

Social Media for Medical Professionals

Social media is a tool for sharing ideas and information, campaigning, debating health issues and for fun! The term describes web-based applications that allow people to create and exchange content which can to include blogs and microblogs (such as Twitter), internet forums, content communities (such as YouTube and Flickr), and social networking sites. 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 maximise the benefits of using social media whilst meeting ethical and legal obligations.

**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?
* The principle of virtual communities of specialist interest
* The importance of understanding your audience
* Setting up an account
* Utilising micro blog social channels to engage, listen and learn**\***
  + Twitter and Facebook including writing posts including use of #, frequency, linking posts
  + Increasing visibility by including generating graphics in Canva, posting videos and pictures
  + Free to use basic analytics to measure impact
* The differences between Vlog’s, Blogs and Podcasts
* Using a blog as part of your professional practice to raise professional profiles
  + Choosing a blogging platform
  + Top tips for developing your writing practice to curate your professional identity
  + Experimenting with different writing voices
* Managing Risk
  + Key pitfalls including confidentiality, boundaries and respect
  + 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 to email below) and these can be incorporated in the training so demonstrations are more meaningful.

**\*** For LinkedIn please see our 0.5 day outline: LinkedIn: Feel the fear and do it anyway

We also deliver a 0.5 day workshop: Presenting on-line with confidence

6 guided learning hours

6 CPD Points