > [Collections](#) > [Herbs](#)



## Farmers Market

[Thumbnails](#) | [Detail](#) | [Comments](#)

Slideshow



Share



Visit us at [food.unl.edu/web/localfoods/seasonal-foos](http://food.unl.edu/web/localfoods/seasonal-foos) for seasonal recipes using local foods.

54 photos | 6,885 views

items are from between 11 Oct 2008 & 04 Sep 2011.





# **Social Media Visual Possibilities**



**Vimeo**





## Healthy Herbs...Basil Pesto

by **Get Moving Get Healthy NJ** PLUS 3 months 3 weeks ago

By using herbs in your cooking you can add a zap of flavor and reduce the need for salt. Basil pesto is simple to make and can be used in a variety of ways. Make some pesto today and freeze for later use.

- Follow
- Add to...
- Stats
- Download

Flag

# Making inexpensive videos

- ✓ **Camera / smart phone photos made into movies**
- ✓ **Camera / smart phone videos**
- ✓ **iMovie (Apple)**
- ✓ **Windows Live Movie Maker (Windows 7)**
- ✓ **PowerPoint 2010**
- ✓ **Picassa**
- ✓ **Proshow Gold (cost item)**  
<http://www.photodex.com/>





# **Social Media Visual Possibilities**



**YouTube**



YouTube



Browse | Movies

## Healthy Herbs: Fresh Herb & Couscous Salad

FCHSdepartmentRCE



Subscribe

26 videos ▾





# **Social Media Visual Possibilities**



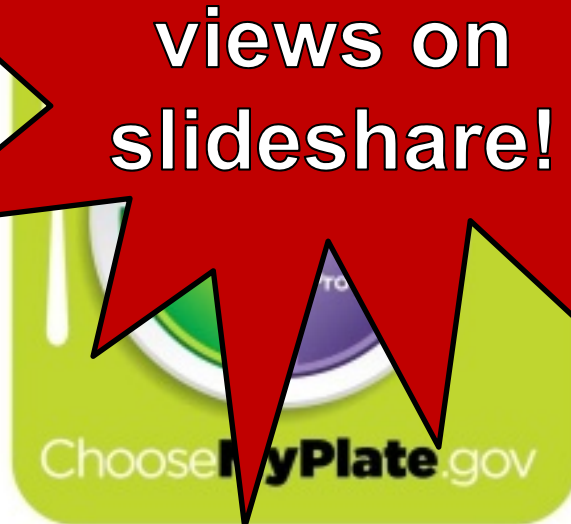
**SlideShare**



# Choose MyPlate: Selected Consumer Messages



39,000  
views on  
slideshare!





SlidesShare & movies, too...



**make your day healthy  
with colorful fruits &  
vegetables**





# Kath Eats Real Food

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I'm a 29 year old Registered Dietitian from Charlottesville, VA eating and blogging my way through life.

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## Bamboood

JUNE 26, 2012



Today's the day that the [Five Bamboo shirts go on sale at OpenSky!](#) When Five Bamboo came to me with interest in collaborating on a t-shirt, "I Eat Real Food" was, of course, the perfect phrase to capture our healthy blog-reading world. I'm sure many of you "Eat Real Food on a daily basis - so share the message with your body! These were custom made of soft sustainable bamboo and come in two colors - coral and grey. Check out the back!!



[contact + follow](#)



[catching up on posts?](#)

[Bamboood 8](#)  
[Appetite Paradise Lost 31](#)  
[Throw Me A Bone 51](#)  
[Air Conditioned 45](#)  
[Party Hoppin' 49](#)

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# **Strategies for creating visual images**

# Google for photo ideas

google.com https://www.google.com/search?q=BRUSSELS+sprouts+images&hl=en&client=firefox-a&hs=J8z&rls=org.mozilla:en-US:official&prmd=

+You Search Images Maps YouTube News Mail Documents Calendar More

Google brussels sprouts ahennema@unlnotes.unl.edu

Search About 14,400,000 results (0.18 seconds) Safe Search


Everything  
Images  
Maps  
Videos  
News  
Shopping  
More

Related searches: [brussels sprouts plant](#) [brussels sprouts recipe](#) [brussels sprouts cartoon](#) [roasted brussels sprouts](#) [cooked brussels sprouts](#)

All results  
By subject  
Personal

Any size  
Large  
Medium  
Icon  
Larger than...  
Exactly...

Any color  
Full color  
Black and white





Take LOTS of pictures!





"Social media can change at an intimidating speed. But, today's latest social sharing trend can help guide your brand promotions and optimize your social presence. That explosive trend? **VISUAL CONTENT**".

~ WOMMA at <http://vitruewebinar.eventbrite.com/>





What do people see in  
**YOUR** social media?

# Follow ...



- [jkinsey@njaes.rutgers.edu](mailto:jkinsey@njaes.rutgers.edu)
- [www.njaes.rutgers-atlantic.org](http://www.njaes.rutgers-atlantic.org)
- [www.njaes.rutgers.edu/health](http://www.njaes.rutgers.edu/health)
- [www.vimeo.com/user8347130/videos](http://www.vimeo.com/user8347130/videos) (Get Moving Get Healthy NJ)
- [www.youtube.com/FCHSdepartmentRCE](http://www.youtube.com/FCHSdepartmentRCE)
- [www.facebook.com/Get-Moving-Get-Healthy-New-Jersey](http://www.facebook.com/Get-Moving-Get-Healthy-New-Jersey)
- [www.twitter.com/gmghnj](http://www.twitter.com/gmghnj)
- [www.twitter.com/JoanneKinsey](http://www.twitter.com/JoanneKinsey)
- [www.blogger.com/FCSEdu-Connector](http://www.blogger.com/FCSEdu-Connector)
- [www.pinterest.com/EasyRecipes](http://www.pinterest.com/EasyRecipes)



# Follow ...



- [ahenneman1@unl.edu](mailto:ahenneman1@unl.edu)
- <http://cookitquick.org>
- <http://www.youtube.com/alicehenneman>
- <http://www.slideshare.net/alicehenneman>
- <http://twitter.com/alicehenneman>
- <http://flickr.com/alicehenneman>
- <http://pinterest.com/alicehenneman>
- <http://www.linkedin.com/in/alicehenneman>
- <http://vimeo.com/alicehenneman>

**RUTGERS**

New Jersey Agricultural  
Experiment Station

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