# Marketing Body Positivity to College-Age Students at Seattle Pacific University

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### Background | Introduction

- Issue: 53% U.S. adults (18-29 years) report using Instagram and 90% report using Facebook. 1,2,3 Use of social networking sites (SNSs) is associated with increased body dissatisfaction and disordered eating. 3,4
- Body Positive Week (BPW) at Seattle Pacific University (SPU): campus-wide event to promote body positivity, intuitive eating, Health at Every Size (HAES) and self-compassion





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## Objectives

- To increase marketing and communication efforts leading up to BPW
- To increase followers on @BodyPositiveSPU social media accounts
- To increase overall participation during BPW







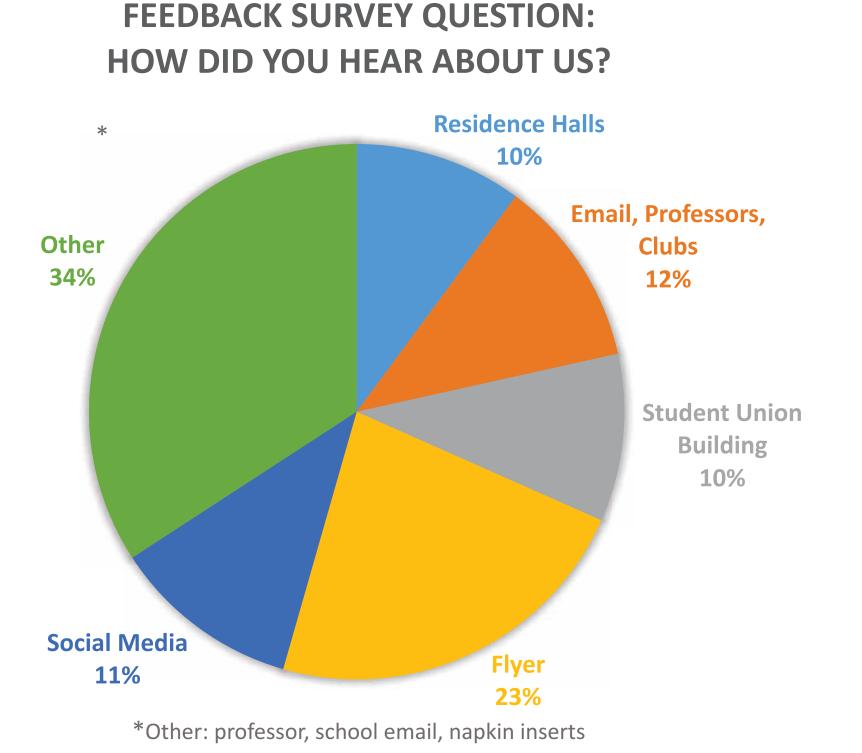
#### Methods

#### Post regularly on @BodyPositiveSPU Instagram and Prior to BPW 1.24.18 - 2.23.18Facebook accounts Reach out to campus departments Order and distribute marketing materials Post regularly on @BodyPositiveSPU Instagram and **During BPW** 2.26.18 - 3.1.18Facebook accounts Distribute carnations and stickers with body positive messages Take Polaroid photos at main tent and encourage students to post on social media **After BPW** Analyze feedback survey results 3.2.18 - 3.9.18Analyze trend changes on @BodyPositiveSPU accounts

## Results | Findings | Conclusion

- Instagram following increased by 20% from project onset to completion
- Facebook following did not change significantly
- Participants were more responsive to traditional marketing efforts, e.g. flyers, emails

**Conclusion**: Participants were most engaged with traditional marketing. There is potential for Instagram messaging to be more successful in future projects.



**References:** 1. Cohen and Blaszcztnski, 2015 | 2. Carrotte et al. 2015 | 3. Turney and Lefevre, 2017 | 4. Holland and Tiggemann, 2016 **Site Supervisor**: Mya Kwon, MPH, RD, CD | **Affiliation**: Seattle Pacific University | **Funding Source**: Seattle Pacific University Wellness Initiative

