

#SLTimpact

**Sharing Positive Impact Stories on
Social Media to Raise Awareness of
the Profession**

 @ScotlandSLTHub

Project developed by Hub Forum Scotland

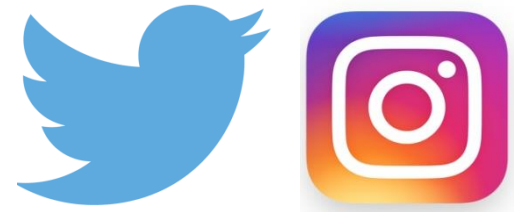
- Robert MacBean, policy officer, social media lurker
- Zoe Roxburgh, SLT & research student, social media fiend!

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

Make 1 Minute video, share it

- 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



World Stroke Day

October 29



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

