



involvement insights:

USING SOCIAL MEDIA TO ENGAGE & INFORM

People are increasingly turning to social media to ask search for advice, using discussion groups and asking their own circle of friends. Half of all web searches are seeking advice on behalf of someone else (child or parent for example), so it is worth considering that your content isn't necessarily going to be read by the person you're aiming it at!

ARE YOU USING THE RIGHT CHANNELS?

Depending what your message is or who you're aiming it towards, there are different social media sites you might want to target.

Refer to our 'Involvement Insights' guide ['Social Media Rundown'](#) for an overview of each of the main social media channels.

RECRUITING VIA SOCIAL MEDIA

Organisations that are running a membership recruitment campaign or simply trying to gain signups to a website or newsletter can have great success with social media if they make the most of the functionality available.

- Make a list of groups and individuals to 'follow' or 'like'. Think about who will be interested in your message or have influence over your target.
- Try targeting messages to certain stakeholders as well as making general announcements
- Ideally you should aim to inspire others to recruit for you (i.e. re-tweeting) as peer-to-peer recommendations are more powerful.

Refer to our pages on ['Stakeholder mapping'](#) on the Involvement website to understand and manage stakeholders.

KEEP PEOPLE ENGAGED AND INFORMED

- Keep people engaged by sharing inspirational links
- Schedule messages throughout the day to maintain your presence – the life cycle of a Tweet or Facebook post is only a few hours before newer content pushes it out of sight
- Ask direct questions to encourage debate and gather feedback
- Provide interesting / inspirational content that will get lots of 'shares' and 'likes'
- Don't just share others' links and images – say something original by adding your own content and opinions occasionally

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