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# Getting to grips with social media: connecting #AHPs

#BTHTD14 10<sup>th</sup> November 2014

@NaomiMcVey @physiotalk

# Overview

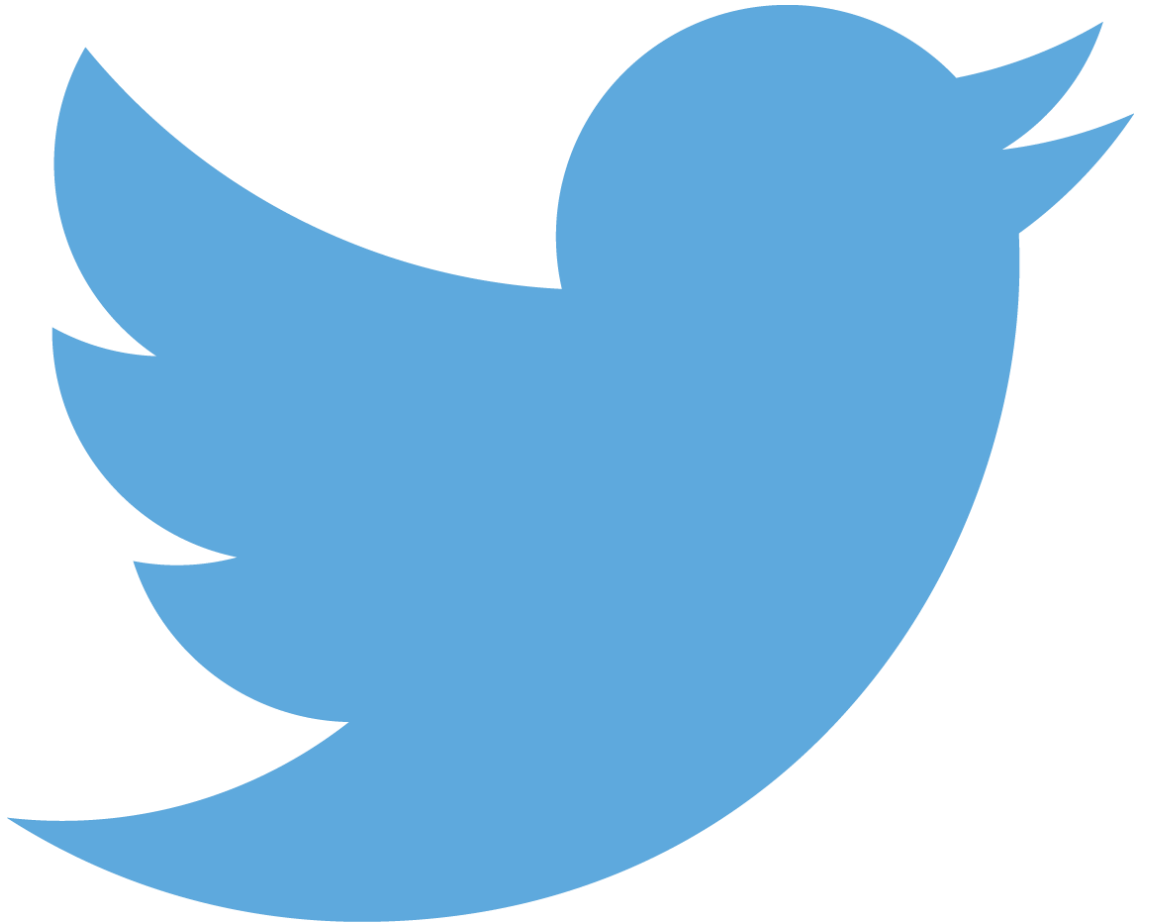
What is it?

Why?

Professionalism

Twitter

CPD





# What is social media?

Websites & apps that people use to share:

- opinions
- information
- experiences
- images
- web links
- video/audio clips





# Why should #AHPs get stuck in?

Peer support

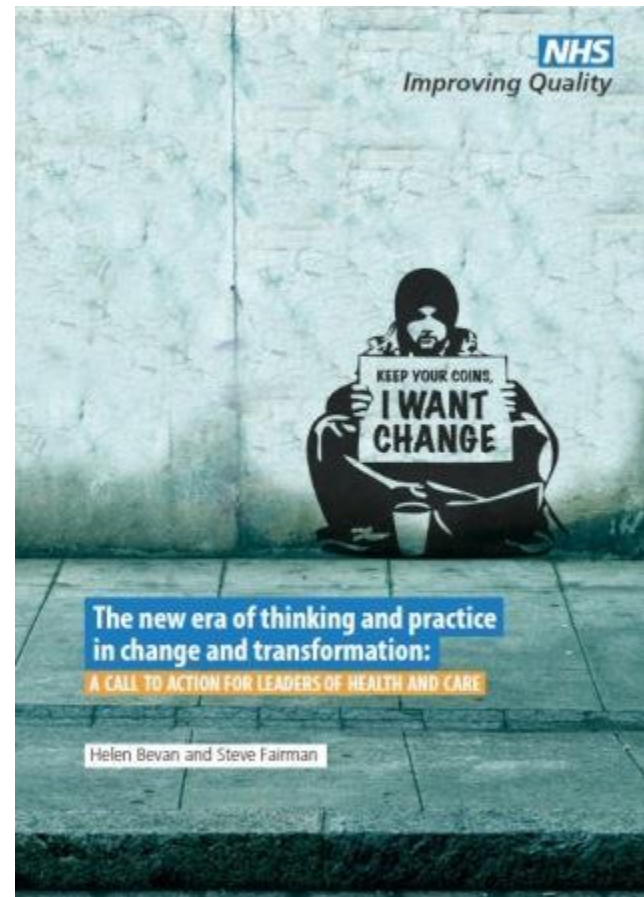
Learning/CPD

#EBP #RealEBM

-} Service improvement

-} Change

It's free!



[wp.me/p47A8J-bM](http://wp.me/p47A8J-bM)

# Stronger together: international influence



# Digital professionalism



hcpc health & care  
professions  
council



# Twitter



[bit.ly/1udEqb6](https://bit.ly/1udEqb6)



# Your profile



**Rhys Hughes**  
@RHphysio FOLLOWS YOU

BSc. (Hons) Physiotherapy // Success is doing ordinary things in an extraordinary way // Physiotherapist at Sheffield United FC


📍 Sheffield  
🕒 Joined April 2012



**Naomi Linberry**  
@NaomiLinberry

✉️ **Tweet to Naomi Linberry**

# Twitter in action

[Home](#) [Notifications](#) [# Discover](#) [Me](#) 

Search Twitter

physiotalk

physiotalk

physiotalk

@physiotalk

TWEETS

5,169

FOLLOWING

2,135

FOLLOWERS

3,697

Compose new Tweet...

Trends · Change

#MedX

#RIPJoanRivers

#QbayCollections


#IRaptunesDotCom


The Oooly Tooooly


#RainbowLaces


Seahawks


Tweets

 Retweeted by Herts Valleys CCG

**Dr Kevin Barrett** @DrBarrettHVCCG · 2h  
The next @HVCCG Planned & Primary Care Public Network event is Wed 10 Sept 12-3pm @ South Hill Centre Hemel Hempstead [hertsvalleysccg.nhs.uk/index.php?opti...](http://hertsvalleysccg.nhs.uk/index.php?opti...)  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

**Achilles Tendons** @Seth0Neill · 13s  
Aging down regulates more genes than unregulated. (Equine chondrocytes) what happens in tendons #Tendons2014  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

**Open Policy Making** @OpenPolicyUK · 19s  
The latest from OPM's @ljollerhead on interesting reads from the past week: [bit.ly/1qtpjv](http://bit.ly/1qtpjv) Enjoy!  
Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)

**Helena Johnson** @HelenaCJohnson · 22s  
Burst the taboo: @Gussiegrips Elaine Miller combines physiotherapy with stand-up comedy [csp.org.uk/frontline/arti...](http://csp.org.uk/frontline/arti...) via @thecsp



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# Who you follow

[bit.ly/1tPROB5](http://bit.ly/1tPROB5)



**Mike Stewart** @knowpainmike · 4h

@sportinjurymatt Good use of humour as a coping strategy? Similar to big belly as "The canopy above the toy shop!" [pic.twitter.com/Hd5dzNViJO](https://pic.twitter.com/Hd5dzNViJO)



[View photo](#)



**Naomi McVey** @NaomiMcVey · 4h

@knowpainmike @sportinjurymatt really interesting discussions use of humour as a coping strategy yesterday at blogfest @GussieGrips



**Mike Stewart** @knowpainmike · 4h

@NaomiMcVey @sportinjurymatt @GussieGrips Great. For me, e humour are intrinsically linked. Ref: Patch Adams [youtube.com/wa](https://youtube.com/wa)



**Hannah Ensor** @stickmancrips · 4h

@knowpainmike @NaomiMcVey @sportinjurymatt @GussieGrips important - but has to be appropriate. I've heard pts very offended



**Hannah Ensor** @stickmancrips · 4h

@knowpainmike @NaomiMcVey @sportinjurymatt @GussieGrips I would have found hilarious. Even had ppl offended by my stickm



**The Sports Physio** @AdamMeakins · 2h

Divided by language, the barriers between patients and therapists when managing back pain... [ncbi.nlm.nih.gov/m/pubmed/19804...](https://ncbi.nlm.nih.gov/m/pubmed/19804...)



**Mike Stewart** @knowpainmike · 2h

@AdamMeakins Cheers Adam. Right up my metaphoric street!



**ben dean** @bendean1979 · 2h

@knowpainmike @AdamMeakins best to make things as simple and easy for patients to understand, no need for complex obfuscatory language



**The Sports Physio** @AdamMeakins · 2h

@bendean1979 @knowpainmike agreed... Had to google obfuscatory thou...



**ben dean** @bendean1979 · 2h

@AdamMeakins @knowpainmike for example 'should impingement' is a rubbish term, makes no sense to me on any level



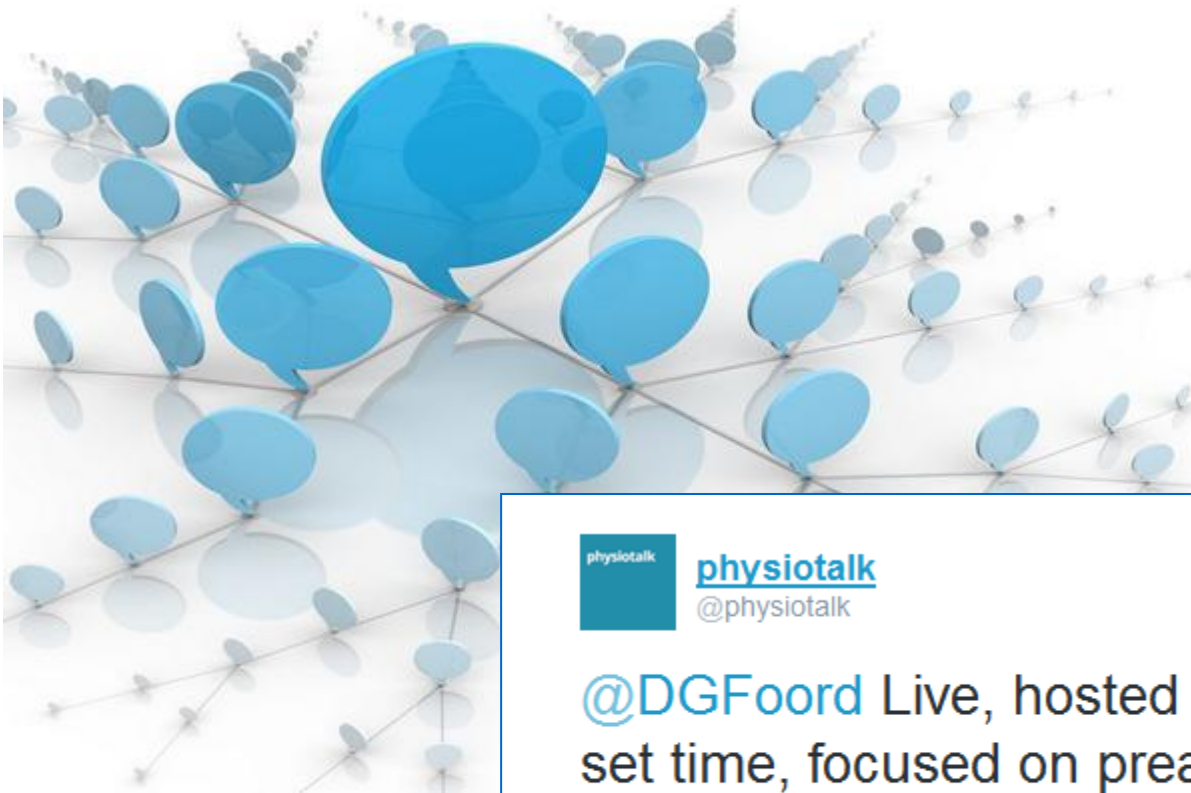
**Rehab:Inc** @RehabIncUK · 29m

@bendean1979 @AdamMeakins @knowpainmike but can be helpful when used in context!!



# Conversations

# Tweet chats



**physiotalk**  
@physiotalk

Share



Following

@DGFoord Live, hosted discussion held at set time, focused on prearranged topic, with a # to bind the conversation

Reply Retweet Favorite More





# Summary

- Its about connections and conversations
- Lots of opportunities – find the right one for you
- You can & should use social media as a healthcare professional

#PhysioTalk Participants



# Make it happen #AHPs!

@physiotalk  
[physiotalk@outlook.com](mailto:physiotalk@outlook.com)  
[www.physiotalk.co.uk](http://www.physiotalk.co.uk)  
[wp.me/P47A8J-ol](http://wp.me/P47A8J-ol)

## My Twitter plan

Physiotalk

### Step 1: One account or two?

Some people like to keep their personal twitter account separate to the one they use for physiotherapy related tweeting. It is your decision – but in both you need to remember to tweet professionally.

### Step 2: Set up a twitter account

If you haven't joined twitter yet, then set up an account making sure you add a picture and brief biography. Ask friends and colleagues who can help you with this.

If you already have an account – check your picture and biography – no eggs please! Why not a colleague to take your picture? Your profile information can easily be changed and updated.

### Step 3: Start following people

Think about who you want to follow on twitter – ask colleagues for suggestions and there are 'who to follow' lists on [www.physiotalk.co.uk](http://www.physiotalk.co.uk).

- ☐ Physiotherapists and physiotherapy students
- ☐ AHPs, nurses, doctors and patient leaders
- ☐ Physiotherapy organisations and professional networks – start with @thecsp
- ☐ Organisations that interest you – @The\_HCPC, think tanks, charities, CCGs etc
- ☐ News accounts and health networks

### Step 4: Find a twitter mentor

Find somebody at work or through twitter who can help you get more out of twitter:

**My twitter mentor is @**

Send them a tweet - start your tweet with their @name and it will show up in their notifications.

**Ask colleagues who to follow:**

@  
@  
@  
@

Join the conversation