# involvement insights:

TWEET, SHARE, COMMENT OR LIKE?

We all know social media is an emerging, fast growing and important source of insight. There are a number of social media channels that can provide a deeper and richer understanding of people's concerns and interests relating to health services. It can also help to engage a wide range of people who are often already discussing the issues you are trying to address.

So if you haven't tweeted, commented or started a conversation yet – read our **Involvement Insights** on social media channels:

KEY THINGS BEFORE YOU START:

- Planning is important – think about your time and resource, do you have a social media strategy? Have you considered who will monitor and evaluate the feedback and insight?
- Get to know what social media channels your audience use
- Build relationships and share interesting information
- Think about your message – is it of value to your audience?
- Make the most of the social media channel
- It's not just about pushing your message out or being on a two-way street, it's a multiple avenue for people to network
- Increase people's awareness of who you are and how they can get involved e.g. more people viewing your website for updates

USEFUL RESOURCES:
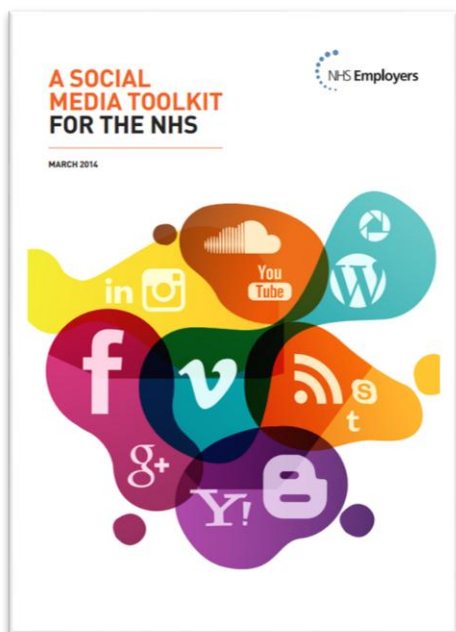
NHS Employers
Social Media Toolkit for the NHS
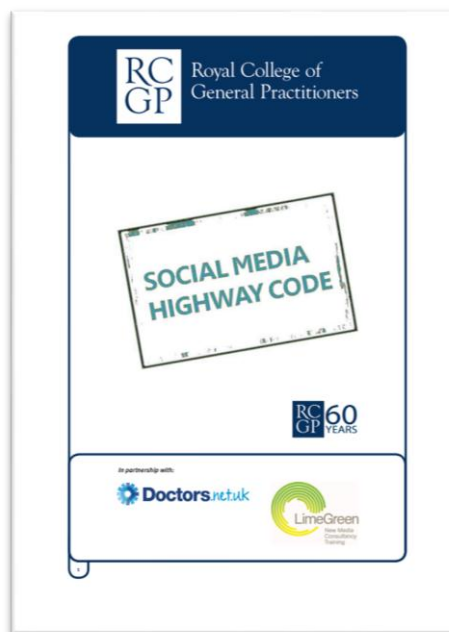
Royal College of General Practitioners
Social Media Highway Code

www.nhsinvolvement.co.uk

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

Forbes
[100 Killer Ideas For Your Social Media Content](#)

A quick guide to social media channels
[Involvement Insights: Social Media](#)

WANT TO KNOW MORE?

Call a member of the navigation team to discuss training opportunities, or share your or offer some advice on your chosen social media method. Happy tweeting, sharing and updating ☺

www.nhsinvolvement.co.uk

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