Technology for Technophobes
So, What Is Social Media?
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The "social" part: refers to interacting with other people by sharing information with them and receiving information from them.

The "media" part: refers to an instrument of communication, like the internet (while TV, radio and newspapers are examples of more traditional forms of media).

Social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information.
The Small Print

- Ensure that you adhere to Social media Guidance
- Corporate vs Personal
- Personal responsibility for content
- Disclaimer Example

“The postings on this site are my own opinion and don't necessarily represent NES policy or opinion.”
Popular Platforms

#HCSWLEARN

Quality Education for a Healthier Scotland
Social Media – a cautionary tale
Facebook

Quality Education for a Healthier Scotland

#HCSWLEARN
Facebook vs Twitter

Quality Education for a Healthier Scotland
Facebook vs Twitter

Proud to be awarded @rpharms Foundation School status - on day we launch new Vocational Training prog @NES_Pharmacy bit.ly/2kJSWXw

@NMAHP_Highland bit.ly/2IKGBX3

#HCSWLEARN
Facebook to Engage

Nurse specialist and smear taker Kerrie Watson joined Dundee woman Rachel Lindsay and friends to launch the "Flower" campaign, a national initiative to urge women not to ignore their smear invite.

26-year-old Rachel said, "I had no symptoms so I hadn’t gone for my smear when I did then the outcome could have been very different. It takes five minutes of your time and is so beneficial to your health and life in the long run."

Kerrie added, "A smear test takes approximately... See more"
Quality Education for a Healthier Scotland

#HCSWLEARN
Twitter

• What is Twitter?
• Why would you use it?
• Key terms
• Visit Twitter corner
Digital evolution is about putting people first with @David_McNeill. Tackling digital exclusion is key for a fairer society socscot16.
What is Twitter

- Microblogging site
- 140 characters
- Sharing info about your service
- Gathering Intelligence and feedback
- Public awareness
- Building relationships
- Stakeholder communication
Being #HIV aware is the first step to stopping new infections - learn the facts and get tested #TestWeekScot ow.ly/PAIL306rQTE
Feedback

South Warks NHS FT @nhswfT · 16h
FEEDBACK: #Parents, please help to improve #Warwickshire #maternity services by answering 4 brief questions. bit.ly/2gQJgZ #NHS
Patient Voice

susan duff @susieduff7 · Aug 16
Chicken chasseur with mash #nhsfood #yummy

Sarah @Sarafino1 · Nov 27
Sunday Lunch when 34 weeks pregnant stuck in hospital is woeful 😪 #nhsfood #wouldntgivetomysog

#HCSWLEARN
Public Awareness

Rihanna ➡️ @rihanna • Dec 1
Teamed up with Prince Harry & got tested to raise awareness for #WorldAIDSDay. It's so easy to get tested & know your status! #ProTESTHIV
#HCSWLEARN

Super excited @NHS_Education to announce the hatching of our dedicated HCSW Twitter account. Follow us for all things HCSW in NHSScotland.

Looking fwd to some great chat at B&A sharing good practice day @NHS_Education today @ScotFFF @GPax1 @TracyMcburnie 😊

Thanks @Carolineslamb +ive Day 2 meeting leaders and managers vital in > HCSWs access to learning. Great things in the planning pipeline!

Great to hear. Hope day 2 was equally good. twitter.com/nes_hcsw/status...
#HelloMyNameIs

- National Campaign
- Has support 400K health professionals
- Improves patient experience
Nurses sacked

• The women joked publicly online about being too hungover to work
• One woman said she nearly vomited while doing CPR on a patient
• Another recommended taking hospital painkillers to deal with it
• She received a reply saying ‘Harold Shipman ruined it for everyone’
• Another post read: ‘Nurses, here to save your ass, not kiss it’
• Nurse and healthcare worker sacked from jobs in West Yorkshire and another nurse was fired from her job in Kent