



## **Guidelines for use of Social Media in Patient Participation Groups**

# **An introduction to Facebook and Patient Participation Groups (PPGs)**

## **What is Facebook?**

- It is an online place where you can connect with others, sharing words, photos and other images.
- There is no word limit.
- You can share photo albums.
- You can seek other people's opinions (and give your own).
- You can interact with the people you choose.
- You can send private messages, like emails, to individuals or groups

## How does it work?

1. Become **friends** with someone, or **like** a page so their information will appear on your **home page**.
2. The information you post is stored on your **profile**.
3. You'll receive a **notification** when people respond to you or **tag** you.
4. If you tag someone, you're drawing their attention to it and making it visible to your friends and their friends.

## Who is using it?

1. People use it informally to keep in touch with family and friends.
2. They find out information about services and products they like.
3. They may be more honest as they know the people they are interacting with.
4. Many people use Facebook on a daily basis and may have supplementary accounts on Twitter or Instagram.
5. People use community forums such as 'Buy, Swap, Sell' sites or 'Spotted' pages to find out about and comment on what's happening in their area.

## How to get the best for the PPG

1. You'll have a **page** or a **group**.
2. Have clear information on your profile, explaining what the group is and what you hope to achieve.
3. Connect with other community organisations and share their information.
4. Keep people up to date with what is happening at the surgery.
5. Ask questions to help you understand people's perspectives.

2. Messages

5. Page

4. Main account

1. Notifications

The image shows a screenshot of a Facebook page for 'NHS Coastal Locality - South Devon and Torbay CCG'. The page features a cover photo of a coastal town and a profile picture of a colorful star logo. The page name is 'NHS Coastal Locality - South Devon and Torbay CCG' and it is categorized as a 'Community Organisation'. The page has 60 likes and 47 post reach this week. The navigation bar includes 'Page', 'Messages 1', 'Notifications 3', 'Insights', and 'Posts'. The right sidebar shows 'Promote' options, 'THIS WEEK' statistics (0 Page Likes, 47 Post Reach), and 'Recent' posts from 2015 and 2014. The main content area shows a status update with the text 'What have you been up to?'. The page is annotated with numbered arrows: '1. Notifications' points to the notification bell icon; '2. Messages' points to the messages icon; '3. Status' points to the status update; '4. Main account' points to the profile picture; and '5. Page' points to the page name.

3. Status



## NHS Coastal Locality - South Devon and Torbay CCG

7 February at 09:32 · 🌐

"We're meeting people who have seen flyers and now think Teignmouth hospital is closing down. This isn't the case. Fortunately we're able to refer them to our consultation with proper information about options that give our hospitals a sustainable future. And we're still welcoming other ideas!"

1,585 people reached

[Boost Post](#)

Like · Comment · Share · 👍 4 ➦ 2

👍 Michael Clayson, Cilla Diment and 2 others like this.

➦ 2 shares



Write a comment...



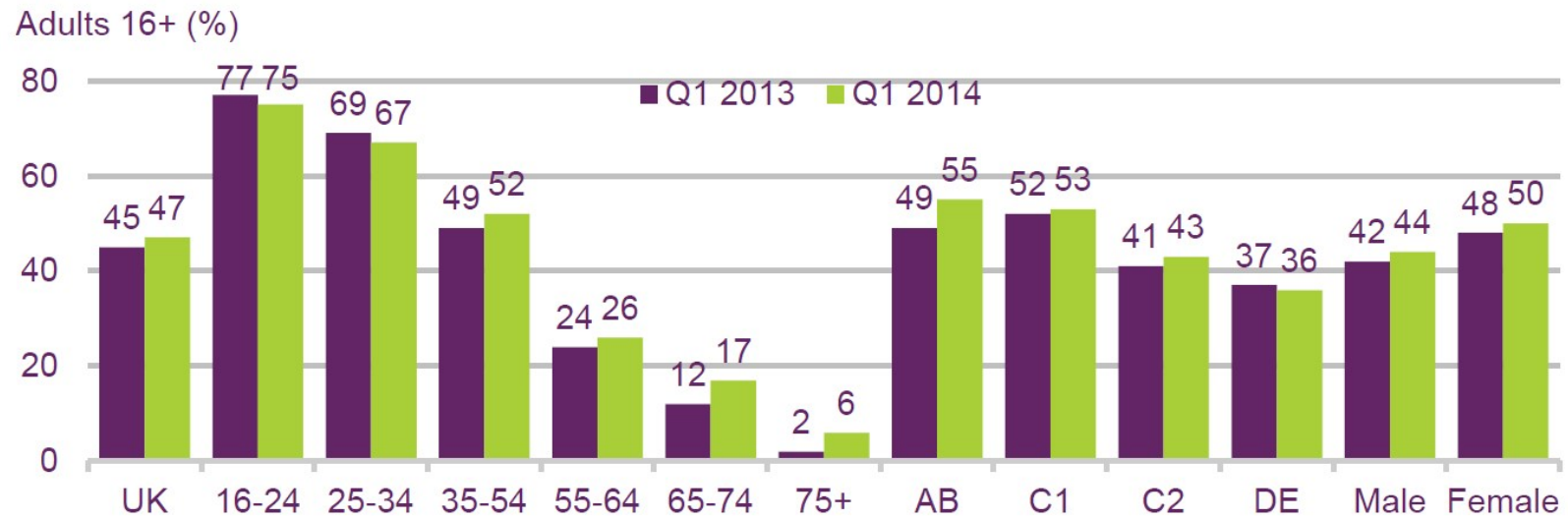
# An introduction to Twitter and PPGs

## What is Twitter?

- It is known as a micro-blogging platform
- It has a 140 character limit (spaces included)
- It removes geographical and hierarchical boundaries
- Any profile can talk to any other profile
- (Some) People share their thoughts, feelings, experiences – even their lives on it
- It brings communities of interest together.

## Who is using it?

**Figure 4.42** Proportion of adults who access social networking sites at home

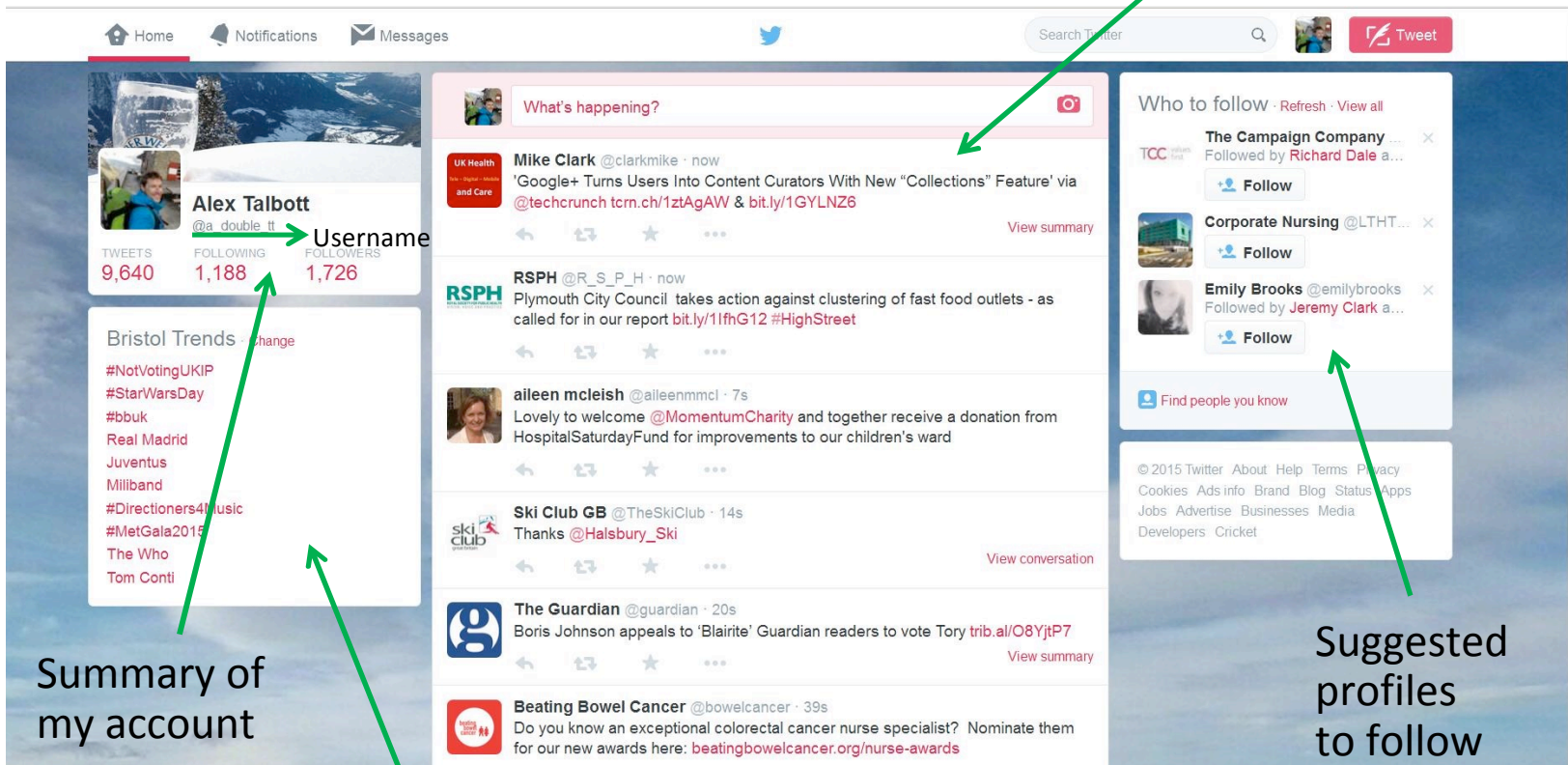




## How does it work?

<https://twitter.com> > signed in to my profile > this is what I see

Timeline of tweets from people I follow

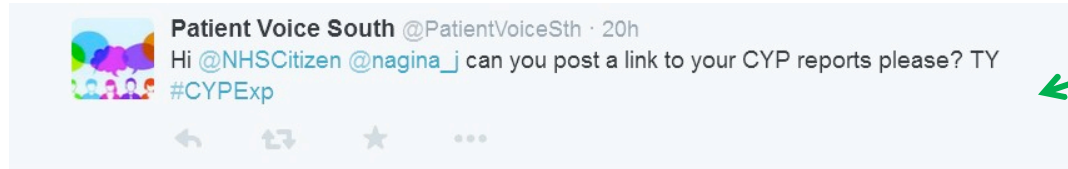


Summary of my account

Trending topics and hashtags

Suggested profiles to follow

## How does it work?



The question



1/2 Hi @PatientVoiceSth @nagina\_j - here's the first one from test Assembly in Sept: [bit.ly/1DQqeVV](http://bit.ly/1DQqeVV)

The answer



RETWEET

1



3:27 PM - 5 May 2015

...all completely public to people who are signed in or not.

## What is a hashtag?

- A way of highlighting a term/phrase or acronym
- A method of 'tagging' content to do with a certain topic
- A relic of when Twitter didn't have a search function: #cornwall #NHS #PatientSafety
- Anyone can make one up
- Check the hashtag is "clean"

## What is a tweet chat?

- Takes advantage of Twitter's openness
- Include the chat's hashtag in your tweet
  
- It gets seen by all looking at the hashtag
- They reply ... chat away!

The screenshot shows a Twitter interface with a navigation bar at the top containing 'Home', 'Notifications', and 'Messages'. A search bar and a 'Tweet' button are also visible. The main content is a tweet from the account '#nhssm @nhssm', which is marked as 'Following'. The tweet text reads: 'Well the first #nhssm to finish with some daylight has come to a close. As ever the conversation continues. Huge thanks to @medtweetshq'. Below the text are icons for reply, retweet, favorite, and more options. The tweet has 2 retweets and 9 favorites, with a row of profile pictures representing the users who interacted. The timestamp is '8:54 PM - 22 Apr 2015'. Below the main tweet is a reply box with the text 'Reply to @nhssm @medtweetshq'. The thread continues with two replies: one from '#MedTweets @medtweetshq · Apr 22' with the text '@nhssm #MedTweets - What a quick hour! Thanks to everyone that has contributed #nhssm' (3 retweets, 9 favorites), and another from 'Jonathon Hurley @DrJHurley · Apr 22' with the text '@medtweetshq @nhssm Thanks for taking that on for this week's discussion!' (2 retweets, 2 favorites).

## Who can see what on Twitter?

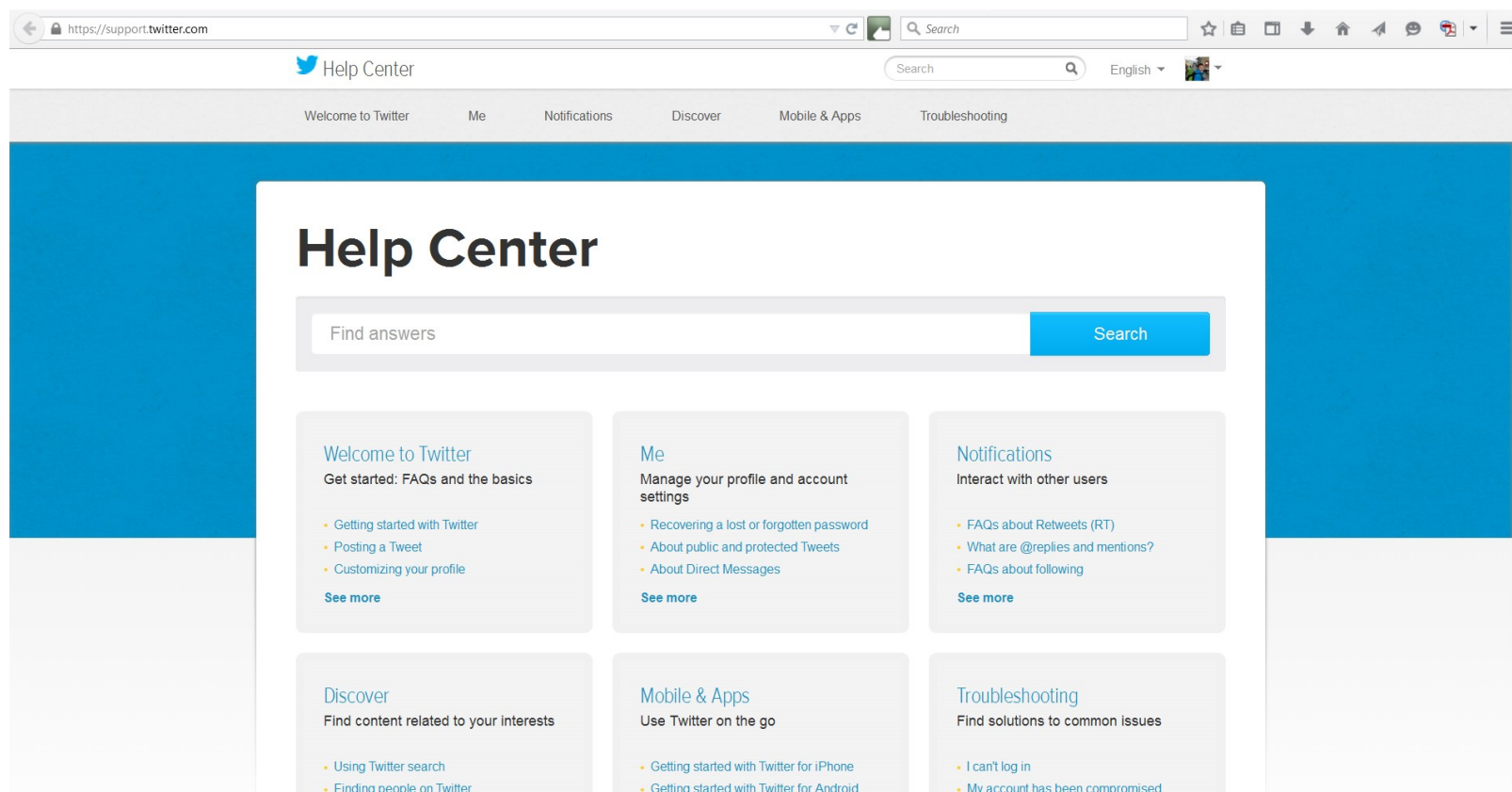
- Assume anyone in the world with an internet connection can see what you publish on Twitter
- There are Direct Messages (DM) which are private
- But they only take a screenshot to share

## How do I find people and people find me?

- Search by subject, keywords, name, organisation, hashtags
- Twitter naturally brings communities of interest together
- See who the people you follow, follow

**Building a community takes time, patience and persistence.**

## Where can I find out more?



<https://support.twitter.com>

## Tips

- Good hashtags to start with:

[#nhssm](#)      [#PatientSafety](#)      [#NHSCitizen](#)

- Good accounts to follow:

[@PatientsAssoc](#)      [@PatientVoiceSth](#)      [@NHSCitizen](#)      [@PatientOpinion](#)

- Find out more about planning social media work and setting objectives with NHS Employers social media toolkit: <http://www.nhsemployers.org/your-workforce/need-to-know/social-media-and-the-nhs/a-social-media-toolkit-for-the-nhs>

## Tips

### **Passwords:**

- Change them every month
- Don't use the same one for different accounts
- Make it difficult to guess. Never use any variant of PASSWORD!

If you are worried about your account's security use 'login verification' (aka two-step verification) to sign in:

<https://support.twitter.com/articles/20170388-using-login-verification>

### **Updates:**

Always update your apps and browsers to the latest version.

For more information please click [here](#) to see the social media webinar that was run for PPGs in April 2015