



## Making social media work for you

*How to use  
social media effectively*

## Who we work with



## WHAT IS SOCIAL MEDIA?

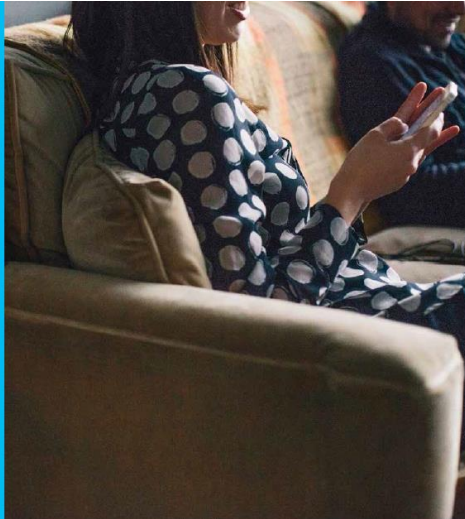
### Official definition

**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

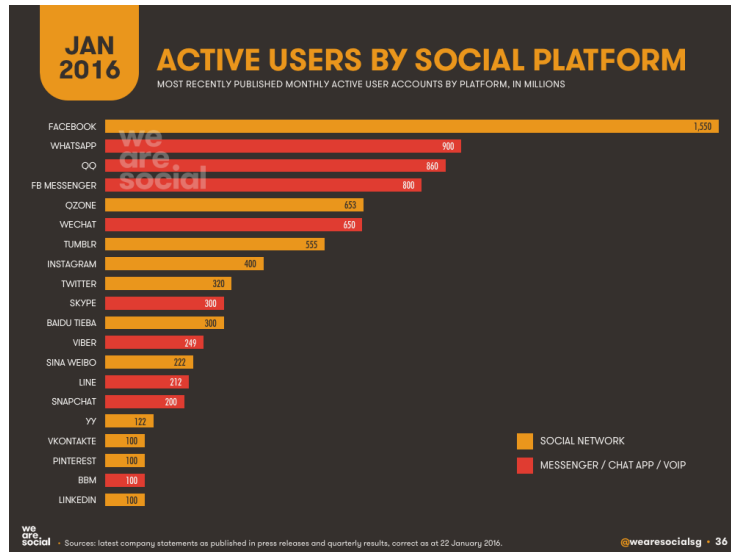
"92% of consumers say that they trust word-of-mouth and recommendations from friends and families above all other forms of advertising."

Nielsen



**SOCIAL LANDSCAPE IN 2016**

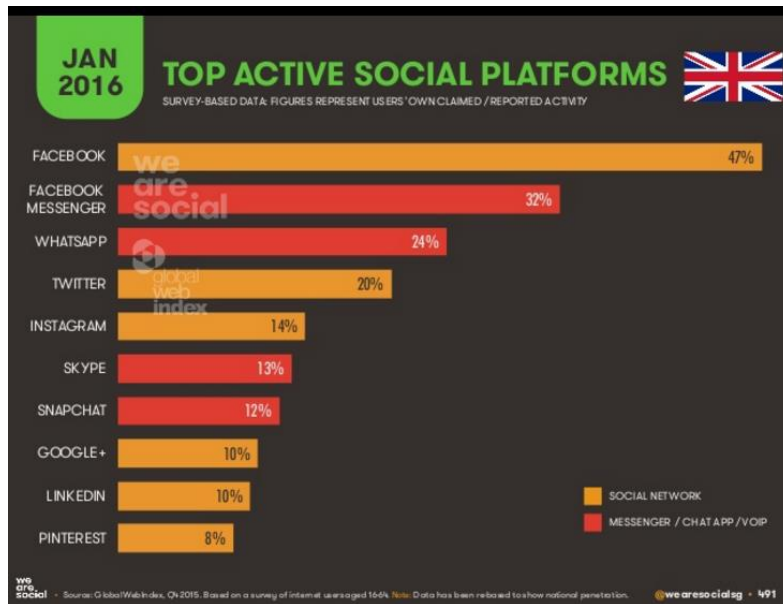
## Social on a global scale



## Social in the UK



## 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



**Social= telling stories**



## 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](mailto:caroline.walters@rcslt.org)
- RCSLT UK-wide – Josephine Olley, PR Manager 0207 378 3013/[Josephine.olley@rcslt.org](mailto: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!


www.rcslt.org/members/professional\_standards/communicating\_quality\_live#What information will CQ Live include?

You are here: [Members Area](#) > [Professional standards](#) > CQ Live

[Email](#) [Password](#) [Go](#) [Forgotten password?](#)

**Communicating Quality Live**

- > [What information will CQ Live include?](#)
- > [Key activities and timeframes](#)



In 2014, the RCSLT embarked on a journey to co-create with our 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 RCSLT recognised that it needed to take an innovative and dynamic approach in order to successfully engage with its 16,000 plus members, who are spread across the UK. So we commissioned the crowdsourcing agency Clever Together to design an engagement method where every one of our 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**: Points to the large banner image at the top of the page.

**Profile Picture**: Points to the small circular profile picture of the page.

**Insights**: Provides an activity summary: People reached, post engagement, page likes, total video view.

**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.

Drop down arrow in top right corner of post: options to edit, delete and pin to top (post permanently on top of the page so it's the first thing people see.

Underneath photo: like, comment and share (curved arrow to share, can choose to share in a post, to a specific page or in a message)

## 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.





27




## Engagement on Facebook


**Royal College of Speech and Language Therapists**  
21 January at 12:46 · 🌐

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-blog-2015/>

Cleft Lip & Palate Association      Cleft Lip & Palate Association

 Like
  Comment
  Share

81 people like this.      Chronological ·

2 shares


**Royal College of Speech and Language Therapists**  
27 January at 15:17 · 🌐
 Like
  Comment
  Share

## Every 60 seconds on Facebook...



## Question time

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

## Content on Facebook

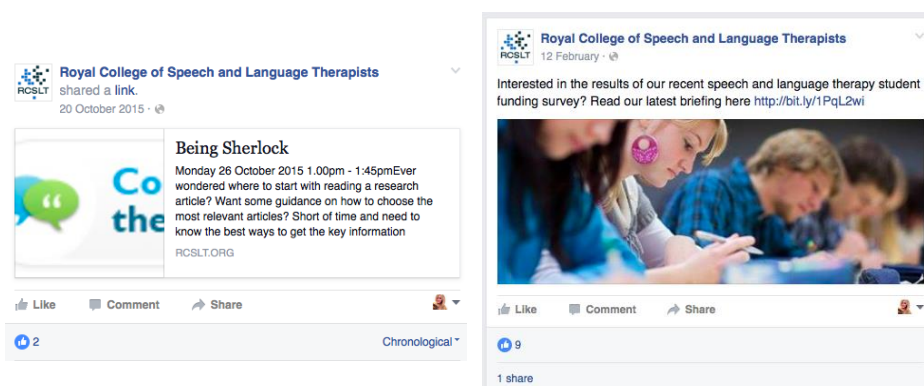
### What works especially well?

- 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?

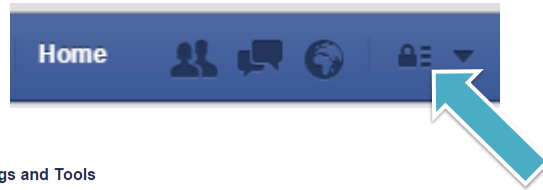
- Posting without using a range of media
- Not replying to comments
- Over-posting – Once a day is plenty
- Posting poor quality images
- Spamming and posting over 20% sales-related content

## Examples for discussion





## Privacy Settings on Facebook



### Privacy Settings and Tools

Who can see my stuff?	Who can see your future posts?	Friends	<a href="#">Edit</a>
	Review all your posts and things you're tagged in		<a href="#">Use Activity Log</a>
	Limit the audience for posts you've shared with friends of friends or Public?		<a href="#">Limit Past Posts</a>
Who can contact me?	Who can send you friend requests?	Everyone	<a href="#">Edit</a>
Who can look me up?	Who can look you up using the email address you provided?	Everyone	<a href="#">Edit</a>
	Who can look you up using the phone number you provided?	Everyone	<a href="#">Edit</a>
	Do you want search engines outside of Facebook to link to your Profile?	No	<a href="#">Edit</a>

## 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?

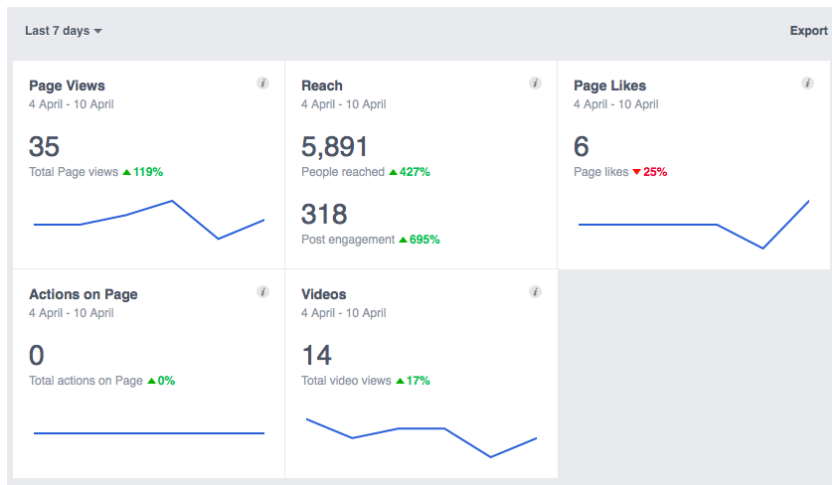
Facebook Insights is an important tool for monitoring, tracking and assessing user interactions on a Facebook page.

### What can you track?

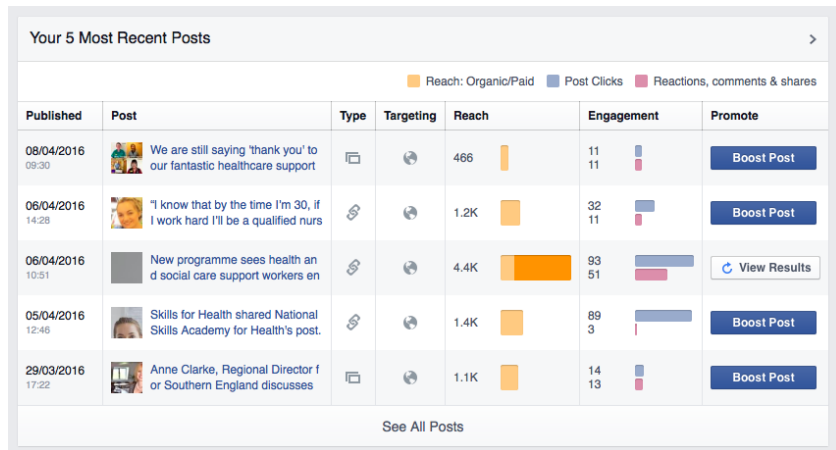
You can measure the number of page likes, community growth, reach, visits and social interactions. You can also evaluate who your fans are, who you've reached and the people who have engaged with your content.



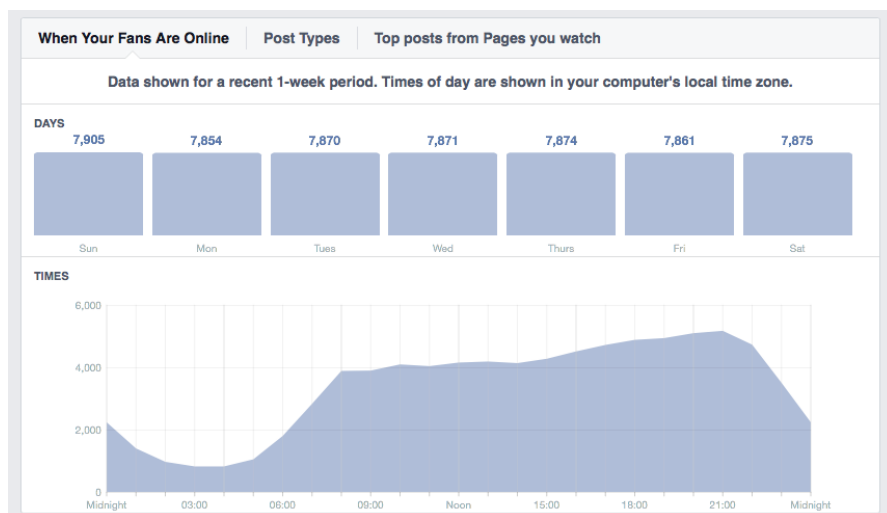
## Facebook Insights – overview



## Facebook Insights – posts



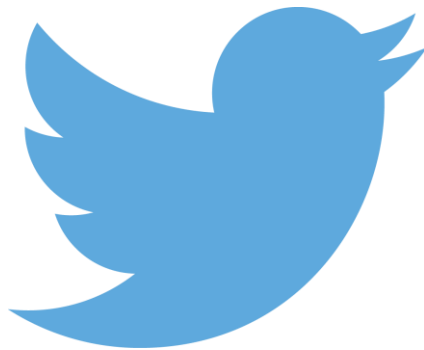
## Facebook Insights – audience behaviour



## Activity

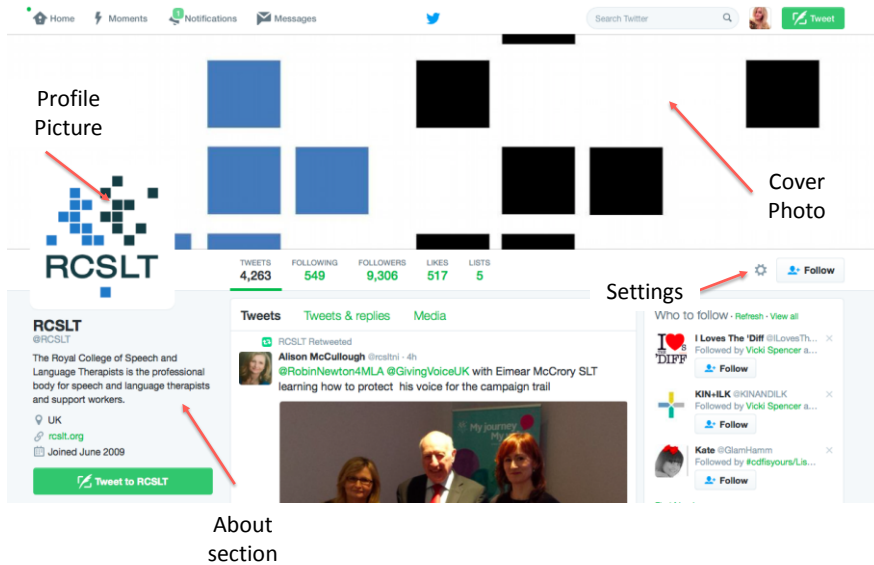
**Identify a Facebook page of a similar organisation and identify three strengths and weaknesses of the page**

### 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

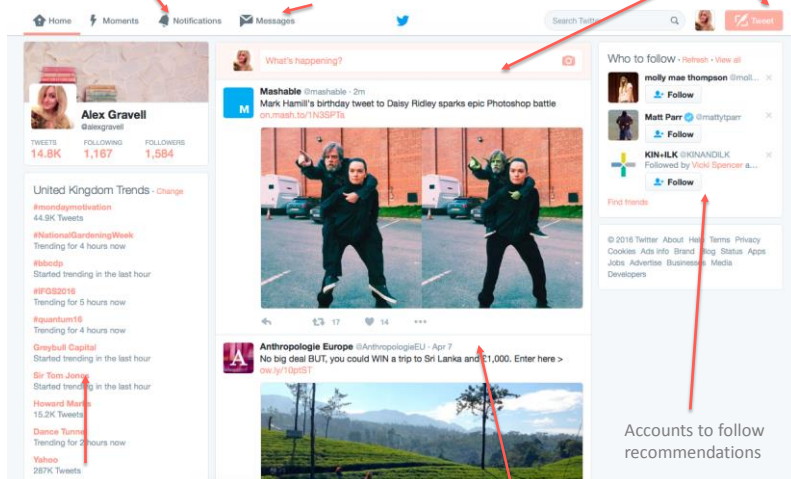


## Twitter – the basics

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

See your private messages

Compose a tweet



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



The image shows a collage of Twitter posts and retweets. On the left, three tweets are visible: a retweet of a congratulatory message for SLT graduates, a tweet about a blog on changing attitudes to stammering, and a tweet about Lego's new disabled figures. On the right, two more tweets are shown: a congratulatory message for AH Awards and a tweet about a report on workforce planning for older people.

**Left Column:**

- RCSLT Retweeted**  
**Giving Voice** @GivingVoiceUK · Jan 29  
 Many congrats to all the new qualified #SLTs from @CityLCS today!  
 @RCSLT @GivingVoiceUK  
  
**Lucy Williamson** @LWilliamson89  
 Windswept but immensely proud of all the @CityLCS #SLT grads today. We did it! 🎉 #graduation #Barbican  
 3 retweets, 10 likes
- RCSLT Retweeted**  
**RCSLT policy** @RCSLTpolicy · Jan 29  
 Here's a blog about changing attitudes to #stammering in the #civilservice. [bit.ly/1nCjWcG](http://bit.ly/1nCjWcG)  
 2 retweets, 2 likes
- RCSLT** @RCSLT · Jan 29  
 Lego reveals new disabled figures after an online campaign [bbc.in/1nB13H9](http://bbc.in/1nB13H9)  
 15 retweets, 15 likes

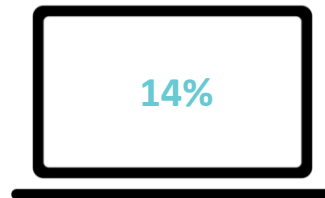
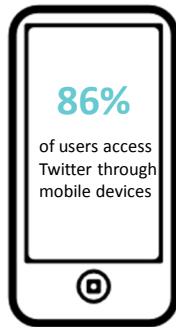
**Right Column:**

- RCSLT** @RCSLT · Jan 28  
 Many congrats to #sleeps Felicity Dickson, Lorraine Coulter, Anne McKeever, Angela Crocker, & Suzanne Smith on your recent @AHAwards @RCSLT  
 2 retweets, 0 likes
- RCSLT Retweeted**  
**RCSLT policy** @RCSLTpolicy · Jan 28  
 #oldercare report says #workforce planning should inc #AHPs & not just be about the #doctors & #nurses model @WeAHPs  
  
**NHS Confederation** @nhsconfed  
 Growing old together. Sharing new ways to support older people [bit.ly/1KGH7HC](http://bit.ly/1KGH7HC) #oldercare  
 18 retweets, 8 likes

## User demographics

**2/3 of Twitter users  
are under 34**

**40% of users prefer  
to read rather than  
send tweets**



## 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.

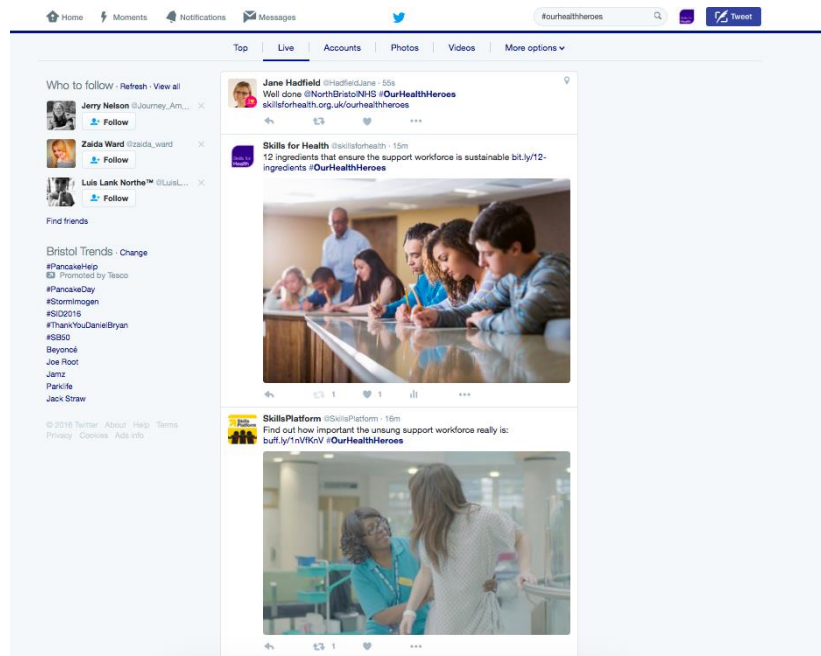
### Why are they used?

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

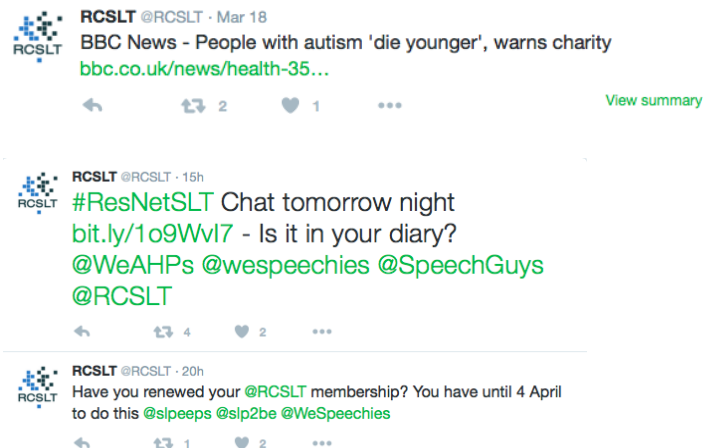
### What works especially well?

- 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

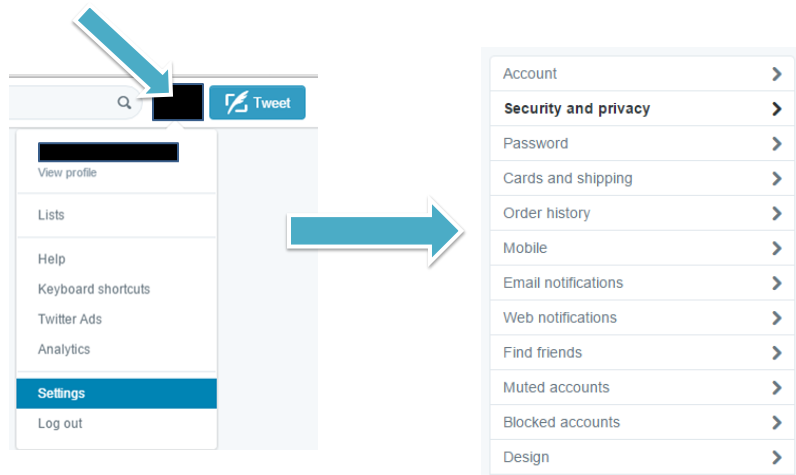
### What doesn't work well?

- 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



## Privacy Settings on Twitter

### Privacy

**Photo tagging**

- ☒ Allow anyone to tag me in photos
- ☐ Only allow people I follow to tag me in photos
- ☐ Do not allow anyone to tag me in photos

**Tweet privacy** ☐ Protect my Tweets

If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. [Learn more](#)

**Tweet location** ☐ Add a location to my Tweets

When you tweet with a location, Twitter stores that location. You can switch location on/off before each Tweet. [Learn more](#)

[Delete all location information](#)

This will delete all location information from past Tweets. This may take up to 30 minutes.

**Discoverability** ☒ Let others find me by my email address

☐ Let others find me by my phone number

[Learn more](#) about how this data is used to connect you with people.

**Address book** [Manage your contacts](#)

Contacts you've uploaded to Twitter from your address book.

**Personalization**

The feature to tailor Twitter based on your recent website visits is not available to you.

**Promoted content** ☒ Tailor ads based on information shared by ad partners.

This lets Twitter display ads about things you've already shown interest in. [Learn more](#) about how this works and your additional privacy controls.

**Twitter for teams**

- ☒ Allow anyone to add me to their team
- ☐ Only allow people I follow to add me to their team
- ☐ Do not allow anyone to add me to their team

Organizations can invite anyone to Tweet from their account using the teams feature in TweetDeck. [Learn more](#)

**Direct Messages** ☐ Receive Direct Messages from anyone

If selected, you will be able to receive messages from any Twitter user even if you do not follow them.

[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

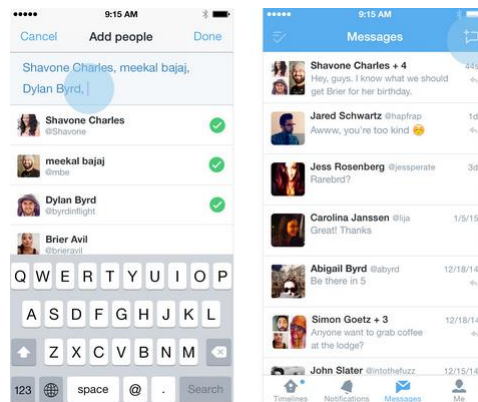
**How to organise?** – Twitter allows you to create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of Tweets from only the users on that list.

**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.

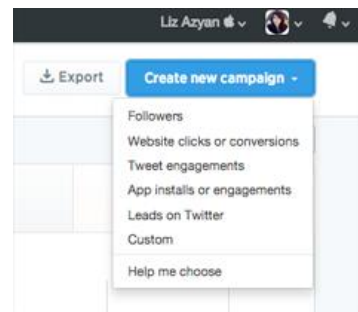
Insight type	Learn about...
 <b>Demographics</b>	Gender, income, marital status, education and more
 <b>Interests</b>	Real-time user interest graph
 <b>Lifestyle</b>	Occupation, behavior and more
 <b>Purchasing behavior</b>	Past purchase behavior, buying style
 <b>TV viewing behavior</b>	TV shows users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

## 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**

**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?](http://www.huffingtonpost.com/2015/02/10/people-hear-for-first-time-video_n_6646594.html?)

## Example 1



<https://www.rcn.org.uk/nursingcounts/take-action/nursing-counts-in-the-media>

#nursingcounts

**Royal College of Nursing**  
11 April at 19:31 · 🌐

Gabriella: "The annual increase in rent and utility bills is forcing me to make tough decisions about my children's future. As costs have risen, my salary as a health visitor has not kept up, and I don't know how much longer I can survive as a single parent."

"I'm constantly worried about how I will put food on the table – we've already cut down on expensive essentials like fruit and meat. I apply for food parcels for my patients, while at the same time wishing I could have one for my own family."

"I would love to take my children to swimming lessons, or encourage them to learn an instrument, but classes like this are simply out of reach. I've already told my son he can't represent his school at athletics next week because I can't afford to take the day off."

"It's heart-breaking to see their upbringing affected in this way, but while I am a nurse I cannot see this changing. All I wish for is a wage that gives my children an equal start in life."

<https://www.rcn.org.uk/.../take-a-.../nursing-counts-in-the-media>



Like Comment Share

👍👎👤 448 Top comments ·

150 shares

## Example 2



College of  
Occupational  
Therapists

**College of Occupational Therapists**  
1 April at 12:38 · 🌐

#FridayFeeling for Josh's story with Occupational Therapy. "Occupational therapy helped him get his life back." From a severe brain injury (7 week coma) to a Masters in OT. On August 15 2010, Josh was the passenger in a terrible car accident that would leave him with a traumatic brain injury. He needed to be airlifted to the hospital, where they didn't know if he was going to survive. The accident left him in a coma for 7 weeks and 1.5 years of specialized neurological rehabilitation.  
<http://imgur.com/gallery/6cdax>



**Josh's story with Occupational Therapy**

This is Josh. In 2010, Josh was a 6 foot 7, normal college athlete pursuing a teaching degree. He spent most of his days on the court practicing his basketball skills. Little did he know, that one terrible night would end his...

IMGUR.COM

Like Comment Share

👍👎👤 701 Top comments ·

388 shares

Write a comment...

Lesley Pluck Proud to have had been a small part of this profession as a support worker prouder still that my daughter is pursuing it as a career  
Like · Reply · 🗨️ 3 · 1 April at 21:12

Mark Ashwood Clare Storey - have a read to give you an idea about OT 🙄  
1 like · 🗨️ 1 · 1 April at 17:06

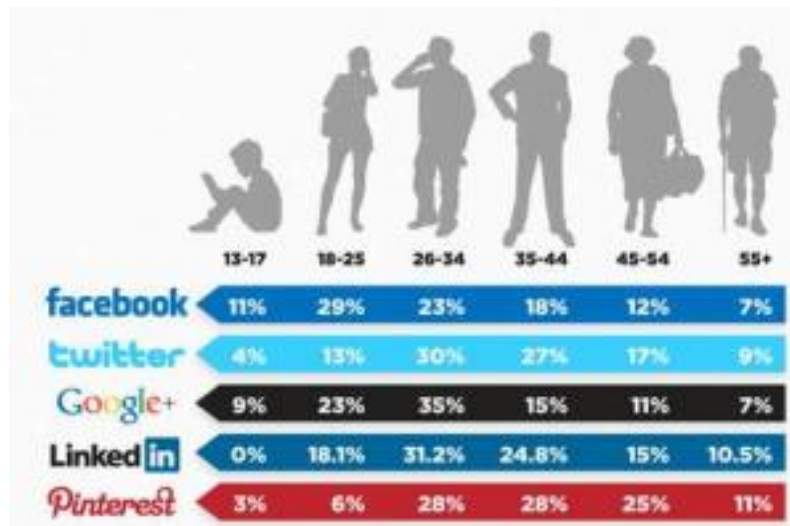
## Activity

**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**

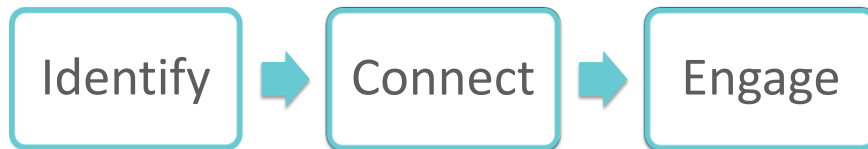
## Find your audiences



## 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

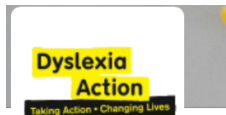
## Working with influencers



## Influencers in health



## Influencers in health



### Dyslexia Action

@DyslexiaAction

National charity that aims to improve the lives of those with dyslexia and literacy difficulties. Join us on Facebook [facebook.com/DyslexiaAction](https://facebook.com/DyslexiaAction)



Speech & Language Therapy when and where you need it.

### LondonSpeechTherapy

@SpeechTherapyUK

Providers of effective (and fun!) Speech and Language Therapy across the UK. Check out our SLT app @ [itunes.es/gb/kZHWKJ](https://itunes.es/gb/kZHWKJ) - account run by Chris Wade!



### Nat Autistic Society

@Autism

The National Autistic Society champions the rights and interests of all people with #autism. Join our Community [community.autism.org.uk](https://community.autism.org.uk)



### RCSLT

@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

@GdnHealthcare

Comment, analysis and insight for healthcare professionals. Join our community here: [register.theguardian.com/healthcare-pro...](https://register.theguardian.com/healthcare-pro...) Tweets by @sajajohnson



### PulseToday

@pulsetoday

[PulseToday.co.uk](https://PulseToday.co.uk) - Medical news, views, education and clinical information for GPs, nurses and other health professionals.

London, UK

[pulsetoday.co.uk](https://pulsetoday.co.uk)

Joined February 2009



### BBC Health News

@bbchealth

Health news, features, analysis from the BBC, via an automated feed of website headlines.

London, UK

[bbc.co.uk/news/health/](https://bbc.co.uk/news/health/)

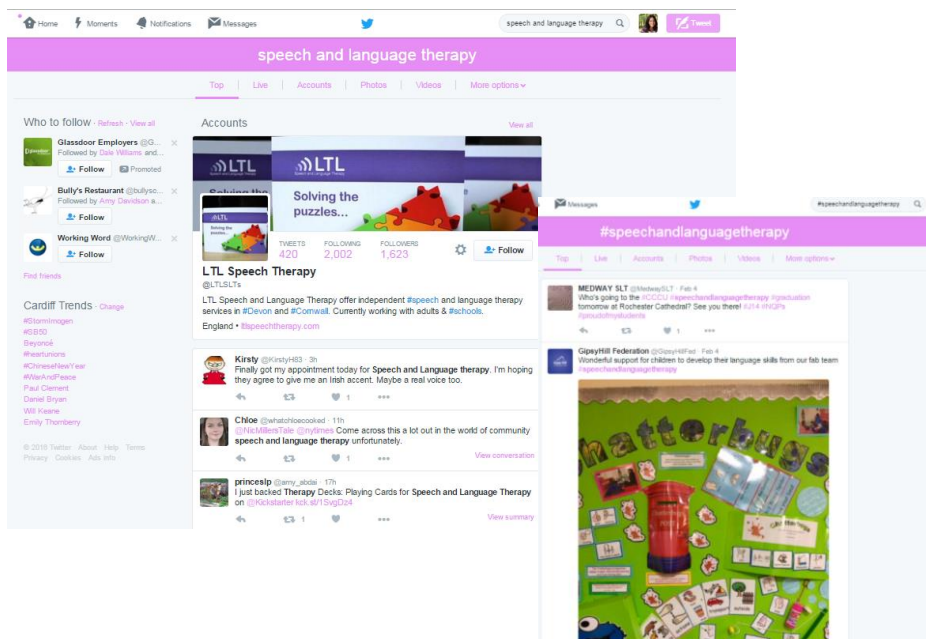
Joined January 2007

# 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

Google

### Alerts

Monitor the web for interesting new content

Q speech and language therapy UK

How often: At most once a day

Sources: Automatic

Language: English

Region: Any Region

How many: Only the best results

Deliver to: katemusult@gmail.com

**CREATE ALERT** Hide options

'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 on-going physiotherapy and **speech and language therapy**, doctors said.





## Klout.com

The screenshot shows the Klout.com profile of Kate Sullivan. At the top, there's a search bar with the text "What would you like to search for today?". The left sidebar contains navigation links: "Explore", "Schedule", "Measure", and "YOUR ACCOUNT" (which includes "Perks", "Settings", and "Sign Out"). The main profile area displays Kate Sullivan's name, a circular profile picture with a "48" badge, and social media icons for Twitter, Facebook, LinkedIn, YouTube, and Google+. Below this is her bio: "Associate Director @wearacowshed, tweeting about PR, marketing, social, food, baking, cycling (just learnt), walking, travel and firsts. Views my own." and an "Edit" link. A row of "Expert" badges follows, including "Cake", "Cardiff", "Cardiff University", "Communications", "Public Relations", and "Rugby". A "View More" link is at the bottom right of the badges. Below the badges, there are two tabs: "Content" (marked as "BETA") and "Moments". The "Moments" tab is active, showing two recent posts by Kate Sullivan, each with a "12/30" or "12/31" timestamp and a small video thumbnail.

**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

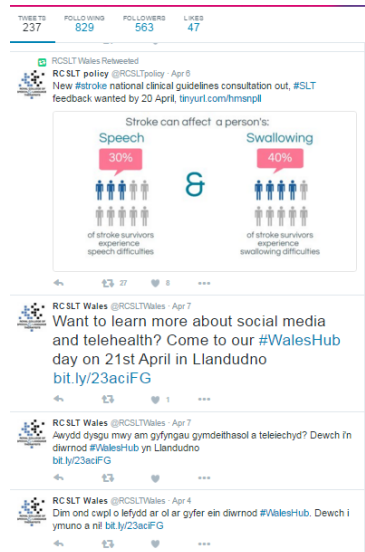
There are parallel streams - one in Welsh and one in English.

3

There are non-matching parallel streams - one in Welsh and one in English

<http://www.comisiynyddygygmraeg.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 from 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



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

## Example content calendar

From the 2nd to the 29th February						
Date	Post Type	Time	LinkedIn Copy	Twitter Copy	Facebook Copy	Image/Asset
5th Feb	Pre-event	1:00pm		Next week we'll be launching a new campaign to thank #OurHealthHeroes... Keep your eyes peeled!		Helping hands Gi
6th Feb	Info	1:30pm		Support Workforce roles can be from clinical support & medical administration to catering & maintenance. Show support for #OurHealthHeroes		Helping hands Gi
		5:00pm	Next week we'll be launching a new campaign to thank #OurHealthHeroes... Keep your eyes			Helping hands Gi
					Have you got a story about how support workers have helped you during difficult times? We would love to hear about it! #OurHealthHeroes	Wheelchair gif
7th Feb	Stories	12:00pm				
8th Feb	Pre-event	2:00pm		It's almost time for the light to shine on #OurHealthHeroes		Helping hands Gi
	Pre-event	2:30pm			It's almost time for the light to shine on #OurHealthHeroes	Helping hands Gi
	Pre-event	5:00pm	It's almost time for the light to shine on #OurHealthHeroes...			Helping hands Gi
Video Launch	Launch	9:00am	It's time to say 'Thank you' to #OurHealthHeroes! <a href="http://bit.ly/yourhealthheroes">http://bit.ly/yourhealthheroes</a>	It's time to say 'Thank you' to #OurHealthHeroes! <a href="http://bit.ly/yourhealthheroes">http://bit.ly/yourhealthheroes</a> The day is finally here! Check out our new video and show support for	It's time to say 'Thank you' to #OurHealthHeroes! <a href="http://bit.ly/yourhealthheroes">http://bit.ly/yourhealthheroes</a>	CTA image



## 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

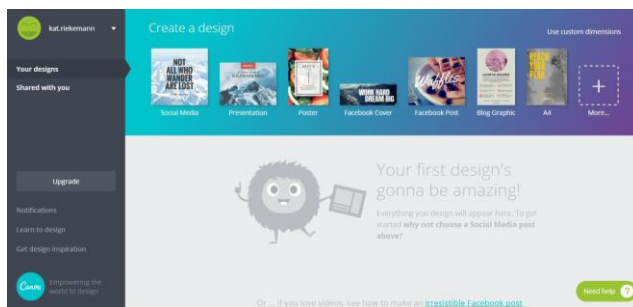
## Visuals speak volumes



## Activity

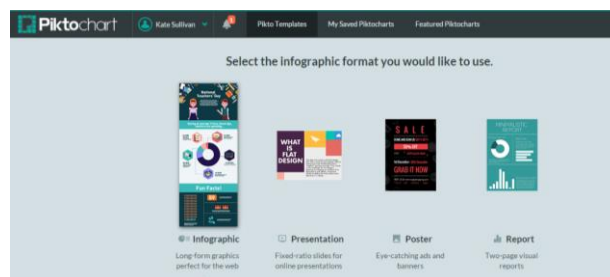
Can you find any visuals on your own Facebook page that have made you think inspired you to share?

Create your own infographics and memes for free



Canva.com

piktochart.com



# Activity

## Quick Canva tutorial

Bitly.com

The screenshot shows the Bitly.com dashboard interface. At the top, there's a dark blue header with the Bitly logo, a search bar, a filter button, and a 'CREATE BITLINK' button. Below the header, a '30 DAY SUMMARY' section shows '0 TOTAL CLICKS'. A 'DON'T SEE ANY DATA?' message suggests sharing the link to social media. The main content area is divided into two columns. The left column, titled 'BITLINKS', shows a list of links sorted by date, with one link visible: 'Role of speech and language therapy in autism' with the bitlink 'bit.ly/tntALJO'. The right column, titled 'CLICKS', shows a bar chart with 'NO CLICKS'. An 'EDIT BITLINK' modal is open on the right, showing details for the link 'bit.ly/tntALJO'. The modal includes fields for 'TITLE' (Role of speech and language t), 'bitly' (with a dropdown arrow), and a 'CUSTOMIZE' section with the text 'bit.ly/sltautism'. There are also 'COPY' and 'SHARE' buttons for the link. At the bottom of the modal, there's a 'HIDE BITLINK' section with a 'Hide Bitlink' link. A 'SAVE' button is at the bottom of the modal.

## Hootsuite

The screenshot displays the Hootsuite interface for the Twitter account 'skillsforhealth'. The dashboard is divided into three main columns: 'Scheduled', 'Retweets', and 'My Tweets'. The 'Scheduled' column on the left shows three tweets created by Alex Gravell, each with a photo and text promoting the 'OurHealthHeroes' campaign. The 'Retweets' column in the middle shows tweets from 'skillsforhealth' and 'nhsemployers' that have been retweeted. The 'My Tweets' column on the right shows tweets from 'skillsforhealth' and 'nhsemployers' that have been posted. The interface includes a top navigation bar with a search bar and a 'Compose message' button, and a left sidebar with various social media icons.

**Scheduled skillsforhealth**

Created by Alex Gravell Sending at 12:00pm, Feb 10, 2016  
Let us know how much you value support workers like Janice #OurHealthHeroes <http://ow.ly/XZ1HQ>

Created by Alex Gravell Sending at 2:00pm, Feb 10, 2016  
@StGeorgesUni would you help us celebrate support workers and those training through #OurHealthHeroes campaign? <http://ow.ly/XZ2pk>

Created by Alex Gravell Sending at 1:00pm, Feb 11, 2016  
It's #MakeaFriendDay- make a friend & say thanks to #OurHealthHeroes for their hard work <http://ow.ly/XZ2zy>

**Retweets skillsforhealth**

skillsforhealth 1:37pm via Twitter Web Client  
Let's celebrate the our health heroes - campaign launch [bit.ly/1O1cdx](http://bit.ly/1O1cdx) #News #OurHealthHeroes find out more!  
2 retweets 4 likes

skillsforhealth 10:58am via Twitter for iPhone  
@NSA\_Health director, Candace Miller, important to give support workers the skills they need #OurHealthHeroes

skillsforhealth 10:53am via Twitter for iPhone  
Ian Wheeler- make sure when developing good quality workforce to consider support worker roles and to give them clarity #OurHealthHeroes  
1 retweet 2 likes

**My Tweets skillsforhealth**

skillsforhealth 2:15pm via Twitter Web Client  
12 ingredients that ensure the support workforce is sustainable [bit.ly/12-ingredients](http://bit.ly/12-ingredients) #OurHealthHeroes

skillsforhealth 2:06pm via Twitter Web Client  
Our Health Heroes: Campaign celebrates vital role of unsung healthcare staff [gu.com/p/4ge9p/tw](http://gu.com/p/4ge9p/tw) via @GdnHealthcare #ourhealthheroes

skillsforhealth retweeted  
nhsemployers 1:35pm via Twitter Web Client  
Healthcare Support Workers make up 40% of the UK health sector. Check out @skillsforhealth video > [ow.ly/Y7qRL](http://ow.ly/Y7qRL) #OurHealthHeroes  
3 retweets 1 like

# 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?

@wearecowshed  
wearecowshed.co.uk

**COWSHED**  
communication