

Kelsey Raab, RD, LN, CDCES

Diversifying Private Practice Through Social Media & Consulting Opportunities

Bio:

Kelsey Raab is the owner and founder of 605 Dietitian LLC, where she brings her expertise in dietetics to various healthcare settings. Kelsey partners with dialysis units, long-term care facilities, assisted living communities, and critical access hospitals to develop tailored nutrition programs that meet the specialized needs of each population.

Kelsey extends her expertise beyond clinical settings by engaging in public speaking, television appearances, and social media outreach where she educates a broader audience on the value of nutrition in chronic disease management and preventive health. Her goal is to make nutritional science accessible and actionable for everyone empowering communities to make informed, health-promoting food choices. As the driving force behind 605 Dietitian, Kelsey is committed to advancing patient-centered nutrition care and advocating for the role of diet in overall wellness.

Description of Presentation:

You will gain practical knowledge and guidance on how to grow your social media platforms to engage your dream client. You will learn how to maximize your clientele reach, navigate which social media strategies will lead to cultivating your dream clientele and have that clientele coming back for more content time and time again. You will learn social media strategies to promote evidence-balanced nutrition in a way that make you feel relatable and approachable to your dream clientele.

Learning Objectives:

1. Strategies to prepare relatable social media content to engage your dream client
2. Optimizing your reach through social media accounts
3. Cultivating your dream clientele or contract