Social Media for Engagement

Academi Wales Clinical Leadership Learning Event

Workshop
Housekeeping!

- Fire exits & facilities
- Please, silence your Blackberrys, iPhones etc during sessions **but you can tweet**... The hashtag is #clwales
- We have an hour…
The Consultation Institute

Not-for-profit; **Best Practice** organisation; founded 2003

Consultation & Public Engagement ‘Think Tank’

Centre of Excellence

CPD 800+ members

Quality Assurance

NEW! Advanced Practitioner Certificate (APC)
Participate provides communications and engagement support to the health and social care sector. We are experts in integrated campaigns, stakeholder engagement and consultation. 0845 094 8191
Who’s Who?

○ Who is your trainer?
○ Dan Slee,
  Associate Consultation
  Institute
Agenda

• Session – Social Media for Engagement
  – What is social media?
  – Four key social media platforms
  – Why have engagement?
  – ROUNDTABLE
  – What leaders can get from digital engagement

Takeouts

  – A goal from social media you can set yourself.
  – Understanding of how it can work for you and your organisation.
“The NHS needs to move beyond the dated model of heroic leadership to recognise the value of leadership that is shared, distributed and adaptive.”

- The Future of Leadership and Management in the NHS, Kings Fund report
“Organisations don’t tweet. People do.”
- Euan Semple
What is social media?
What is social media?

http://youtu.be/QUCfFcchw1w
What is social media?
What is social media?

North Korea District Council

http://flic.kr/p/5acVEU

No!
What is social media?

North Korea District Council

IT'S NOT BROADCASTING

No!
What is social media?

It's conversation
What is social media?

*It’s conversation*
What is social media?

Statistics

85 per cent of the UK population have internet access
Source: Ofcom

64 per cent of those with internet access have a social media access
Source: Ofcom

53 per cent of adults multi-task while watching TV
Source: Ofcom

25 per cent of those are ‘media meshing.’
Source: Ofcom
What is social media?

The Edelman Trust barometer

An academic or expert on company issues
A person like yourself
Regular employee
CEO

Q130-143: [TRACKING] Below is a list of people. In general, when forming an opinion of a company, if you hear information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) Informed publics ages 35-64 in 18 countries global total.
## Who do people trust most?

<table>
<thead>
<tr>
<th>Topic</th>
<th>CEO</th>
<th>Employee</th>
<th>Passionate or Activist Consumer</th>
<th>Academic</th>
<th>Media Spokesperson</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGAGEMENT</td>
<td>21%</td>
<td>63%</td>
<td>16%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>A company’s employee programs, benefits &amp; working conditions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How a company serves its customers and prioritizes</td>
<td>19%</td>
<td>30%</td>
<td>44%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>customer needs ahead of company profits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INTEGRITY</td>
<td>30%</td>
<td>35%</td>
<td>18%</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>A company’s situation in a time of crisis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRODUCTS</td>
<td>31%</td>
<td>31%</td>
<td>27%</td>
<td>25%</td>
<td>13%</td>
</tr>
<tr>
<td>A company’s innovation efforts and new product development</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How a company uses its resources and influence to</td>
<td>21%</td>
<td>26%</td>
<td>34%</td>
<td>27%</td>
<td>13%</td>
</tr>
<tr>
<td>support the environment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PURPOSE</td>
<td>22%</td>
<td>27%</td>
<td>35%</td>
<td>20%</td>
<td>23%</td>
</tr>
<tr>
<td>How a company supports programs that positively impact the local</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>community</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OPERATIONS</td>
<td>25%</td>
<td>20%</td>
<td>25%</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>A company’s financial earnings &amp; operational performance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>partnerships with NGO’s and effort to address societal issues</td>
<td>25%</td>
<td>20%</td>
<td>25%</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>A company’s business practices, both positive &amp; negative</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accomplishments about a company’s senior leadership</td>
<td>35%</td>
<td>34%</td>
<td>17%</td>
<td>19%</td>
<td>19%</td>
</tr>
</tbody>
</table>

*Q107-108(00) Global Summary. We would now like you to think about different types of information you may read, see or hear about a company. For each topic, please select which person you trust MOST to provide you with credible and honest information about a company. General Population in the 26-country global total.*
Four key social channels
What is social media?

Examples

Twitter

Facebook

YouTube

LinkedIn
What is social media?

Examples
What is social media?

Examples

Twitter
What is social media?

Examples

Twitter

@walsallwildlife
What is social media?

Examples

Twitter

@walsallwildlife
What is social media?

Examples

Twitter

@walsallwildlife
What is social media?

Examples

Twitter

#nhssm

Social Media in NHS
@nhssm

Tomorrow's #nhssm is on #palliative care and #socialmedia with @DrMarkTaubert - hope you can join is from 8pm

7:47 AM - 29 Apr 2014
What is social media?

Examples

Twitter

@davethroupEA
What is social media?

Examples

Twitter

@davethroupEA
What is social media?

Examples

Twitter

@1000livesplus

1000 Lives Plus @1000LivesPlus · Apr 26
66% of clots happen in hospital or in the 90 days following a visit.
pic.twitter.com/lH3iY2wSq #askaboutclots

66% of clots happen in HOSPITAL or in the 90 DAYS following admission.

www.askaboutclots.co.uk

RETWEETS
11

12:05 PM - 26 Apr 2014 · Details
Flag media
What is social media?

Examples

Twitter

@bobbh Hud

CEO of Powys Health Board, Chair IHM in Wales, hubby to Kathryn, dad to Craig, Ollie and Belle. Interested in pretty much everything.
What is social media?

Examples

Twitter

@bobbyhud

Bob Hudson

@bobbyhud

@profchrisham would welcome conversation regarding rural mid wales following your visit.

from Monmouth

11:09 PM - 28 Apr 2014

Bob Hudson

CEO of Powys Health Board, Chair IHM in Wales, hubby to Kathryn, dad to Craig, Ollie and Belle. Interested in pretty much everything.
What is social media?

Examples

Listening
Engaging
Explaining

Twitter
What is social media?

Examples

Facebook
What is social media?

Examples

Facebook

Step into the NHS
What is social media?

Examples

Facebook

NHS Blood Donation

Brilliantly sobering. You put your Facebook details in and it plays through a sequence where it shows you Facebook memories and relationships and asks how you’d feel as they slip away and you are unable to remember them...

#FaceDementia from Alzheimer’s Research UK
www.facedementia.org

An insight into the symptoms of dementia

Like · Comment · Promote · Share
What is social media?

Examples
Facebook
NHS Blood Donation

You might forget things in your past that are important to you.

Pause and watch what someone affected by dementia has to say.

Like · Comment · Promote · Share
What is social media?

Examples

Facebook

NHS Blood Donation
What is social media?

Examples

Facebook

Protest
What is social media?

Examples

Facebook

Protest

People against NHS closures in Wales
What is social media?

Examples

Listening
Engaging
Explaining
What is social media?

Examples

LinkedIn

Darren Caveney
Head of Communications and Engagement at Health Education West Midlands
Birmingham, United Kingdom | Public Relations and Communications

Current
Health Education West Midlands, Walsall Council

Previous
Sandwell Metropolitan Borough Council, Severn Trent Water

Education
Leeds Metropolitan University

Send a message

Background

Summary

A communications and marketing specialist with over 16-years' public and private sector experience, I am an engaging leader with a track record of delivering results through creative excellence and
**What is social media?**

**Examples**

<table>
<thead>
<tr>
<th>Group Name</th>
<th>Description</th>
<th>Members</th>
<th>Discussions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NHS Networking area</strong></td>
<td>This is a group for NHS Professionals who are looking to expand their network. Whether you are a permanent employee of the ...</td>
<td>15,404</td>
<td>205</td>
</tr>
<tr>
<td><strong>NHS Professionals Network</strong></td>
<td>A group to bring together professionals working in and with the NHS. As group manager I request that you also link to ...</td>
<td>11,890</td>
<td>118</td>
</tr>
<tr>
<td><strong>NHS Contract Professionals</strong></td>
<td>A group for NHS Contracting Professionals to network, share ideas and liaise with Healthcare Experts. Areas include ...</td>
<td>11,218</td>
<td>53</td>
</tr>
<tr>
<td><strong>NHS IT Project Professionals</strong></td>
<td>This group has been set up to enable IT and Project professional working in and with the NHS to share best practice, seek ...</td>
<td>5,769</td>
<td>593</td>
</tr>
</tbody>
</table>
What is social media?

Examples

LinkedIn

Listening

Engaging

Explaining
What is social media?

Examples

YouTube

Dumb Ways To Die

Dumb Ways to Die

79,032,826

752,979

23,688

participate

consultation INSTITUTE partners
What is social media?

Examples

- Listening
- Engaging
- Explaining

YouTube
What is social media?

newsletters email conferences focus groups forums events all staff email posters face-to-face briefings web pages training & development video press releases survey social media intranet roadshow letter fax
What is social media?

We’ve been here before
Why have engagement?
You make better decisions and you communicate them better
Why have engagement?

Brilliant internal comms put a man on the moon...
Why have engagement?

Are your staff engaged?

20 per cent engaged
60 per cent not engaged
20 per cent actively unengaged

Why have engagement?

Are your staff engaged?

20 per cent engaged
60 per cent not engaged
20 per cent actively unengaged

Why have engagement?

What staff think about their manager:

- 3 per cent treated like a key part of the org
- 60 per cent treated like a person rather than an organisational asset

Source: MacLeod D and Clarke, N (2009) Engaging for Success
Why have engagement?

What do engaged staff do?

79 per cent of engaged staff will recommend their organisation.

13 per cent of unengaged staff will.

Source: MacLeod D and Clarke, N (2009) Engaging for Success
Without engagement your work is likely to fail
Any questions so far?
Roundtable

What are the barriers to using social media?

What could we do to better engage?
What can leaders get from social media?
1. Media relations
2. Better intelligence from listening
3. Thought leadership
4. Being human
5. Adding to your digital footprint
6. It’ll get you your next job
7. You’ll know more about who you are meeting
8. You’ll know what senior people are thinking
Great to meet a humble and very likeable @mkmrogers in what must be a manic first week! Here’s a clip he recommended: https://www.youtube.com/watch?v=fW8amMCVAJQ
Goals?
Thank you

Dan Slee

Comms2point0.co.uk
dan@comms2point0.co.uk

@danslee & @comms2point0