Greater
Manchester
Integrated Care
Partnership

Social media platforms continue to evolve daily and are increasingly targeted at ever-more focussed audiences. A platform that appeals to one person is unlikely to have similar appeal to another. Although there are tools to help with this, it is unrealistic to be in every social media space and perhaps similarly unrealistic to think that users place their GP at the top of their social media priority list. That said, there may be a particular sector of the population that needs to be reached and so selective social media can be helpful in achieving this.
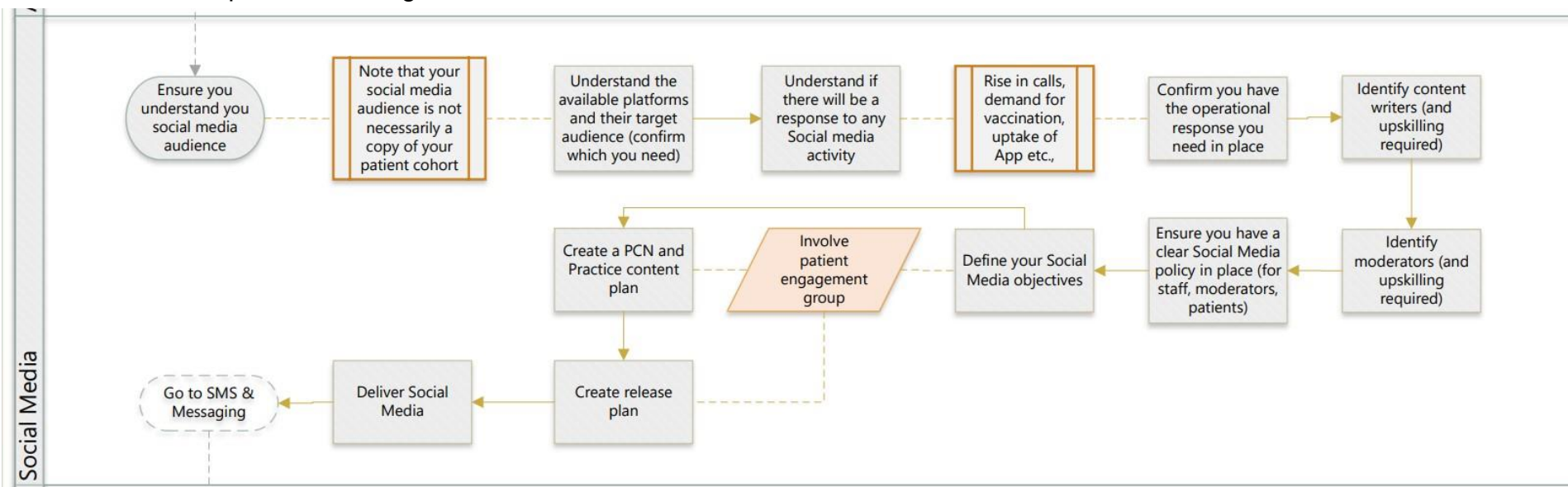
Process 9. Social Media Considerations

Quick Check: Is the approach to social media right/working?	Yes	No
Is there a content and campaign strategy for social media channels?		
Is social media constantly managed, monitored, and kept up to date?		
Is the operational impact of social media activity understood?		
Does social media feel like a valuable and worthwhile part of the total offer?		
Answered no to any question? Consider making some changes		

Social Media Platforms

Generally, social media needs a range of up to date, relevant and engaging content to ensure its continued success. Whilst users can re-post and like what others do, at some point practices/PCNs with social media presences need their own voice. This of course requires a consistent effort, so requires people with the ability and time to do this as well.

The controls to ensure that the voice of the organisation is protected also require effort if chosen platforms don't have the means to be locked down from external comment. Regardless, regular checks are also required.

Effective social media

- ✓ Know the audience – who is the social media channel principally aimed at?
- ✓ Know the risks and mitigate – make it clear t social media channels are not for one-to-one private, medical, emergency, and provocative or offensive communication
- ✓ Tell the audience what the social media platform is used for (e.g., News, seasonal health campaigns, service updates, appointment availability, wait times).
- ✓ Lock down as many of the areas which pose a risk as possible.
- ✓ Don't be drawn into debates.
- ✓ Moderate and remove inappropriate content.
- ✓ Welcome feedback – always with positive tone and language.
- ✓ If responding to a public comment via a direct messaging route, make sure to publicly tell the author of the intent to do so (so that others can see that the organisation 'listens and responds')
- ✓ Consider how any particular social media channel reflects on the reputation of the organisation and on the NHS as a whole
- ✓ Develop a formal social media policy.
- ✓ Have a content plan for the year ahead (and someone to write the content too)
- ✓ Make sure everyone in the PCN knows what everyone else is doing and that nobody has an adverse impact on anyone else
- ✓ If the PCN/practices are geographically spread or working to different population indicators take care not to create an expectation that others in the PCN can't meet for their patients

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