



SOCIAL MEDIA APPROACH

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The campaign Twitter handle is @SignuptoSafety. The account will be branded and will link to the campaign microsite www.signuptosafety.nhs.uk on Tuesday 24 June.

Twitter is the main tool for managing social media for the campaign. It will grow organically, and energy will be put into following those making pledges and key partners.

Through Twitter we seek to create a following to increase recognition and help embed the Sign up to Safety brand, generate interaction by asking the online health community to make safety related pledges, and increase engagement by participating in real time conversations and retweeting pledges. All content should be interactive and shareable to encourage participation.

Use #SignuptoSafety in all your tweets for the campaign and encourage other people to do the same. This will amplify our voice and join up conversations locally and nationally. Apply your local social media strategy to managing response rates and level of engagement around the #SignuptoSafety conversation via your own Twitter account.

Be aware of unhelpful tweets and comments from the public, and try to determine whether it is necessary to engage in negative conversation.

Below you will find a stock set of tweets which you can use in your own #SignuptoSafety efforts via your local channels. The stock tweets include a trackable link for the campaign microsite which allows us to evaluate the campaign nationally. Please support the evaluation of our digital efforts and use this shortened link in your social conversations for #SignuptoSafety via your Twitter channels and within the agreed messaging.

You can read [general guidance on using Twitter in the healthcare system](#) on the Department of Health website.

SUGGESTED TWEETS

#SignupToSafety: listen, learn, act. Make your safety pledge today <http://bit.ly/signuptosafety>

#SignupToSafety launches today. The ambition? To make the NHS the safest healthcare system in the world <http://bit.ly/signuptosafety>

#SignuptoSafety: harm free care for every patient, every time, everywhere. Make your pledge today <http://bit.ly/signuptosafety>

#SignuptoSafety to halve avoidable harm, save 6k lives & make a positive difference to those we care for <http://bit.ly/signuptosafety>

Help realise the ambition of making NHS the safest healthcare system. Make a safety pledge
#SignuptoSafety <http://bit.ly/signuptosafety>

Everyone involved in caring for patients can make a difference. Make your safety pledge today
#SignuptoSafety <http://bit.ly/signuptosafety>

Harness the talent and enthusiasm across the healthcare system - together we can improve patient safety
#SignuptoSafety <http://bit.ly/signuptosafety>

Promote open and honest conversations to improve patient safety. What's your safety pledge?
#SignuptoSafety <http://bit.ly/signuptosafety>

Together we can improve safety, halve avoidable harm and make a positive difference to the people we care for. #SignuptoSafety <http://bit.ly/signuptosafety>

Give patients confidence by ensuring that the care they receive is safe and effective at all times. What's your pledge? #SignuptoSafety <http://bit.ly/signuptosafety>

Safe care means being open with patients & staff when things go wrong & learning from them. So
#SignuptoSafety <http://bit.ly/signuptosafety>

Are you having brave conversations about patient safety? #SignuptoSafety <http://bit.ly/signuptosafety>

To improve patient safety we need a culture of continuous learning from when things go wrong
#SignuptoSafety <http://bit.ly/signuptosafety>

[Personalise these for your own Twitter handle] @XXX has signed up to safety. See our plans & join national ambition to save 6K lives #SignuptoSafety <http://bit.ly/signuptosafety>

[Personalise these for your own Twitter handle] @XXX is doing X to improve patient safety. What will you do? #SignuptoSafety <http://bit.ly/signuptosafety>

[Personalise these for your own Twitter handle] @XXX has signed up to safety. Have you? #SignuptoSafety <http://bit.ly/signuptosafety>

[Personalise these for your own Twitter handle] @XXX has made a #SignuptoSafety pledge. What's yours?
<http://bit.ly/signuptosafety>