Making social media work for you

How to use social media effectively

Who we work with
WHAT IS SOCIAL MEDIA?

Official definition

**Social Media:** Websites and applications that enable users to create and share content or to participate in social networking. [Oxford English Dictionary]
The new word of mouth

“92% of consumers say that they trust word-of-mouth and recommendations from friends and families above all other forms of advertising.”

Nielsen

SOCIAL LANDSCAPE IN 2016
Social on a global scale

![Active Users by Social Platform]

Social in the UK

![United Kingdom Social Media Users]

*Sources: We Are Social, Google, StatCounter, GWI, GlobalWebIndex, GSMA Intelligence.*
Top active platforms in the UK

HOW TO USE IT PROFESSIONALLY
Hands up...

The functions of social

- Connecting
- Research
- Branding
- Feedback
- Marketing
- Development
5 steps to developing a social strategy

1. Research
2. Find your audience
3. Set objectives
4. Content management
5. Revisit and revise

Social= telling stories

SHARE YOUR STORY
Video and multimedia content is king

The power of influencers
Social media and healthcare

- More than 40% of consumers say that information found via social media affects the way they deal with their health.
- 30% of adults are likely to share information about their health on social media.
- 18 to 24 year olds are more than 2x as likely than 45 to 54 year olds to use social media for health-related discussions.
- 90% of respondents from 18 to 24 years of age said they would trust medical information shared by others on their social media networks.
- The most accessed online resources for health related information are: 56% searched WebMD, 31% on Wikipedia, 29% on health magazine websites, 17% used Facebook, 15% used YouTube, 13% used a blog or multiple blogs, 12% used patient communities, 6% used Twitter and 27% used none of the above (source: Mashable).
- Parents are more likely to seek medical answers online, 22% use Facebook and 20% use YouTube. Of non-parents, 14% use Facebook and 12% use YouTube to search for health care related topics.

Why it matters

- 32 per cent of students, 45 per cent of employed people and 39 per cent of retirees have used the internet to find information to improve their health.
- 4 in 5 NHS organisations now use at least one social media channel for corporate communication and engagement, although almost one in three use only Twitter.
- NHS corporate social media use is almost entirely dominated by Twitter, Facebook, YouTube and LinkedIn.
- Just under 7% of NHS organisations were found to be using social media channels outside this “big four” – mainly Pinterest, Vimeo or Flickr.
Support from RCSLT

• RCSLT Wales team - Caroline Walters, Policy Officer, 029 2039 7729/caroline.walters@rcslt.org
• RCSLT UK-wide – Josephine Olley, PR Manager 0207 378 3013/Josephine.olley@rcslt.org

• Twitter feeds - @rcsltwales @rcslt
• Facebook page – RCSLT

CQ Live is live!

• The successor to Communicating Quality 3 - Communicating Quality Live – is now available to members here.
• CQ Live is a set of RCSLT guidance and resources to support all RCSLT members to deliver high-quality services wherever they work.
• RCSLT has also developed a new CPD resource - CQ Live Scenarios. These are a pack of practice-based scenarios to support CQ Live. They cover a broad range of subjects you may encounter, or have already encountered, in your professional life including issues of professionalism, technology and information governance.
• You can access and complete the CQ Live scenarios here – they count towards your CPD.
CQ Live is live!

Communicating Quality Live

In 2014, the RCST embarked on a journey to create with its members a set of guidance and resources to support the profession to deliver a high-quality patient and user service, ensuring they adhere to the Health and Care Professions Council (HCPC) standards.

This set of guidance and resources is called Communicating Quality Live and replaces Communicating Quality 3.

At the outset, the RCST recognized that it needed to take an innovative and dynamic approach in order to successfully engage with its 15,000 plus members, who are spread across the UK. So, we commissioned the crowdsourcing agency Ocean Together to design an engagement method where every one of its members across the UK had the opportunity to get involved with the project.

THE PLATFORMS
What is Facebook?

Facebook’s mission is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what’s going on in the world, and to share and express what matters to them.

Facebook – the basics

- Cover Photo
- Profile Picture
- Timeline - see all posts, page and visitors
- Status Update. Write in this section to post. You can also attach photos/videos to go along with the text.
Facebook – the basics

About: useful to include address, map, phone number, opening hours, brief description of page and/or organisation.
Content

What sort of content is posted on Facebook?
Facebook is a multi-media platform. Users post a wide range of content including text, links, videos, images, games, apps, contests, articles and news.

How do people interact? And how is that measured?
Users can either like (endorsing) a post, comment on it or share it with their friends. The success of a post can be measured by its reach, the total number of interactions and the number of likes, comments, shares, post clicks and video views.

Engagement on Facebook

Find out what happened to two newly-qualified speech and language therapists when they flew out to Cambodia from the UK to work with children with cleft lip and palate for three months. You can read Kristin and Lauren’s blog here: https://www.clapa.com/news-item/cambodia-bolg-2015/

Here’s a fascinating insight into how speech and language therapists support people with head and neck cancer who have communication and swallowing difficulties. Read The Guardian article here:
http://bit.ly/2oGIF5h

The secret speech therapist’s diary: ‘We can get him speaking again, but not like before’
Working with head and neck cancer patients means dealing with people in shock at bad news, and helping others adapt after treatment

THURHANSON
Every 60 seconds on Facebook...

- 510 comments are posted
- 293,000 statuses are updated
- 136,000 photos are uploaded

Question time

What content have you seen on Facebook lately that’s prompted you like to like, share, comment?
Content on Facebook

What works especially well?
• Video is a huge focus for the platform
• High resolution images
• Reacting to comments in a timely manner – if possible
• Personality – Keep the account ‘real’

What doesn’t work?
• Posting without using a range of media
• Not replying to comments
• Over-posting – Once a day is plenty
• Posting poor quality images
• Spamming and posting over 20% sales-related content

Examples for discussion
Privacy Settings on Facebook

Privacy Settings and Tools

<table>
<thead>
<tr>
<th>Who can see my stuff?</th>
<th>Who can see your future posts?</th>
<th>Friends</th>
<th>Edit</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Review all your posts and things you're tagged in</td>
<td>Use Activity Log</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Limit the audience for posts you've shared with friends of friends or Public?</td>
<td>Limit Past Posts</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Who can contact me?</th>
<th>Who can send you friend requests?</th>
<th>Everyone</th>
<th>Edit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who can look me up?</td>
<td>Who can look you up using the email address you provided?</td>
<td>Everyone</td>
<td>Edit</td>
</tr>
<tr>
<td></td>
<td>Who can look you up using the phone number you provided?</td>
<td>Everyone</td>
<td>Edit</td>
</tr>
<tr>
<td></td>
<td>Do you want search engines outside of Facebook to link to your Profile?</td>
<td>No</td>
<td>Edit</td>
</tr>
</tbody>
</table>

Facebook tips

**When do people use Facebook?** All of the time. Highest traffic occurs mid-week between 1pm and 3pm. Best times to post include early morning, lunchtime, after work and evenings.

**Who uses it?** Facebook’s user base is dominated by people older than 25, but there are still 50+ million users under the age 25.

**What works best?** Video content is the highest performing media content on the platform.

**Community management?** Facebook is a community platform. It’s the best way to create small hubs for your followers and for them to engage with each other.
Facebook Insights

What is Facebook Insights?
Facebook Insights is an important tool for monitoring, tracking and assessing user interactions on a Facebook page.

What can you track?
You can measure the number of page likes, community growth, reach, visits and social interactions. You can also evaluate who your fans are, who you’ve reached and the people who have engaged with your content.

Facebook Insights – overview

<table>
<thead>
<tr>
<th>Last 7 days</th>
<th>Page Views</th>
<th>Reach</th>
<th>Page Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 April - 10 April</td>
<td>35 Total Page views ▲ 15.9%</td>
<td>5,891 People reached ▲ 52.7%</td>
<td>6 Page likes ▲ 59%</td>
</tr>
</tbody>
</table>

| 4 April - 10 April | 0 Total actions on Page ▲ 0% | 14 Total video views ▲ 17% |
Facebook Insights – posts

Your 5 Most Recent Posts

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/04/2016 08:39</td>
<td>We are still saying thank you to our fantastic healthcare support workers</td>
<td>496</td>
<td>11</td>
<td>11</td>
<td>Boost Post</td>
<td></td>
</tr>
<tr>
<td>06/04/2016 14:28</td>
<td>“I know that by the time I’m 30, if I work hard, I’ll be a qualified nurse”</td>
<td>1.2K</td>
<td>32</td>
<td>11</td>
<td>Boost Post</td>
<td></td>
</tr>
<tr>
<td>06/04/2016 10:01</td>
<td>New programme sees health and social care support workers on</td>
<td>4.4K</td>
<td>93</td>
<td>51</td>
<td>View Results</td>
<td></td>
</tr>
<tr>
<td>06/04/2016 10:48</td>
<td>Skills for Health shared National Skills Academy for Health’s post.</td>
<td>1.4K</td>
<td>89</td>
<td>3</td>
<td>Boost Post</td>
<td></td>
</tr>
<tr>
<td>29/03/2016 17:20</td>
<td>Anna Clarke, Regional Director for Southern England discusses</td>
<td>1.1K</td>
<td>14</td>
<td>13</td>
<td>Boost Post</td>
<td></td>
</tr>
</tbody>
</table>

See All Posts

Facebook Insights – audience behaviour

When Your Fans Are Online

<table>
<thead>
<tr>
<th>Days</th>
<th>7,805</th>
<th>7,854</th>
<th>7,870</th>
<th>7,871</th>
<th>7,874</th>
<th>7,861</th>
<th>7,870</th>
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-times-

Data shown for a recent 1-week period. Times of day are shown in your computer’s local time zone.
Activity

Identify a Facebook page of a similar organisation and identify three strengths and weaknesses of the page

What is Twitter?

• Twitter allows users to share updates or ‘tweets’

• All tweets are restricted to 140 characters in length

• A tweet is an expression of a moment or idea. It can contain text, photos, and video.

• When you follow people, their Tweets instantly show up in your timeline. Similarly, your Tweets show up in your followers’ timelines
Twitter – the basics

Profile Picture

Cover Photo

Settings

About section

Twitter – the basics

See what tweets you’ve been tagged /@mentioned in

See your private messages

Compose a tweet

Accounts to follow recommendations

What is trending – topics/hashtags – this is changeable depending on location

Tweets from your followers – including their RTs and promoted tweets
Key phrases

- **Tweet** – your message – made up of 140 characters
- **Retweet** – to share a tweet with your followers
- **Quote retweet** – to share a tweet and add in your tweet as well
- **Favourite** – to bookmark the tweet as one you like
- **List** - curated group of Twitter users – viewing a list timeline will show you a stream of tweets from the users within the list
- **Pin tweet** – this will pull the selected tweet to the top of your profile timeline

Engagement on Twitter
User demographics

2/3 of Twitter users are under 34

40% of users prefer to read rather than send tweets

86% of users access Twitter through mobile devices

14%

Hashtags

What is a hashtag?
The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

Why are they used?
People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to categorize those Tweets and help them show more easily in Twitter Search.

• Clicking on a hashtagged word in any message shows you all other Tweets marked with that keyword.

• Hashtags can occur anywhere in the Tweet – at the beginning, middle, or end.

• Hashtagged words that become very popular are often Trending Topics.

• Tweets with hashtags get double the engagement than tweets without hashtags
Question time

What was the last hashtag you followed or caught your eye?
Hashtags

Tips of best practice

Although not terribly complicated, hashtags have some unwritten rules. The primary one to remember: don't overuse them.

Another simple tip: give your hashtag context. Most people won't actually know what your hashtag means, so give a quick explanation in one of your tweets or, if you're making a hashtag, make it very apparent what it's talking about.

Finally, if you're looking to create a hashtag, be sure that it adds value for yourself and your followers.

Trends

• What is a trend? A trend on Twitter refers to a hashtag-driven topic that is immediately popular at a particular time.

• Trends are determined by an algorithm that monitors hot subjects based on who you follow and where you're located.

• It presents activity based on real-time hashtag use and not topics that have been popular for a while. In short, what you see on the trending list are more likely related to the topics that matter to you and the online community where you belong.
Content

What works especially well?
• Funny content
• Interesting visuals/images
• Engagement with brands with a similar identity
• Tell people whether they should click a link or watch a video. Don’t assume people will click a link. Always include a verb.
• Retweet others who tweet about you - portray humanity, gratitude, and transparency.
• Thank your followers
• Prompt responses to community inquiries

What doesn’t work well?
• Posting the same content as on Facebook
• Only post once a day
• Posting too often with the same message
• Using a long hashtag
• Using more than 3 hashtags in 1 tweet
• Pushing products/corporate agenda
• Having an incomplete profile

Examples for discussion
Privacy Settings on Twitter

**Account**
- Security and privacy
- Password
- Cards and shipping
- Order history
- Mobile
- Email notifications
- Web notifications
- Find friends
- Muted accounts
- Blocked accounts
- Design

**Privacy**
- Photo tagging
  - Allow anyone to tag me in photos
  - Only allow people I follow to tag me in photos
  - Don’t allow anyone to tag me in photos
- Tweet location
  - Restrict my Tweets
  - Add a location to my Tweets
  - Share my location information
  - Delete all location information
- Discoverability
  - Let others find me by my email address
  - Let others find me by my phone number
  - Let others find me by my location
- Address book
  - Manage your contacts

**Personalization**
- This feature is not available to you.

**Promoted content**
- Follow our official account

**Twitter for teams**
- Allow anyone to add me to their team
  - Only allow people I follow to add me to their team
  - Don’t allow anyone to add me to their team

**Direct Messages**
- Receive Direct Messages from anyone
- Follow account or application using the links

**Save changes**
Twitter tips

Remember to hashtag - If you're looking to create a hashtag, be sure that it adds value for yourself and your followers

How to organise? – Twitter allows you to create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of Tweets from only the users on that list.

How to reach out? Twitter now has group messaging to allow users to direct message up to 20 people at once

What’s new? Users are now able to film, edit and share video clips of up to 30 seconds in length.

Group messaging

• Launched in January 2015
• Users to direct message up to 20 people at once
• The announcement was seen as an attempt to boost the amount of time people spend on Twitter
• Group chat is a service that has proved hugely popular on instant messaging platforms such as Facebook-owned WhatsApp
**Audience insights**

- With audience insights, you can easily discover valuable insights about your followers and the people who have engaged with your organic Tweets.
- You can also identify new, relevant audiences to target for an upcoming campaign.
- Your audience insights dashboard provides aggregate information about user demographics, interests, purchasing behaviour and more.

<table>
<thead>
<tr>
<th>Insight type</th>
<th>Learn about...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographics</td>
<td>Gender, income, marital status, education and more</td>
</tr>
<tr>
<td>Interests</td>
<td>Real-time user interest graph</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>Occupation, behavior and more</td>
</tr>
<tr>
<td>Purchasing behavior</td>
<td>Past purchase behavior, buying style</td>
</tr>
<tr>
<td>TV viewing behavior</td>
<td>TV shows users like to watch</td>
</tr>
<tr>
<td>Mobile footprint</td>
<td>Mobile usage behavior</td>
</tr>
</tbody>
</table>

**Advertising on Twitter**

Twitter generated 85% of its total revenue from mobile advertising in Q.3 of 2014, representing about $320 million / £210 million

What do you want to get out of it?

- More followers?
- Want to drive more people to your site?
- So you want to create more buzz?
- Do you have your own mobile app? Do you want more people to engage with it?
- Are you looking at growing your contacts database or do you want to get a head start on an upcoming promotion?
Activity

Identify an organisation similar to you and assess its strengths and weaknesses on Twitter

What is YouTube?
YouTube is a video sharing platform that allow users to...

Discover  Watch  Share

originally created videos

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**Question time**

What was the last video you saw on social media?
Why video works?

- Videos will be **55%** of all internet traffic by 2016
- Between 2011 and 2016, mobile video traffic would have increased by **1,800%**
- Branded Vines receive **400%** more shares than branded videos
- Branded content accounts for **4%** of Top 100 Vines

Activity

Identify an existing video that you would share on Facebook or Twitter and think of an idea for original content.

Remember – it has to be relevant to your audience
Good examples

5 signs your child may need speech therapy

Tip of the week

Hearing for the first time

YouTube tips

**Mobile first** – 50% of YouTube videos are viewed on mobile devices. Vine works on mobile device first

**Shorter is better** – YouTube videos get better engagement when they’re shorter

**Educate and entertain** – Video is a great medium for showing what it is you do in an easy, digestible way that’s entertaining to viewers

**Sharable** – Video is a sharable medium that automatically plays on most social platforms – which prompts the viewer to watch
How to make social work for you

Story-telling

• We've looked into some of the UK’s leading charities to find out what they are doing to engage with their communities.

• From looking at the most-engaged posts from each of the charities, we noticed one trending theme across all charities.

• The idea: share a post written by the charity beneficiary or from the point of view of someone close to the beneficiary.

• All of these posts are very personal, relatable and are deeply moving. The photos that accompany them are personal, family photos, which adds to the personal engagement.

• http://www.huffingtonpost.com/2015/02/10/people-hear-for-first-time-video_n_6646594.html?
Example 1

Royal College of Nursing

Example 2

College of Occupational Therapists
Activity

Can you think of any stories that you’ve come across that you think would work for social media?

Have you had any concerns or worries about posting this content?

IDENTIFYING INFLUENCERS
Find your audiences

Identifying influencers

- **Relevance** is the content the influencers are sharing relevant to you

- **Reach** determines the number of people you could potentially reach through the influencer’s follower base that would bring value

- **Resonance** is defined by engaging with a valuable audience through relevant content
Working with influencers

Identify → Connect → Engage

Influencers in health

#nhssm
Social Media in NHS

Join us every Weds, 8-9pm to discuss how the NHS can use social media to benefit patients and staff. Hosted by @DrHelenOOk, double_R & @Gemma_Finnegan

Public Health Wales
@PublicHealthWales


National Voices
@NationalVoices

National Voices is the coalition of health and social care charities in England, working to strengthen the value of people who use services.

Dr Phil Hammond
@drphilhammond

NHS doctor, Private Eye’s MD, @labour presenter & comic. EDINBURGH FRINGE 2016 TICKETS ON SALE HERE tickets.edfringe.com/whats-on/dph...
Influencers in health

Dyslexia Action
National charity that aims to improve the lives of those with dyslexia and literacy difficulties. Join us on Facebook facebook.com/DyslexiaAction

London Speech Therapy
Providers of effective and fun Speech and Language Therapy across the UK. Check out our SCT app @ run.away/ADHMAIL • account run by Chris Webster

Autistic Society
The National Autistic Society champions the rights and interests of all people with autism. Join our Community community.autism.org.uk

RCSLT
The Royal College of Speech and Language Therapists is the professional body for speech and language therapists and support workers.

Media influencers

Guardian Healthcare
@GHNHealthcare FOLLOW YOU
Comment, analysis and insight for healthcare professionals. Join our community here: register.theguardian.com/healthcare-pro... Tweets by @ajajohnson

Pulse
PulseToday @pulsetoday
PulseToday.co.uk - Medical news, views, education and clinical information for GPs, nurses and other health professionals.
London, UK
pulsetoday.co.uk
Joined February 2009

BBC Health News
Health news, features, analysis from the BBC, via an automated feed of website headlines.
London, UK
bbcc.co.uk/news/health
Joined January 2007
Activity

What keywords are you often going to use when searching for content on social media?

What will make you take notice of it?

Twitter search
Facebook search #speechandlanguagetherapy

google.co.uk/alerts

It was horrible to see his little lifeless body - Baby boy survives heart attack just two days before ...

Lancashire Telegraph

He suffered some brain damage as a result of the heart attack and will need ongoing physiotherapy and speech and language therapy, doctors said.
social-searcher.com/google-social-search

socialmention.com

Mentions about 'speech and language therapy'

- **How family and friends can support a loved one with addiction**
  Bangor Daily News - Found 2 hours ago... I can actually hear in the speech of people ... This other thing I recommend is therapy ... words should be removed... ct.m Catermore/7ar=239097616449pt=1&l=1&3=0201450671280Acg
  3 hours ago - on ad

- **Family Achievement Center Upgrades to Clinician’s Total INSIGHT**
  Wave 3 - Found 5 days ago; Family Achievement Center offers high quality pediatric Physical Therapy, Occupational Therapy and Speech Language Pathology services... ct.m Catermore/7ar=239097616449pt=1&l=1&3=0201450671280Acg
  5 hours ago - on ad

- **Study suggests more effective speech therapy approach for children**
  Medical News Today - Found 5 hours ago... Speech-Language Pathology provides evidence that children can have both motor speech... Therapy for dysarthria... ct.m Catermore/7ar=239097616449pt=1&l=1&3=0201450671280Acg
  5 hours ago - on ad
BEST PRACTICES
Develop a social media policy

- Your vision
- Social media values
- Transparency, privacy, copyrighting
- Protocol
- Language and tone
- Bilingualism
- Content guidelines

Welsh language commissioner guidelines

General principles that underpin the guidelines:

- providing an equality of service in both languages
- equality of service based on equality of experience
- Supporting the two languages
- supporting user choice of language
- equally high quality of organizational involvement in both languages
- building bridges between those who speak the languages.

Bilingual approaches:
A stream can deal with two languages in one of three ways:

1. The stream is bilingual, mixing Welsh and English content together.
2. There are parallel streams - one in Welsh and one in English.
3. There are non-matching parallel streams - one in Welsh and one in English.

http://www.comisiynyddygymraeg.cymru
Bilingual stream

Non matching parallel streams
Question time

Anyone come across any issues with bilingualism on social media?

Protocol

• Keep records
• When in doubt, don’t post
• Respond
• Frequency and quality
• Out of hours management
• Timings
• FAQs
Rules to abide by

• Therapists should consider adopting conservative privacy settings where these are available
• The ethical and legal duty to protect patient confidentiality applies equally on the internet as to other media
• Therapists have an ethical obligation to declare any conflicts of interest
• Defamation law can apply to any comments posted on the web made in either a personal or professional capacity
• Therapists should be conscious of their online image and how it may impact on their professional standing
• Therapists have a legal and ethical duty to protect patient confidentiality. Disclosing identifiable information about patients without consent on blogs, medical forums or social networking sites would constitute a breach of standards and could give rise to legal complaints from patients.
• People can often feel less inhibited when posting comments online and as a result may say things they would not express in other circumstances.

HCPC Policy

This is what the HCPC professional standards and the subsequent guidance form RCSLT said about social media:

Social media and networking websites

2.7 You must use all forms of communication appropriately and responsibly, including social media and networking websites

From RCSLT CQ live, the professional body’s guidance on the HCPC professional standard

• Social media and networking sites

• 1. Are aware and proactively manage their online image or identity being mindful of the need for boundaries.
• 2. Use social media to promote speech and language therapy in a positive way and to engage with the public.
• 3. Use social media responsibly in the best interest of service users and the speech and language therapy profession.
• 4. Maintain and protect the service users’ confidentiality by not publishing information that could identify them on social media.
• 5. Comply with any internet and social media policy set out by the HCPC and their employer.
### Types of content

![Diagram of content types]

Make sure you are delivering content that is relevant to the platform and audience.

### Example content calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Post Type</th>
<th>Time</th>
<th>LinkedIn Copy</th>
<th>Twitter Copy</th>
<th>Facebook Copy</th>
<th>Image/Asset</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed Feb</td>
<td>Re-review</td>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wed Feb</td>
<td>Info</td>
<td>1:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wed Feb</td>
<td>Info</td>
<td>3:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wed Feb</td>
<td>Review</td>
<td>17:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wed Feb</td>
<td>Review</td>
<td>3:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wed Feb</td>
<td>Review</td>
<td>3:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wed Feb</td>
<td>Launch</td>
<td>9:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wed Feb</td>
<td>Launch</td>
<td>11:00</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

*Skills for Health Content Calendar*

*From the 2nd to the 28th February*
Ways to interact and start a conversation

- Post about a current event, or an event that relates to speech and language therapy and get the opinion of your followers
- Share an article or an analysis from a blogger and discuss it with your community and/or the blogger
- Start a debate about a subject discussed in an article
- Ask a person about some content you found during your day
- Interact by quoting a question that relates to your realm/area and asking your followers to respond
- Reacting to a conversation, or responding to a question related to you or your area

Visuals speak volumes
Activity

Can you find any visuals on your own Facebook page that have made you think inspired you to share?

Create your own infographics and memes for free

Canva.com

piktochart.com
Activity

Quick Canva tutorial

Bitly.com
THINGS TO AVOID DOING
Dealing with negativity

• Reply to comments if genuine
• Respond in a calm and helpful way with facts
• Show that you are happy to resolve issues in the open
• Respond to comments that haven’t been made directly to you
• Don’t respond in an overly corporate way
• Don’t accept blame until you know the details
• Don’t respond to trolls

Activity

How would you react to these different scenarios?
Scenario 1

You learn that a local group of mums are talking about their SLT experiences on a Facebook group, sharing ideas and therapy experiences, you and the other colleagues have been named. Some have been praised and others criticised. One of your colleagues wants to write a response...

What would you do?

Scenario 2

You’re using Twitter to share general links and information from SLTs from around the world. A parent/carer of one of your service users asks you to retweet a petition against service cuts in your area...

What do you do?
Scenario 3

A teenage service user who has high functioning autism contacts you through Facebook, asking to be your friend, you know that they suffer with anxiety and depression...

What do you do?

Scenario 4

You are a member of a Facebook group about carers of people with selective mutism. You open the group pages to see there is a post from a parent about their child – a young boy – accompanied by his photo and where he is being treated...

What do you do?
TAKE AWAY TIPS

Final thoughts...

If you are an individual looking to get involved with social media on your own or your organisation’s behalf, keep the following list at hand and check regularly if you adhere to it:

• It’s all about following and being followed
• Engagement brings recognition and response
• Tell it small, tell it often
• Recognise and reward others’ contributions and opinions
• Get involved in conversations with personality
• Ask questions – offer advice
• Provide content, links and signposts
• Dip in and out – but with regularity
• Invest time and show effort
• Have opinions but never berate
QUESTIONS?

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