

Social media guidance *for CSP members*

April 2019



Content

1. About this guide
2. What is social media
3. Planning
4. Building your network
5. Content
6. Measuring effectiveness
7. Professionalism
8. Checklist
9. Appendices
 - *Creating accounts*
 - *Glossary*
 - *Further resources*



1 About this guide

The Chartered Society of Physiotherapy has produced this guide to encourage our members to embrace social media in a productive, safe and professional manner.

It is aimed mainly at those who are new to social media or looking to develop their activity, but it also provides guidance on professional issues that may be useful for those who are more established.

April 2019 edition

This version of the guide is an update to the 2014 original, to reflect changes in the popularity of social media networks most commonly used by members in their work and studies.

The fast-moving nature of social media means that this guide cannot hope to provide the latest advice at any moment. Readers are encouraged to use the references at the end of the guide to confirm advice and instructions if in any doubt about currency.

The main social networks use different terms for similar concepts. This guide uses them interchangeably in places, so check the glossary at the end of the guide to make sure you understand what the terms mean.

See <https://www.csp.org.uk/socialmediaguidance> for the latest version of this guidance at any time.

Acknowledgment

The Chartered Society of Physiotherapy is indebted to Claire Hodds and Physiotherapy New Zealand for permission to use their “Social media for physios” publication as the basis for the original version of this guide.

2 What is social media?

Social media is the collective title for online communities like Twitter, Instagram and Facebook, in which people come together to share information, ideas and opinions.

Despite the 'social' title, professionals and businesses form a large part of social media, using it to learn, connect, promote and influence.

Similar to social media networks, messaging applications like WhatsApp and Facebook Messenger make it easy for you to have conversations with individual contacts or private groups, from simple text chats to voice or video calls and document sharing.

How social media could help you

For many members, social media has become central to how they work and develop. Here are a few ways you might benefit.

- ***Be informed*** Social networks can help you to learn what patients and decision-makers think about your service, or learn about developments in clinical practice.
- ***Make useful contacts*** You can reach out and connect with opinion-formers, potential patients and fellow professionals. Social media's currency means you can discuss topics in real time, with individuals or groups.
- ***Promote yourself or your business*** Social media can be an effective and cheap addition to traditional advertising. Targeted messages can help you reach specific groups, while positive comments on your service can spread a good reputation.
- ***Act quickly and widely*** Few communications methods can compare with the rate at which you can place your message in front of interested readers and the speed at which they can respond. If they find it valuable and choose to share your message, it can reach far beyond your own network very quickly.

- **Target your communications** By joining relevant online groups and by nurturing appropriate lists of followers, you can focus in on people who are likely to have an interest in what you want to say.
- **Work together in virtual groups** Messaging apps let you set up private groups of your contacts, where everyone can be part of a conversation in real time.

Is social media for you?

You have plenty to gain from social media, not least networking, learning, influencing and promoting. These benefits don't come for free though and need an investment in time and potentially a different outlook to communications.

Reputation management

In the same way that you can build a good reputation through extended social networks, negative sentiment can spread quickly too. You have less control than traditional communications methods and may need to adopt a more flexible approach.

Speed and reach

Conversations can be rapid and opinion can form quickly, meaning you need to check in regularly on what's being said. If you're running a professional account, you should check in at least daily and ideally more often if you receive regular contact.

Return on your time and effort

Using social media well takes time, so be sure that you're getting value from the extra effort you're putting in. You need to keep disciplined, as the interconnected nature of networks means you can spend hours following distractions, ending up far from where you started.

The main social networks

At the time of writing, Facebook, YouTube, Twitter and Instagram are the most used social media networks in the UK. They all have a large professional user-base, as does the business-specific LinkedIn.

Physiotherapy features across all of these networks, in addition to the CSP's own interactive CSP community.

Each network has its pros and cons:

Twitter



Pros

- ✓ Large, active physiotherapy and trade union communities on Twitter, in the UK and beyond. Also popular with politicians, healthcare decision-makers and other influencers
- ✓ Simplicity and speed of posting

Cons

- ✗ Messages limited to 280 characters (though many see this as a benefit)
- ✗ Unmoderated – some users don't play nicely, either intentionally, or due to the ease of posting now and thinking later.

Best for: Live debate, building influential relationships and following the latest news and events

Facebook



Pros

- ✓ Massive user base in the UK, although much smaller for professional matters
- ✓ Allows you to set up closed groups for private discussions or a business page for promoting your practice

Cons

- ✗ Relative complexity of setting up a business page
- ✗ No guarantee that your posts will be shown to your followers – Facebook filters users' news feeds.

Best for: Reaching the public and creating private groups

You Tube



Pros

- ✓ Enormous audience worldwide and a huge resource of existing content
- ✓ High engagement with videos from your viewers compared to other networks

Cons

- ✗ Creating video content requires more effort than other types of post
- ✗ Typically takes longer than other networks to build a dedicated follower base.

Best for: Building a home for videos that promote physiotherapy or share learning

Instagram



Pros

- ✓ Visual basis of posts makes for a rich user experience
- ✓ Engagement with Instagram posts is much higher than with Facebook or Twitter

Cons

- ✗ Difficult to place links to other online resources
- ✗ Posts have to be photo or video-based so require more creative input.

Best for: Building a strong image of what you or your business is about

Interactive CSP



Pros

- ✓ Physio-specific, CSP member-only community, aligned with professional and reps' networks
- ✓ Holds a large, searchable archive of shared knowledge and information

Cons

- ✗ Can't extend discussions to non-CSP members
- ✗ Responses to discussions tend to take longer than Twitter and Facebook.

Best for: Member-only discussions, sharing and building a knowledge base

LinkedIn



Pros

- ✓ Large professional networking base, widely used for showing expertise to prospective employers and clients
- ✓ Allows you to set up closed groups for private discussions

Cons

- ✗ Less real-time interaction than the other main social networks
- ✗ Regular contact from people trying to sell you business services.

Best for: Building an online CV and a network of professional contacts

Messaging applications

Group messaging systems have become increasingly popular in professional settings in recent years. WhatsApp and Facebook Messenger are two of the most commonly used versions in the UK.

Both systems are in widespread use, with around two-thirds of the UK population using messaging apps. With either WhatsApp or Messenger, you can quickly set up text, voice or video chats and calls with individuals or private groups.

Their ubiquity and their ease of use make them popular choices for one-to-one contact and keeping in touch with groups of colleagues or friends. Many members use them in the workplace for sharing information between teams, however some employers don't allow this – make sure you know what's allowable where you work.

WhatsApp



Pros

- ✓ Simple to connect with anyone in your phone's contact list
- ✓ Strong security, with messages fully encrypted between users

Cons

- ✗ Encryption and closed groups can lead to a false sense of security – you still need to stick to all the normal rules about confidentiality, data privacy and consent (*see the later professionalism section in this guide*).

Facebook Messenger



Pros

- ✓ Integrated with Facebook, so simpler and richer features for those who are already Facebook users

Cons

- ✗ Encryption of messages is not currently as strong as WhatsApp, though the need to post securely and professionally is vital regardless of the system used.

Your choice of which system to use will probably depend on what's already prevalent within your group or workplace.

Live video sharing

All the main social networks offer a method for broadcasting live videos, direct from your phone or connected camera. These offer a cheap and simple way of sharing an event in real time with your followers, inviting their comments as you go.

You can save these videos for those to watch who weren't able to make the live event or who want to replay them to their own networks.

Make sure you have consent from anyone who's featured in your videos before you broadcast them. See the professionalism section later in this guide for more pointers on staying safe.

If you're broadcasting live, you'll want to spend a bit more time up front thinking about the appropriateness of what will appear. You don't have the luxury of checking its suitability before pressing the 'post' button.

See the professionalism section later in this guide for more pointers on staying safe.

3 Planning

As with any new venture, be clear what you want to achieve before you begin.

You don't need a lengthy communications plan – just a few points to remind yourself why and how you're going to do this.

This will help you keep your focus in an environment where it's very easy to be distracted.

Your social media plan

For a simple plan, consider including:

Aims: I am doing this so that ...

eg I increase the number of patients coming to my practice.

Audience: To achieve this, I want to connect with ...

eg sports people based in Devon.

Channels: To reach them, I am going to use x, y and z social platforms.

eg Twitter and a Facebook business page.

Measures, targets, timelines: I'll be successful if I achieve ... by ...

eg 20 new patients by the end of this year.

Effort: To make this happen, I'm able to ...

eg Devote 30 minutes a day to conversations and content

Having set these out, start thinkI about what you're going to do to make it happen.

Voice

Are you speaking as an individual or a business? Will your account be strictly professional or will you try to balance it with more social posts? Some users manage to give a sense of themselves through their business social media account. Getting the balance right is a matter of judgement. Purely professional social media can seem impersonal and inauthentic, while a timeline where too many posts are not about your work could lose you followers.

4

Building your network

Creating an account

Whichever social network you want to use, you'll need to create an account. This will allow you to follow other people's activity, post content and build an audience for yourself.

The appendix to this guide points you to instructions for setting up accounts on the main social networks.

While each network has its own way of creating an account, there are some things common to all of them:

Account name

This will be how the world sees you, in your promotion and in links from other people. For example, the CSP is **@thecsp** on Twitter and **/charteredphysios** on Facebook.

Pick a name that will help give an appropriate impression for a professional account.

With hundreds of millions of accounts already in existence, your preferred account name may already be taken. Spend some time choosing the most suitable one that's still available though as there are downsides to changing it once it's set.

Account image or avatar

When you post a comment, your message will be accompanied by a small image – your avatar. You can set this image when you create your account, and change it when you see fit.

Your account page or timeline can also show a bigger image to help you portray you or your brand.

For both of these, think carefully about the impression you want to give people. While a grainy holiday snap might be OK for your personal Facebook account, you'll want something more professional if you're using social media for work purposes.

Biography

Your scope for detail depends on your choice of network. In line with its compact tweet limit, Twitter only allows very short biographies. Facebook, particularly for businesses, encourages you to add much more information.

Use your biography to show potential followers who you are and what you're about.

TIP

Write your biography using the language of your intended audience, as that's how they'll search for you. Think what specific words they might search for.

Advanced users scan through their followers' biographies to identify useful influencers.

Only mention your employer if you've got permission to do so. It's advisable to state that the views expressed on your account are your own. If you've got space, you may want to add that retweeting or liking someone's post doesn't mean you endorse it.

Following people

Before you start posting to your new account, take time to follow some other people or organisations, to get a feel for how your chosen network is used.

If you've seen someone's account name (eg **@thecsp**), you can type it in to the search box on your social network or follow a link from their website to see their list of posts.

Alternatively, use the network's search feature to find a range of people related to your subject of choice. Then follow, like or connect (depending on your network) that account to start receiving posts from them in your timeline.

TIP

Look at other people's lists of followers to give you ideas to extend your own list. Once you've started following a few people, your timeline will fill up quickly. Make sure to check regularly to see what the people you follow are saying.

Following topics and themes

Facebook and Instagram let you search for people, businesses and events, while Twitter also lets you search people's individual tweets.

Twitter and Instagram's hashtags (a word or string of words preceded by a #) are used to tag posts on a common theme. You can search by hashtag, or if you see one in a post, click on it to see all other posts including the same hashtag.

TIP

If you've found something interesting through a search, follow the author for more on that subject.

Many events pre-publicise a hashtag (eg **#physio19**), encouraging delegates to tag their posts accordingly before, during and after the event to raise its profile. You can then follow what's going on by viewing a live list of posts that contain that tag.

5 Content

Now you have an account and have seen what others are posting, it's time to start creating content yourself.

Scanning your timeline, you'll quickly see that people use social networks in different ways:

- *Sharing clinical information*
- *Asking questions/gathering opinion about a current issue*
- *Building excitement about an event*
- *Managing customer service*
- *Streaming a live video interview*
- *Encouraging support for a campaign*

All have merits and the approaches you choose should reflect what you're trying to achieve in your plan.

Try to focus on what your audience will find useful and interesting, rather than trivia. If you make it valuable, they'll keep coming back. Thought-provoking posts, written in an engaging tone, supplemented with good quality images or video are the most likely to be popular.

Of course, creating your own content takes time, so you may like to supplement this with links to other people's material.

Here are a few ideas on finding content to share:

- 1** **Check** websites with regular physiotherapy news updates, such as <https://www.csp.org.uk/>
- 2** **Share** interesting posts from those that you follow and add your view on why they're good.

- 3** **Set up** notifications with services such as Google Alerts, so that you get a message when something is published on your chosen subject.

Here are five ideas to get you started if you are employed:

- 1** **Highlight** an interesting article on your employer's website
- 2** **Post** a daily tip on staying healthy
- 3** **Share** a positive insight into your working day
- 4** **Ask** your audience to recommend their most useful physiotherapy accounts to follow
- 5** **Say** how physiotherapy can help a condition and link to a CSP case study.

And five ideas to get you started if you are a private practitioner:

- 1** **Promote** some interesting research you've just read
- 2** **Highlight** a special offer or deal for your patients
- 3** **Create** a prize competition that encourages your followers to share your post
- 4** **Share** a new physiotherapy tool or app that you've discovered
- 5** **Create** a poll to gather opinion on a new clinical innovation.

Interaction

Before long, if you've planned your activity well, people should start to respond to your posts and mention you in their own messages.

This is your chance to build a relationship – you might want to:

- *Thank them for their comment*
- *Answer their question, clarify something or continue the discussion*
- *Share their comment with your followers*

Sometimes you might receive negative comments. *See the later section on professionalism for advice on how best to handle these.*

Promotion

Be proud of your social media accounts. If you run a business, include your account name wherever you share your contact details, as you would with your email or postal address. If you're employed, ask your employer if it's appropriate for you to do so.

If you have a website, use your chosen network's tools to add social buttons to your interesting pages. These give readers a simple one-click route to share your work with their own followers.

Keeping on top of it all

Regular checking and posting are the best ways to build a strong following and to keep up with what people are saying.

All networks have tools to help you do this and can be configured to notify you when someone mentions you, marks your post as a favourite, or starts following you. You can quickly review these interactions and decide whether you want to thank them, start a conversation or perhaps add them to a list for future targeted contact.

With most networks having easy to use apps for people on the move, many choose to track what's going on almost around the clock. If you're representing a business, you need to decide whether you're going to offer that level of service or make it clear in your biography the hours that you're online.

TIP

If you mention people in your posts, include their account name so that they get a notification and may in turn start a conversation. On Twitter and Instagram, do this by typing an @ in front of their account name in the text of your post (eg @thecsp on Twitter).

6 Measuring effectiveness

What to measure

The main social networks provide a wealth of data on your account activity and popularity. While much of this is interesting and possibly ego-boosting, try to focus on the things you set out to achieve in your social media plan.

Basic account metrics

The main networks let you see the popularity of both your individual posts and your account overall.

Twitter, for example, will tell you:

- *How many* followers you have and who they are
- *How often* you have been mentioned in other people's tweets
- *How many* times your tweets have been retweeted
- *How often* your tweets have been marked by someone as a favourite.

TIP

Look at your posts that receive the most retweets or likes. What is it that makes these ones more popular with your followers?

Follower analysis

Your network will provide you with a list of people who follow your account. As a minimum, you should look through your list to see if there's anyone new that you might want to follow back.

Most social media management tools will give you reports on your followers, allowing you to search their biographies for keywords. You can also rank your followers in terms of their influence, their likelihood to share your messages and even the time of day when they're normally active on social networks. This can be very helpful in finding people to target with specific comments or questions.

Impact

The chances are that your objectives are more sophisticated than attracting a certain number of followers, or for lots of people to be talking about you. This is where impact comes in.

Your objectives might include some of the following:

- **Leads generated** – ask new patients how they found out about you, or what prompted them to make contact.
- **Activity on your website** – use your website’s visitor statistics to see how many people have arrived at your site via your social media posts. If you aren’t currently receiving statistics, try Google’s free and powerful Analytics service. This will tell you not just how people got to your site, but what they did when they got there.
- **Useful information gathered** – reflect on how much knowledge or how many useful leads you’ve gathered as a result of your social media research.
- **Customer satisfaction/sentiment** – there are online tools that attempt to measure whether people are saying positive or negative things about you across social media. While these can be useful for large corporations receiving thousands of mentions, you may be better off setting up a search for people mentioning you and manually assessing whether they are feeling good about you and your service.
- **Credibility** – several online services can analyse the credibility of your social media account, based on the popularity of your posts and the credibility of those who follow you. [Kred](#) is a well-established example, and while its scoring has limited absolute meaning, it can be useful for monitoring trends and comparing your presence to others in your sector.
- **Behaviour change/influence** – try to detect changes in the policy or actions of those you are trying to influence.
- **Time saved** – have you managed to reduce the need for face-to-face meetings by getting together virtually?

Measurement tools

For more detailed insight, report scheduling, follower analytics and so on, subscribe to a social media management service. Many of these can help you track conversations, monitor posts on keywords and hashtags, and even post for you at the most effective time for your audience.

Search for 'social media management tools' to find providers and reviews, or ask others what they recommend.

7 Professionalism

Social media and messaging services offer great opportunities to build relationships, share, influence and learn, but as with any other form of communication, you need to remain professional and legal at all times.

The ease and speed with which you can post or comment can make it easy to forget your responsibilities, but the rules around defamation, ethics and professionalism are no different from if you were writing a journal article.

With most users reaping benefits without running into problems, we encourage members to keep networking safely – be aware of the traps and know how to avoid them.

Remember your responsibilities

Be familiar with your responsibilities set out by your regulator and professional body:

- Health and Care Professions Council www.hcpc-uk.org/standards
- Chartered Society of Physiotherapy www.csp.org.uk/professionalism

If you are regulated, the HCPC requires that your social media activity meets several of their standards of conduct, performance and ethics, including:

- *You must* keep your relationships with service users and carers professional (1.7)
- *You must* use all forms of communication appropriately and responsibly, including social media and networking websites (2.7)
- *You must* treat information about service users as confidential (5.1)
- *You must* make sure that your conduct justifies the public's trust and confidence in you and your profession (9.1)
- *You must* make sure that any promotional activities you are involved in are accurate and are not likely to mislead (9.3).

If you are employed you will also be bound by any rules laid down by your employer. Sadly, the CSP regularly sees cases of members falling foul of disciplinary processes due to social media posts. Even if they have not provided a specific social media policy you will need to bear in mind your general duty not to bring your employer into disrepute.

Social media code

Whether you are acting on your own or setting up a social media account for your team, you should consider developing a social media code. This will help you and your team to act consistently and to remain professional in your social media dealings. The same principles should apply to your use of social messaging applications.

Criticism

Don't criticise individuals on social media. You may think that you are only voicing an opinion, but it is easy to be misinterpreted or overstep the mark, risking a libel claim or disciplinary action. Any post could be seen to be defamatory if you clearly identify someone and say something that could be interpreted as damaging to their reputation, untrue, or deliberately exposes them to hatred or contempt.

Offering and evidencing an alternative view should be preferred and is likely both to make a stronger point and to build your reputation positively. Offensive or disrespectful language on the other hand is likely to lower readers' perceptions of both you and the profession.

Data privacy and integrity

Despite network privacy settings, assume that anything you post online will be visible to everyone and for ever. You can delete a tweet if you later decide you were wrong to post it, but there's always a slim chance that someone has taken a screenshot before you removed it. The networks sometimes change their privacy policies, so do check from time to time that your privacy settings remain as you would expect.

Even in closed groups or on group messaging, be aware who might be on the circulation list. Better still, don't publish anything that you would regret others seeing. If you had to justify your post to the person you've mentioned, your employer or your regulator, would you be comfortable doing so?

Do also be aware that social media posts, on behalf of an organisation, or by an individual for non-domestic purposes, fall under the requirements of UK and European data protection legislation.

See the resources section at the end of this guidance for more details.

Ownership of content

On most networks, you retain copyright on your original material when you post it. However, by signing up to their terms and conditions, you are normally giving the networks a license to re-use it how they wish. If in doubt how your content could be re-published, check the network's terms of use and your account's sharing permissions before posting.

If you're sharing something that isn't already in the public domain and belongs to someone else – perhaps your employer – check whether you have permission before you post it.

Personal privacy and consent

Due to their open nature, most social media networks are unsuited to the discussion of specific identifiable clinical cases. Closed professional networks like interactiveCSP offer much more control over who will see your posts, but even then, there's no guarantee that your content will remain private.

You must not identify any patient, either through your own post or in combination with details posted elsewhere, unless the patient gives you their express consent to do so. They can remove that consent at any time, though they should be aware you cannot guarantee that deleting or editing your post will remove it from anywhere it has already been shared.

When posting photographs or videos from events, get consent from people who feature in them before you post. It may not be practical to ask

everyone who might be in the background of a shot, so let people know in advance that you'll be filming and posting, so they have a chance to opt out. You might do this through the event booking process, or with clear messages during the event itself.

Mixing work and pleasure

If you choose to have a single account for social and work purposes, do you want to have both groups seeing the same posts? Another approach is to have separate accounts for your social and professional worlds, with appropriate privacy settings on each one.

Do remember though that even on your purely personal social media accounts, you are still bound by the standards of your regulator, employer and professional body. Even if you're not regulated, think about how your current social media life may be viewed if you become regulated in the future.

Friend requests from patients

If contacted at your personal account by a patient, we advise you to politely decline a request to become friends on Facebook. An informal online relationship with a patient could put you at risk of breaching your professional responsibilities. It may be that you have a professional reason to accept a request, for example if you are sharing marketing material about your private practice, but you should consider the risks carefully before you do so.

Providing advice

Think in advance how you would handle a request for health advice through your network. You might ask them to make an appointment, or tell them that you can't give them advice online.

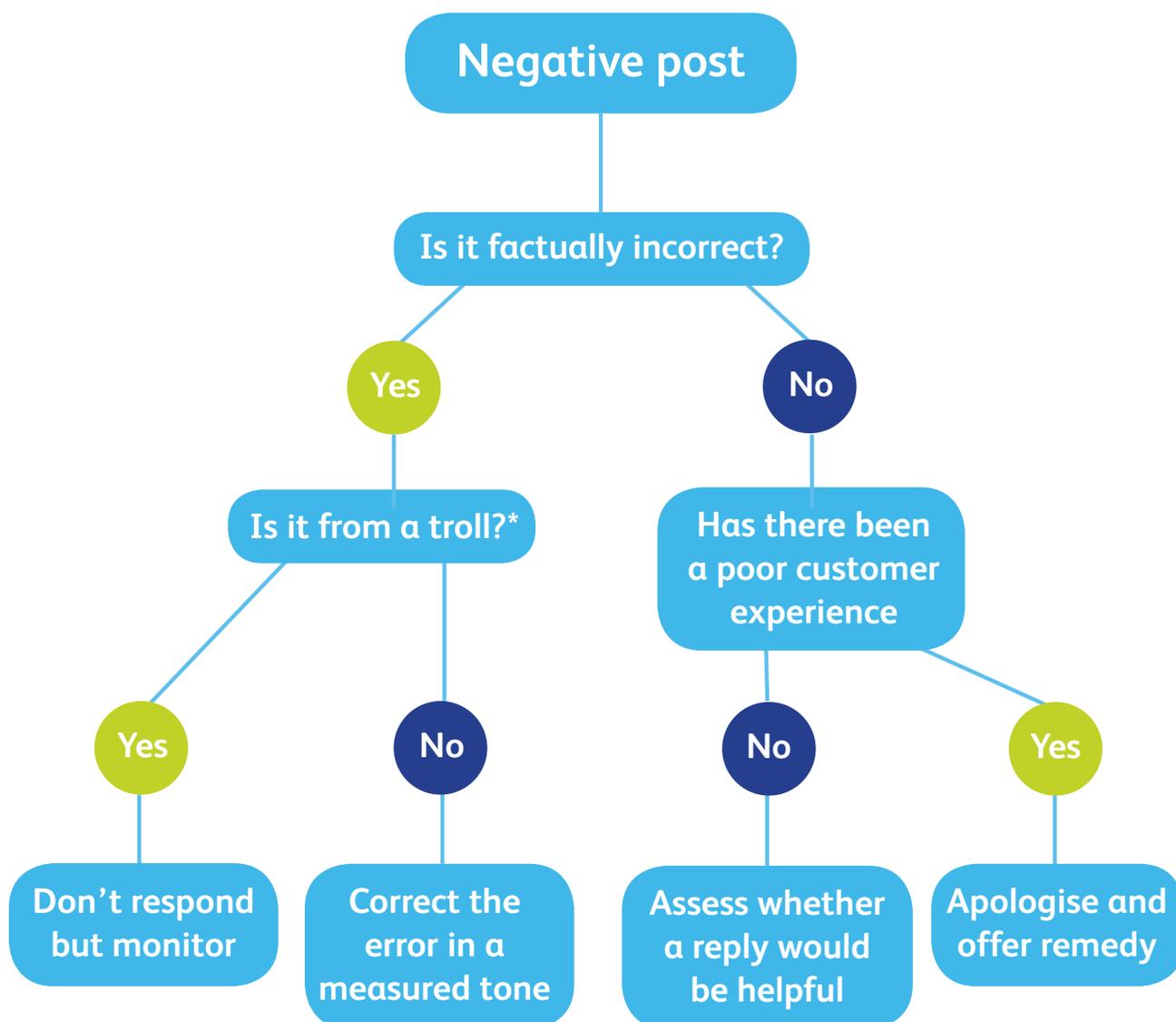
You have a professional duty of care where you provide tailored advice to individuals, based on their specific information. If you can't provide reasonable care that meets your regulatory responsibilities through social media, you should ask the patient to make an appointment to see you or another practitioner. If you do offer advice online, use a

disclaimer that says any advice you provide in this way is for information only, and if patients are unsure of its suitability for their specific circumstances, they should seek personal advice.

Handling negative posts

Not all postings on social media are positive. How best to respond depends on the seriousness of any negative post and on who posted the comment.

Because social media is so publicly visible, and different responses are appropriate depending on the type of comment being made, the CSP uses a decision tree to guide staff in deciding whether and how to respond. You may wish to adapt this for your own use:



* A troll is the term for someone who posts deliberately provocative comments with the intention of causing disruption and argument.

If you run a Facebook page, a forum or a blog, you can reduce the chance of receiving negative posts in the first place by having a clear commenting policy. In this, you can set out what constitutes inappropriate behaviour and under what circumstances you will remove posts or report posters to the network.

If someone complains about you removing an unsuitable post, you should be able to show that it breaches your published commenting policy.

TIP

Don't delete comments just because you don't like them or don't agree with them – your followers will soon pick up on this and may escalate the problem.

CSP relationship

Although we ask that you don't use the letters CSP in your account name, nor the CSP corporate logo in your account image, you should feel free to promote your membership through your social media biography, eg 'Chartered physiotherapist, practising privately in Durham'.

If we've encouraged you to start up a social media account, let us know any interesting examples of how it's helped you in your professional life.

You might like to join the thousands of other CSP members who follow us on Twitter, like our Facebook page, or subscribe to our YouTube channel, to keep up with the latest news from the profession.

Any questions?

If you have any further questions about professional issues when using social media, our professional advisers may be able to help.

Contact them at: enquiries@csp.org.uk

or call on: **+44 (0)20 7306 6666**



Checklist

We hope that this guide has taken away some of the fear about social media. With a simple plan and some care, there are lots of ways for you or your business to gain from getting connected.

Before you jump in, run through our checklist to make sure that you're ready to go.

Task

- ✓ ***I know*** what I want to achieve by being on social media
- ✓ ***I know*** who I'm trying to connect with
- ✓ ***I know*** which network(s) or messaging platforms I'm going to use
- ✓ ***I have*** chosen my social media voice
- ✓ ***I know*** how I'm going to measure the effectiveness of my activity
- ✓ ***I have*** a set of rules around ethics and professionalism that I will follow
- ✓ ***I know*** my employer's policy on social media and messaging
- ✓ ***I have*** a policy on acceptable comments
(if publishing a page, eg Facebook).

appendix 1

Creating accounts

Setting up accounts on the main networks is straightforward. Just fill in the sign-up form, choose your account name and go through any verification steps.

You'll need to check your privacy preferences when you first log in, add some information to your profile, and then you'll be ready to go.

Some networks and services work slightly differently:

interactiveCSP

If you already have a CSP website account, you just need to set up your iCSP preferences. (If you need to set up an account first, follow the instructions at www.csp.org.uk/register.)

Log in at www.csp.org.uk/account and look for the link to 'Your networks'. Select the 'All other networks option' to see a list of all the networks available to you. Join any that look interesting – you can choose whether to receive emails from them at this point too.

Quick access to iCSP on your phone

Next time you log in to the CSP website, choose the 'keep me logged in' option. Then go to www.csp.org.uk/icsp and save the page as a home screen button on your phone. You'll then have a one touch link to the latest content from all of your networks you've joined.

Facebook business pages

To set up a page for your business, you'll need to create a personal Facebook account first (*see above*).

1. Go to www.facebook.com/pages/create or follow the 'create page' link visible on most pages.
2. Fill in the form with your business address details. Then add categories, a description and your website address. Personalise your page by adding a logo or photo and more information about your business.
3. As with your personal account, check your settings carefully to make sure you know who can interact with your page.

When you want to update your business page, you will need to log in to Facebook with your personal account details, click on the downward pointing triangle icon and choose your business page to start posting from it.

Facebook Messenger

If you already have a Facebook account, just download the Messenger app to your phone and enter your account details. If you're using a computer, go to www.messenger.com You may be asked to enter your Facebook details the first time you visit.

WhatsApp

Download the WhatsApp app to your phone and follow the instructions to create an account. You can then visit www.whatsapp.com to set up your account on your computer too.

appendix 2

Glossary

An explanation of some of the terminology used in popular social networks. Many of them are common across networks.



Twitter

- **Direct message:** a private message to someone you follow, who follows you too.
- **Follow:** to subscribe to another Twitter user's tweets, causing them to appear when posted on your timeline.
- **Hashtag:** a word or series of joined up words preceded by the # sign, acting as a link to other tweets tagged in the same way
- **List:** a group of Twitter users, stored in a list, offering a way to follow or promote individual accounts as a group.
- **Mention:** to include another user's Twitter username in one of your tweets
- **Retweet:** to share someone's tweet with your followers.
- **Timeline:** a live stream of tweets from your followers.
- **Tweet:** a post of up to 280 characters, consisting of text, links, a photo or a video.



Facebook

- **Event:** a page based around an event, allowing you to manage invitations
- **Friend:** someone you connect and share with on Facebook
- **Group:** a private space where you can share content with approved fellow Facebook users
- **Like:** to let someone know what you enjoy their post. Liking also adds that post to your timeline. If you like a page, you'll see posts from that page in your news feed
- **Message:** a private message with another Facebook user
- **News feed:** a current list of updates from the people and pages that you follow
- **Page:** the Facebook home for an organisation or business.



Instagram

- **Bio:** your profile as a short biography
- **DM:** Instagram's version of direct messaging
- **Mention:** to include another user's Instagram username in the text of a post
- **Story:** a collection of one or more photos or short videos which disappear from your feed after 24 hours
- **Tag:** to identify someone in one of your photos or videos.



LinkedIn

- *Company page*: a home page for businesses, outlining what they do and listing their updates
- *Connection*: an online link between two LinkedIn users
- *Degrees*: how closely you are connected to another user
- *Group*: a public or private space for collective discussions
- *Recommendation*: an endorsement of someone's professional experience
- *Update*: the LinkedIn name for a post.

appendix 3

Further resources

Networks and messaging platforms

- Twitter – www.twitter.com
- Facebook – www.facebook.com
- Instagram – www.instagram.com
- YouTube – www.youtube.com
- LinkedIn – www.linkedin.com
- interactiveCSP – www.csp.org.uk/icsp
- Facebook Messenger – www.messenger.com
- WhatsApp – www.whatsapp.com

CSP resources

- Social media guidance – www.csp.org.uk/socialmediaguide
- Professionalism resources – www.csp.org.uk/professionalism
- Professional advice service – enquiries@csp.org.uk

Other resources

- HCPC – www.hcpc-uk.org
- Physiotalk – www.physiotalk.co.uk
- NHS Employers social media toolkit – <https://www.nhsemployers.org/case-studies-and-resources/2014/04/social-media-toolkit-for-the-nhs>
- Information Commissioner's Office guidance on social media and data protection legislation – ico.org.uk/media/for-organisations/documents/1600/social-networking-and-online-forums-dpa-guidance.pdf

Official CSP social media accounts

- Twitter: @theCSP – www.twitter.com/thecsp
- Facebook: /charteredphysios – www.facebook.com/charteredphysios
- YouTube: Chartered Society of Physiotherapy – <https://www.youtube.com/user/cspphysiovideos>
- LinkedIn: The Chartered Society of Physiotherapy – <https://www.linkedin.com/company/the-chartered-society-of-physiotherapy>

Other CSP Twitter accounts

- CSP nations and regions – <https://twitter.com/thecsp/lists/csp-nations-and-regions/members>
- CSP staff – <https://twitter.com/thecsp/lists/csp-staff/members>

14 Bedford Row, London, WC1R 4ED

Web: www.csp.org.uk

Email: enquiries@csp.org.uk

Tel: +44 (0)20 7306 6666

This document can be made available
in a format for people with sight problems.

Tel: 020 7306 6666

