

Redmoor Health Primary Care Social Media Toolkit

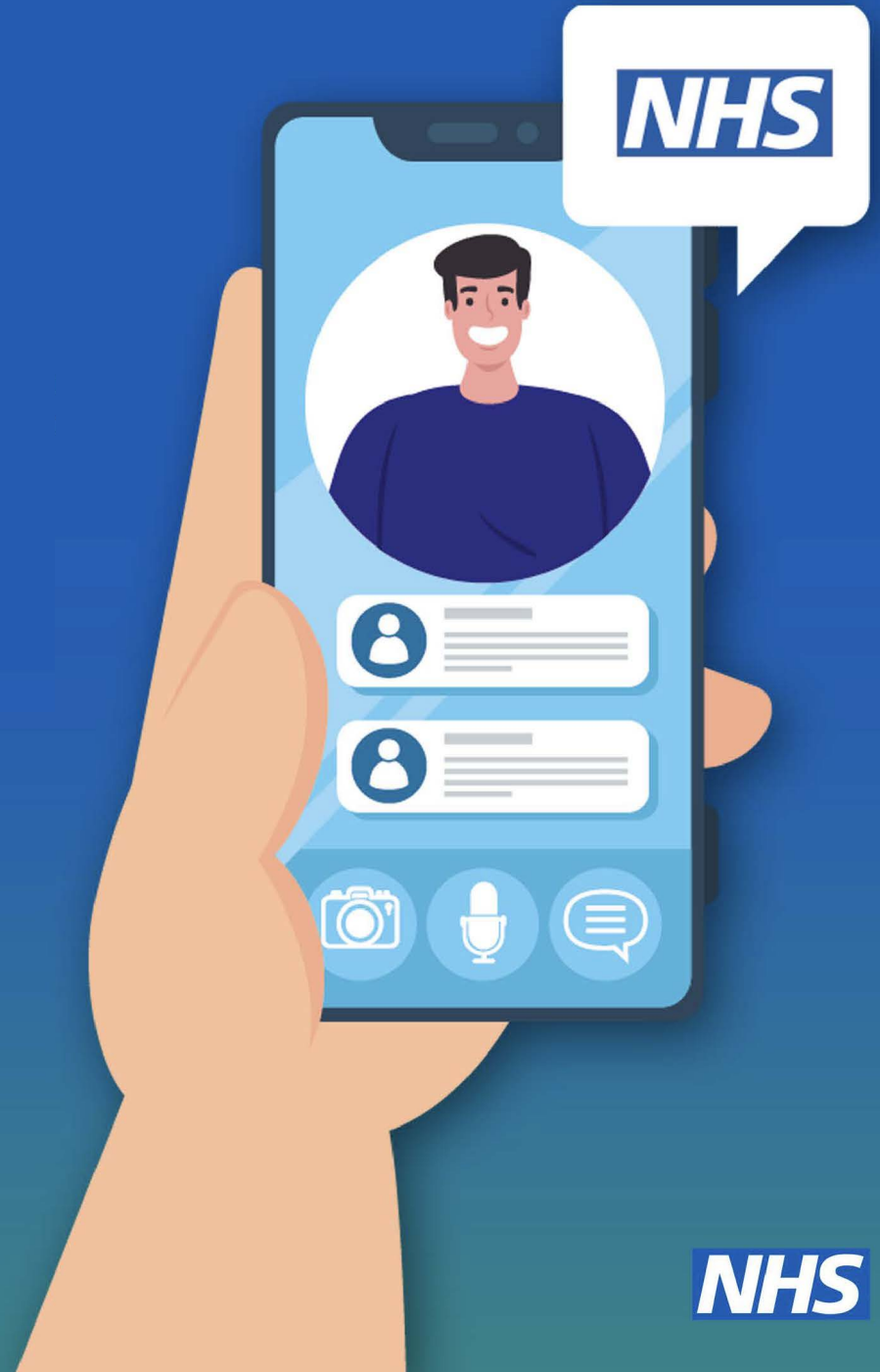


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Background

This toolkit explains the basics of using social media in GP practices, and provides helpful advice and guidance for future development.

Social media is an online channel that allows people to communicate with each other. There are hundreds of sites and they will all allow two way discussions to take place between people or organisations. This toolkit is designed to empower practice teams to use social media safely and effectively. Using social media is not a replacement for the work you are doing but instead recognises that for many people the ability to interact with their GP surgery online through social channels is their first choice.

This toolkit will help practices adopt a simple approach to using social media that will help you integrate its use into your normal day today business. The practices that are using social media most effectively will have at least two members of staff whose role is to keep an eye on the page and submit posts. They will generally access their sites at the start and end of the week for up to 30 minutes.



NHS Employers' guidance on using social media for staff encourages staff to use social media strategically as part of their role. It supports this with three key points:



01.

We trust our staff with patients' lives, so why don't we trust them with social media?

02.

Social media offers great opportunities for organisations and individuals to listen and have conversations with the people they wish to influence or communicate with.

03.

How the NHS embraces their use of social media for the benefits of staff and patients will be crucial in creating a sustainable NHS.



10 tips to improve **Facebook** engagement



Facebook is a truly incredible platform.

It has more than 2.5 billion users worldwide. It is a brilliant tool for engaging with people on health issues – but it requires planning.

Put simply, it requires much more than setting up a page.

As with any other form of marketing or engagement it requires a strategy otherwise you will not achieve your goals. Don't make the mistake of thinking you will get your share of those 2.5 billion Facebook users if you haven't thought it through.



01

Do some research

Have a look at really engaging Facebook pages from practices in the local area. Look what works well. How often do they respond? How do they respond? This will help you picture in your mind what you want from your page.

02

Know your audience

There is a common misconception that Facebook has a predominantly older audience. This isn't the case. In 2022, people aged 25 to 34 were the largest user group on Facebook. The platform is excellent for reaching a wide range of demographics. Statistics of national and global Facebook users can be useful but they don't always apply to you as a practice. Using the Facebook insights tool can allow you to monitor who is viewing your posts and which types of posts your audience are engaging with.

03

Know your goals

Depending on what you are trying to achieve, your goals may differ. Are you trying to engage directly with patients about practice issues or do you simply want to send out useful health information? Are you trying to direct people towards a website? Whatever your goals are it is key to have them in place before embarking on your social media journey.



04

Sort your admins

Are there any member's of the team with prior experience in managing a Facebook page? Do any members of staff have an interest in social media?

Finding the right staff to admin your page is key. Find out who in your team would have an interest in taking on the role, a successful Facebook page needs an active admin who is always thinking about the next post!

05

Know you timings

The timings of your posts are crucial for your pages engagement. You will get the most consistent engagement on weekdays from 9 am–3 pm. The worst day is Sunday, which sees the least amount of engagement. You will find the lowest engagement during early mornings and evenings before 7 am and after 5 pm each day. Keep an eye out for patterns of engagement with the timings of your posts. You will soon find out when your patients are active and engaging with your content.

06

Encourage people to share

The real power of Facebook is its ability to share information so effectively that one post can reach out to thousands of people. There's a Facebook phenomenon called the "power of 330." The average Facebook member has 330 friends and the fastest way to spread a message is through social sharing. Facebook automatically offers users the opportunity to share and like, but the real creativity comes when you can convince people to share some kind of unique content. This could simply be a great photograph that people will want to share; a topical question to spark a debate or some helpful information.



07

Promote everywhere

Now that you have set up your page don't ruin that work by sitting waiting for people to arrive. Share it across all your social networks and e-mails. Use every channel you have.

08

Keep it simple

Put yourself into the mind of one of your patients. What would they most likely want to share with their friends? Photos and links to useful video clips from the NHS Choices website are always good. Steer away from posting lots of text as people will not want to share that. If the majority of your likes are mums under 35 then perhaps child health related posts might get shared alot.

09

Invest in your appearance

As with any branding your page needs attention. Anyone who lands onto your page will get their first impression of you straight away. Make sure you explain clearly who you are and why you are using Facebook. Use a relatable photo as your cover.

And finally... If people visit the page but don't comment, it isn't compelling enough. A great campaign gets people to connect, comment and share it with their friends. Getting people to like is just the beginning. A really effective Facebook presence is an ongoing conversation with lots of questions.

10

Evaluate your page

Facebook insights will give you a pretty good idea of what's sparking conversations on your page. Take the 10-minute tour and learn what they mean. Insights are key to understanding how your audience thinks and what content they engage best with. Your insights will be able to show you the real impacts of using social media on the services you provide.



A brief insight into using **Twitter** for health

Twitter is a great site for learning and sharing information. It is also ideal for talking directly to other healthcare professionals. It is a micro-blogging site which limits your posts to 280 characters.



Twitter is a very fast paced social media platform so it's all about the quantity of content. This can be in the form of comments on issues or the sharing of links to useful information, blogs and even brief updates.

Twitter is very popular socially with people between the ages of 18 and 30. It is not as popular as Facebook and takes more time and effort to develop but if you are looking to engage with a different demographic it can be just as effective.



Twitter explained

There are some basic commands associated with Twitter which don't take long to learn. These are as follows:

Retweets



A retweet is sharing another users post, these can be really useful when you are looking to fire out some quick information.

Replies



These are other people's tweets that have mentioned you. They tell you that a person has either replied to something you have tweeted or retweeted something you have posted.

Tweets



These are the messages you post. They are limited to 280 characters and might be something original or someone else's tweet that you have chosen to repost (retweet).

Hashtags



These are the # symbol attached to a phrase or letters etc. The hashtag is simply a book mark which allows people interested in the hashtag term to access tweets from likeminded people who they might not be following. For example if you save the term #nhssm you will be able to keep abreast of useful discussions people are having about digital innovation in health. The most popular health topics will always have a hashtag so make sure to use them.

Hashtags offer an interesting way of watching live commentary. If enough people use the same hashtag it will begin to trend and Twitter will show you which hashtags are trending worldwide, in the UK or by city. If you are looking to build your following it's important to make the most out of trending hashtags.

The Five 'W's of using social media

Why

Why...Are you using social media? Are you clear on what outcomes you want to achieve?

Which

Which groups are you targeting?

What

What evaluation measures do you have in place to measure your return on investment? Social media may be free to set up but it can take up a lot of staff time to manage, moderate and measure. You need to have in place some clear measures to make sure it is time well spent. It will also help you keep on track to achieve your objectives.

Where

Where will you find them? There is no point creating a platform where most of its audience is 25+ if you are looking to engage with 16-24 year olds. Do your research.

Who

Who is going to manage these channels? Who will moderate them if necessary? Are you doing this in house or commissioning it externally? Alternatively are you going to devolve management of the sites to designated staff. There are lots of examples of dormant social media sites, don't add yours to the list.



Social Media Etiquette for Practice Staff

DO

- Always consider your practice's reputation in anything you say online
- Make sure you schedule your posts for times when your patients are most likely going to see them. Otherwise your hard work is wasted.
- Explore different ways of using platforms such as Facebook. This might be pages, closed groups etc.
- Feel comfortable in using social media to find out answers to problems and challenges but beware of how much information you reveal – use generic circumstances.
- Ensure you build your social media use into your day to day practice business. Don't look at it in isolation but as part of your customer service.
- Adapt the tone you use to the social media channel you are using.
- Ensure you are fully aware of information governance restrictions and advice in this area. Don't ever publish confidential material on social media channels.
- Do ensure you have thought about the objectives you want to achieve before deciding the channels to use.
- Market the fact you are there. People rarely stumble upon Facebook or Twitter feeds – tell your patients you are using them.
- Know when to get involved and when to back away. Some people simply cannot be reasoned with. Take the discussion offline.



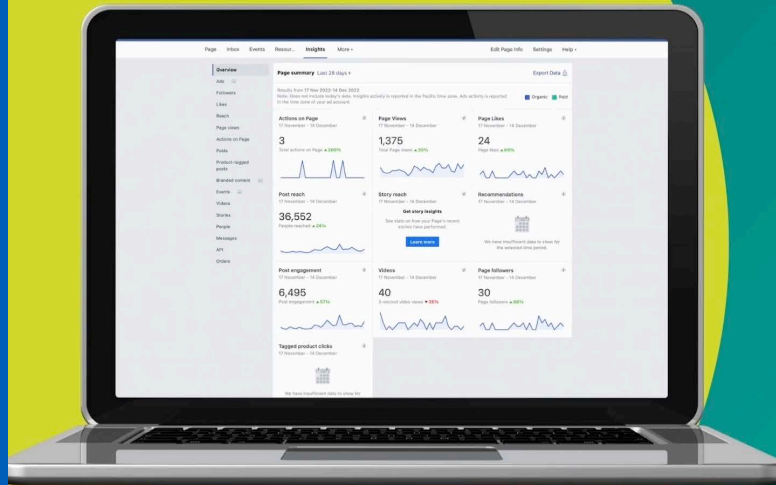
Social Media Etiquette for Practice Staff

DON'T

- Upload confidential information of any kind to any social network. Even if it's private.
- Get into public arguments or political discussions.
- Make any claims about things unless you are sure they are true. Libel laws apply on social media as any other channel so be careful about what you say.
- Take things personally.
- Call into question the validity or experience of other people either in public or in private.
- Think that deleting something makes it go away. The internet 'remembers' old content for a long period of time.
- Set up a social media presence without giving evaluation, safety, safe-guarding or practice reputation good consideration.
- Bury your head in the sand if you're struggling to keep up. Ask for help.
- Allow your comments to be taken out of context.
- Give an official opinion on behalf of your practice unless you have been authorised to do so.
- Mix your personal social media accounts with practice ones. Keep them entirely separate.
- Post health information from dubious websites. Stick to using NHS sites.

Introduction to Insights

What are Facebook Insights?



- Facebook Insights allow you to view the overall performance of your Facebook page
- Facebook Insights are key to understanding your audience and how to interact with them.
- Insights give you a detailed look into every engagement on your page.
- Monitor your insights to see what type of campaigns and content patients engage best with.

Click to watch our video

Creating a Post

The screenshot shows the Facebook interface for the 'Example Health Centre' page. The top navigation bar includes the Facebook logo, a search bar, and navigation icons for home, marketplace, video, and pages. The left sidebar contains 'Manage Pages and profiles' with a dropdown for 'Example Health Centre', and a list of navigation options: Home, Manage shop, Messenger tools, Inbox, Business apps, Notifications (2 new), Insights, Publishing Tools, Ad Centre, Page quality, Edit Page Info, and Settings (2 new). The main content area features a blue header with the NHS logo and the text 'Proudly Part of the NHS' surrounded by illustrations of hands. Below the header is the page name 'Example Health Centre' and a navigation menu with options: Home, Services, Shop, Offers, and More. The 'Create Post' section is highlighted, showing options for Photo/video, Reel, and Get Messages. Below this, there are options for Live, Event, Offer, and Ad. A post by 'Example Health Centre' is visible at the bottom, discussing Coronary heart disease (CHD).

Click to watch our video

Sharing a Post

The screenshot shows a Facebook interface with the NHS.uk page header. The main post features a video thumbnail with the text "Get to the help you need" and "111.nhs.uk". A share menu is open over the video, listing options: "Share now (Friends)", "Share to Feed", "Share to Your Story (Friends)", "Send in Messenger", "Share to a Page", "Share to a group", and "Share on a friend's profile". The post has 160 reactions and a "Share" button is visible at the bottom.

Page · Government organization
London, United Kingdom
nhs.uk

Photos See all photos

Check your medicine cabinet this winter
HIV
Get to the help you need
111.nhs.uk
If you need medical help, continue to use 111 online, and in emergencies, please call 999.
111 Online 111.nhs.uk
Don't Forget The Bubbles
Don't Forget The Bubbles
Don't Forget The Bubbles

HM Government NHS
Get to the help you need
111.nhs.uk

Share now (Friends)
Share to Feed
Share to Your Story (Friends)
Send in Messenger
Share to a Page
Share to a group
Share on a friend's profile

160
Like Comment Share

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Most relevant

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