



THE
SOCIAL MEDIA
TOOLKIT
FOR HEALTHCARE



WELCOME TO THE SOCIAL MEDIA TOOLKIT FOR HEALTHCARE

More and more people are using the internet to discover and share information about their health. In fact, more than 40% said information found via social media affects how they deal with their health.

58% of the UK adult population use social networking sites and more and more are using them for information and advice in all areas of their life - including their health. It is therefore vital that healthcare organisations find their place on social media.

LET'S USE SOCIAL MEDIA WITH CONFIDENCE

We all know budgets are tight and resources are low. However, social media provides free communication channels to reach targeted audiences. The influence of social media on today's society is massive, and it's important to recognise the value it can add to an organisation. It's time to be brave!

THE SOCIAL MEDIA TOOLKIT

At Skills for Health, we're committed to embarking on this journey with you. This toolkit will instruct, educate and guide your organisation and employees on how to use social media effectively, and efficiently.

It covers everything from writing your social media strategy, to which platforms to use and how you can engage your organisation to embrace its potential.

Featuring contributions from leading thinkers and influences across healthcare and the public sector, it also gives examples of organisations already doing great things on social media to help you emulate their success.

Whether you're looking to get started on your social media journey or take what you're currently doing to the next level, this toolkit will help you achieve just that.

Dawn Bratcher, Senior Marketing Manager at Skills for Health, said, "If we were to offer one piece of advice to healthcare organisations it would be 'don't go it alone!' Your staff are your most powerful assets when it comes to establishing effective social media presence: encourage and guide them."

Read, share and above all - join the conversation! You're about to take your first step towards embracing all the benefits social media can offer your organisation.

Join the conversation about the toolkit using #healthsocialtools.

[TAKE ME TO THE TOOLKIT ->](#)



THE SOCIAL MEDIA TOOLKIT FOR HEALTHCARE



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THE SOCIAL MEDIA TOOLKIT FOR HEALTHCARE



CHAPTER 1

CHAPTER 1 TOP TIPS



1. Think carefully about whether social media is appropriate for your organisation
2. Remember that the more you put in, the more you'll get back
3. Delve into the toolkit and share with your colleagues!

1. INTRODUCTION

Social media is increasingly becoming part of how we live our lives, and as healthcare providers we must consider the opportunities it opens up to us.

Why should your organisation see the value of social media? Well, it brings many opportunities to the healthcare workforce as a whole:

"From clinical healthcare to public health campaigns, the health industry is increasingly turning to social media to support, promote and increase the spread of information and data in order to improve both personal and community health practices."

From ['How Social Media Is Shaking Up Public Health and Healthcare'](#) by Shannon Dosemagen and Lee Aase.

2. WHO THIS KIT IS FOR

If you work in or with the healthcare sector, and have questions about how social media will impact your work; this toolkit is for you. In five chapters, it covers guidance on how to use the various platforms, tips for best practice, rules for engagement and advice on policy and management.

Here are five things to consider when starting out on social media:

1. WHY DO YOU WANT TO USE SOCIAL MEDIA?

What are your motives for using social media? Here are a few to consider:

- Are you looking to learn, share and connect with like-minded people?
- Are you thinking of new ways to connect with people and tell your story?
- Do you want to talk with people that matter to you in a place that they have chosen?

These are all good reasons for wanting to join conversations online.

However, if your reason to get online is simply because everyone else is doing it, then you may need to rethink your decision. Being curious is great, but you need to know why you want to use social media and how it can add value and get value back for it to work.

 **"You need to know why you want to be on social media and how you can add value, and get value back" via @SkillsForHealth #HealthSocialTools**

2. ARE YOU PREPARED TO LISTEN?

It's called social media for a reason because it's not about broadcasting; it's all about having a two-way conversation online.

Think of all the benefits you can get from listening; new connections, more opportunities to learn and many new ideas.

When communicating face-to-face we don't just talk at people, and how you behave on social media should be no different.

If you're not listening on social media, you won't be seeing the full benefits it can bring.

3. ARE YOU TALKING TO THE RIGHT PEOPLE IN THE RIGHT PLACES?

Social media platforms attract huge audiences - there are over 15 million Twitter users in the UK alone. This means people are talking about a variety of things all over the world, so how do you know if you're going to be relevant on the platforms you have chosen?

Do you cast your net wide or do you build it and hope that they will come? If you're online as your organisation, are you talking to your patients, your staff or both? Our toolkit details more on how you define your audience and where you can find them online.

You have to be willing to listen and adapt to what your audience want. Start simple, make connections, build audiences, ask questions and adapt.





"Start simple, make connections, build audiences, ask questions and adapt" via @SkillsForHealth #HealthSocialTools

4. ARE YOU WILLING TO EXPERIMENT?



Social media is fast-paced and constantly changing - however it shouldn't be daunting. It looked a lot different two years ago and no doubt it will look different again in two years' time.

You can't be afraid to experiment and try new things. If something doesn't work, think about how it can. Keeping records and reporting findings will help you find what works for you and your audience. This information can help guide you in the future.

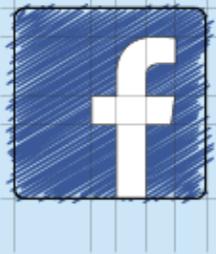
Think that blogging might be a good way to make your organisation more transparent and explain complex issues? Try it. It's not ground-breaking, but it might open up new doors and new conversations.



5. DON'T LET IT SLIP

While it's true that social media is by no means the be all and end all of communicating with people, it's important you're giving it the attention it deserves. The more you put in, the more you will get out.

3. SOCIAL MEDIA BASICS, TIPS FOR BEGINNERS AND TRAINING



Facebook

Facebook is mainly used by people who want to connect with family and friends. It is a place to talk about people they know and interests that relate to their life.

Health affects everybody's life but you will need to be clever to make your work interesting to people, in amongst pictures of cats, grandkids and politics.

Remember to make your content fun, inspiring or concerning -nobody goes to Facebook to read corporate materials.

[Everything you need to use Facebook is here in this comprehensive beginners guide:](#)



Twitter

Twitter is used to get up-to-date, short bursts of information.

Information travels quickly here and people use it for many reasons - to hear what celebrities say, to learn about their industry, to network, and a lot more.

You may have all sorts of followers: patients, partner agencies, employees, or journalists for instance.

Remember to say as much as you can succinctly. There is so much information on Twitter that people will not have time or energy to guess what you're driving at and they don't want to be teased.

[Here's a really good guide to getting started on twitter:](#)

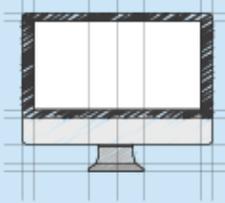


LinkedIn

Most people join LinkedIn to have a publically accessible CV. But this platform also offers professionals a good way to endorse and recommend each other and also join groups to discuss specific industry topics.

Remember when recruiting or trying to reach people with specific skills and interests that a simple search on LinkedIn could bring you to exactly the relevant audience you're looking for.

[Here's a comprehensive guide to using LinkedIn:](#)



Blogging

Blogging is a simple way to publish information. You can share news and information by typing text, adding video or sharing photos to what is essentially a website that you update regularly.

People tend to publish a blog in order to communicate their ideas on a subject. People can public text and upload photos, audio/video content. Also, readers can respond by publishing comments on your blog.

Recommended reading:

- [How do I start a blog?](#)
- [What makes a good blog?](#)
- [Top blogging tips](#)



Youtube and video

Most people go to video platforms to see good footage that educates, entertains or inspires. And big social media sites like Facebook and Twitter let you post videos directly.

You can say so much more with sound, imagery and action as you could in a text webpage or document.

It's possible to create handy 'how to' videos or tell the story of your organisation for free using a cheap smartphone.

Remember to add text subtitles! Many people view videos in their feeds without the sound playing so this helps them understand and engage with your video.

[Here's a beginners guide to making video content:](#)



Other channels

Of course there are many other channels that are hot right now, like Snapchat, Instagram and Pinterest. There will be channels that gain popularity in the future.

Remember to understand who is there, and how and why they communicate there. Listen and experiment personally before you venture onto any channel professionally.

[Everything you need to use Facebook is here in this comprehensive beginners guide:](#)

4. IS SOCIAL MEDIA SUITABLE FOR YOUR ORGANISATION?

Social media takes investment - mainly in time and resource, and perhaps a small investment of budget. If you properly invest and resource your social media activity, you will, in turn, build a consistent and meaningful presence online and add value to your communities.

 **Five reasons social media is important to your organisation via @SkillsForHealth #HealthSocialTools**



1. Effective social media conversations build trust, engage with service users and encourage patient feedback. Active social media profiles with engaging and useful content will help your audiences see you as credible, authentic and relevant to their lives.

2. People are talking on social media about the work you do, whether you're there or not. Joining in allows you to have a voice in these discussions and the chance to influence and put the story straight.

Is anyone there?

Yes, we're here....



3. Social media requires you to listen, as well as push messages out. As healthcare providers, we need to get better at listening and acting on what we hear. This is a cheap and easy way to improve and learn about the people we work for and with.

3. We can reach new audiences with social media. On social media, our messages are more succinct and less formal and as our content is shared and travels across networks, it will be found by new people.



5. Social media is mainstream, and an easy, convenient and cheap way for people to communicate. Your audiences expect to be able to talk to you in this way. You're empowering your audiences by giving them quick and simple access to your organisation.

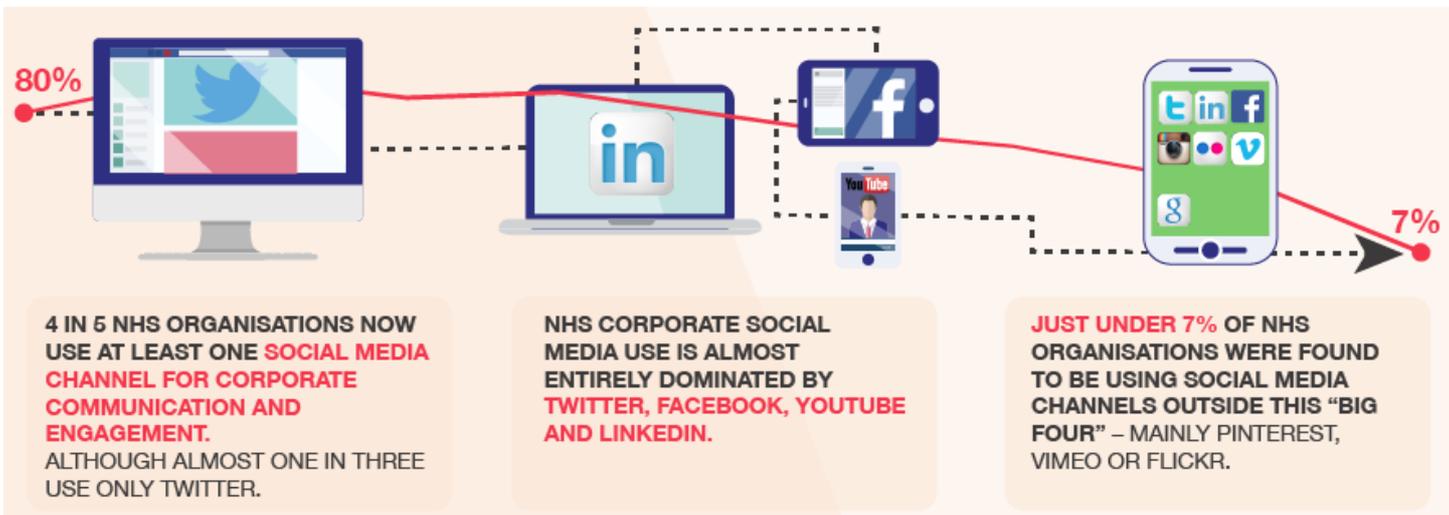
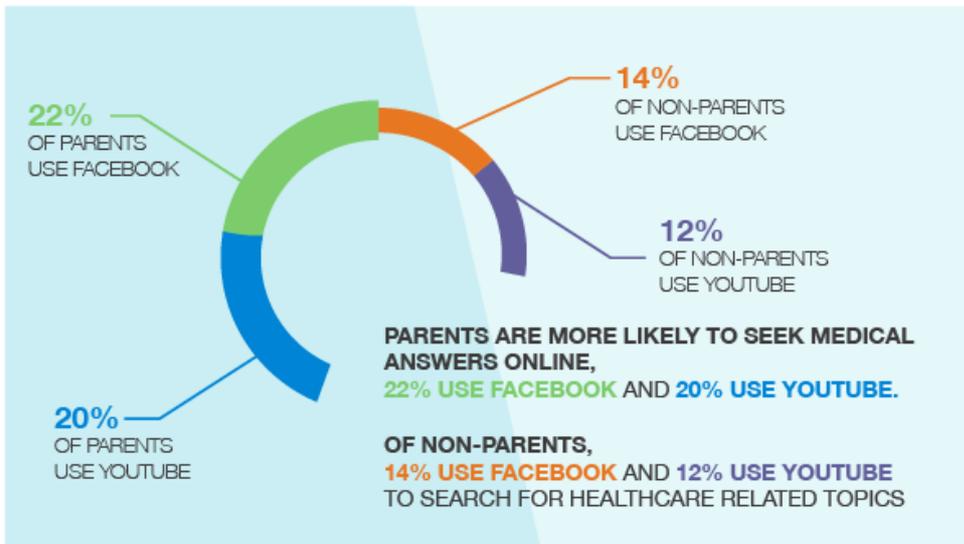
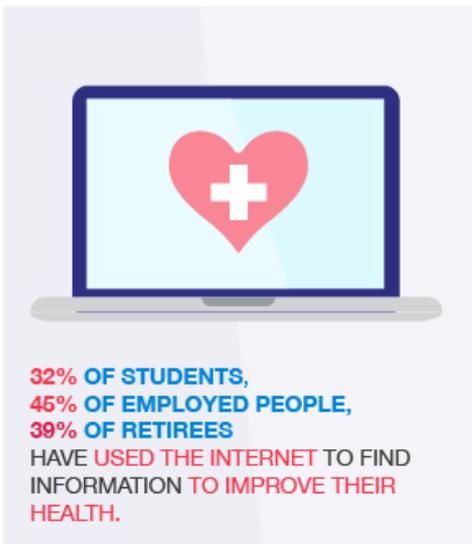
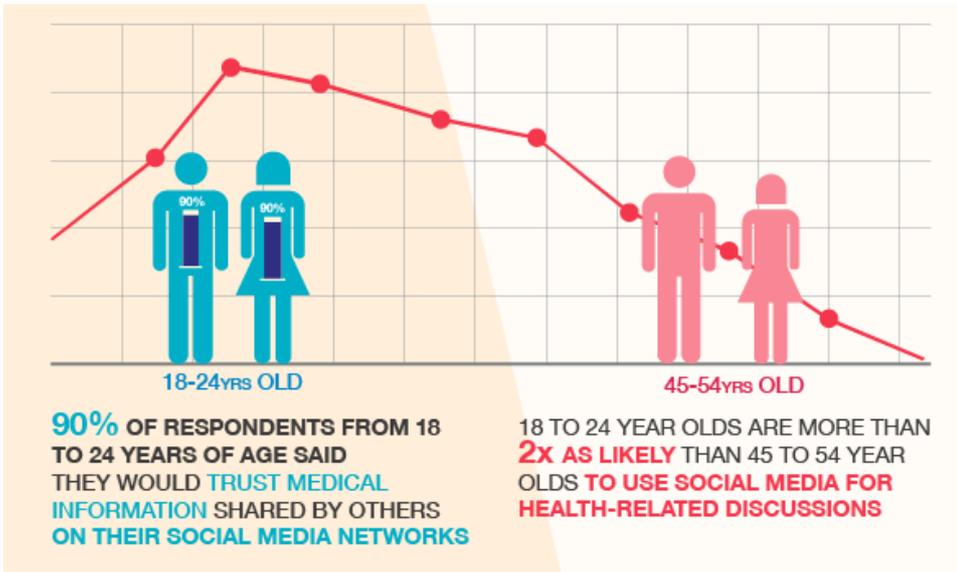
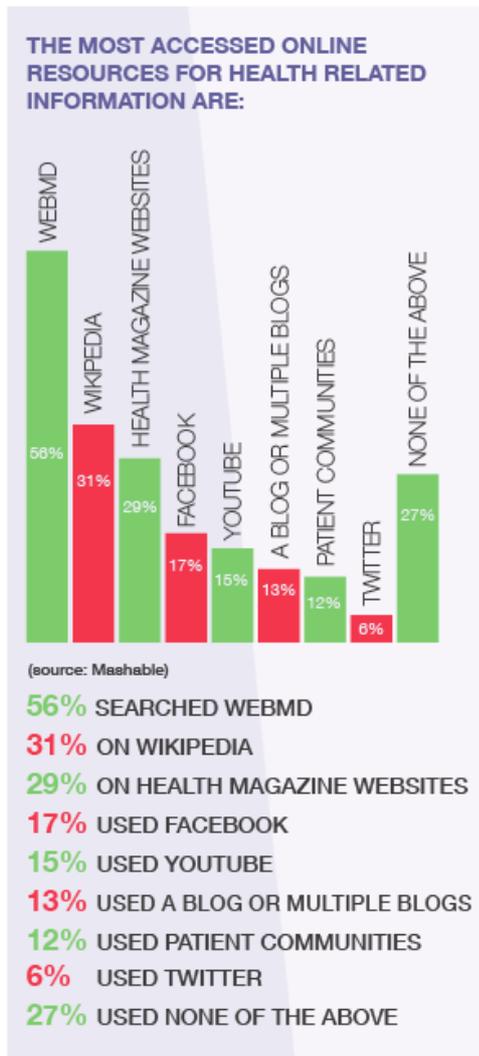
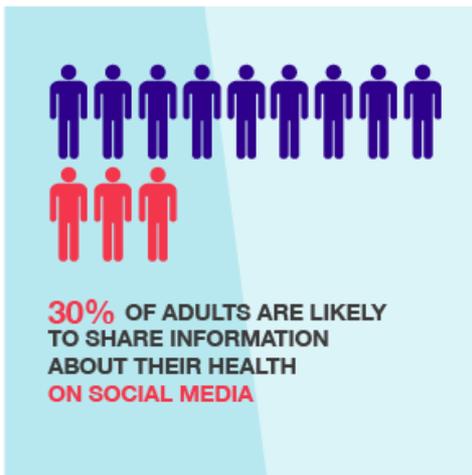
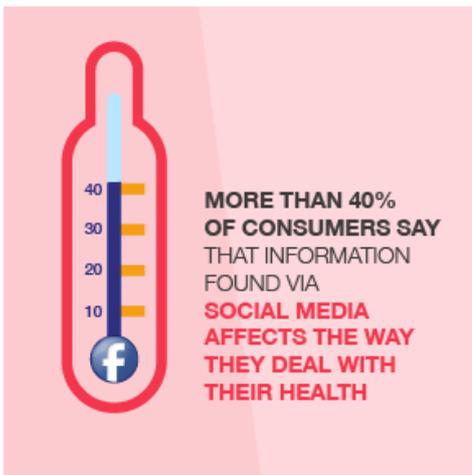


"More and more people look online and across social media for their information, so it is important we look to use these channels if our messages are going to reach the broadest range of people at the right time."

Tracey Cooper, Chief Executive, Public Health Wales

 **Social media in healthcare - the facts by numbers via @SkillsForHealth @SkillsForHealth #HealthSocialTools**

Social media in healthcare - the facts in numbers



This infographic from Brighton and Hove's Annual Report of the Director of Public Health 2015/16 shows the kind of uses healthcare providers can get from social media:



[Tweet](#) Great social media in health infographic from @BrightonHoveCC via @SkillsForHealth #HealthSocialTools

Many healthcare organisations use social media to enhance their organisational values, operations and patient experience, but the real question to ask is: what benefits can it offer me and my organisation?

CASE STUDY

NHS Change Day

In short: NHS Change Day started with a single tweet in 2013 and has grown into the biggest day of collective action for improvement in NHS history. The idea is simple: think of a positive change you could make to the NHS and its patients, make your pledge on social media, then do it. Pledges have included a GP spending a day in a wheelchair to understand how disabled patients felt, and patients pledging to tell their doctor if they could not keep their appointment. In 2014 over 700,000 online pledges were made, with 86 million Twitter impressions and a reach of 95,000 on Facebook.

[READ MORE ->](#)

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CHAPTER 2

CHAPTER 2 TOP TIPS



1. Understand who your audience is and how they want to receive information
2. Position yourself on the most appropriate channels for your audience
3. Clearly set out from the start what you want to achieve and know your goals

1. GET YOUR HOUSE IN ORDER: SOCIAL MEDIA STRATEGY

What should be the key elements of your social media strategy?

It's important to have clear goals and a plan for how you want to use social media, otherwise you can get distracted and your efforts won't have the effect you want.

A strategy allows you to track your progress, aim for impact, and ensure you're aware of the opportunities and risks involved.

Your strategy doesn't need to be long, it just needs to clearly state your objectives and how you'll achieve specific outcomes.

[Try this template to develop your one-page strategy.](#)



2. DECIDE WHAT YOU WANT TO ACHIEVE



What are your objectives?

- Are you trying to raise awareness of a project?
- Do you want feedback on a policy or services you offer? Are you trying to build relationships with stakeholders? Are you hoping to better understand your audience's behaviour and needs?
- Are you simply trying to pump out press releases?

Think about how you can make a real impact. Here are two great resources that will help you set realistic objectives.

1. [CIPR Social Media Best Practice Guide](#): In this document, the CIPR has set out its guide to social media and best practice. While not tailored to healthcare, like this guide, there are some key themes that will be of interest.

2. [How to create a social media strategy](#): CoSchedule have some great downloadable kits to start you off on creating your social media strategy - and it's free!

3. DEFINE YOUR AUDIENCE

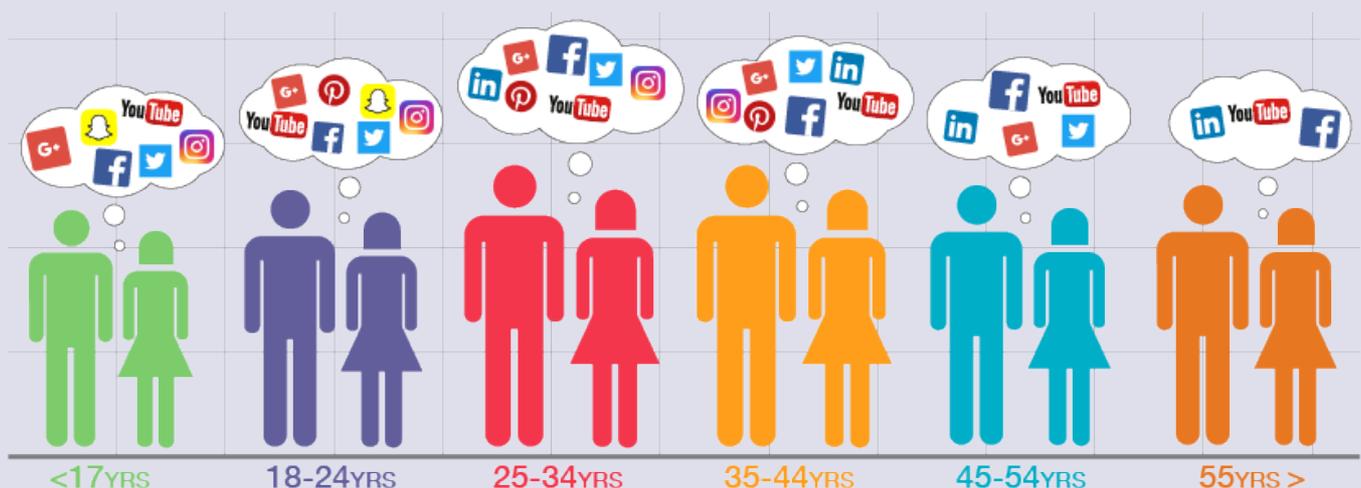
Now you know what you want to achieve, establish who the people are that will help you reach those goals.

Your audience can never be 'everyone'.

If you try to appeal to too broad an audience it will be difficult to find your engaged community. You should try to be interesting and relevant to your specific audience to keep them engaged.

As time is money, you want to make the most of yours - otherwise you will risk spreading yourself or the team too thinly and you won't see any significant results.

Sometimes it's easier to decide who is low priority to know how to focus effort. The power/interest matrix can be useful for identifying which audience is most important to you. [Try this practical guide to using the power interest matrix.](#)





"As an organisation we understand the power of social media in building connections with people inside and outside of the healthcare sector. Social media is where more and more people are looking for information; we ensure we make every effort to be present in the conversations happening online.

The Our Health Heroes campaign we launched in February has gone from strength to strength thanks to social media. Using our existing channels, we communicated our message effectively to our key audiences and now, thanks to that success, we have created the Our Health Heroes awards."

Dawn Bratcher, Senior Marketing Manager, Skills for Health

Where is my audience? Which platform would be most effective for reaching my objectives?

Next - consider what value you can give to your audience, and which social media platform is the best portal to communicate to them.

If you're not already using any social media platforms, here are a couple of ways to work out which ones might be best for you:

1. Search on those platforms and see if people, patients or organisations are already talking about your organisation and your work.
For example, if conversations are happening already on Twitter, this may be an indication for you to join and get involved.
2. Ask your potential audience through other means – face to face, newsletters or surveys. Are they using social media, would they like to see you or your organisation use it? What would they like to see you use it for?

These tools and guides will help you work out where your audiences are:

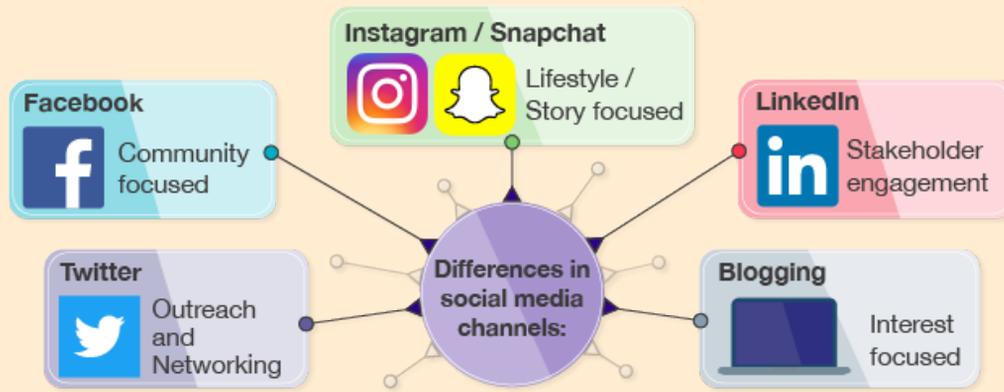
- [How to find your audiences on social media](#)
- [Researching your social media audience](#)
- [Five ways to connect with your audience](#)
- [The definitive guide to influencer targeting](#)

4. CHANNELS

Most social media channels are used for different purposes. They have different cultures and etiquettes but have certain things in common:

1. Two-way: designed to let people comment on your activity.
2. Mobile: designed to be used by people on the move. Therefore concise, visual and easy to process posts work best.
3. Open for anyone to join: so not necessarily an exclusive or privileged audience. We are all publishers on social media.
4. Most are free to use but offer organisations and brands the opportunity to pay to reach particular audiences.

Here's our easy guide on understanding what the differences are in the various channels.



Discover more about individual social media channels and how they work by visiting [Chapter 6: Social media basics](#).

CASE STUDY

Nurses' Day

In short: Nurses' Day takes place around the world on 12 May each year to celebrate nursing staff for the work they do. Patients, friends, family and colleagues are encouraged to thank nursing staff for the care and support they, or a loved one, have received using #thankanurse. In 2016, the Royal College of Nursing also used #whyInurse for staff to share the reasons they do their jobs and what they enjoy most, as well as creating a twibbon and web page for thank you messages.

[READ MORE ->](#)

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THE SOCIAL MEDIA TOOLKIT FOR HEALTHCARE



CHAPTER 3

CHAPTER 3 TOP TIPS



- 1. Your strategy doesn't need to be long - just set out how you want staff and your organisation to behave on social media. Understand your organisation values**
- 2. If in doubt of how to respond to difficult/negative queries, check with a team member and remain calm. Confirm your organisation's stance on a query before responding**
- 3. Know who you are trying to engage with when you post content and ensure it is correctly targeted at them with the right tone of voice and accompanying image**

1. CONTENT - WHAT SHALL WE TALK ABOUT AND WHERE DOES IT COME FROM?

What you choose to put out there on social media should be informed by the following:

1. Listening to what conversations are already happening on social media. What does your audience like, what topics interest them, who do they listen to and what would they like help with?
2. What does your organisation want to talk about?
3. What has been successful in getting people engaged for your organisation previously?



Decide what sort of content your accounts will focus on, and where you can find that information.

- News stories on the web
- Stories from your organisation
- Relevant information from other organisations
- Events
- Key awareness days

Remember, you don't have to write or produce everything that you share. Simply finding credible, useful or interesting information or stories will be gratefully received by your audience, if it is relevant to their interests and needs. Just make sure you give credit where credit is due.

 **Tweet** 'Remember, you don't have to write or produce everything that you share'
#SocialMediaTip via @SkillsForHealth #HealthSocialTools



"Share generously your knowledge, passions & links to good resources which have value for you & your network."

Shirley Ayres, co-founder of the Connected Care network and author of The Click Guide to Digital Technology for Adult Social Care.

Here are some examples of engaging healthcare social media posts:



Skills for Health
Published by Alex Gravell (7) · 9 February · €

Let's say 'thank you' to our healthcare support workforce. Comment with our message of thanks to those who help us in care!



94,726 people reached Not Boosted

41k Views

Like Comment Share

Kate Gasooyne, Elena Mada Neacsu and 266 others Chronological

70 shares

Alder Hey Children's Hospital and Charity
Alder Hey · 26 August · €

Cardiac nurses on Ward 1C surprised Katie and Andrew today by helping them celebrate their 'non-wedding day'.

Today (26th August) was the day that Katie and Andrew were due to get married but their seven month old daughter Lillie is too poorly to attend and currently a patient on the cardiac ward. Our amazing nurses and chefs decided to bring their wedding meal to them instead and cooked them a yummy three course treat.

Hopefully today was still a special day.



Like Comment Share

3.9k Top comments

NHS Choices @NHSChoices · Jul 5

The NHS turns 68 today! Explore the history of the NHS with our timeline: [ow.ly/ci6F301UvLR](https://www.nhs.uk/choices/68) #HappyBirthdayNHS



The NHS was born out of a long-held ideal that good healthcare should be available to all, regardless of wealth.

Use this interactive timeline to find out what's happened since Aneurin Bevan officially started the National Health Service on July 5 1948.

Explore the timeline...

807 402

NHS England @NHSEngland · Jun 28

The trending picture that has been shared a thousand times ... An #NHS surgical team. #LoveOurEUStaff



5.5k 5.5k

Trying new things on social media:

<https://storify.com/willdotbarker/nhssm-what-new-things-are-you-trying-out-on-social-media>

Here's a roundup of the #NHSSM Twitter chat on what new things people and teams across the NHS were trying out on social media. If you're looking for ideas to try, that may not be new, but new for you, then this chat roundup will give you a good starting point.

If you want to get involved in the #NHSSM Twitter chat, check out the Twitter account @NHSSM for more details on when the chats take place.

2. ENGAGE YOUR AUDIENCE

Showing that you are working collaboratively with your audience is important - whether that is partner healthcare organisations, clusters, or third sector organisations.

Once you start using social media to talk about your work and engage with your audiences, you have a responsibility to remain part of that conversation. Demonstrating that you are answering and continuing a conversation with your audience will work in your favour.

Listening

Here are some good examples from healthcare organisations of listening to communities

[NHS will monitor Facebook for comments about hospitals, says new CQC head:](#)

Peter Wyman, the new chairman of the Care Quality Commission, sets out his plans for an overhaul of the health service regulator

[Using Twitter to predict Norovirus outbreaks](#)

The Food Standards Agency (FSA) explored whether Tweets relating to symptoms of Norovirus could be used to predict the number of Norovirus cases recorded by Public Health England.

[Cheshire East - Demenshare - final case study](#) A campaign that uses social media for customer insight.

You can use some internet tools and apps to make listening easier.

There are free and costlier tools out there to help monitor all aspects of social media. You will need to decide which of the available meets your need most effectively.

If you're just starting out, we recommend you start with a free tool so you can understand what kind of functions you find useful before investing in expensive software.

Here are our top free tools for starters:



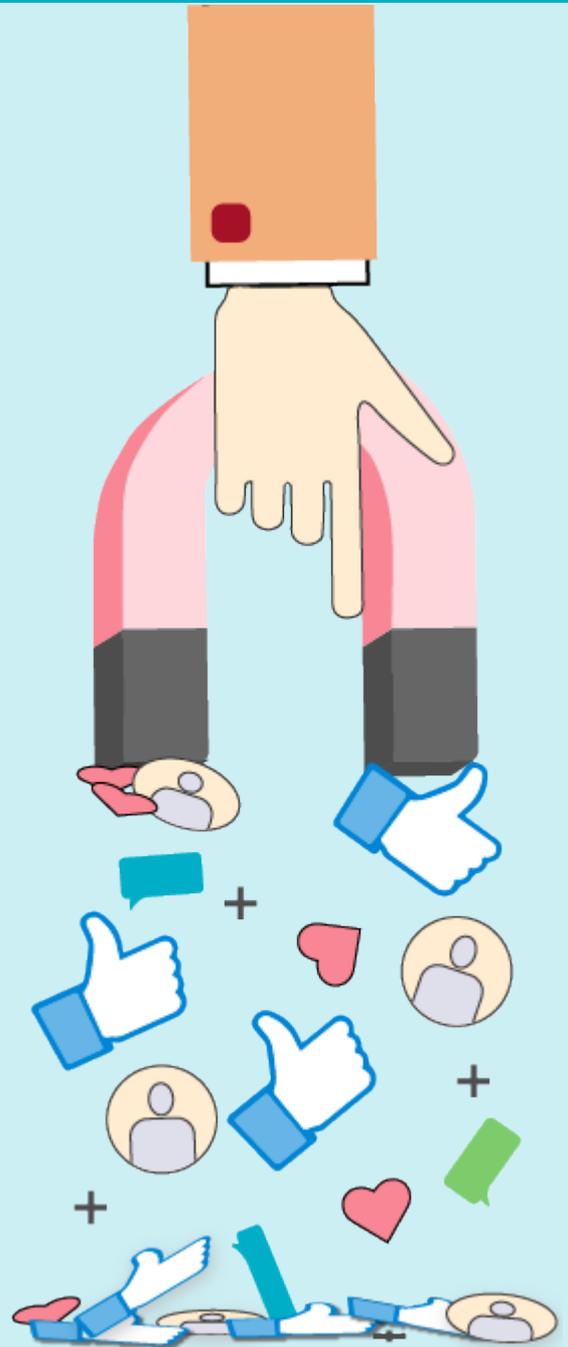
Hootsuite

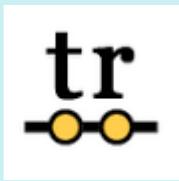
Hootsuite allows you to schedule social media updates throughout the day across a range of platforms and from a number of accounts. Hootsuite allows knowledge sharing via social media to be a structured, automated process, and allows your updates to be planned in a time-efficient manner.



Social Mention

Social Mention allows your organisation to get a reading of how you are perceived socially - tracking things like mentions, sentiment and keywords.





Tweetchreach

Tweetchreach helps to identify the reach and exposure that a hashtag has, while providing auxiliary information on hashtag users and timing.

3. TONE

Every organisation has a different culture and way of talking, and considering the most effective tone-of-voice to use is important depending on who you're talking to, and where.

It is not always unprofessional to be informal: even on social media platforms aimed for professionals, the expectation is that people talk naturally, in a conversational tone.



"You wouldn't finish a conversation with 'kind regards' and you wouldn't use technical jargon if chatting to your family and friends.

Press releases are meant to be sent to journalists, letters are supposed to arrive in the post. Social media is designed to be social.

The more you listen and use social media, the more you'll get a feel for how people speak to each other there."

Helen Reynolds, Social for the People

Remember that it's OK to have a light touch if you think it will help people to engage with you positively.

You can never go too far wrong, with a friendly, modest and generous tone of voice.

Here are some good examples of a light-hearted posts using local language that's appropriate for the content and images posted.





"It's important for organisations to bending across social media on a national and local level. Locally, look what's happening around you, what's being talked about and how can your organisation enter into that conversation in a relevant way?

Nationally, social media can be used as a powerful tool to enter into conversations happening around the country, particularly around what's trending. Make sure you consider opportunities to enter into national conversations with your content and remember that not all issues will be relevant to everyone, particularly in devolved countries like Wales."

Will Barker, The Social Approach

4. MANAGING TRICKY AND NEGATIVE INTERACTIONS



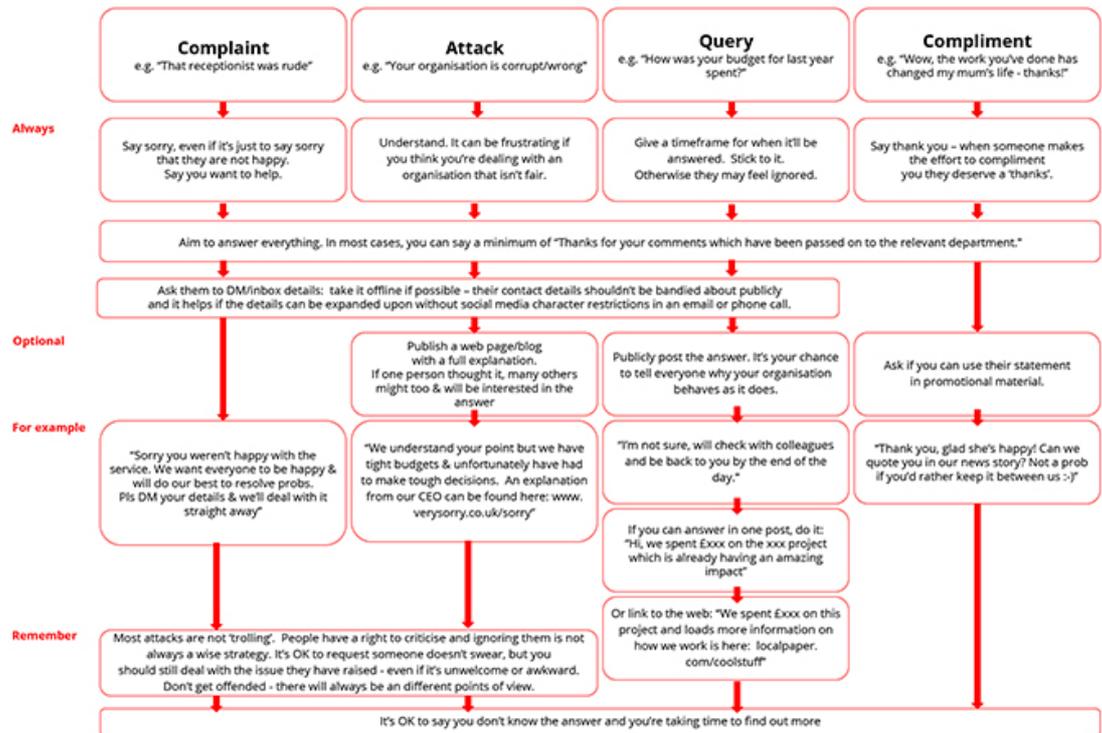
Inevitably, you will have conversations where someone may be angry, upset or hostile in some way. The reasons for this could be that:

- Your organisation has mishandled a situation
- The person doesn't have access to necessary facts and is frustrated

The most important step is to always assume that the person you are talking to is expressing their feelings in good faith, and that you may be able to help.

[Here's a flowchart](#) that will help you deal with most interactions on social media:

Answering people on social media: a quick guide



www.socialforthepeople.com

Remember there will always be people who don't agree with what you say. Don't panic in these situations as they can occur.

If someone is clearly distressed or unhappy, it is usually best practice to respond to these queries or comments - mostly so the person in question knows you're on the case with dealing with their enquiry and are acknowledging that you've heard them loud and clear.

It's best not to rush in too quickly in responding to someone. If you need speak with a colleague or manager, or simply need to check your social media policy (see chapter 4) before responding, just let the person know that you are checking with the team and will come back shortly.

If you're uncomfortable responding on social media, (remember: everything on social is public), then you can ask them for their email or phone number to take the conversation offline.

As long as situations where this activity occurs are handled professionally and responsibly, all will be OK.

Having an FAQ document in place is a useful asset in helping to prepare for these situations. The best thing to do is to work with your team to troubleshoot every situation you could be faced with and decide amongst you, the most appropriate response for each.

If you want to read more on this topic, here are some helpful articles:



- [How to handle negative comments like a pro](#)
- [Five ways brands respond to negative comments](#)
- [Seven tips for dealing with upset Facebook fans](#)

CASE STUDY

NHS Choir Christmas number one

In short: NHS staff beat Justin Bieber to the 2015 Christmas number one thanks to a groundswell of social media support - including from Bieber himself. 'A Bridge Over You' by the Lewisham and Greenwich NHS Choir took the lead after Bieber urged his 72million Twitter followers to buy their single, not his. The choir recorded the song to celebrate "everything good about the NHS", splitting proceeds between several charities. While it had already attracted thousands of positive comments on Facebook, Bieber's tweets gave it an undeniable boost, finishing more than 30,000 sales ahead.

[READ MORE ->](#)

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THE SOCIAL MEDIA TOOLKIT FOR HEALTHCARE



CHAPTER 4

CHAPTER 4 TOP TIPS



1. Guidelines are as important as your policy to ensure staff are aware of how to conduct themselves on social media
2. Borrow from and build on the best work from other organisations - inspiration is everywhere!
3. Share successes with your organisation internally so they know what is recognised as good social practice

1. POLICY

DO YOU HAVE A WIDER POLICY OR SHOULD YOU LOOK TO CREATE YOUR OWN?

It's important for your organisation to have a social media policy so that everyone is clear and comfortable with how staff are using social media. Your policy should set out the ground rules and what is and isn't acceptable.

A policy could be as short as a paragraph in an existing policy, or it could be a longer, more bespoke policy that your HR team is involved with. We recommend running your policy by your HR team to ensure it complies with your organisational rules. It may be that HR needs to consider disciplinary ruling should the policy be broken in certain circumstances.

Guidelines - softer set of instructions for colleagues to work from

If you have a large policy, you may find that your staff may not engage with it, nor will they fully understand it. That's where having a good set of engaging guidelines will be useful.

This can be a more informal document that takes your staff through the tips, do's and don'ts and the basics for how you would like them to engage with social media. You can also give practical examples of good and bad things that have happened.

You can use this as a basis for any social media training that you want to deliver and roll out across your organisation. It can also be part of a new starter handbook to instruct new recruits on social media conduct.

Start using this as a basic template for training and build on it depending on specific needs.

Here is a great resource where you can see hundreds of examples of social media policies:

<http://www.allthingsic.com/smpolicy/>

We particularly recommend these for healthcare organisations:

- [Public Health Wales social media guidelines](#)
- [British Medical Association](#)
- [London Ambulance Service](#)



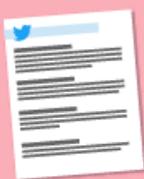
2. MAKING THE CASE FOR SOCIAL MEDIA AND ENGAGING YOUR COLLEAGUES

It is increasingly important for organisations to adopt a digital culture. This is often difficult when healthcare organisations are still catching up with the value of digital and social media, but the quicker the whole organisation embraces the potential benefits that digital has to offer, the better.

This process is widely referred to as digital transformation. This refers to digital work that is wider than just social media, but social media is often the starting point to getting people talking about the opportunities of digital media.

Getting people excited about social media

Getting your organisation and staff interested in social media is a great way to start showing the value of wider digital world and the benefits it can bring. Are you doing these things?

<p>Including information about your social media activity in weekly updates</p> 	<p>Drafting social media posts for your staff to use on their social media channels</p> 	<p>Showing your social media measurement reports to the senior leaders in your organisation</p> 
<p>Asking your colleagues how they use social media themselves</p> 	<p>Starting a social media discussion group and sending weekly updates</p> 	<p>Offering social media training and support or pointing staff in the direction of resources</p> 

Get tools, help and ideas on some of these methods of engaging staff here:

- [Will Barker's internal communications template](#)
- [How To Turn Your Staff Into A Social Media Army](#)
- [5 Ways to Get Your Entire Company On Board With Social Media](#)

CASE STUDY

#HelloMyNames

In short: The #HelloMyNames campaign was created as a concept and driver to promote person-centred compassionate care. Started by a doctor, who herself was a terminally ill cancer patient, the campaign was created to encourage and remind healthcare staff about the importance of introductions in healthcare. It has received the backing of over 30 NHS trusts and the hashtag had over 1.3 million Twitter impressions a day at the heart of the campaign!

[READ MORE ->](#)

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THE SOCIAL MEDIA TOOLKIT FOR HEALTHCARE



CHAPTER 5 CONTENT

So you've set up your social media channels, but now what? One thing to include in your strategy and rules for engagement is what sort of content your accounts will be focus on, and where you can source that information.

Things I'm going to talk about	Where I can get that information from
News	Stories from your website, and stories in your local/regional news that relates to your work
Stories from your organisation	Linking with members of your organisation to tell real stories about their work
Relevant information from other organisations	What are your stakeholders saying? Make sure you are sharing their information, so when you ask them to share yours they are more likely to do so
Events	Events that your organisation is running, that your staff are taking part in, or external events that are of interest
Key awareness days	Map these out for the year and build messages around them for your organisation

Understand what works best on each platform

It's important to know that different platforms prefer you to create and use different forms of content. As a general rule, for an engaging post you should try and post things with;

- Videos
- Photos
- Links



"One of my early lessons in social media was 'in order to learn about how this all works, you have to actually start' rather than being a wallflower. Organisations looking to up their game need to empower their staff to get involved, particularly team members who may already be familiar with these platforms and possess the skills and knowledge needed to use them effectively. It's important to harness the strengths of the team."

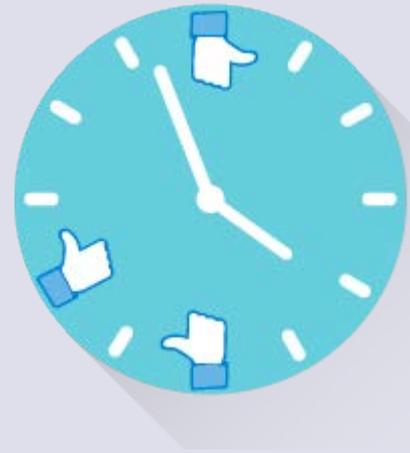
Barry Lee-Potter, Director of Marketing and Communications, Skills for Care

BEST TIMES TO POST ON SOCIAL MEDIA

This will be dependant on your audience, and you can find this information in your insights or using free tools like FollowerWonk.

However, a good rule to play by is asking yourself when you use social media - and when others around you use it. Most social media users will look:

- On their commute to work
- At lunch
- On their commute home
- During a popular or talked about TV programme
- In the evening between 8pm and 11pm



TRAINING AND RESOURCES

Get expert training or help on the Skills Platform website [here](#).

Discover more by reading blogs, news and information on these recommended websites:



- [Social Media Examiner](#)
- [Social for the People](#)
- [Forbes](#)
- [Comms2Point0](#)
- [Mashable](#)

CASE STUDY

#OurHealthHeroes

In short: In February 2016, Skills for Health launched a social media campaign to raise awareness of the vital role the support workforce play in the healthcare sector. The campaign kick-started with a video that detailed the significance of the support roles in providing patient care, along with a campaign hashtag to encourage the public to thank the staff for the work they do.

Skills for Health achieved over 100,000 views of the video and received the support of over 30 trusts and healthcare organisations across the UK. This has led to the creation of the inaugural Our Health Heroes Awards.

[READ MORE ->](#)

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[TAKE ME TO CHAPTER 6 ->](#)



THE SOCIAL MEDIA TOOLKIT FOR HEALTHCARE



CHAPTER 6

1. FEATURED CASE STUDIES



So now you've planned how you want to use social media in your organisation, take a look at some of the stories, successes and challenges faced by other healthcare organisations. And perhaps you can get in touch to share your case study with other users of this toolkit.

Here you'll find many examples, including how Twitter turned one doctor's 'tiny idea' into a national campaign for compassionate care which is now being backed by nearly 30 NHS trusts, and how the NHS Blood and Transplant service got people talking about blood donation.

1. It started with a tweet: how social media sparked a campaign for change

In short: The #HelloMyNameIs campaign was created as a concept and driver to promote person-centred compassionate care. Started by a doctor, who herself was a terminally ill cancer patient, the campaign was created to encourage and remind healthcare staff about the importance of introductions in healthcare. It has received the backing of over 30 NHS trusts and the hashtag had over 1.3 million Twitter impressions a day at the heart of the campaign!

2. Melanoma likes me

In short: Melanoma likes me is a digital advertising campaign that involved the creation of an online persona for Melanoma. Accounts were made for Instagram and Twitter, which made it possible for Melanoma to like, follow and comment on the social media activity of young Australians spending time in the sun. The campaign was created to raise awareness of skin cancer and how to prevent it.

3. National Blood Week 'Missing Type' campaign

In short: During National Blood Week 2015, NHS Blood and Transplant launched a campaign to encourage those who have never donated blood before to sign up as donors. To raise awareness of the demand for blood, they asked brands, organisations and influencers to remove A, O and B (the letters that make up the blood groups) from their websites, Twitter names and signage without explaining why. As well as generating a lot of conversation around the stunt, NHS Blood and Transplant successfully encouraged over 30,000 people to register to donate.

4. #OurHealthHeroes

In short: In February 2016, Skills for Health launched a social media campaign to raise awareness of the vital role the support workforce play in the healthcare sector. The campaign kick-started with a video that detailed the significance of the support roles in providing patient care, along with a campaign hashtag to encourage the public to thank the staff for the work they do. Skills for Health achieved over 100,000 views of the video and received the support of over 30 trusts and healthcare organisations across the UK. This has led to the creation of the inaugural Our Health Heroes Awards.

5. NHS Change Day

In short: NHS Change Day started with a single tweet in 2013 and has grown into the biggest day of collective action for improvement in NHS history. The idea is simple: think of a positive change you could make to the NHS and its patients, make your pledge on social media, then do it. Pledges have included a GP spending a day in a wheelchair to understand how disabled patients felt, and patients pledging to tell their doctor if they could not keep their appointment. In 2014 over 700,000 online pledges were made, with 86 million Twitter impressions and a reach of 95,000 on Facebook.

6. Nurses' Day

In short: Nurses' Day takes place around the world on 12 May each year to celebrate nursing staff for the work they do. Patients, friends, family and colleagues are encouraged to thank nursing staff for the care and support they, or a loved one, have received using #thankanurse. In 2016, the Royal College of Nursing also used #whyInurse for staff to share the reasons they do their jobs and what they enjoy most, as well as creating a twibbon and web page for thank you messages.

7. NHS Choir Christmas number one

In short: NHS staff beat Justin Bieber to the 2015 Christmas number one thanks to a groundswell of social media support - including from Bieber himself. 'A Bridge Over You' by the Lewisham and Greenwich NHS Choir took the lead after Bieber urged his 72million Twitter followers to buy their single, not his. The choir recorded the song to celebrate "everything good about the NHS", splitting proceeds between several charities. While it had already attracted thousands of positive comments on Facebook, Bieber's tweets gave it an undeniable boost, finishing more than 30,000 sales ahead.

2. FEATURED RESOURCES

There is so much more to discover; to find further reading, and delve into other issues you may need to consider (such as talking to non-English speaking communities, social media monitoring tools and wider digital transformation) take a look at our further reading page.

- [Social media basics, tips for beginners and training](#)
- [Resources needed for your social media](#)
- [Develop your one page social media strategy](#)
- [Make and plan amazing content](#)
- [Case studies](#)
- [Further reading and training, plus other considerations such as social media monitoring tools, language, accessibility and team management](#)



Further reading

- [How Social Media Is Shaking Up Public Health and Healthcare](#)
- [Annual Report of the Director of Public Health 2015/16 - social media](#)
- [Thank you to NHS staf](#)
- [#nhssm - What new things are you trying out on social media?](#)
- [Our Yammer journey – how we implemented an enterprise social network at the Wales Audit Ofce](#)
- [7 Popular Goal-Setting Strategies That Will Help You Achieve Great Things on Social Media](#)
- [How To Create A Social Media Strategy](#)
- [AMEC’s Social Media Measurement Framework](#)
- [Stakeholder Matrix: A Practical Guide](#)
- [How to fnd your audiences on social media](#)
- [Researching your social media audience](#)
- [Five ways to connect with your audience](#)
- [The definitive guide to influencer targeting](#)

- [NHS will monitor Facebook for comments about hospitals, says new CQC head](#)
- [Using Twitter to predict Norovirus outbreaks](#)
- [Cheshire East - Demenshare - final case study](#)
- [Guide to answering people on social media \(flowchart\)](#)
- [How to handle negative comments like a pro](#)
- [Five ways brands respond to negative comments](#)
- [Seven tips for dealing with upset Facebook fans](#)
- [300 social media policies](#)
- [London Ambulance Service](#)
- [How To Turn Your Entire Staff Into A Social Media Army](#)
- [5 Ways to Get Your Entire Company On Board With Social Media](#)
- [NHS Elect Webinar Videos](#)

3. SHARE THIS TOOLKIT

If you found this useful, please share it! There are tweetable quotes throughout the kit and we'd love to hear from you on Twitter or Facebook if you have comments or questions.

 [The Social Media Toolkit for Healthcare via @SkillsForHealth #HealthSocialTools](#)

Tell us what you found useful, or what other information you'd like to know about - we want to start a conversation with you! Tweet us @SkillsForHealth.

[<- TAKE ME BACK CHAPTER 5](#)

[TAKE ME TO PODCASTS ->](#)



THE SOCIAL MEDIA TOOLKIT FOR HEALTHCARE



ADDITIONAL RESOURCES

TOP 25 HEALTHCARE SOCIAL MEDIA INFLUENCERS

Social media is "social" for a reason. Follow others, share information and start conversations. Here are our top 25 accounts to follow to get you started.



 [Top 25 healthcare social media influencers you should follow in #Healthcare #HealthSocialTools](#)

[VIEW THE TOP 25](#)

HOW SOCIAL MEDIA IS SHAKING UP HEALTHCARE

There's no question that social media has had a big impact on healthcare. It has helped facilitate more information to be available quickly, but it has also opened the door to misinformation and confusion. This article looks at these issues in depth.



[VIEW THE ARTICLE](#)

CIPR SOCIAL MEDIA BEST PRACTICE GUIDE



In this document, the CIPR have set out their guide to social media and best practice. While not tailored to healthcare, there are some key themes in this guide that will be of interest.

[VIEW THE DOCUMENT](#)

THANK YOU TO NHS STAFF



Here is a great example from @sathNHS of using Storify to collate positive feedback about their staff received via email, Twitter and other social media. This allows them to show what great work is being done, and highlight that they are able to learn from negative experiences, too.

Creating a Storify of the activity has allowed them to keep it all in one place, and if they wanted to, add to it as more feedback comes in. They can then share that across various social media channels and internal emails, so that everyone can see how social media can have a positive role within the organisation.

[VIEW STORIFY EXAMPLE](#)

OUR YAMMER JOURNEY



Take a look here at how the Wales Audit Office introduced Yammer as an internal social network to encourage sharing, communications and collaboration within the organisation. If you're thinking of ways to help groups within your organisation share information, and maybe even gather pictures and video, then this is a good starting point to see what options are available to you, from a team that have tested the waters.

[VIEW YAMMER EXAMPLE](#)

TRYING NEW THINGS ON SOCIAL MEDIA



Here's a roundup of a #nhssm Twitter chat on what new things people and teams across the NHS were trying out on social media. If you're looking for ideas to try, that may not be new, but new for you, then this chat round up will give you a good starting point. Some organisations were looking to establish a blog, to give their online presence a more up to date and human tone of voice, while others were looking to build a profile for the organisation on LinkedIn to connect with healthcare professionals and join people up professionally. These might not be ground-breaking ideas, but they will help you get further with your social media activity.

[VIEW THE ROUNDUP](#)

HOW TO FIND YOUR AUDIENCES ON SOCIAL MEDIA



Looking to connect with people that are relevant to you or your organisation? There are a few ways to help you do that on different platforms, as this article explains.

[VIEW THE ARTICLE](#)

RESEARCHING YOUR AUDIENCE



Knowing who you are speaking to, or who you want to be speaking to across social media is really important. Agree with that, but not sure where to start? Here's a handy set of questions to get you started on your journey to identifying your audience across social media.

[VIEW THE QUESTIONS](#)

HOW TO CREATE A SOCIAL MEDIA STRATEGY



Useful templates and thoughts around creating your first social media strategy.

[VIEW THE TEMPLATES](#)

THE CHARITY SOCIAL MEDIA TOOLKIT



A comprehensive social media toolkit for charities and the third sector, featuring contributions from key influencers such as Beth Kanter.

[VIEW THE TOOLKIT](#)

BLOGS



Get inspired. Read some great blogs from these Health, Lifestyle and living experts.

[VIEW THE BLOGS](#)

[-< TAKE ME BACK HOME](#)

[TAKE ME TO TRAINING ->](#)

