



The Ridiculously Easy Guide to ... Social Media

FabChange Day 2016 is about inspiring people to make changes in their local health and social environment. Social media is an effective way of getting to some of these people who may not be reached by more conventional communication routes.



Top Tips for Social Media

We are one of many hundreds of things that our audience are engaged in that day. We have to earn that time, and treat it with respect. With regards to FabChange Day, we want people to be inspired and energised by our content.

Be 'professional informal'. It's fine to use contractions and the occasional abbreviation, but don't fill your message with txtspk and jargon/TLAs. Within reason, have some fun. Think 'youth worker' rather than 'headteacher'.

Grammar and spelling are important; get them wrong and they distract from the message.

Share pictures, short video clips and tell stories. You can find guidance on making these at www.changeday.nhs.uk/resources.

Tweet senior staff members in your organisation, or look for individuals in your organisation that have got the most followers/friends on social media sites, to see if these natural communicators can help you to spread the word.

If you need advice on social media, then contact the communications team in your organisation

Useful guides to using social media include:

- <http://moz.com/beginners-guide-to-social-media>
- www.nhsemployers.org/your-workforce/need-to-know/social-media-and-the-nhs/a-social-media-toolkit-for-the-nhs.



Top tips for Twitter

Twitter is a social media platform where users share tweets of up to 140 characters. Each user has a handle (e.g. @FabChangeDay), which can be linked to in tweets, or your tweet can include a hashtag (e.g.#DementiaDo), which can also be followed.

Twitter's advantage is that it is very easy to share and reshare content, and that is a core part of its offer. Therefore, it is very easy to quickly get your message in front of large groups of people.

The downside of Twitter is that with so many messages the likelihood of yours actually being seen is quite low. So, targeting at the right time and repeating key messages can be important.

Twitter is a great way to engage with others: you can reply to others tweets, comment on tweets or retweet their tweets. This is a great way to widen the conversation, add value to your message and reach additional people. Wherever possible, make sure you include the Twitter handle (@) of anyone / org you mention.

You can pre-upload tweets using an online tool such as tweetdeck (<https://web.tweetdeck.com>). You should still regularly monitor your twitter account though so that you can respond to any tweets or enquiries.

If you want to direct message (DM) someone, you have to follow them and they have to be following you – then you can have a private twitter conversation.



Top tips for Facebook

On Facebook you have a profile and if people like your profile they can follow the messages you are sharing through their newsfeed. They can then comment and share this content, that then means it may well appear in their network's feeds.

Facebook is a hugely popular social media platform, but primarily used for conversations with personal friends, rather than a professional networking platform. People will share content from brands and campaigns among their personal friends; this may well include colleagues that they socialise with.

Facebook encourages a stream of comments in the way that Twitter doesn't, which can generate their own debates.

Facebook is often the first thing people check in the morning, so being there early (pre-8a.m.) is important.

A good way to engage people is to ask a question, as they can then respond to this and share their own comments or feedback.

Other Social Media platforms you could share your message on include:

LinkedIn: <https://uk.linkedin.com>

Google +: <https://plus.google.com>

Instagram: www.instagram.com