

ON-CAMPUS HOSPITALITY

JULY 2010

an *ebm* publication

SOCIAL MEDIA:WHAT'S IN,WHAT'S OUT,WHAT'S NEXT

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Facebook, Twitter and MySpace are just a few of the social media outlets that engage consumers, so how do college foodservice operators break through the clutter? Social media are big and growing, especially among the college-age sector. This session will share original, in-depth consumer research with 18- to 25-year-old consumers about the ways social media influence their food and beverage choices. This

session will focus on how these consumers use social media for information regarding the food they consume both on and off campus. In addition, original research will be conducted with foodservice directors to better understand how they are using new media to reach their consumers. Where appropriate, operator success stories gleaned from this research will be shared, along with the findings from this study.

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