#SLTimpact
Sharing Positive Impact Stories on Social Media to Raise Awareness of the Profession
@ScotlandSLTHub
Project developed by Hub Forum Scotland

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• Zoe Roxburgh, SLT & research student, social media fiend!
What’s the problem?

• We are expected to communicate what we do

• Social media is everywhere, but not always used with effect

• Professional resilience relies on connections and positive feedback
What do we need?

• ‘Entry point’ for equipment is now very low – smart phones and tablets

• Using our own social networks

• A few new skills are required but not difficult to learn
• We made a simple ‘how to’ guide and ran a workshop at our study day

• After mastering what buttons to press, the key is being prepared with a simple script

• Use Facebook, Twitter etc. to share
It can have other uses

• Promote a service in talks

• Qualitative examples of impact

• Get across public health messages
Connecting

• Use national and international awareness events throughout the year

• Link with their #hashtags

• Reach a larger audience, make new connections
A shining example
Be careful

• Employers IT and social media policy can vary, so always check

• No compromise to patient privacy or safety
Barriers we are tackling

• Lack of skills
• Lack of confidence
• Lack of time
Would you like to join in?

• We are on the Hub stall

• Bring your smartphone

• Write a quick script about your impact

• Record, review and share

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