

FDA Social media presence: Food Recalls

February 2024



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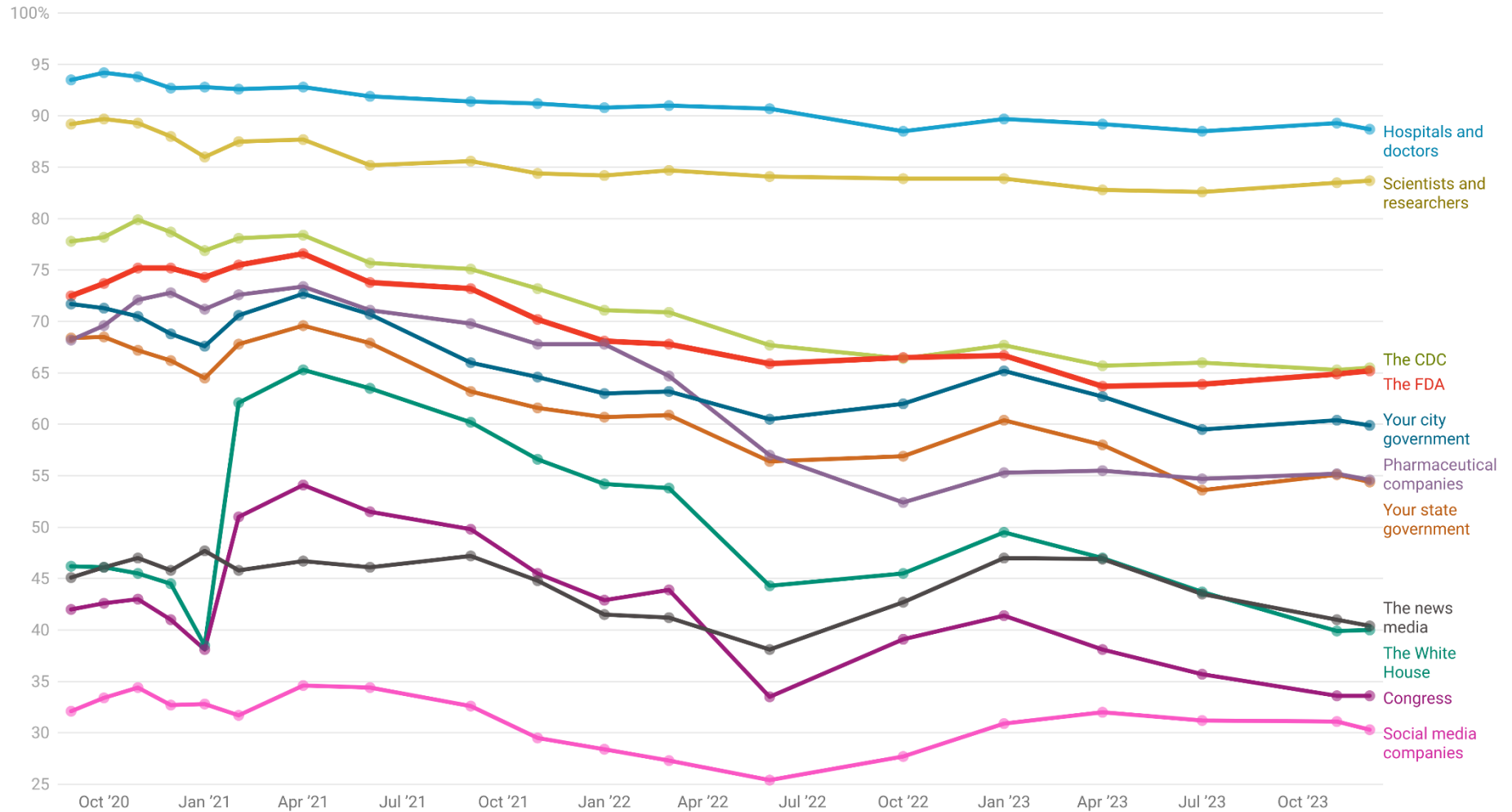
William K. Hallman, Ph.D. Professor /Chair Department of Human Ecology
School of Environmental and Biological Sciences, Rutgers University

Trust in American Institutions



TRUST IN AMERICAN INSTITUTIONS

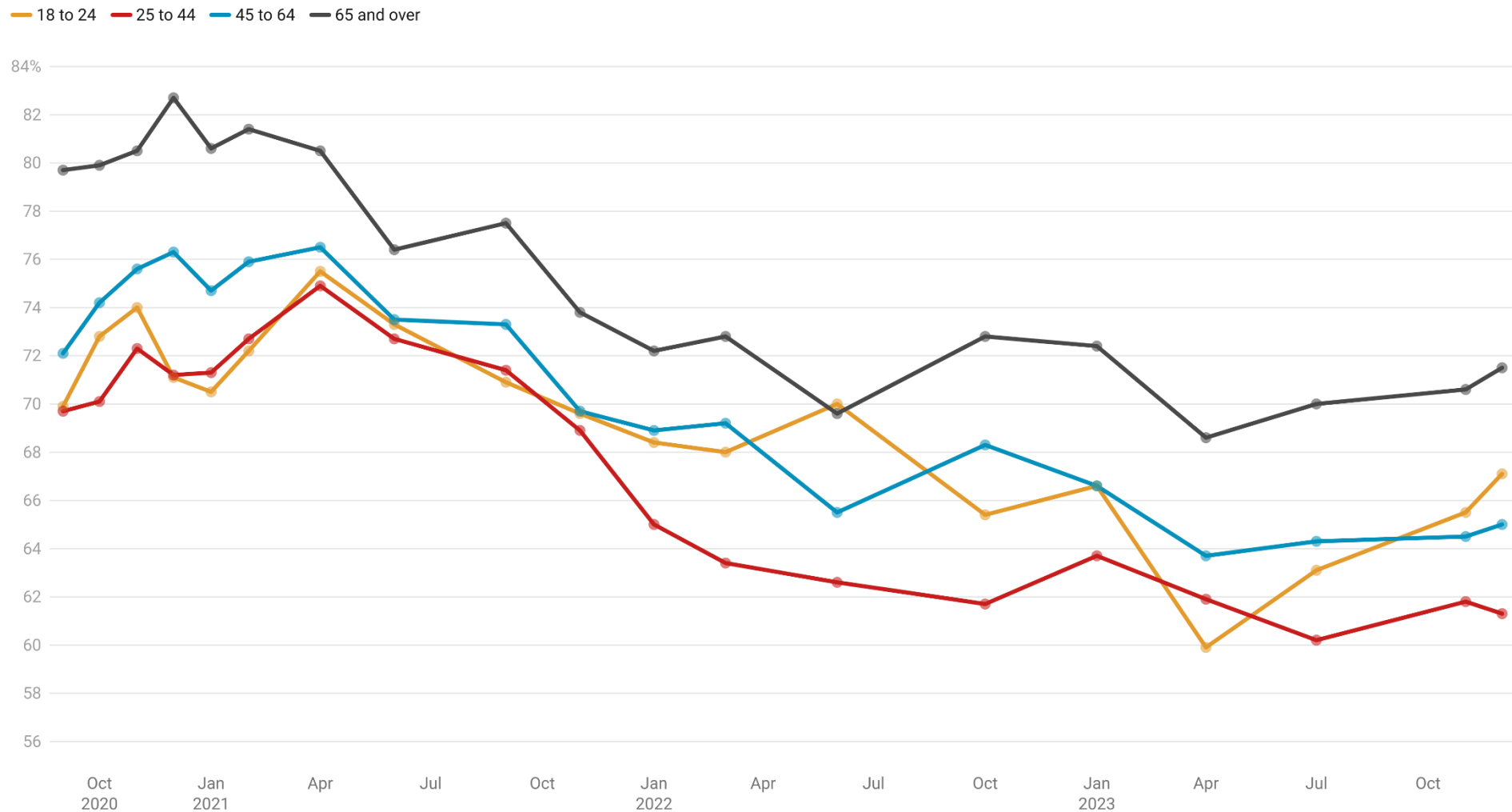
How much do you trust the following people and organizations to do the right thing? [Percent respondents who say "some" or "a lot"]



Source: The COVID-19 Consortium for Understanding the Public's Policy Preferences Across States (A joint project of: Northeastern University, Harvard University, Rutgers University, and Northwestern University) www.covidstates.org • Created with Datawrapper

TRUST IN THE FOOD AND DRUG ADMINISTRATION BY AGE (FDA)

How much do you trust the following people and organizations to do the right thing? [Percent respondents who say "some" or "a lot"]



GOAL

Examine the online distribution of food recall information by the FDA



← **U.S. FDA** 
5,712 photos & videos



⋮ **Follow**

U.S. FDA 
@US_FDA

Our posts are FDA Approved!
Privacy Policy - go.usa.gov/xFfG8
FDA Authentic Accounts - bit.ly/FDASocial

📍 Silver Spring, MD  fda.gov  Joined October 2010

145 Following 562.4K Followers

- **OpenFDA API & FDA iRES API**
- **Twitter/X & Meltwater.com**

Time: July 2022 – July 2023

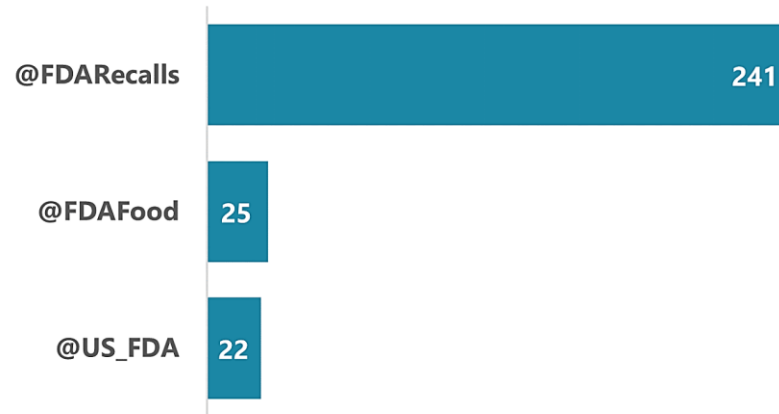
Data I: All posts from @US_FDA, @FDARecalls, & @FDAFood (N=3,919).

Data II: Posts engaging with @FDARecalls (N=39,997)

FDA press release posts: 288

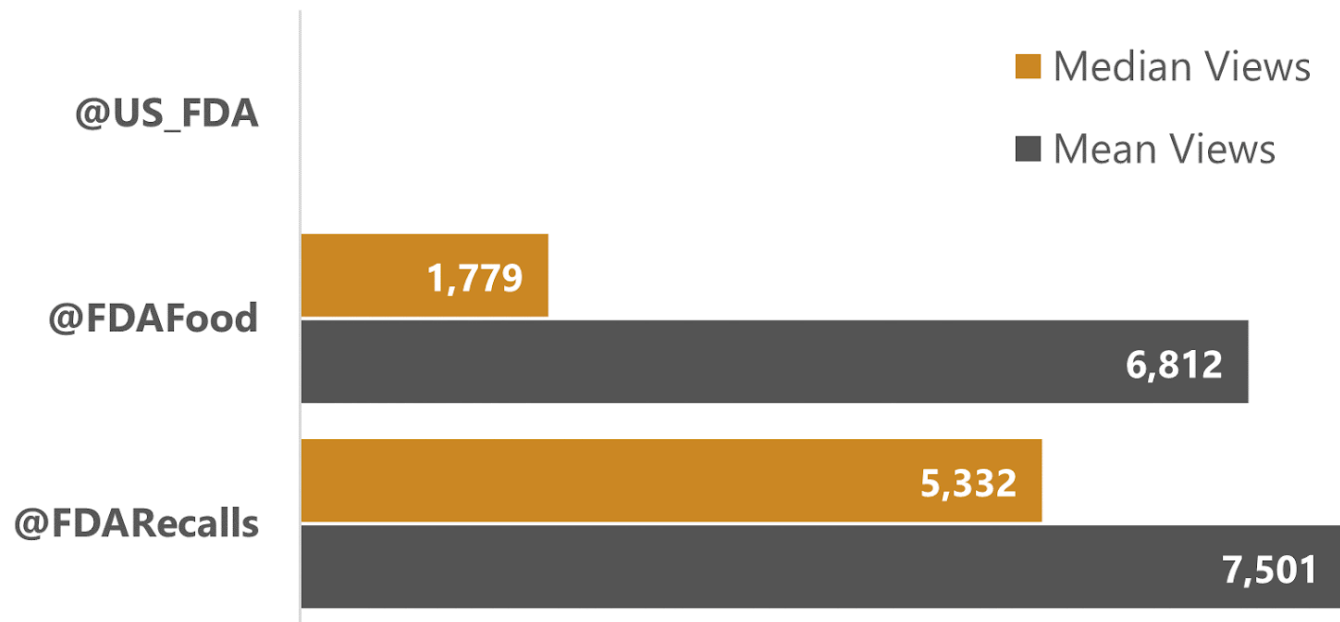


Number of FDA recall posts (Twitter/X)



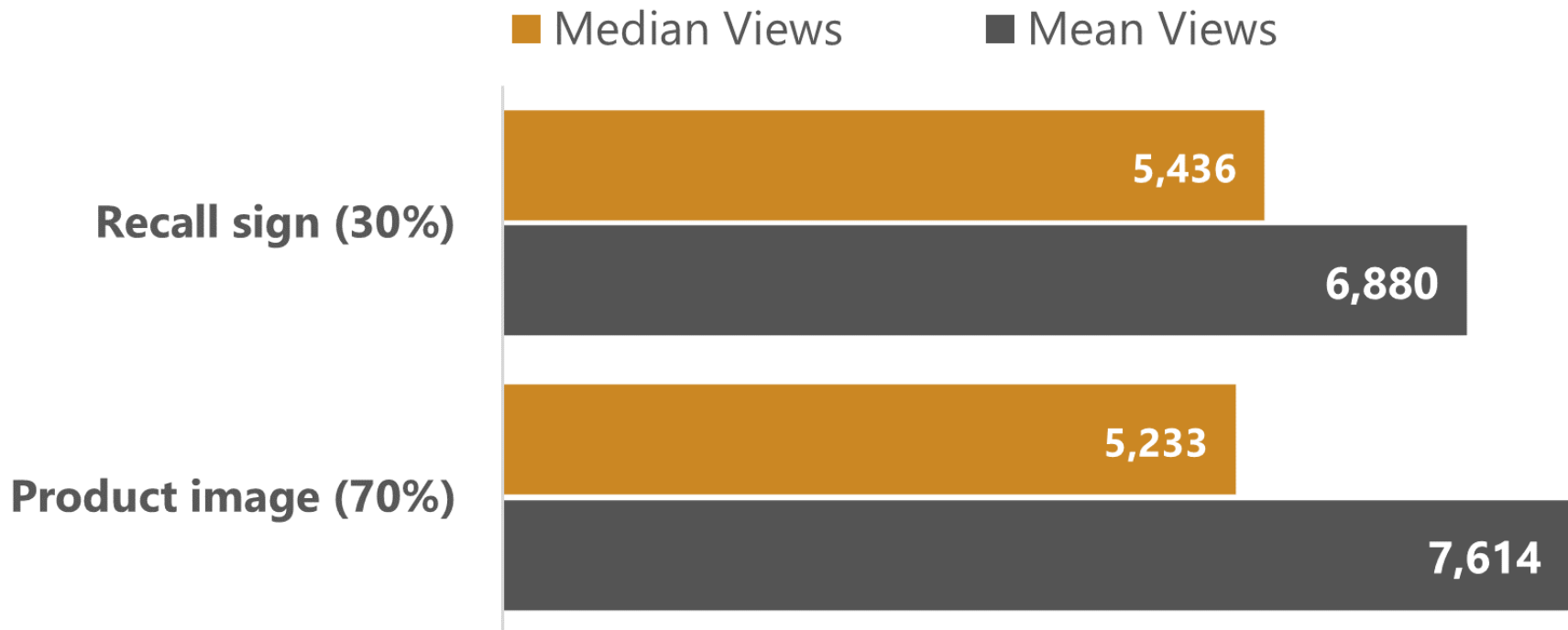
Time: 07/01/2022-07/01/2023, posts matched to press releases using FDA iRES API

Views of recall posts by account (Twitter/X)



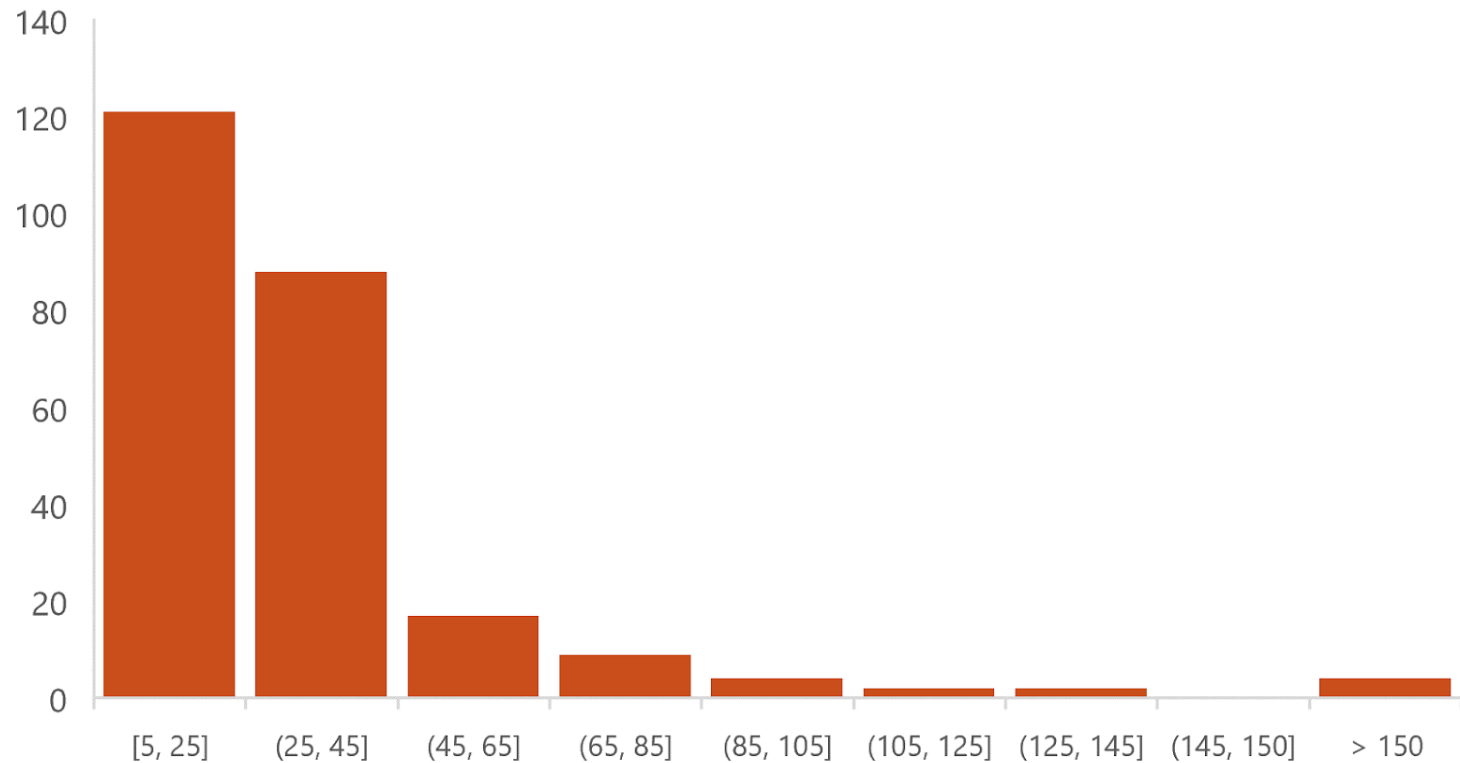
Time: 07/01/2022-07/01/2023 Views obtained from Twitter through Meltwater..
Posts were matched to press releases using the FDA iRES API.

Views of recall posts by image type (Twitter/X)



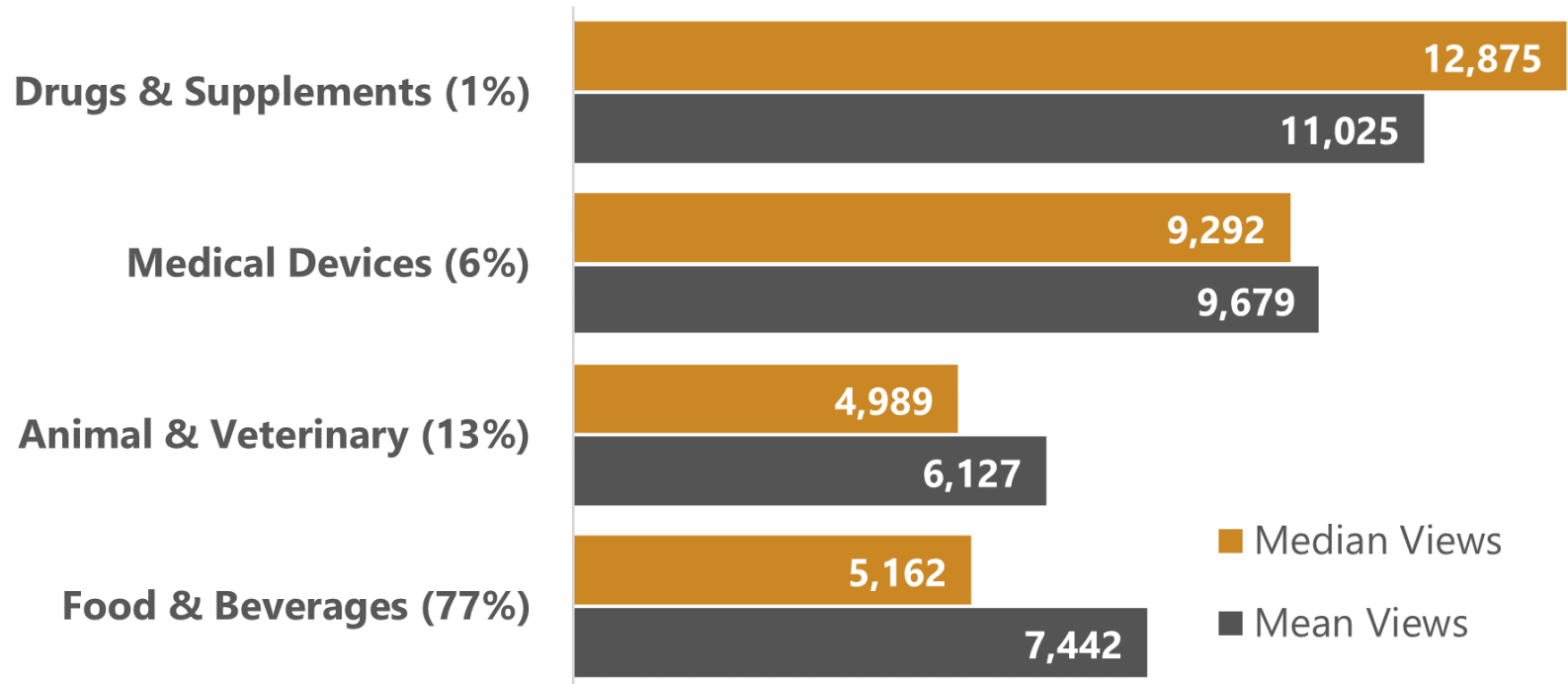
Time: 07/01/2022-07/01/2023 Views obtained from Twitter through Meltwater. Posts were matched to press releases using the FDA iRES API.

Distribution of engagement with FDA recall posts



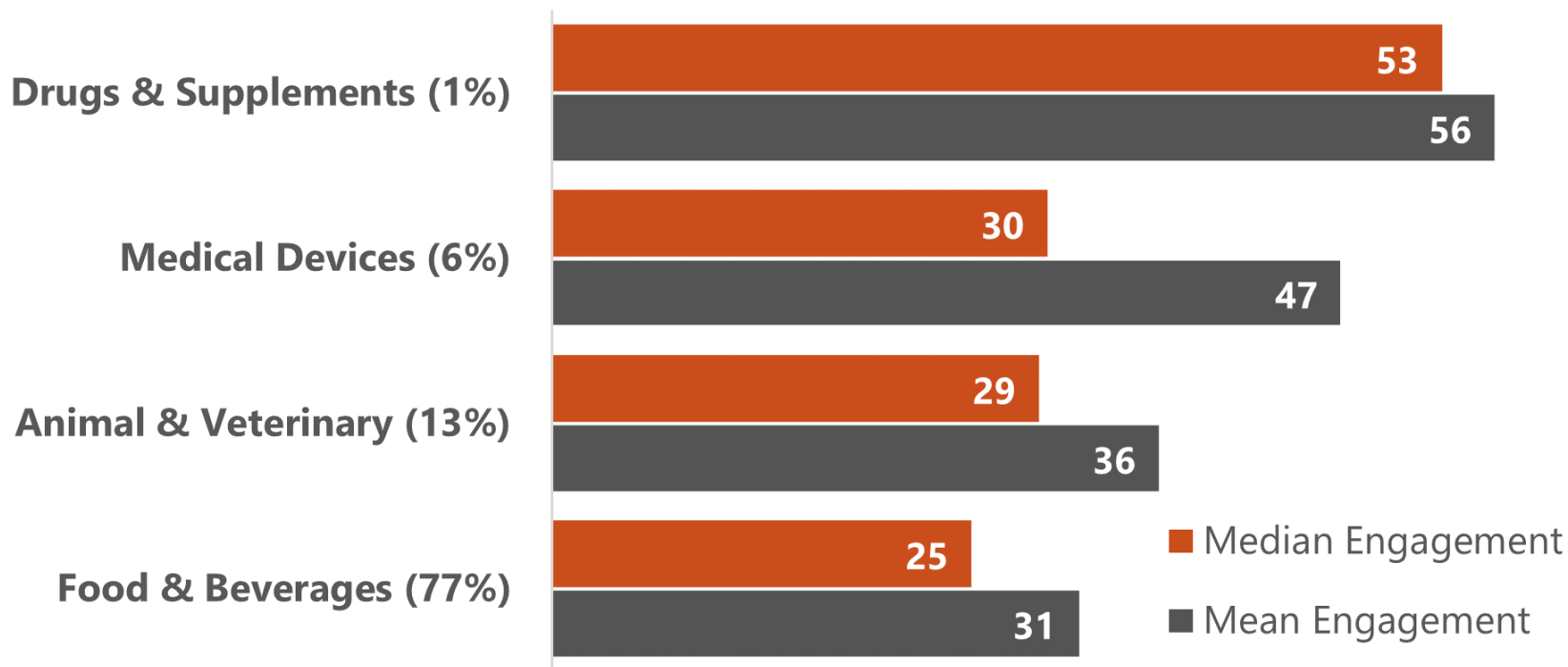
Engagement includes likes, reposts, and quote posts.

Views of recall posts by category (Twitter/X)



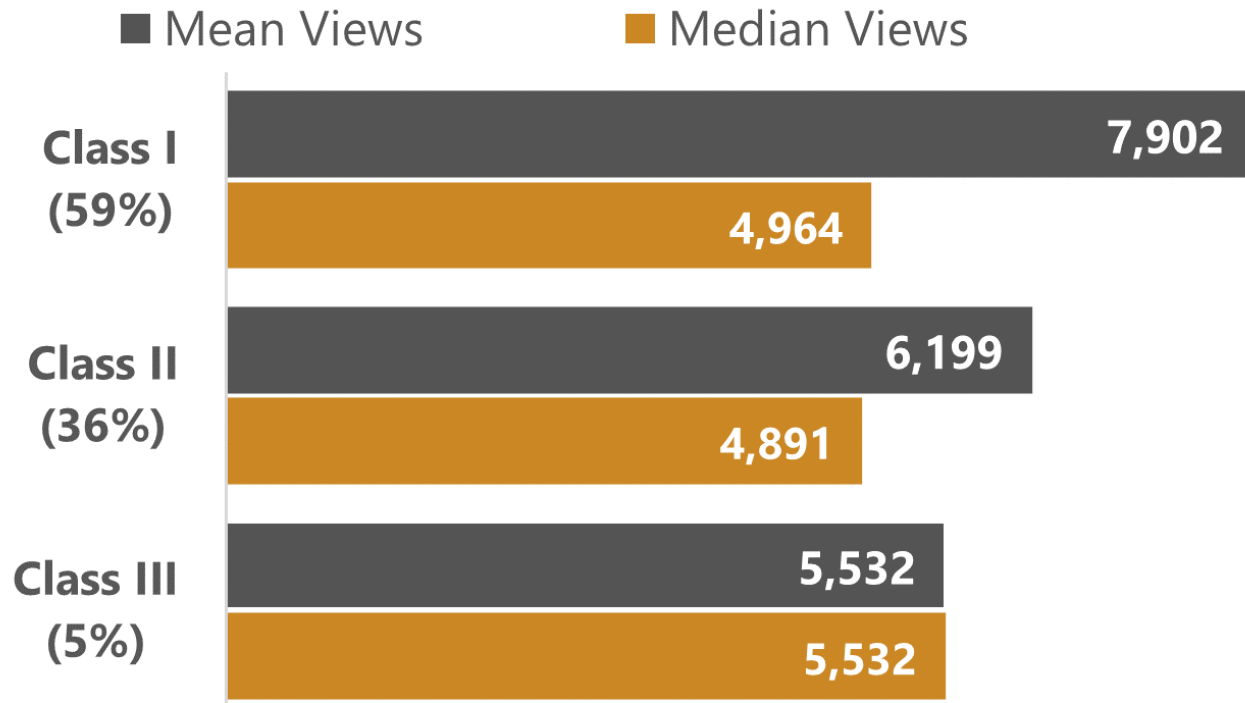
Time: 07/01/2022-07/01/2023 Views obtained from Twitter through Meltwater.
Posts were matched to press releases using the FDA iRES API.

Engagement with recall posts by category (Twitter/X)



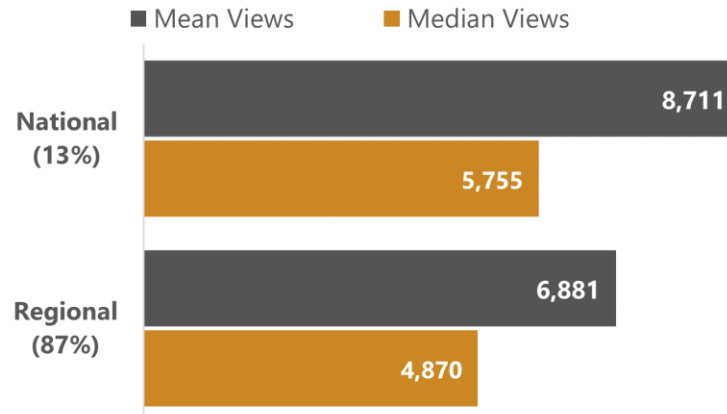
Time: 07/01/2022-07/01/2023 Engagement includes likes, responses & reposts.
Posts were matched to press releases using the FDA iRES API.

Views of recall posts by class (Twitter/X)



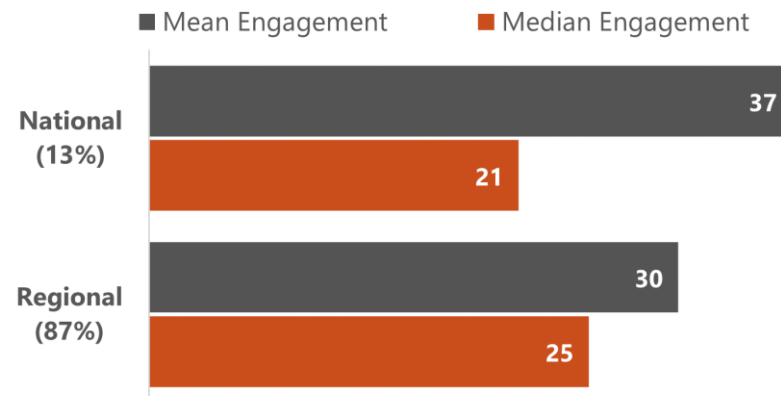
Time: 07/01/2022-07/01/2023 Views obtained from Twitter through Meltwater. Posts were matched to press releases using the FDA iRES API.

Views of recall posts by location (Twitter/X)



Time: 07/01/2022-07/01/2023 Views obtained from Twitter through Meltwater. Posts were matched to press releases using the FDA iRES API.

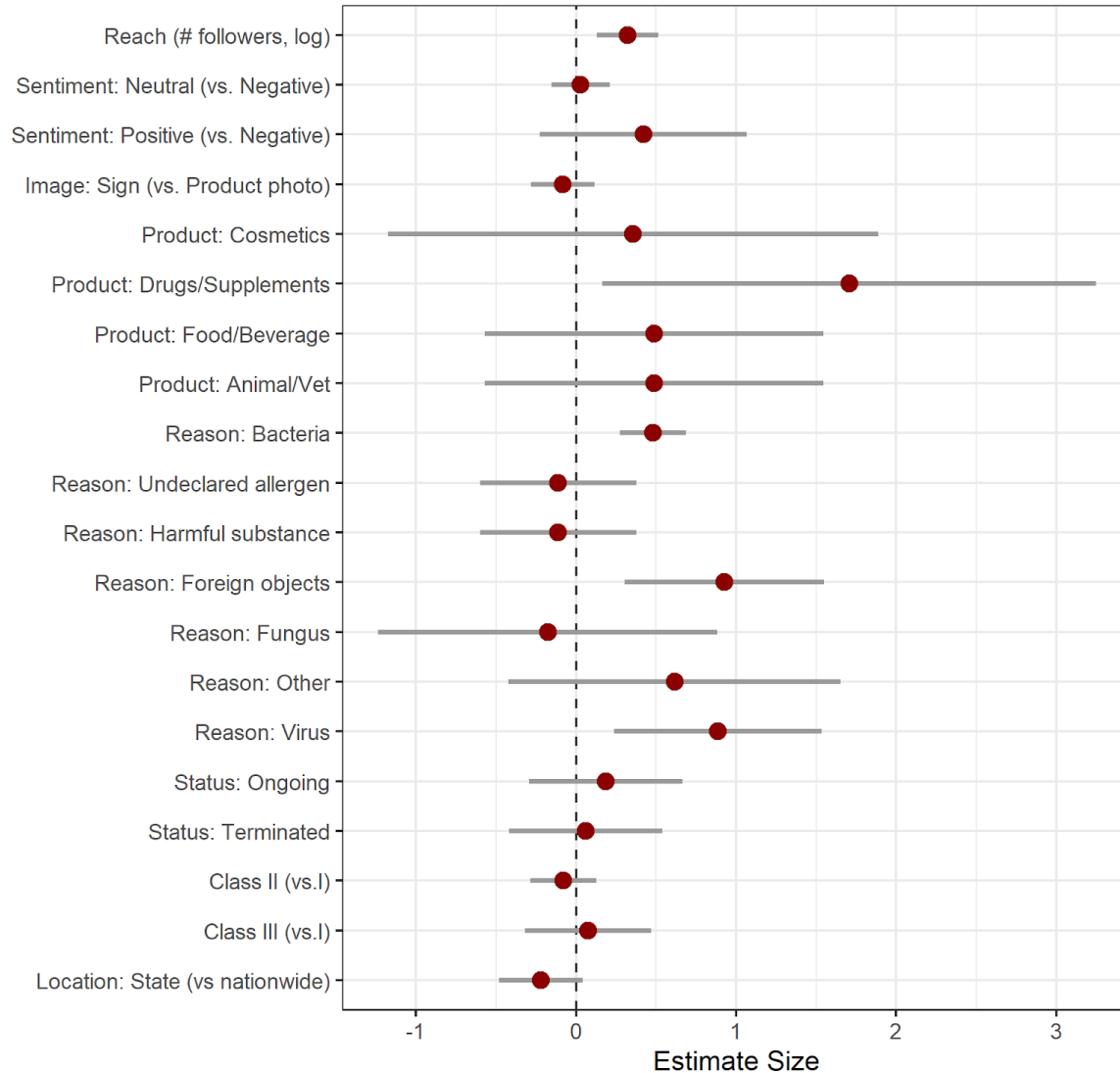
Engagement with recall posts by location (Twitter/X)



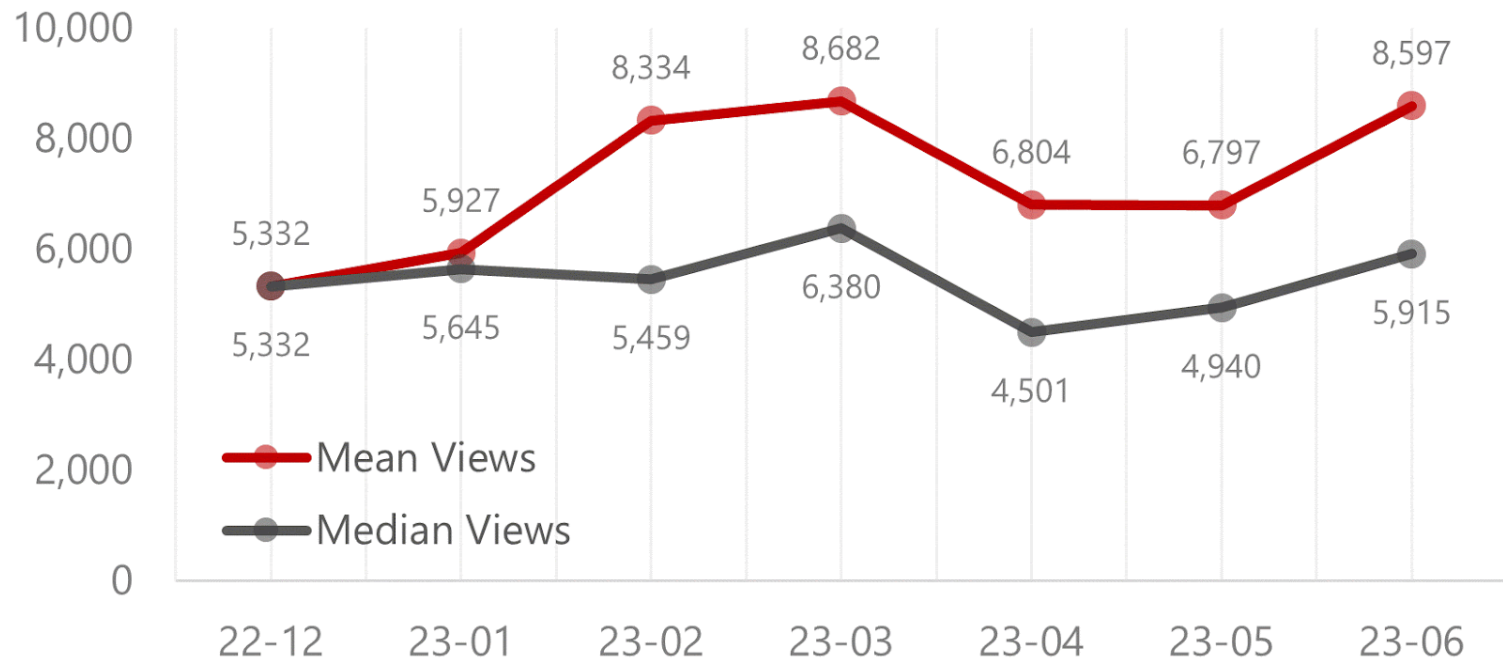
Time: 07/01/2022-07/01/2023 Engagement includes likes, responses & reposts. Posts were matched to press releases using the FDA iRES API.

Engagement with FDA recall posts on Twitter (X)

Predictors (Estimates from OLS regression for engagement)

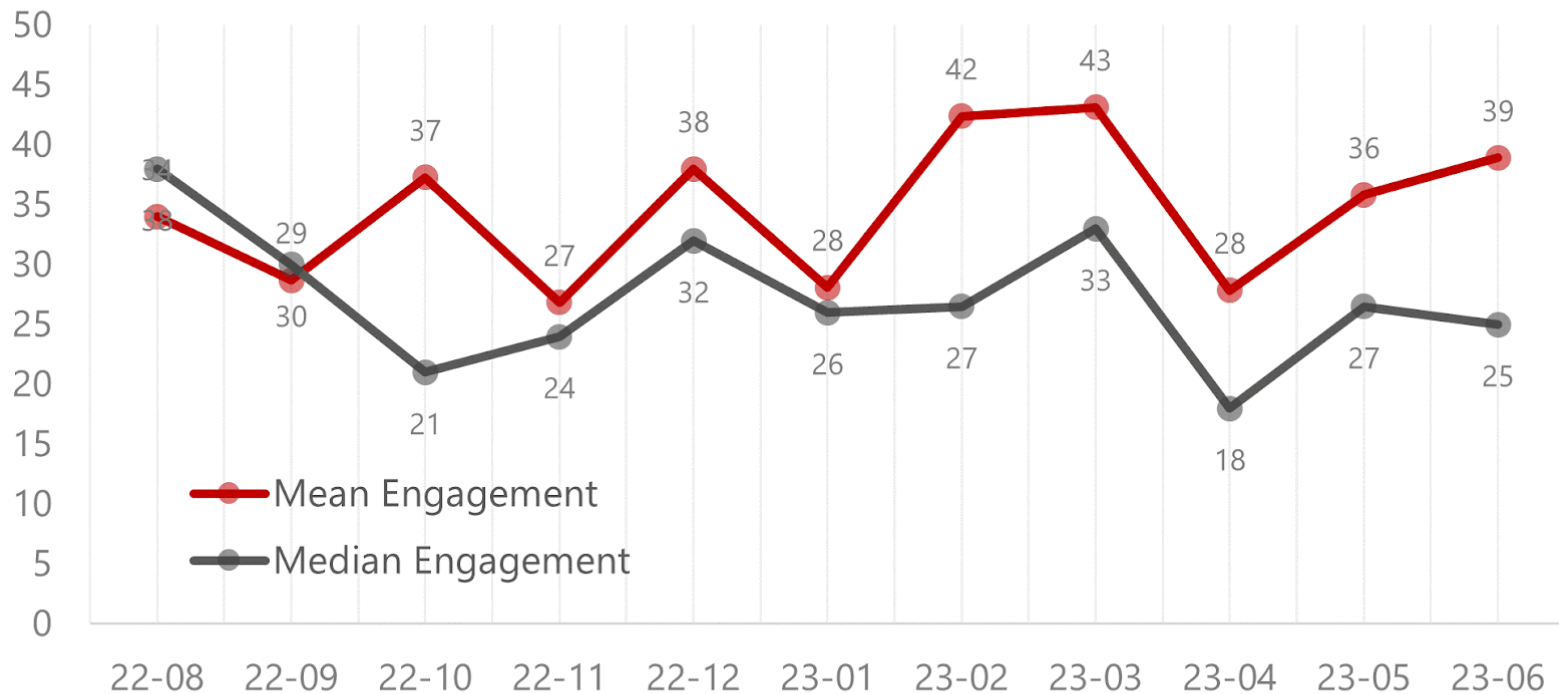


Views of recall posts over time (Twitter/X)



Time: 07/01/2022-07/01/2023 Views obtained from Twitter through Meltwater.

Engagement with recall posts over time (Twitter/X)



Time: 07/01/2022-07/01/2023 Views obtained from Twitter through Meltwater.

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