



BACPAR Social Media Update



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Background – What is Social Media

- ‘Social Media is the future of communication, a countless array of internet based tools and platforms that increase and enhance the sharing of information’. (www.socialmediadefined.com/what-is-social-media/)



How can the use of Social Media benefit BACPAR?

Social Media Guidance, CSP, 2012:

- Immediacy of communication;
 - Relative ease of broadcasting messages to specific audiences;
 - Level of interactivity providing a rich user/learner experience;
 - Ease of connecting regularly with people who share similar interests or concerns;
 - Level of personalisation that can be applied to reflect how an individual wants to receive information.
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To be aware of - Social Media Guidance: CSP, 2012

■ **Legal considerations:**

- Privacy, confidentiality and disclosure
- Defamation
- Equalities, diversity and harassment

- **Regulatory considerations (HCPC):**

- You must act in the best interests of service users
 - You must respect the confidentiality of service users
 - You must keep high standards of personal conduct
 - You must behave with honesty and integrity and make sure that your behaviour does not damage the public's confidence in you or your profession
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■ Professional considerations (CSP):

- Ensure confidential information that they acquire in all types of activity remains secure.
 - Recognise the potential impact of their personal behaviour, life-Style and activity outside work on their physiotherapy role.
 - Recognise their role as advocates for the physiotherapy profession.
 - Recognise the potential impact of their personal behaviour, life-style and activity on the reputation of the physiotherapy profession.
 - Set any social media personal account privacy settings high to ensure you have protected yourself against inappropriate advances from patients/clients;
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■ Professional considerations (CSP):

- Don't respond to requests from patients to befriend you via your personal account; click the decline option giving no reason;
 - Don't send 'friend' requests to current or former patients/clients;
 - If using social media as part of your service (for example – a live 'chat' consultation with a patient), ensure your communication is professional and maintains appropriate boundaries;
 - Report any obscene correspondence (to your manager or supervisor) rather than replying to it
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How will BACPAR use Social Media

- Promote BACPAR and the work we do
 - Reach Physiotherapists working in Amputee Rehabilitation on a wider platform – internationally
 - Promote BACPAR Guidelines and Publications
 - Joint working with other amputee related organisations
 - Build links with amputee organisations
 - Publicity of local/regional and national study days/conferences
 - Share successes
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Social Media Contacts at present:

- Jodie Georgiou, Highly Specialist Amputee Physiotherapist, South Thames Rep jodie.georgiou@gstt.nhs.uk (Twitter)
- Edward Morrison, Specialist Amputee Physiotherapist Edward.Morrison@BHAMCommunity.nhs.uk (Facebook)

-Working together with the BACPAR exec regarding content and guidance.

-BACPAR chair, vice chair and secretary also have usernames and passwords so can monitor content.

Facebook

Search us using:

BACPAR_Official



This is a 'Page' not a 'friend request'

Twitter

Search us using:

BACPAR_official



Twitter activity to date (as of 5.11.14)

In 4 weeks:

- **108 followers** (including amputees, universities, amputee and prosthetic organisations nationally and internationally)
 - **25** Tweets
 - **8** Mentions from followers
 - **2** Re-tweets from followers
 - **3** 'Favorited' posts from followers
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Future....

- Please feel free to email the social media contacts or BACPAR membership email regarding courses being held etc. This can then be posted on your behalf
 - Spread the word and 'follow' BACPAR
 - Future Social Media position on the BACPAR exec?
 - ***Q9- Does BACPAR need a Social Media rep role?***
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