

Keep It Positive: Body Image & Social Media

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canfitpro Toronto ~ Session 5114 ~ **#worldfitnessexpo**

Body Image & Social Media: What Are People Posting?

- Body-conscious selfies
- Before-and-after comparisons
- Motivational memes
- #fitspo #instafit #noexcuses

Filtered Reality

- Traditional media versus social media
- SURVEY: Social media portrays unrealistic ideals for women: ____ % AGREE
- SURVEY: The fitness industry on social media infers you have to look a certain way: ____% AGREE
- Identity management
- Positive/negative perceptions toward the poster on social media (study: Oregon State University)

Research on Body Image & Social Media

- Social Comparison Theory, self-comparison
- Women's Facebook usage and body dissatisfaction/body image concerns
- The link between social media usage and disordered eating
- Survey: ____ % of respondents reported that seeing photos of themselves or others on Facebook made them feel more conscious of their bodies and weight (Center for Eating Disorders at Sheppard Pratt)

- Pinterest or Thinterest?
- #Fitspiration imagery on Instagram: study and content analysis

Social Media Content That Promotes Positive Body Image

- Inspiring versus shaming > INTENTION AND PERCEPTIONS
- Your own values, philosophy and leadership role on body image
- Hashtag streams you feel comfortable associating yourself with
- Your target market's values, perceptions and vulnerabilities

Positive Body Image Posting Guide

(Excerpt from Vogel, A. 2015. Social media and body image: A complicated relationship, *IDEA Fitness Journal*, 12 (1), 38-44.)

Ask yourself these questions before hitting tweet, share, pin it or post.

- Why am I posting this message, meme or photo? Is this post for my own gratification or to inspire, help and connect with my network?
- Will the majority of my followers and/or target audience perceive this post to be positive or negative? Motivating or discouraging? Neutral or sexualized? What's the intention?
- Would a person who's new to fitness and/or concerned about body image feel intimidated, dissatisfied or ashamed after viewing/reading this post?
- Does this post degrade or make fun of others, particularly people who don't exercise and/or are overweight?
- Does this post represent my philosophy on fitness? Does it reflect the kind of fitness professional I want to be?

>> Email me for a list of research references discussed in this session.<<

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