

Social media for the NHS Overview

Description:

This workshop will examine the many ways in which social media can be used to enhance the experiences of staff and patients.

The session will highlight how it has been employed successfully across the NHS and share tips and tricks to enable attendees to make more of the many tools that are available.

Delegates will also look at how social media could be applied in their area of work and take practical steps towards delivering this potential.

The workshop will cover:

- What social media is and why it is so important
- Real examples of successes in the NHS
- Tips and tricks for using social media more effectively
- Key things to consider before using social media

Who should log in:

Aimed at staff who have a basic understanding of social media (e.g. have their own personal social media profiles) who would benefit from advice and guidance for applying it effectively in their area of work.

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