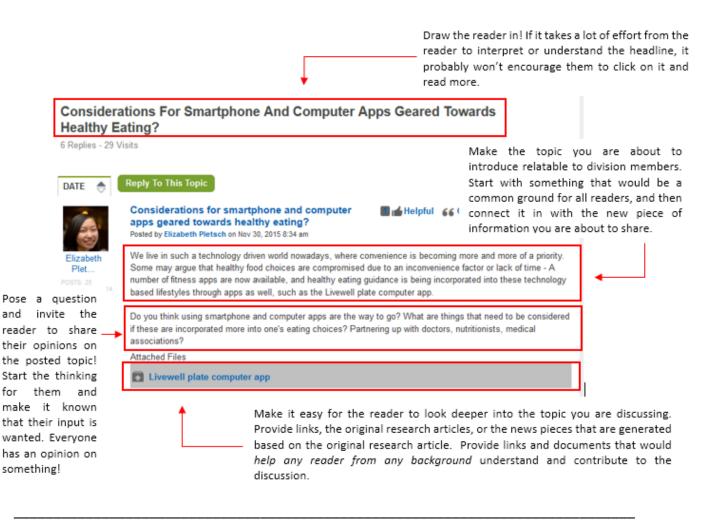
Tips to Spark Discussions in IFT Connect (www.ift.org/connect)

IFT Connect is a safe environment for members from all backgrounds and disciplines to share their input and opinions, ask questions, share interesting thought-provoking ideas and advancements related to the food science community. The goal for the IFT Connect Lead is to encourage all members, whether they are first year students, new professionals, experienced professionals or tenured faculty, to join in the discussions posted on IFT Connect.

Here are some tips for creating a discussion on IFT Connect and getting others to join in:



What should I post?

Anything related to IFT's mission and the division's focus! IFT Connect is a place to keep members up to date on current events and recent developments in the food industry or food research, as well as on opportunities and events within IFT. News articles that are generated in regards to a new research development are a great way to start – they provide a concise overview of the development, and then you can find the original piece to give readers the option of looking into the deeper details. Throughout the year, you may create posts for recruiting volunteers for divisions, informing members about upcoming IFT webinars, as well as events at the IFT Annual Meeting.

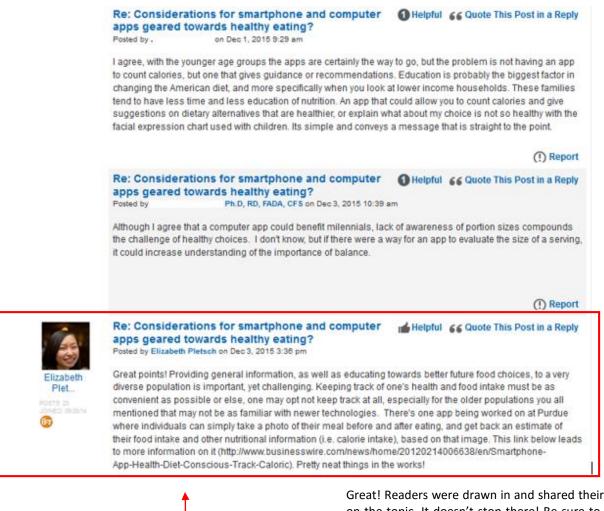
How often should I post?

Aim for at least once per week. You want to keep the conversations fresh, but you also want to allow enough time for a discussion to develop on a posted topic.

What if no one replies to a post?

That's okay! Keep posting! Discussions remain on IFT Connect, so readers can always go back and review what you posted. Be sure to continually post reminders about upcoming IFT events and webinars. Sometimes this information can get lost the first, second, or third times, so it's always good to send a reminder!

After making a post:



Great! Readers were drawn in and shared their feedback on the topic. It doesn't stop there! Be sure to follow up with comments and facilitate the discussion further by commenting with more information or posing more questions to draw even more readers in!

Other tips: Post a profile picture – this makes your posts more personal (and others might recognize you when they see you at IFT's annual event!)