Digital Food promotion in Nigeria; marketing strategies and engagement metrics of selected food/nutrition related social media accounts.

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Background

Innovative strategies employed by food/nutrition brands in the marketing of food/nutrition in the electronic/new media contributes to the surge in the burden of non-communicable diseases in Nigeria. However, little is known about the extent and nature of digital food promotion in Nigeria

This study aimed to examine the marketing strategies and level of engagements received by food/nutrition brands in the new media.

Methods

A retrospective content analysis of social media posts of 20 each of the selected Facebook and Instagram food/nutrition related accounts was conducted between February 2022 and January 2023.
Inclusion criteria – Active, public accounts with over 5,000 followers and for Nigerian audience
Social status and INFORMAS food marketing protocols generated evidence on social media strategies (type of post, nature of post texts, number of tags) and level of engagement – (interactions and engagement).
All statistical analysis were done using IBM SPSS version 25

Results

Bulk of Facebook posts had photos (77.4%) and videos (19.5%) while images (38.4%), reels (32.7%) and carousel album (20.2%) dominated the Instagram post types.

The key messaging techniques employed were advercation (26.7%), prompting engagements (20.1%), health/nutrition contents (11.1%), felicitations (11.1%) The selected profiles received massive interactions (5.46 million) and engagement (4.72k) in one year.
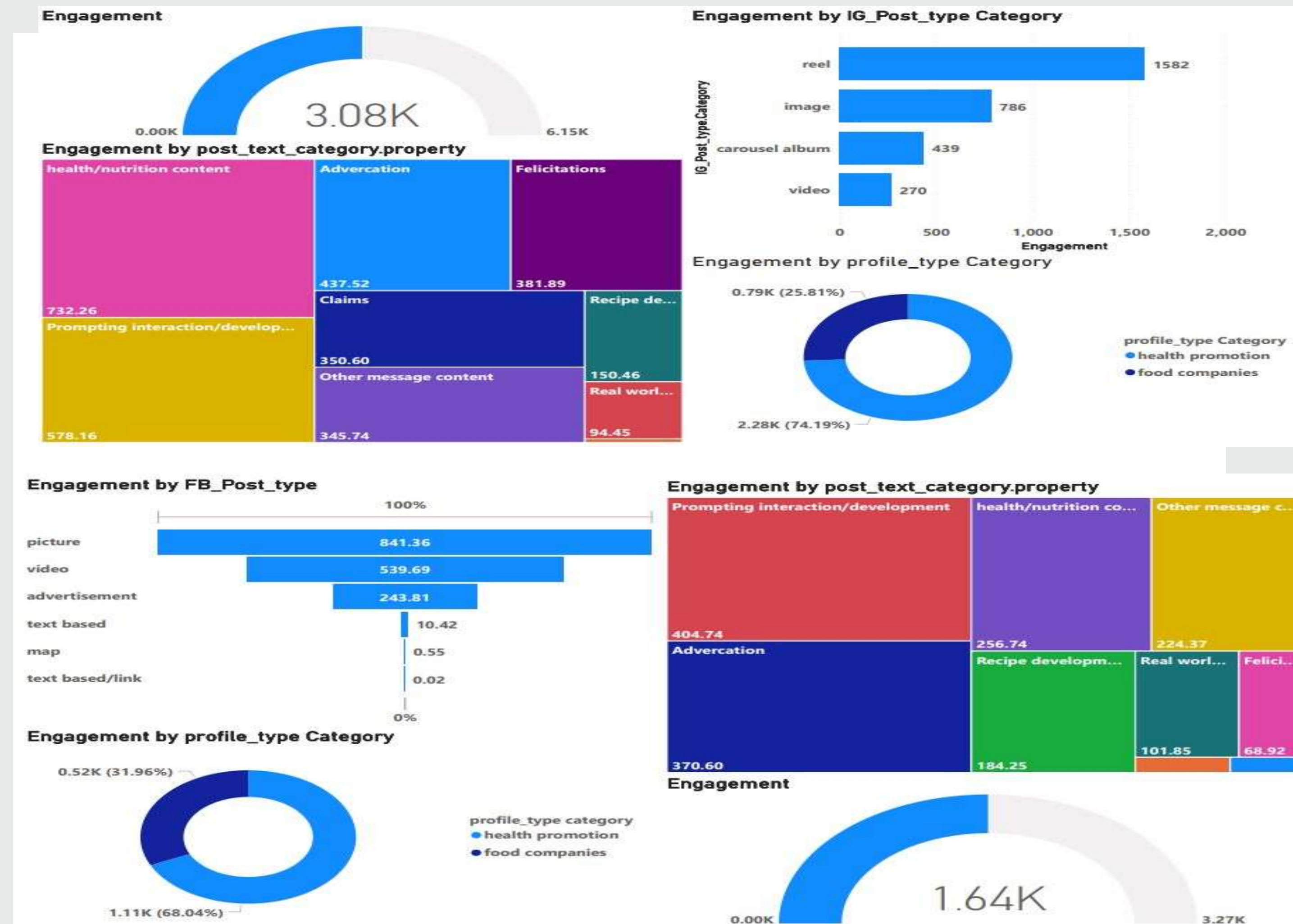
Implications

The digital food environment is expanding and all stakeholders and food manufacturers are aggressively pushing these products to consumers.

There is need to adopt effective policies to regulate the promotion on unhealthy processed foods on social media.

Acknowledgements
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