



# Making sense of Social Media

BDA Professional Guidance on Social Media





## About this resource

Social media is the fastest growing communication method of the 21st century, so with this in mind, the British Dietetic Association (BDA), your professional body and Trade Union, has developed this professional member guidance to ensure the profession is fully, effectively engaged.

This social media professional guidance document is designed to provide guidance to BDA members who are either currently, or would like to be, engaged in social media in a professional capacity.

It includes:

- an explanation of types of social media platforms
- a collection of practical tips and hints on professional approaches with social media for members of the BDA
- hypothetical examples relevant to the diverse areas in which dietitians and nutritionists work and communicate about food, nutrition and health

Students will find this resource useful, and it will have relevance to other health professionals, organisations and individuals. This document does not cover product endorsement, the BDA is producing a separate document to cover this area.

## Acknowledgements

*This resource is based on Dialling into the Digital Age: Guidance on social media for DDA members that was commissioned and developed by the Dietitians Association of Australia (DAA) to support DAA members engaged in the area of social media. We are grateful to the DAA for permission to reuse their resource.*

*Note: Thank you to Dean Royles for giving permission to use his Twitter account as an example in this document.*

## Welcome

Just as nutrition is a fast-moving science, the way we communicate is changing rapidly too. More and more people are turning to the online environment to obtain, publish, share and discuss information. And one of the fastest growing areas is the use of social media.

Today we live in a 24/7 society. Social media, which includes blogs, podcasts, discussion forums, wikis (such as Wikipedia), content sharing sites (such as Flickr and YouTube), micro-blogging (such as Twitter) and social networking sites (such as Facebook and MySpace) are now for many of us part of our social and work lives, daily communications and information sources. We should all embrace social media whilst being circumspect at the same time. It gives us another huge arena in which to be recognised as the experts in nutrition and share robust nutritional science, innovation and advice far and wide.

Some members may need to learn new skills and broaden their outlook to be part of this world, whilst other, digital savvy members, are forging ahead. Change means opportunities but it also means challenges.

We hope these guidelines and tips encourage you to embrace the digital age with confidence and professional integrity.

**Sian Porter MSc(Econ) BSc(HONS) RD MBDA**  
**Chairman, BDA Communications & Marketing Board**



# hello



## Background - what is social media?



Before getting started, why not watch this fascinating four minute video, which gives you an insight into the power of social media. *Just click on the left-hand icon to play.*

Social media is simply sharing information online. We have always shared socially and in networks – talking face-to-face or over the phone with neighbours and friends – but the internet has allowed the net to be cast in an infinite arc – the networks in which we share are global, the information viral.

The communications environment has changed, and that change is here to stay. Perhaps the most significant change is a lack of privacy – what you say (and do) is public. More than 70% of the internet population use social networks in one form or another and 57% of people talk more online than in person.<sup>1</sup>

Friends, relatives, colleagues and total strangers can all access your innermost thoughts if you decide to share them on the myriad of social media tools that are available. Even if you are yet to join the millions of people communicating in public, you will probably have heard of ‘blogging’, Facebook or Twitter.



## There are a number of different social media platforms – all used for different types of sharing:

### Microblogging

An individual or group of users regularly record their views in a short form – for example, Twitter is just 140 characters (these can be captured on Storify or Conferize, showing everyone commenting on a particular topic).

### Blogging

An individual or group of users regularly record their views in a long form, similar to an online diary – for example, Blogger, WordPress and Tumblr or posted on a company or personal website.

### Video sharing

For example, YouTube and Vimeo.

### Picture sharing

For example, Pinterest, Twitpic, Flickr, Instagram and SnapChat.

1. Waddington, S ed. (2012) Share This: the social media handbook for PR professionals. Sussex: Wiley and Sons (pp. 3-4)



## Audio sharing

Podcasts.



## Social bookmarking

Instead of saving your favourite links [urls] to your web browser, you save them online and everyone else can see them, and you can see other peoples, like a recommendation list) – for example, Reddit and StumbleUpon.



## Social sharing

For example, Facebook and Google+ and discussion forums.



## Professional sharing

For example, LinkedIn and discussion forums like the BDA members forum.



*This list is not exhaustive, and most platforms interact with each other – for example you can include bookmarks in your blog, send a tweet to invite people to read it, and also post it on your Facebook page and LinkedIn profile.<sup>2</sup>*




2. Adapted from NHS Employers (2013) Briefing 87 HR and social media in the NHS p2 [online] NHS Employers. Available at: <<http://www.nhsemployers.org/Aboutus/Publications/Pages/HR-social-media-NHS.aspx>>[Last accessed: 22 May 2013]

## BDA Social media presence: You can find and engage with the BDA on:

**FACEBOOK** 

[facebook.com/  
BritishDieteticAssociation](https://facebook.com/BritishDieteticAssociation)  
BDA public Facebook page

[facebook.com/  
groups/75367703981/](https://facebook.com/groups/75367703981/)  
BDA members private  
Facebook group

**TWITTER** 

[@BrDieteticAssoc](https://twitter.com/BrDieteticAssoc)  
Our main account, with all  
the BDA in the news  
and other updates.

[@BDA\\_Live](https://twitter.com/BDA_Live)  
Our events account, the first  
place for BDA events updates,  
from annual conference to  
Group and Branch study days.

**LINKEDIN** 

[linkedin.com/  
groups?gid=1968119&trk=hb\\_side\\_g](https://linkedin.com/groups?gid=1968119&trk=hb_side_g)

*If you are not a member, simply follow the links to request to join.*

**BDA  
MEMBERS  
DISCUSSION FORUM-** 

[http://members.bda.uk.com/  
forum/index.html](http://members.bda.uk.com/forum/index.html)



## Don't be antisocial

You will be more successful on social media if you publish positive, meaningful and respectful content. Remember that even if you post a nutrition comment as an individual, you are representing the profession as a whole, if easily identified as a dietitian.

These days most people's workplace or professional details are just a couple of clicks or a Google search away. Negative comments intended in jest or with sarcasm, known as 'snarks', can easily be misinterpreted online. A comment you post in the heat of the moment can still appear in search engines years after you have cooled down. Aim to:

- # Take time to listen and get to know a platform and community before you engage or start promoting your messages and content.
- # Do not make remarks that are offensive, untruthful, threatening, discriminatory or demeaning. These can have far reaching repercussions.
- # Respect diversity and remain appropriate and polite when disagreeing with others' opinions.
- # Pause and think before posting – is the communication channel appropriate for the message you are sending?
- # Consider conducting a private, off-line conversation or direct message if you have an issue with a person or their content.

# chat

- # Don't act or comment in a way that you wouldn't in a professional meeting.
- # Regularly search for your name, practice or organisation online and assess the content that ranks highly. Contact anyone posting material about you that is inappropriate.
- # Project a positive image of what we do. Every dietitian plays an important role in the success of the profession and our public image.
- # 'Pay it forward' - support your colleagues by sharing, commenting and promoting 'favouriting', 'liking' or 'retweeting' their expert content with acknowledgement. The success of one dietitian contributes to the success of many.
- # Correct any untruths – make sure you stick to the evidence rather than having an argument, ie post your correction and give a link to a better source of information.
- # Alcohol use, tiredness, stress and emotional situations reduce your inhibitions so beware.

Pause and think  
before posting – is  
the communication  
channel appropriate  
for the message you  
are sending?





- # Be a 'scout' for compliments and criticisms of The BDA. If you come across positive or negative remarks about The BDA through social media that you believe are important, forward them to [pr@bda.uk.com](mailto:pr@bda.uk.com)
- # Be aware of BDA policies and guidelines on the scope and appropriate use of list serves (email groups) and the Association's social media pages. Each platform also has its own guidelines for use which are useful and easy to find by doing a search on the relevant website.
- # Maintain your obligation to the [HCPC Standards of Conduct Performance and Ethics](#) and the [BDA Code of Professional Conduct](#)

Do not make remarks that are offensive, untruthful, threatening, discriminatory or demeaning. These can have far reaching repercussions.



## Maintain professional boundaries and privacy

Social media has blurred the boundaries between professional and personal life. For instance, many health professionals are unsure how to react when contacted by patients wanting to be Facebook friends. It's important to maintain your privacy and that of your friends and family online, but you don't have to avoid communication with patients, clients or the public.

There are many ways to set up separate private and professional social media profiles and pages. Make sure you still add your personality and "slice of life" insights to a professional platform – just be calculated about the content. Your friends and followers will more likely build a rapport, recommend and "like" you, if they feel they are engaged with a "real" person. Aim to:

- # Set up professional platforms for all social media, such as a "professional" Facebook page, in addition to any personal accounts you hold. Your professional platform could be in your full name, a catchy handle like "nutritionguru" or that of your business or practice. Determine the scope of your "dual identities".
- # Keep your professional "brand" consistent across multiple platforms, this includes your personal email address if used for professional purposes.
- # Lock the privacy settings for your personal accounts and consult with an IT expert to ensure these are maintained during social media site upgrades.
- # Ensure you follow your employers' guidance and policies in relation to social media.
- # Never share private or personal information about your patients, clients, work or co-workers without consent. If sharing with consent, ensure full anonymity where necessary to maintain confidentiality.

If in doubt, contact the BDA  
Professional Development team at  
[info@bda.uk.com](mailto:info@bda.uk.com)



- # Ensure that any patient or case study cannot be identified by the sum of information you post online, even if posted in different time periods or on different social media platforms.
- # Be choosy when adding geolocator to your updates or using check-in tools, like FourSquare or Facebook Places. You may be out at a private event and not wish to be identified. Or you may inadvertently reveal your home address, your children's school or where you run alone at "6am every Monday morning".
- # Place a disclaimer on your blog or social media accounts about the scope of your nutrition news and tips, so this cannot be misinterpreted as individual health or medical advice. Be cautious responding to direct requests for nutrition advice while on social media. It is less risky to refer the follower or friend to a third party resource, than give a professional opinion. You may like to share a link to information on the BDA website (such as the public targeted Food Fact Sheets section) or another reputable organisation. And include words like "generally speaking" when answering questions.
- # Be proactive and protective of others. Flag to any colleagues steps they may like to take, in order to better maintain professional boundaries and privacy.

Ensure you follow your employers' guidance and policies in relation to social media.



## Be honest, informed and transparent

It's important to be honest and open in your use of social media. It should always be easy for people to determine the capacity in which you are using social media and whether you have a vested interest in the content of your material. If you are actively generating content such as blogging, make sure you understand regulations and "unwritten" rules. Aim to:

- > Stick to subject matter that is within your area of expertise or defer to a colleague for advice or comment.
- > Be informed, look to the evidence base and make sure you have all the facts before posting or responding.
- > Publish accurate information and if you are unsure of the answer to a question, be honest and say so.
- > Be careful not to over-simplify your message especially using Twitter where your characters are limited to 140. While it may make sense to you, others may take the message more literally or out of context. You can always start your comment and end with a link to your Facebook or LinkedIn post where you have more space to fill out the detail.
- > Be the first to respond to your own mistakes. If you make an error, be up-front and correct it quickly.
- > Make it clear if you're generating content as an individual, company or organisation – the easiest way to do this is to make sure your profile lists who you work for ie Company Dietitian for XX.

think



- > If your organisation has a number of authors for their social media sites, consider adding your initials at the end of each post to keep it personal.
- > Disclose any potential or actual conflicts of interest.
- > Be transparent about any financial interests including “freebies”, like product samples, you may have been gifted.
- > Include a list of your sponsors, supporters or in the case of consulting work, your corporate clients on your blog or webpage.
- > Respect proprietary information and content. Acknowledge the contribution of colleagues and any other sources of original material.
- > Be responsible for content on your social media sites and respect a difference of opinion and healthy debate. Only delete or edit comments if these may be considered defamatory, obscene, proprietary or libellous.
- > Familiarise yourself with copyright, Fair Use and Creative Commons before using photographs and other content you find on the web. Many images cannot be used without paying royalties or obtaining permission.



Make it clear if you're generating content as an individual, company or organisation – the easiest way to do this is to make sure your profile lists who you work for ie Company Dietitian for XX.



## If in doubt, spell it out

As dietitians, we are aware of the ethical principles and code of conduct within our profession. Therefore, we could think that a lot of information is purely common sense. Common sense is not always common, and if you are working with others, it is important that they are aware of how you would like your practice or work environment to be portrayed online. Aim to:

- + Be aware of any social media or communication policies within your organisation before you start on social media.
- + If there is none, suggest implementing a social media policy within your organisation and take the time to explain the reasons behind the policy, ensuring each staff member signs it.
- + If social media is banned on computers within an organisation, remember it can still be accessed through smart phones.
- + Ask for feedback from your employees about the best way to use social media and technology. If you are employing people from a younger generation, they may have some ideas and/or skills that will benefit your practice or work place.
- + If you are outsourcing or asking administration (non dietetic) staff to provide social media updates of a nutritional nature, make sure these are checked by a dietitian.
- + If you have a large team, it may be worthwhile delegating roles within the realm of social media, so as not to overload one person, and develop everyone's skills.

Be aware of any social media or communication policies within your organisation before you start on social media.





## Jump on now

Now is the right time to make a start in social media, so why not get started!

Aim to:

- # Secure your preferred name or handles now, on a range of social media accounts. Most accounts are free to establish and you can leave these dormant until you're ready.
- # Be a passive listener and watcher for a while, to get a feel for the space. Use a free tool, such as Feedly, to monitor online mentions of your chosen key words.
- # Start to read and comment on a range of different blogs.
- # Define your niche in the "about" or "info" sections, as well as your credentials, in all of your social media accounts.
- # Ensure you are able to keep your blog or social media updated regularly. Pick a platform that matches with your time input.
- # Link to other BDA members and "like" and "follow" their blogs and social media accounts. Promote other dietitian's content and provide consistent messages together, especially when nutrition myths arise.
- # Tweet and post about the conferences and events you attend to share with others. Ask conference organisers about a Twitter #hashtag, so you can follow/tweet about the event and it is collated under one #. This conversation can also be captured/archived by Conferize or Tweetchat so that people can see what was discussed, refer back to it, and move the conversation on into different areas.
- # Network outside the dietetic profession and promote positive, credible nutrition messages. Be helpful and offer solutions.

- # Talk to other dietitians or nutritionists in the know or set up a mini-mentoring arrangement with someone who is social-media savvy.
- # Look out for professional development opportunities in social media through BDA media training, advertised in *Dietetics Today* or email: [pr@bda.uk.com](mailto:pr@bda.uk.com)
- # Get your how-to guides and tips by searching online, rather than in a book, which will be out of date by the time it's published.
- # Set yourself some personal boundaries to maintain a healthy balance – social media is easily addictive, give your thumbs a rest during face-to-face social events.
- # Be fearless of social media. It's just a different vehicle to learn to drive, and dietitians are fast learners! As an expert in nutrition, you already have a huge advantage as people want to hear what you've got to say.

Network outside  
the dietetic profession  
and promote  
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solutions.





## Social success

Here is a good example of social media being successfully used in the health sector by Dean Royles – Chief Executive of the NHS Employers Association.

Dean uses Twitter – [@NHSE\\_Dean](#) to amplify messages that he wants people to hear, from encouraging you to get your chief executive to use social media, to directing you to his latest blog post, hosted on his [organisation website](#).

Dean is a prolific Twitter user and actively engages with his followers by replying to them, retweeting their content and thanking them for following/retweeting/supporting him. He also tackles any problems publicly, and his transparency has earned him over 4,000 followers.



An example of Dean directing people to his blog and number of retweets/favourites



Dean's Twitter Profile page  
[http://twitter.com/NHSE\\_Dean](http://twitter.com/NHSE_Dean)



An example of a complaint and how Dean dealt with it quickly and efficiently.



Use of images - one personal, one professional - so can reach both audiences



## Examples of social success

Below are some examples of how well things can go using social media – they will hopefully inspire you!

### Using social media at events

BDA Vision, a leadership event in June 2013, had its impact widened by using Twitter. Those attending on the day were encouraged to tweet about the event using the hashtag #BDAVision, so that those unable to attend could get a flavour of what was happening.

This led to people not attending following #BDAVision and posting their own tweets, often saying they wished they were at the event! Dietitians from the USA and Australia also got in touch to say they had found following all of the event tweets under one # useful as it offered a 'one-stop-shop' to learn about the event.

### Steps to success:

1. Prior to the event, tweet using your chosen # to get followers used to it.
2. Build your event hashtag into marketing/delegate materials to remind them to tweet and which hashtag to use.
3. Use main presentation board and verbal reminders throughout the day to encourage attendees to tweet and use the hashtag.
4. Centrally, after the event, do a twitter search around the event and respond to any event/conference tweet that did not use the hashtag with the agreed hashtag, to ensure all tweets are captured.
5. Capture in Conferize or similar so all tweets are archived and accessible in one place like personal/corporate website.

### Use social media to raise the public profile of dietitians

A dietitian posted on the Facebook page for her community centre about an upcoming healthy cooking class. The principal of the local school read the update and added a comment, offering "student volunteers from the senior school". A member of the local farmer's market, shared the post to his fellow stall holders and in a matter of days they had pledged support of complementary produce.

A journalist at the local paper picked up on all the comments and contacted the dietitian for an interview, which drove up enrolments. A media studies student approached the dietitian to film the day and create a video demonstrating the recipes, for an assignment. The dietitian then obtained permission from the student and the community centre and uploaded the video to YouTube with links back to the website for the recipe sheets.

After the event she referred interested patients to the recipe video and they then shared it on their own Facebook pages. Colleagues shared the YouTube link on their own Facebook pages too. Within the first six weeks the healthy recipe video received more than 3,000 hits. This helped better position the dietitian as the 'go to' person for accurate and practical nutrition information in the local community.

Choose the right social platform for your needs and don't be afraid to try

### Steps to success:

1. Post about an event on Facebook to generate interest and discussion.
2. This can be amplified by traditional media.
3. Follow up with results in an interesting medium like a video.
4. Consider different ways of sharing the information so people can choose how they view it.



### Use social media to help you in research

3 A nutritionist involved in clinical research was struggling to get subjects to enrol in the university's research project. She was after a particular subset of new mothers that had gestational diabetes during their first pregnancy. An advertisement in a major paper, and even in a parenting newspaper, had failed to recruit enough suitable subjects.

During her time on Twitter she had been interested in the views of new mums and created a Twitter list of people with popular parenting or "Mummy" blogs. She had formed a great rapport with one of these women, who had a blog called Hungry Bub. The nutritionist had begun to post comments on the blog. She approached this blogger by email and explained about the research project.

The blogger decided to write a post about gestational diabetes and the important new research, and included a call to action for Sydney residents to sign up for the trial. The Hungry Bub blog typically received 35,000 unique visitors per week and had an e-newsletter distribution of 15,000. Within days, the dietitian's trial quota was filled.

### Steps to success:

1. Choose the right social platform for your needs.
2. Use your contacts – if you are active in social media and communicate with people, you will be able to tap in to their audience.
3. Don't be afraid to try something new.

Start the conversation – you are an expert in your field, and other experts will want to talk with you

### Use social media to get evidence-based scientific nutrition research to the masses

4 A dietitian participated in a public Twitter chat on wholegrains with more than one hundred dietitians in the USA. During the chat she learned about trending, ancient grains like freekeh and wheat berries, plus the latest wholegrain recommendations in the US Dietary Guidelines.

One of the dietitians tweeted about a new fad diet. The book, *This is Finally the Answer Diet*, had been handed to her by a client. Suddenly more dietitians participating in the chat piped in and talked about their knowledge of the new book. The author's credentials were questionable and the book promoted rapid weight loss and cut out major food groups.

Even though the book had not made its way to UK shores yet, the dietitian wrote a blog post about fad diet failures. She included mention of the new book and approached one of the US dietitians for a quote.

Three months later a UK TV journalist contacted the dietitian for an interview, as the book was launching in London. A Google search by the journalist had revealed her post and the widespread concerns by other dietitians in the comments section. The UK news story questioned the credibility of the book and instead promoted healthy weight management tips provided by the dietitian.

### Steps to success:

1. Start the conversation – you are an expert in your field, and other experts will want to talk with you.
2. Move the conversation – understand different social media platforms and direct your conversation to the right arena.
3. Get BDA media trained – this will help you when your comments generate print media attention!



## Examples - risky business

Below are some examples of how things can go badly using social media – they will hopefully help you avoid making the same mistakes!

### Using social media to air your dirty laundry in public

1 Anybody can have a view on food and nutrition, regardless of whether this is evidence-based or not. Indeed, some people have particular views of the BDA and disagree with our views from a nutrition point of view. There are even some who wrongly believe that we are run by the food industry. On a number of times individuals have tweeted about the BDA to air these views.

On one occasion an individual tweeted about the BDA's position on sugar. The same individual then went on to make two specific allegations about the BDA being secretive about its corporate members and taking funding from a particular food lobbying group.

The BDA is always relaxed about differing viewpoints about nutrition. After all, isn't that basic human freedom of speech and thought? However, the two allegations made against the BDA were potentially subject to libel and were simply not true. Rather than fuel the fire by airing this argument in public, a member of the BDA management team, used their personal (but professional) twitter account to address these two allegations.

This resulted in the BDA not being embroiled in a public spat and giving publicity to negative comments. This course of action also allowed key BDA messages to be promoted and killed the negative comments at a very early stage.

### Steps to success:

1. Think very carefully before you respond. Be measured and succinct.
2. Some individuals spoil for an online fight to raise their profile. Don't indulge.
3. Don't try to change perceptions. Stick to fact.
4. Think about other avenues to respond such as another less high-profile twitter account.

### Using social media to complain

2 A student dietitian on a rural placement was feeling isolated, lonely and overwhelmed. Late at night she had a rant on Twitter about a day full of low life's with no hope of change.

An orderly at the hospital had become friendly with the student and decided to search for her on Twitter. Even though he wasn't following her, he could still read her public tweet. His mother had attended an outpatient clinic with the student dietitian that same day. He retweeted her tweet to many of his nursing colleagues and added his "dismay at the attitude of students these days".

The following day many staff at the small regional hospital had read the tweet and were gossiping about the student's poor attitude. One of the staff made a formal complaint to the placement supervisor.

### What to do differently

1. Choose the right forum for a complaint – a genuine complaint that you need resolving is different from letting off steam.
2. Think before you post – remember anyone can read what you say unless your account is private.

Think about what you post - remember anyone can read what you say unless your account is private



### 3 Using photographs and confidentiality

A dietitian was thrilled with the growth in her private practice and the results she was having with her weight management patients. She decided to have an information night for local GPs to attract new clients. She created a PDF flyer invite and sent it out to her private group of medical centre administration staff, created on LinkedIn.

On the flyer she included a successful before and after image of an ex-weight loss client, cropped to remove the person's head. The ex-client had given prior written consent to use the images in a case study presentation to students.

Unbeknown to the dietitian, the ex-client's niece worked at a medical centre and easily recognised her aunt by her clothing and body shape. The ex-client made a complaint to the HCPC about breach of privacy and confidentiality. The news made its way around the local health professionals, including the GPs, who lost confidence in the dietitian's professional integrity. The dietitian was forced to write a public apology to all members of her LinkedIn group and the ex-client.

### What to do differently

1. Use stock images either held by your organisation's press/publishing team or purchase from an online database like istock.

### 4 Sharing patient information

A dietitian had just employed a new administration assistant to help her with writing doctors reports and re-booking patients. One day when typing a doctor's report the assistant was delighted to see that one of her friends was seeing her dietitian employer.

The assistant was aware she was only able to use Facebook in her breaks, so during her lunch she took the opportunity to reach out to her friend, as she hadn't seen her for a while. She wrote on her friend's wall "Hey, just saw your name pop up in a letter I was writing at my new job with the dietitian. Let's plan for a coffee catch up soon."

The comment meant no harm, but the assistant's friend didn't want anyone to know she was seeing a dietitian. She didn't see the post until the next day, and only found out because she was quizzed by her mother on the details of her appointment.

The assistant's friend lost some trust in her dietitian because the dietitian should have advised her assistant that confidentiality extends to social media platforms.

### What to do differently

1. Make sure your policies extend to social media and anyone who has access to your records is aware of this.



## Reducing the problem

If you make a mistake like any of the above examples, try and be transparent and resolve it if at all possible in a suitable manner such as:

- A direct apology
- Deleting an inappropriate message/tweet/post
- Check the 'what to do differently' boxes above
- Learn from your mistake



## 'Stop and think' social media checklist

If you are concerned about anything you are about to publish, run through this short checklist.

Does your contribution:

- ✓ positively promote your role as a dietitian, support worker or student?
- ✓ reflect positively on your co-workers/colleagues?
- ✗ conflict with your employer's mission, culture, values and/or policies?
- ✗ reveal confidential patient or proprietary business information?
- ✗ include any information that could directly or indirectly identify a patient under your care

And finally, do you understand how the social media you are using works, including the privacy settings?<sup>3</sup>

"By presenting yourself fully on social media, those who are searching for answers will find you, giving you the opportunity to be involved in all of the communities relating to you and your profession." Vivion Cox, Kloud Ltd

3. CSP (2012) Social Media Guidance (pp10-11)



## Resources

User guides for some of the main social media platforms:

- [Twitter](https://support.twitter.com/articles/215585-twitter-101-getting-started-with-twitter#) - <https://support.twitter.com/articles/215585-twitter-101-getting-started-with-twitter#>
- [Facebook](https://www.facebook.com/help/364458366957655/) - <https://www.facebook.com/help/364458366957655/>
- [LinkedIn](http://help.linkedin.com/app/home) - <http://help.linkedin.com/app/home>
- [Pinterest](http://about.pinterest.com/basics/) - <http://about.pinterest.com/basics/>
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[www.slideshare.net/giustinid/cochrane-social-mediaworkshop-2011#notesList](http://www.slideshare.net/giustinid/cochrane-social-mediaworkshop-2011#notesList)

### **British Medical Association Social media use: practical and ethical guidance for doctors and medical students**

<http://bma.org.uk/-/media/Files/PDFs/Practical%20advice%20at%20work/Ethics/socialmediaguidance.pdf>

### **Change Foundation (2011) Using social media to improve healthcare quality – a guide to current practice and future promise.**

[www.changefoundation.ca/docs/socialmediatoolkit.pdf](http://www.changefoundation.ca/docs/socialmediatoolkit.pdf)

### **HCPC Focusing on Standards – social networking sites**

[http://www.hcpc-uk.org/Assets/documents/100035B7Social\\_media\\_guidance.pdf](http://www.hcpc-uk.org/Assets/documents/100035B7Social_media_guidance.pdf)

### **PEW Research Centre (2011) The social life of health information..**

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### **Royal College of Medical Practitioners (2013) Social Media Highway Code**

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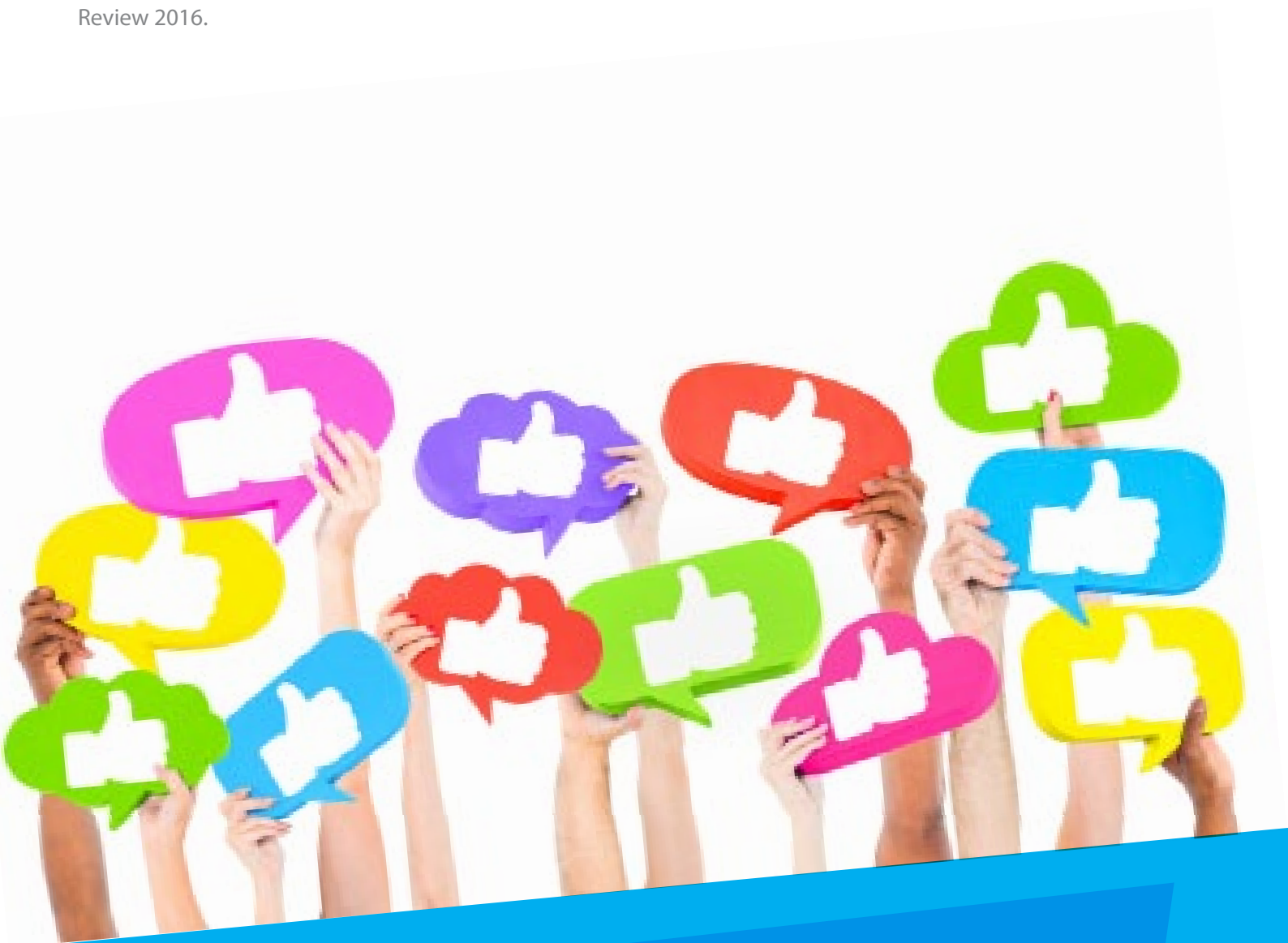
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