

The Recommendations, Reality, and Potential Benefits from Using Social Media in Food Recalls

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Who recommends using social media during food recalls?

- Food Industry white papers
- U.S. Consumer Product Safety Commission

Basics of study

- October 2014 through February 2015
- 69 food recalls
- Coded for announcement on web sites, Facebook, and Twitter
- Within 48 hours of recall announcement

Actual Usage (n=69)

- 58 (84%) had web sites
- 31 (53%) posted
 - 15(48%) on home page
- 35 (51%) had Twitter
- 42 (61%) had Facebook
- 35 had all three digital channels
- 3 (9%) posted
- 4 (10%) posted
- 3 (9%) posted to all three

Actual Usage Update (n=106)

- 92 (86%) had web sites
- 54 (51%) had Twitter
- 68 (64%) had Facebook
- 54 had all three digital channels
- 37 (40%) posted
 - 17(46%) on home page
- 6 (11%) posted
- 6 (9%) posted
- 5 (9%) posted to all three

Why use social media during food recalls?

Customer safety

Corporate reputation protection

Stealing Thunder

- Crisis inflicts less reputational damage when the organization is the first to report the crisis

Social Media and Stealing Thunder

- At least 30% following an organization on Twitter or liking on Facebook more likely to get news from social media than news media
- Organization can use social media to steal thunder even if other outlets announced before the organization's message