

involvement insights: SOCIAL MEDIA

SOCIAL NETWORKING



Facebook

- longer updates/statuses
- share with your 'friends' on a status, photos and videos
- 'like' an organisation or group and share their news
- capture a wider audience – audience is aging



LinkedIn

- personal profile on professional and work experience – link with other professionals and companies you have worked for, or would like to know more about
- update a status, share news links to like-minded colleagues which appears on a news feed

Other examples:



Pinterest



Google+

FORUMS

- Conversations in a trail for multiple people to read and be involved with.

IMAGE SHARING



Instagram

- photo sharing with friends
- use of #hashtags to reach further
- dominated by young people



Flickr

- platform for sharing a large number of photos

VIDEO BROADCASTING



YouTube

- platform for sharing and viewing videos
- create your own channel to hold your videos and share – encourage people to comment on and share to others, or subscribe

Other examples:



Vevo



Vimeo

BLOGS

- Diary entry format from a person on a particular subject.

Examples:



Blogger



WordPress

MICRO-BLOGGING



Twitter

- short and simple statuses with only 140 characters, share links to websites, photos or videos
- start conversations with people with similar interests
- share news and updates from people or organisations with similar interests
- reach hundreds by using a popular #hashtag in front of a subject, place or location

Other examples:



Tumblr

www.nhsinvolvement.co.uk

Midlands and Lancashire CSU commissioned by NHS England to help build expertise and capability in support of the participation agenda