

Getting **real** with Social Media

Social Media Masterclass by Joe McCrea



Why do we need to get real?

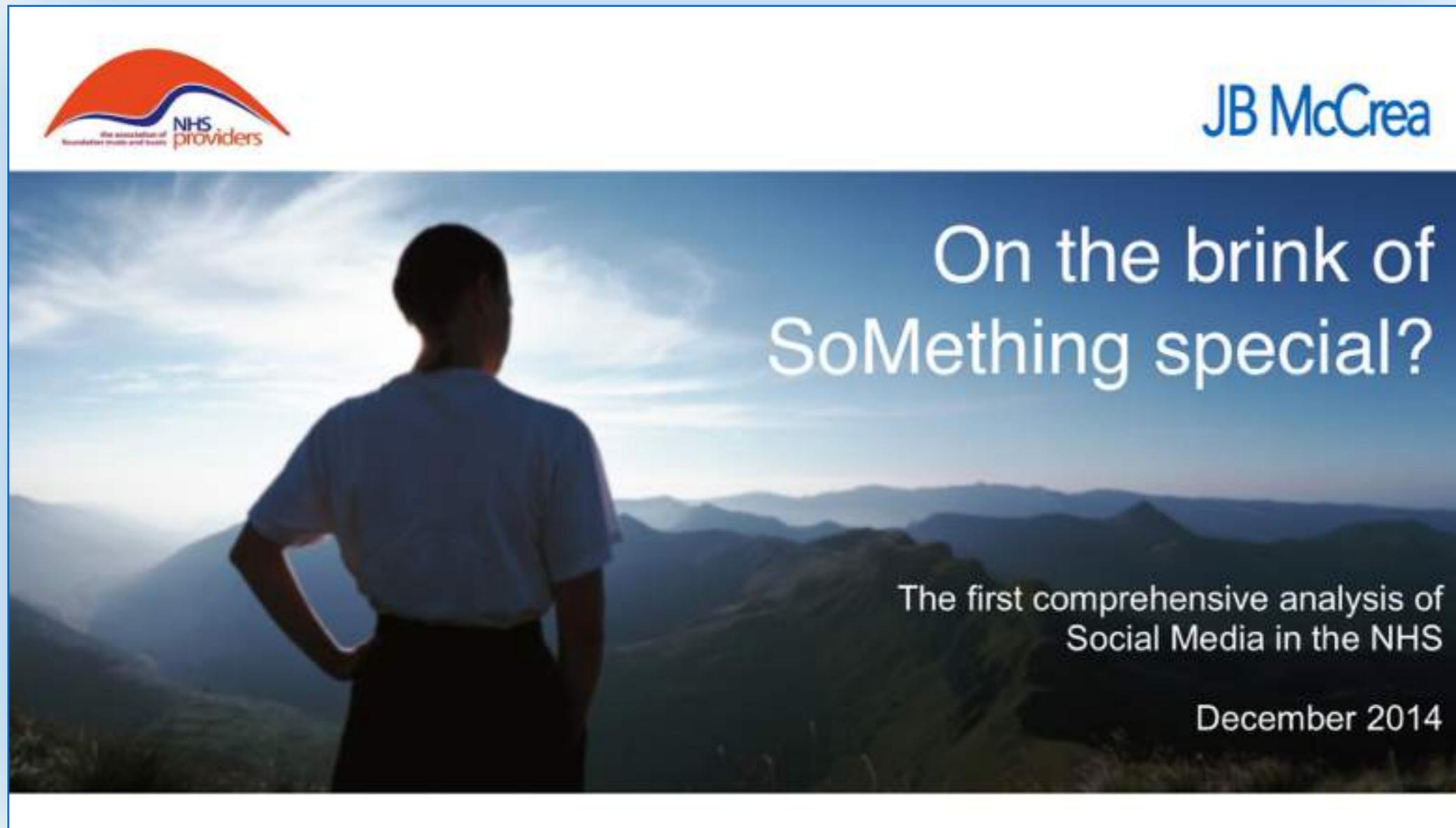
- Because social media has moved from being the new kid on the block into the mainstream
- Because in the current climate everyone and everything needs to show real value
- Because social media can genuinely make a difference

What we will cover

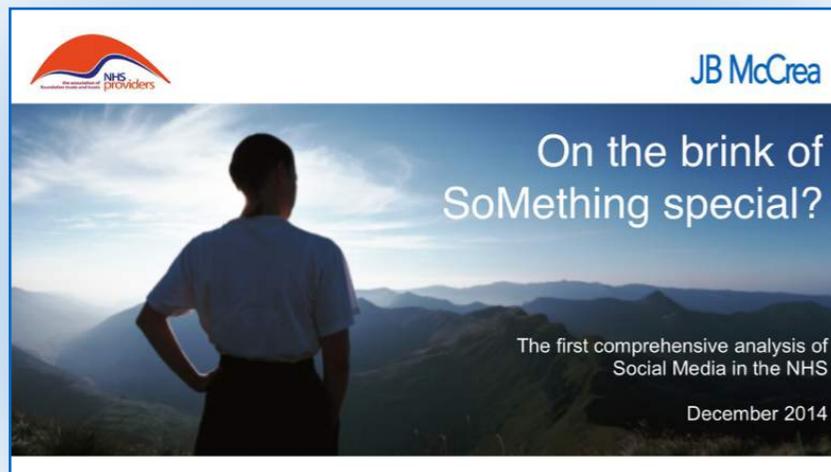
- **Understand** what the NHS is **using**
- **Debunk** the myth about social media **skills**
- **Practice** Social Media **behaviours**
- **Produce** good Social Media **content**
- **Avoid** Social Media **pitfalls**
- **Learn** how to find and interact with your key **accounts**
- **Appreciate** the power of **Mobile**

Understand what
the NHS is **using**

This time last year...

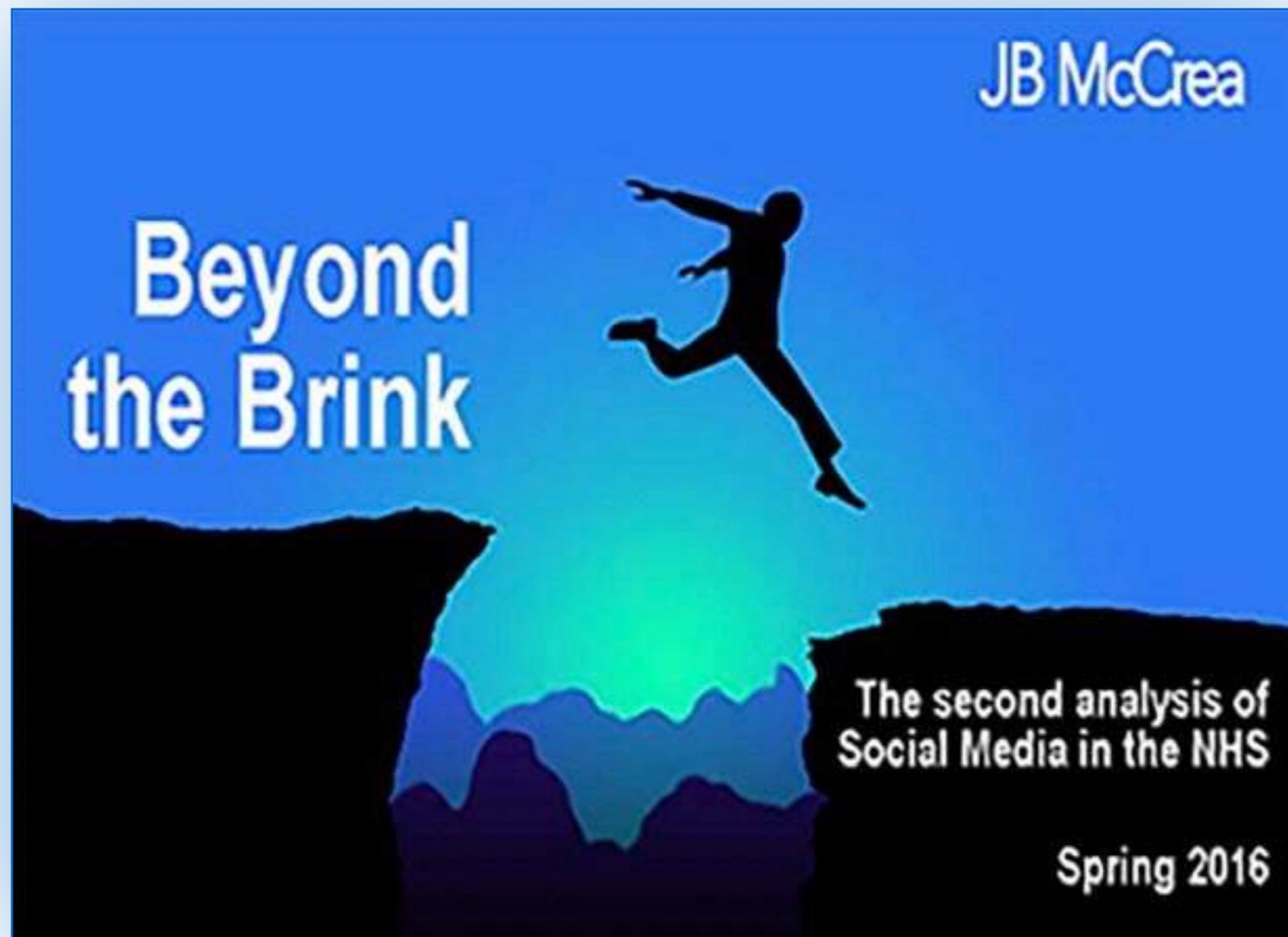


On the brink....

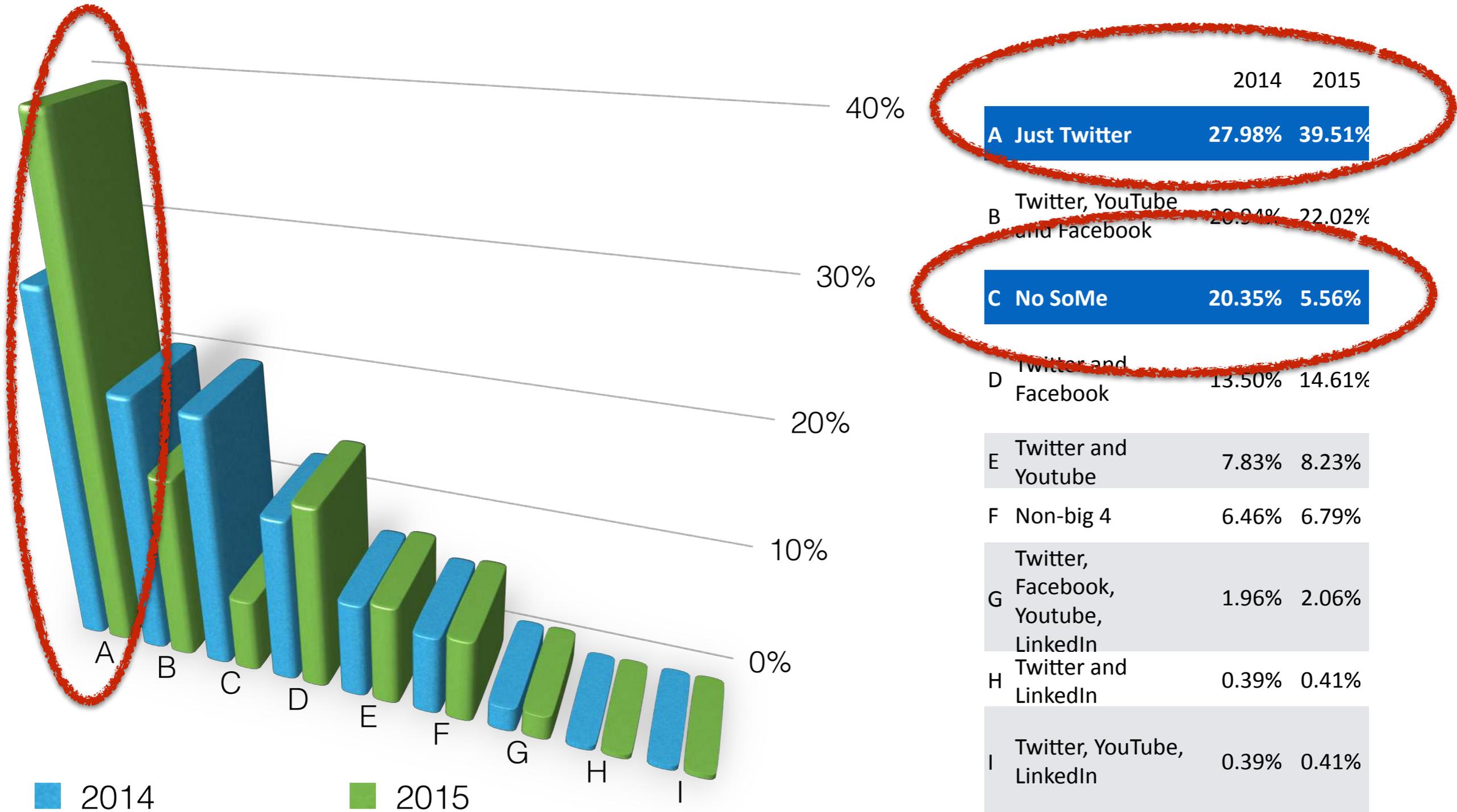


“There are increasing signs that the NHS is finally ready to step up to the mark and bring social media into mainstream core business operations, delivering real value and improvement across activities such as listening, engagement, improvement and collaborative innovation.”

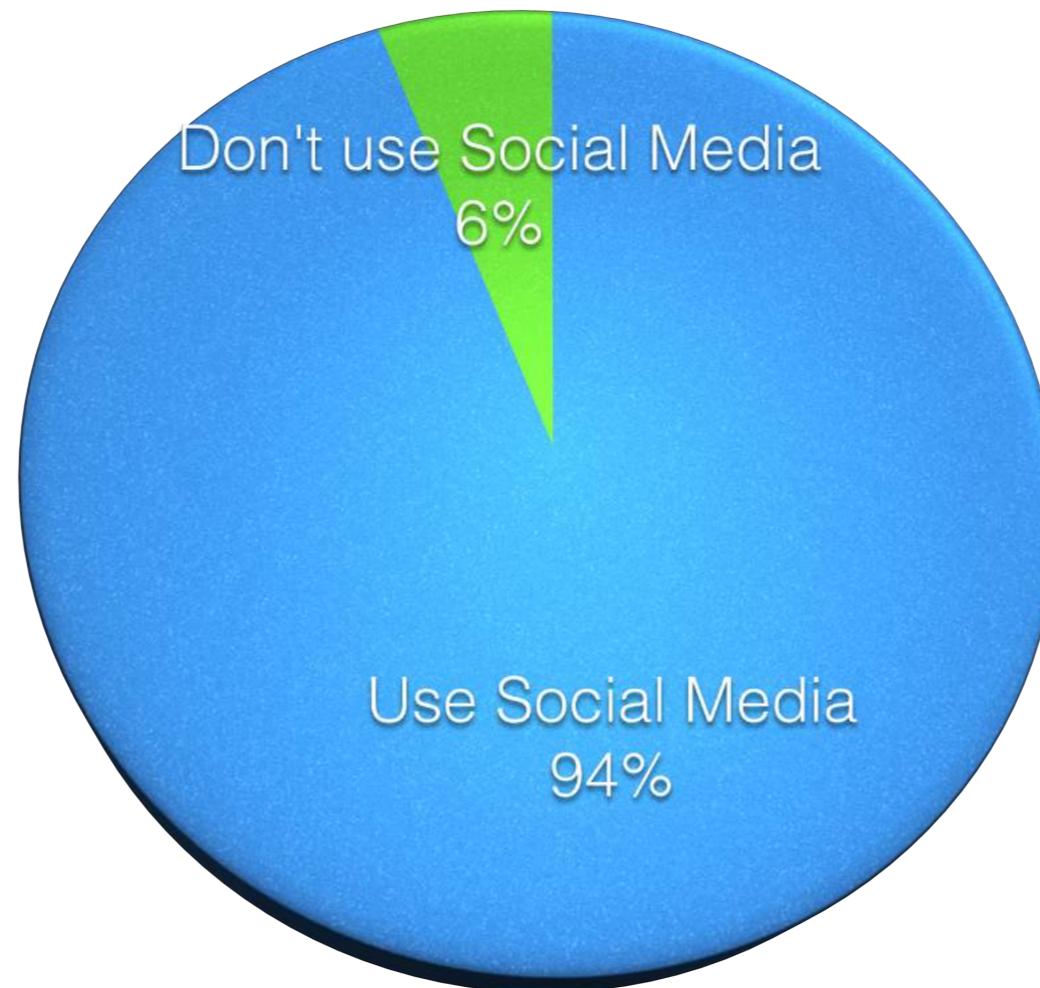
Hot off the press...a sneak preview



NHS Social Media use



More than 9 out of 10



- Use Social Media
- Don't use Social Media



100,019

More than 100,000 EXTRA Twitter accounts began to follow @dhgovuk, @nhsengland, @theKingsFund, @nhsconfed or @HSJnews during 2015

Exclusive - from forthcoming NHS Providers and J B McCrea Ltd Report
"Beyond the Brink - the second annual analysis of NHS Social Media"
- to register to receive copy of free Report e-mail enquiries@jbmccrea.com

Debunk myths about Social Media skills

How many of you have...



Sent and cc'd an e-mail?
Forwarded an e-mail?
Added an attachment?
Created an e-mail group?



Taken a picture?



Created a presentation?
Delivered a presentation?



Watched a DVD?



Recorded a series?



Delivered a speech?
Done a Q & A session?



Been part of a team?



Shared some news or gossip?

How many of you have...



Created a Facebook profile?
Created a Facebook Page?



Created a LinkedIn profile?
Joined a LinkedIn Group?
Posted a LinkedIn status update?



Listened to a Podcast?
Presented a Podcast?



Watched a video?
Subscribed to a channel?
Created a video?



Downloaded a presentation?
Uploaded a presentation?

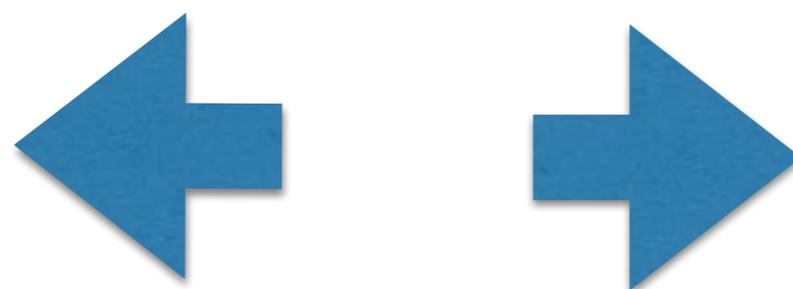


Shared a photo?



Taken part in an online broadcast?

ALL the skills you
need for these...



Are involved in
doing these

They simply need
applying in new
ways



Practice Social Media behaviours

Activity One - Cluedo



324 possible permutations



Activity One - Cluedo



- it's all about **following** and being **followed**
- **engagement** brings rewards and recognition and response
- Tell it **small**, tell it **often**

Produce good Social Media content

Activity Two - Attention Grab



Activity Two - Attention Grab

Name me three reasons why you would choose one channel's or organisation's content over another

Activity Two - Attention Grab

It's all
about the
NEW 3 Rs



- Recent
- Relevant
- Rewarding

Words
are trumped by



are trumped by



Avoid Social Media pitfalls

Activity Three - Time Lords



Remember how we solved Cluedo?...

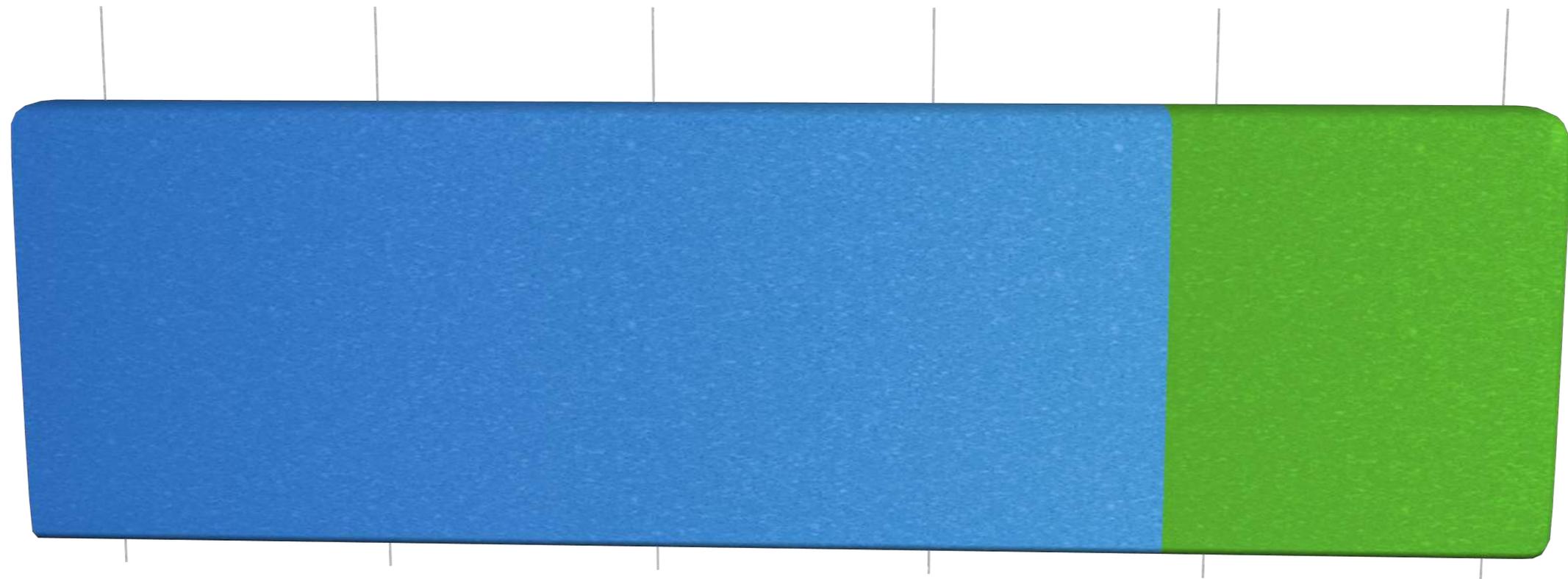
Activity Three - Time Lords



- knowing **HOW** is not enough - it's about **WHO**
- think about **WHAT** they would be interested in and who they **FOLLOW**
- plug your **GAPS**

Mind the Gap!

Mind the Gap!



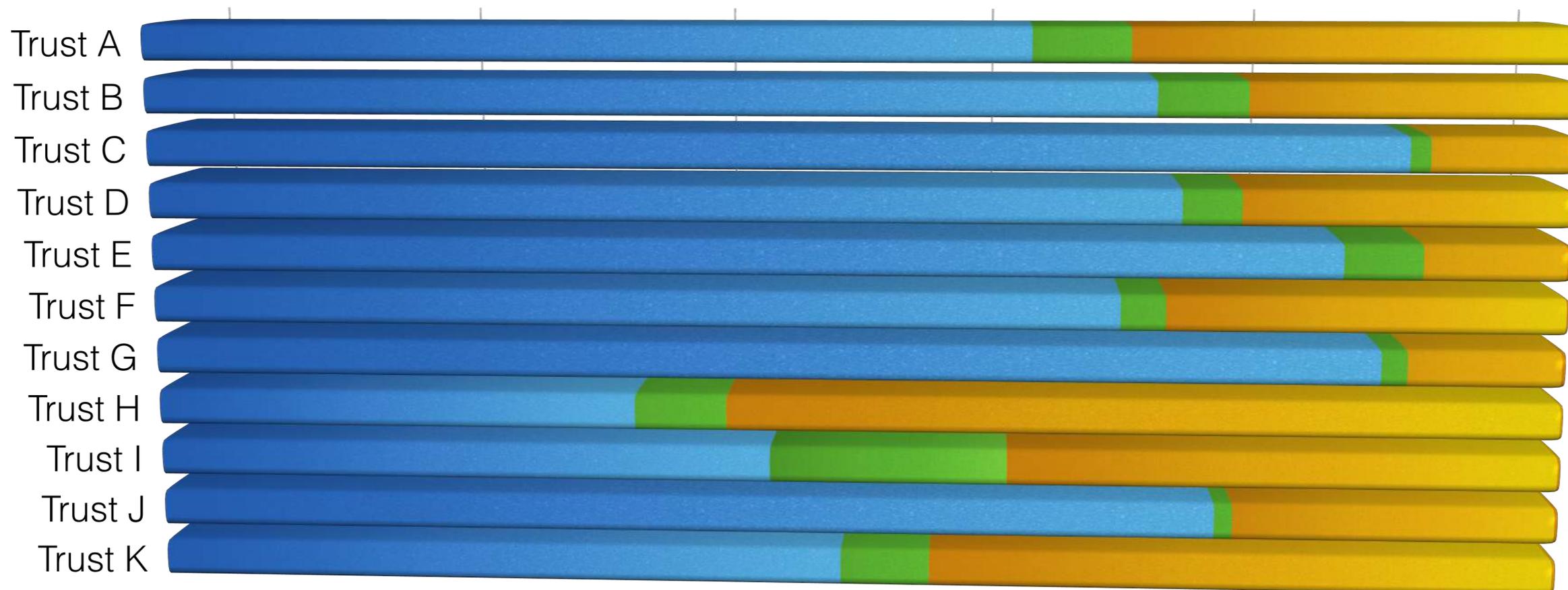
- Follows local Healthwatch but no national NHS account
- Follows local Healthwatch and at least one national NHS account

60,000 people follow a local Healthwatch Twitter account

75% of people who follow a local Healthwatch Twitter account DO NOT follow ANY of:

@NHS England, @dhgovuk, @CareQualityCommission, @HealthwatchE OR @NHSCitizen

Mind the Gap!



-  Follows the organisation but not its Healthwatch
-  Follows both the organisation and its Healthwatch
-  Follows the organisation's Healthwatch but not the organisation itself

On average, less than 5% of people follow BOTH their local Trust AND their local Healthwatch

On average, 81% of local Healthwatch followers do not follow their local Trust

On average, 94% of local Trust followers do not their local Healthwatch

Minding the gaps

- **504** people or organisation follow the Twitter accounts of the @Leicester_Merc AND @NHSEngland but not @NHSELRCCG, including 'Active Oadby Wigston' and 'Rutland C Spirit – working to support people in rural areas';
- **589** people or organisations follow @MINDCharity and the @Leicester_Merc, but not @NHSELRCCG, including Action Homeless - a Leicester and Leicestershire charity tackling the causes and consequences of homelessness;
- Over **800** people or organisations follow @carersUK and the @Leicester_Merc but not @NHSELRCCG; and
- **1,150** people or organisations follow @MumsnetLeics but not @NHSELRCCG

How we minded the Gap!



Coming later this year!



- Personal and/or Organisational Pages with social media details
- Social media accounts of NHS and health-related organisations
- A tool to find the FOLLOWERS of social media accounts we most frequently engage with on social media, but who DON'T FOLLOW OUR SOCIAL MEDIA ACCOUNTS
- A tool to find and engage with Seldom Heard groups and individuals
- A tool to find followers of social media accounts associated with particular strands of work

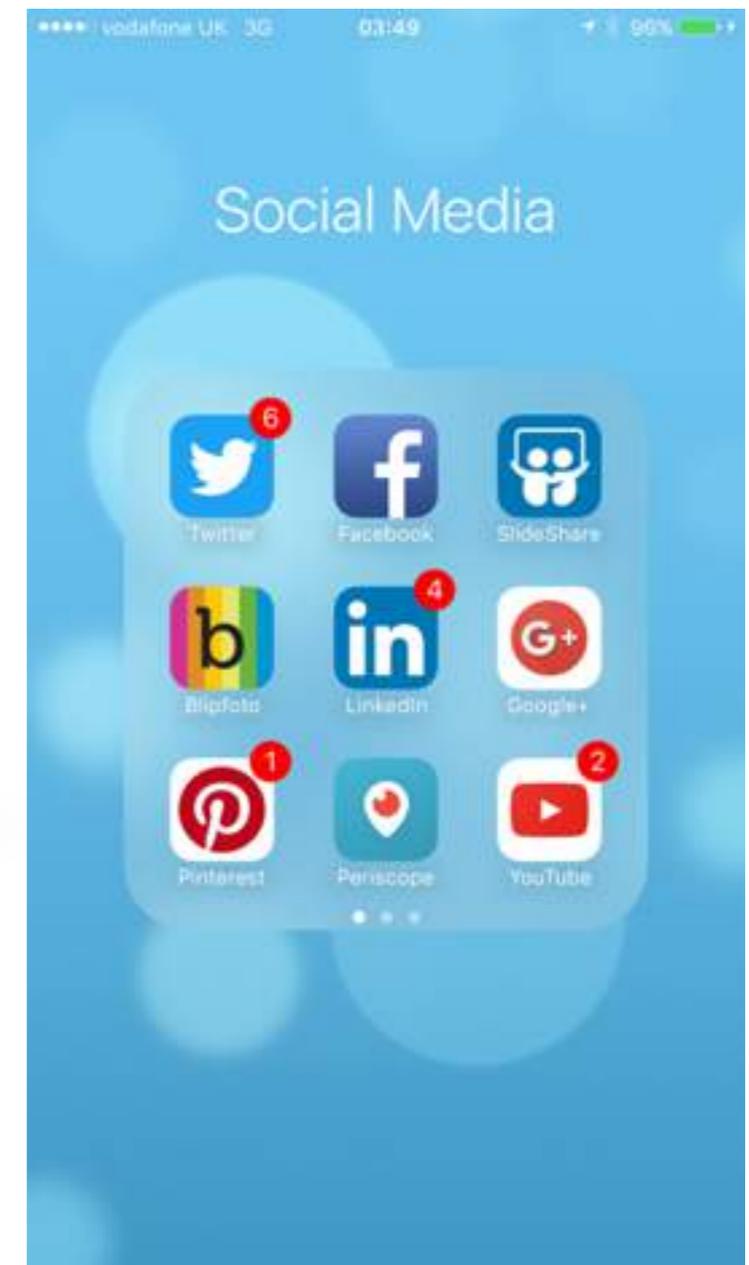
In the meantime...Activity Four

Think about the accounts/organisations you would want to follow - directly relevant to your interests and/or locality



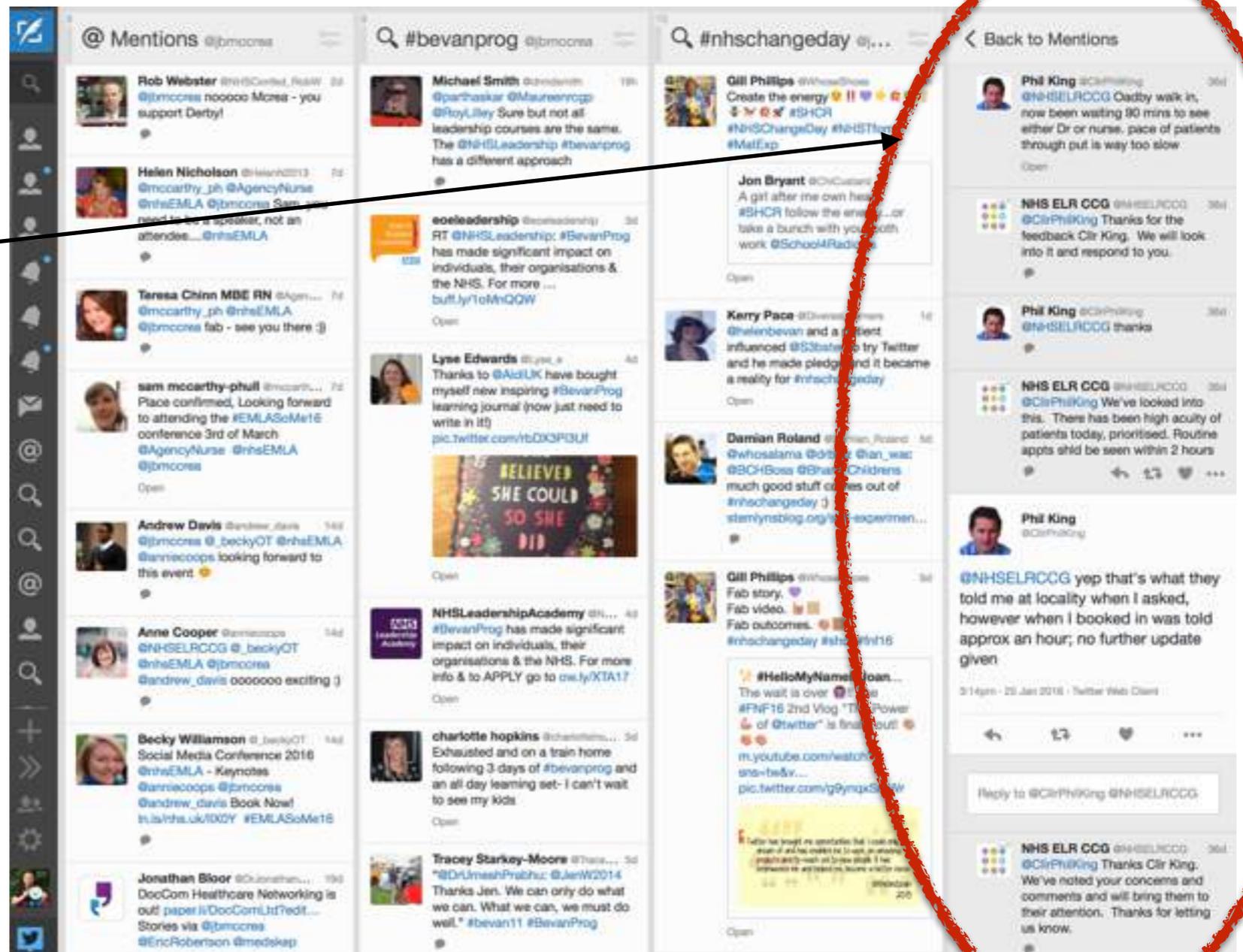
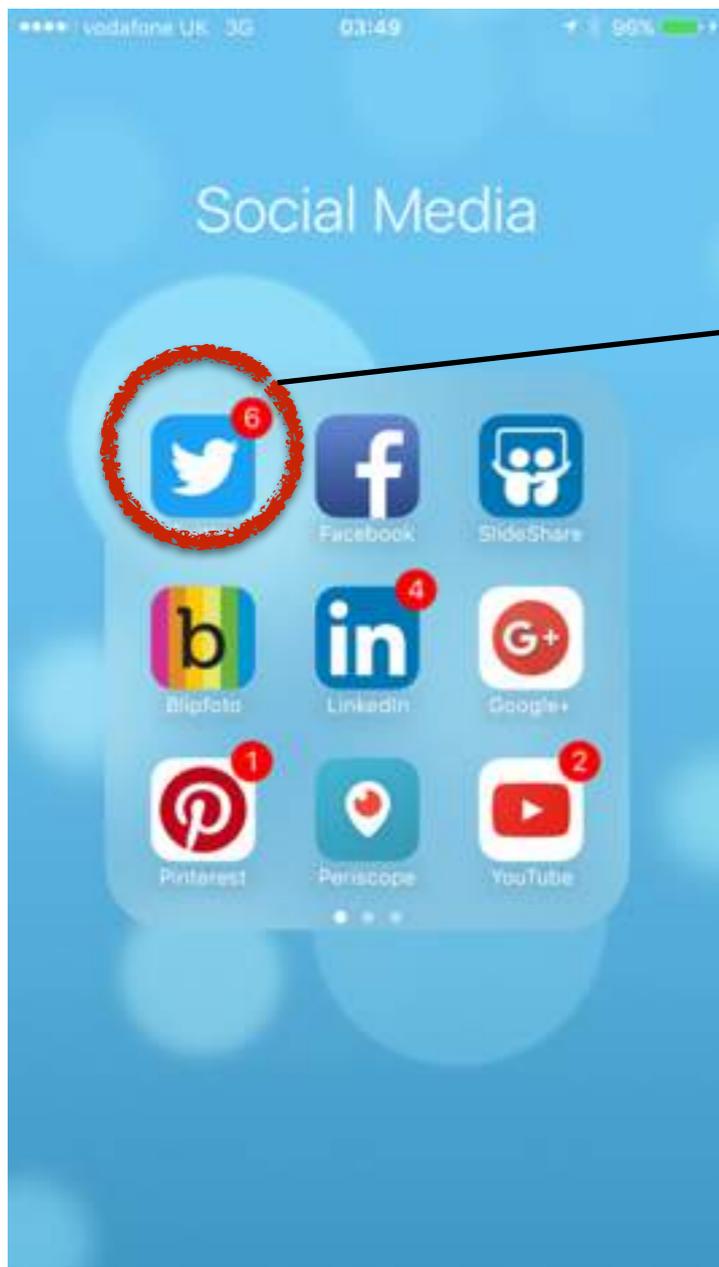
Go **Mobile** and **Real-Time**

Go Mobile



“Smartphones have become the hub of our daily lives”

Go Real Time



Go Real Time

 Back to Mentions

 **Phil King** @CllrPhilKing 36d
@NHSELRCCG Oadby walk in, now been waiting 90 mins to see either Dr or nurse. pace of patients through put is way too slow

Open

 **NHS ELR CCG** @NHSELRCCG 36d
@CllrPhilKing Thanks for the feedback Cllr King. We will look into it and respond to you.



 **Phil King** @CllrPhilKing 36d
@NHSELRCCG thanks



Go Real Time



 **NHS ELR CCG** @NHSELRCCG 36d
@CllrPhilKing Thanks for the feedback Cllr King. We will look into it and respond to you.

 **Phil King** @CllrPhilKing 36d
@NHSELRCCG thanks



 **NHS ELR CCG** @NHSELRCCG 36d
@CllrPhilKing We've looked into this. There has been high acuity of patients today, prioritised. Routine appts shld be seen within 2 hours

Go Real Time



Go Real Time



Phil King
@CllrPhilKing

@NHSELRCCG yep that's what they told me at locality when I asked, however when I booked in was told approx an hour; no further update given



NHS ELR CCG @NHSELRCCG 36d
@CllrPhilKing Thanks Cllr King. We've noted your concerns and comments and will bring them to their attention. Thanks for letting us know.



East Leicestershire and Rutland
Clinical Commissioning Group



Healthcare
access in
YOUR
hands

Search for “NHS Now” - on an iPad make sure you select to search for iPhone Apps

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Activity Five - Putting it into practice

Tweet the most important topic or question to you that you think the South West Clinical Senate should pick up and advise on in the coming year

DON'T FORGET to include the hashtag #swdigiday in your tweet!