

## Social Media for Clinicians

Social media is a tool for sharing ideas and information, campaigning, debating health issues and for fun! However, the spread of its use brings challenges in using it effectively as well as ensuring risks are managed as a professional.

**Workshop Aim:** At the end of the workshop, delegates will have the necessary knowledge to practically get the most of opportunities presented by social media to a clinician.

### **Workshop Outline:**

This course is **fast paced and designed to be interactive** (you can use your phone and/or laptop) and will cover these main topics:

- What is social media?
- Why it is so much more than a Facebook page – NHS case studies
- The principle of virtual communities of specialist interest
- Understanding your audience
- Priority social channels – Twitter, LinkedIn, Facebook
- Setting up an account
- Writing posts including use of #, frequency, linking posts
- Encouraging engagement including generating graphics in Canva, posting videos and pictures
- Free to use basic analytics to measure impact
- Managing Risk
  - Key pitfalls
  - Social media guidance – BMA/GMC
  - Responding to positive and negative posts as well as on line reviews
  - Googling yourself

### **Pre-work:**

The course assumes only a basic level knowledge of how to utilise social media, but doctors can submit specific challenges that they are currently experiencing with social media (at least 14 days before the workshop) and these can be incorporated in the training so demonstrations are more meaningful.



6 guided learning hours  
6 CPD Points