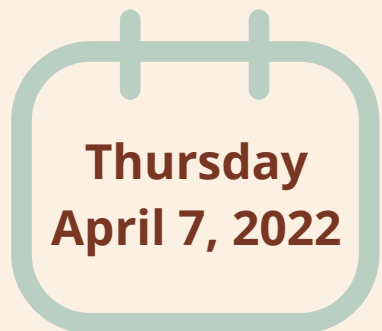




MAND SPRING CONFERENCE

THE JOURNEY FORWARD



MAND PRESENTS....

Drew Hemler

Tweet, Post, Share, Subscribe: Ethical Practical in Social Media for Dietitians

Social media is a viable strategy for building an online audience, engaging with digital communities, and promoting products and services. However, regulated health care practitioners, including the registered dietitian, are bound to ethical and professional practice, including social media. Applying the Academy's Code of Ethics to common social media activities will help build confidence in the 'dos and dont's' of online marketing and communications.



About Drew...

Drew Hemler (he/him) is an award-winning registered dietitian, practicing in both Canada and the U.S. Drew serves as a consultant for numerous corporate, non-profit, food, and continuing education organizations. He provides a variety of nutrition education, marketing, and communications services across New York State and Toronto, Ontario. Drew is a lecturer and advisor for Buffalo State's dietetics programs, engaging students in the Academy's Code of Ethics and the dietitian's scope and standards of practice. Drew has presented on Ethics at the local, state, and national level, helping health care practitioners and small businesses apply ethical principles to common clinical and private practice dilemmas.

His commitment to supporting the profession includes his involvement as former Social Media Manager, Communications Editor, Conference Chair, as well as Strategic Planning, Grants, and Awards committee member for the New York Academy affiliate. Drew is a proud Fellow of the Academy of Nutrition and Dietetics.