

**TITLE:** MOMMY BLOGGER: A Powerful Tech Tool for Dietitians Targeting Moms

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**Learning Outcome(s):** The participant will be able to describe at least one potential benefit of reaching out to Mommy Bloggers to promote accurate nutrition information.

**TEXT.** Blogging, a modern form of public communication, with a personal feel, a friendly interface, and high accessibility makes it an ideal medium for Registered Dietitians (RDs) to reach the public. Per WordPress.com blogging has grown from minimal page views (2006) to 17.8 million page views (2014). Two dietetic interns during an informatics rotation were assigned to identify social media sites that could be used to reach new collectives of the public. The interns selected Mommy Bloggers (MBs) with over 3.9 million US-based Mommy Bloggers participants. A “Mommy Blogger” is defined as a woman who has at least one child in her household, and has read or contributed to a blog in the past 30 days. Popular MB blog topics include: recipes, product reviews, money-saving tips, food and nutrition tips, and family activities. Successful Mommy Bloggers typically have a very strong “reach” on social media, meaning their tweets and posts are viewed by large numbers of people. Since “moms” dictate most household food choices, RDs must reach them with information they can use and encourage further dissemination via mechanisms such as Mommy Bloggers. The interns developed a blogroll of reputable Mommy Bloggers with significant outreach defined as the blogger’s number of followers, frequency of posts, reader comments, and topics and themes. Building relationships with Mommy Bloggers provides the RD with free marketing, free publicity and encourages RD participation in technology and social media. RDs looking to reach the public should consider collectives such as Mommy Bloggers to spread their message.

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