

# OurGP Social Media Strategy - DRAFT

## 1.0 Introduction

This document sets out how OurGP will harness online social networks to inform, amplify and engage with citizens in order to enable their participation in the project in a variety of different ways.

## 2.0 Project Vision

Our vision is to co-design an innovative GP digital service or services that could have the potential to transform and enable better care for all, by collaborating with people and professionals across Scotland. We will explore how people access services, what their needs are and develop ideas together through a variety of methods, offering different levels of participation.

Our mission is to use relevant social media channels to generate a buzz around OurGP and encourage the participation of specific groups, general public and GP practices across Scotland. Our social media strategy and related content will harness the power of online networks in Scotland to amplify OurGP as far and wide as possible.

## 3.0 Context

Social networking sites, often referred to as social media, are characterised by primarily interpersonal interactions, founded on everyday relations and which are adapted to online settings. They enable people to create a profile, follow or 'friend' others and view other members' connections. They allow people to produce as well as consume content and enable multiple overlapping connections between different social spheres (Parks, 2011).

Kaplan and Haenlein (2010) define social networking sites as: 'a group of Internet-based applications that ... allow the creation and exchange of user generated content.' An Alliance

research report entitled [Social Media for Self-Management](#) (2015) found that many people with long term conditions use social media to find out information, share stories, connect with peers and reduce social isolation.

Whilst online social networks afford the potential for people to assert their views and experiences online, there is also a concern that those who are more affluent may access information and resources online that enable them to make demands on health services to the detriment of those others (Hardey, 2001). This concern is echoed by Mossberger (2008) who argues that 'low income individuals have greater need for public services, and their isolation from the benefits of e-government may mean that they are less aware of available resources or are less able to take advantage of services'. The potential discriminatory effects of online social networks must be considered by OurGP and steps taken to avoid inadvertently exacerbating exclusion for citizens who may be less likely to participate. This means understanding where your key audiences are online and offering alternatives to social media channels for sharing information and enabling people to participate. This strategy therefore proposes a range of channels which include text messaging as the most accessible channel with the lowest bar to access.

Online social networks are increasingly integrated into day-to-day life for many citizens in Scotland and beyond. The top five social media channels in the UK are, in descending order: Facebook, YouTube, Twitter, Instagram and Google+. A recent [report](#) found that seven in ten adult Internet users (72%) have a social media profile in Scotland and one [study](#) found almost half (48.2%) of Internet surfers in Scotland regularly access social networking sites, compared to just 20% in Northern Ireland, 42.6% in Wales, 45.7% in London.

In a [report](#) (April 2013) Healthcare Improvement Scotland highlighted that the main social media platforms used by NHS Boards in Scotland are the three most popular used by the general public, namely Facebook, Twitter and YouTube.' However, the report also identified that due to IT firewalls in the NHS 'staff often use their own personal mobile devices (predominantly in their own time) and use social media to connect with fellow healthcare practitioners and share learning with their community of practice'

## 4.0 Social media strategy

This section sets out a proposed social media strategy which comprises a two-aligned approaches to amplifying engagement with citizens through multiple networks as follows:

- a. Deploy a small number of dedicated OurGP social media accounts to share information and encourage participation
- b. Tactically engage with existing social media influencers to encourage them to share information and encourage participation through their networks.

This approach enables OurGP to develop a small number of social media accounts which are the most popular and least time-consuming to maintain. These dedicated accounts provide a central point with a clear OurGP identity and branding for information and engagement. However, developing content that can be shared with an extended diverse range of influencers in the Scottish health ecosystem provides the potential for OurGP messages to be amplified well beyond the constraints of a small number of dedicated accounts. This is where a networked effect has the potential to significantly boost the OurGP message to wider and more diverse networks.

### *4.1 Dedicated OurGP social media accounts*

It is proposed that a small number of dedicated OurGP social media accounts are established for the duration of the project. These accounts will serve the following functions:

- Provide dedicated space for sharing relevant content
- Enable people to search for and find relevant content using a channel of their preference
- Enable The ALLIANCE to curate content about OurGP for the duration of the project to provide a legacy.

The accounts will enable OurGP to be open, transparent and social - encouraging participation and demonstrating a willingness to engage with people in the spaces they occupy in the ways that they choose to participate. It is therefore critical that OurGP social

media accounts have a clear content strategy with underpinning values that enable engagement with citizens and stakeholders.

*Table 1 - social media strategy domains*

<p style="text-align: center;"><b>Audience</b></p> <ul style="list-style-type: none"> <li>• <b>Personas - particular types of people we want to learn from</b></li> <li>• <b>GP practice patients</b></li> <li>• <b>GPs</b></li> <li>• <b>GP practice staff</b></li> <li>• <b>Scottish citizens</b></li> </ul>	<p style="text-align: center;"><b>Where are they</b></p> <ul style="list-style-type: none"> <li>• <b>Facebook</b></li> <li>• <b>YouTube</b></li> <li>• <b>Twitter</b></li> <li>• <b>Instagram</b></li> <li>• <b>Websites (blogs &amp; e-newsletters)</b></li> </ul>
<p style="text-align: center;"><b>Our goals</b></p> <ul style="list-style-type: none"> <li>• <b>Raise awareness of OurGP as widely as possible</b></li> <li>• <b>Promote opportunities to participate in workshops</b></li> <li>• <b>Gather views from diverse groups of people</b></li> <li>• <b>Enable people to share views online</b></li> </ul>	<p style="text-align: center;"><b>Values &amp; tone</b></p> <ul style="list-style-type: none"> <li>• <b>Open</b> - welcoming of involvement</li> <li>• <b>Accessible</b> - using language which is easy to understand</li> <li>• <b>Transparent</b> - answers questions and engages in conversation</li> <li>• <b>Timely</b> - responds promptly to comments/questions</li> <li>• <b>Friendly</b> - has a friendly and informal, whilst always professional, tone</li> <li>• <b>Interested</b> - always listening and learning</li> <li>• <b>Engaging</b> - willing to engage in conversation</li> </ul>
<p style="text-align: center;"><b>Influencers / nodes</b></p> <p>Key influencers are set out in section 5</p>	<p style="text-align: center;"><b>Social capacity</b></p> <p>The social media strategy is based on limited capacity to manage multiple social media accounts and create original content</p>

<p style="text-align: center;"><b>Governance</b></p> <p>Governance (social media policy) set out by The ALLIANCE</p> <p>Be aware of local politics and plan ahead how to manage difficult situations</p>	<p style="text-align: center;"><b>Data collection</b></p> <p>All data (feedback) generated via social media channels should be recorded, themed in a dedicated spreadsheet and made available to be included in the final report</p>
<p style="text-align: center;"><b>Measure</b></p> <p>Use appropriate software to measure influence and engagement (for example, Symplur for #OurGP hashtag)</p>	<p style="text-align: center;"><b>Review and refine</b></p> <p>Regularly review and refine social media strategy based on measurement</p>
<p style="text-align: center;"><b>Tactics</b></p> <ul style="list-style-type: none"> <li>● <b>Create photographs</b> - tag key influencers when sharing on social channels</li> <li>● <b>Create vox pops</b> - tag key influencers and participants when sharing on social channels</li> <li>● <b>e-Newsletters</b> - create content relevant to key influencers and ask to share in their e-newsletters</li> <li>● <b>Blogs</b> - create short blog content relevant to key influencers and ask to share on their websites</li> <li>● <b>Polls</b> - create polls when there is a yes/no or limited choice response to a specific question</li> </ul>	<p style="text-align: center;"><b>Experiment</b></p> <p>Find out what does and doesn't go well and learn as you go - be creative!</p>

- **Live tweet** - live tweet participatory activities using the hashtag #OurGP
- Follow relevant accounts and hashtags such as **#onedigital** and share relevant content with followers to build a networked effect
- **Google alert** - set up a relevant google alert to find relevant/related content which can be shared

#### 4.2 Text messaging

*Whilst not strictly a social media channel, we are concerned to offer the most accessible virtual channel by using simple text messages for people to access information and share their views about OurGP. With almost universal usage of mobile phones, the use of text messages represents the most accessible channel to citizens in Scotland. Ofcom [reported in 2015](#) that email (85%) and text messaging (84%) are the two most common methods of contact used to communicate with family and friends on a monthly basis.*

mHabitat will provide a free text messaging service, via Textocracy, for people to text for more information and to share their ideas. This is the most simple and accessible way for people to engage with the project during phase two involvement workshops/roadshow. It is proposed that all OurGP consistently promote the text messaging service. Textocracy is the fast, easy, and affordable addition to the project, giving people a simple, free way to text their comments using any mobile phone. More information can be found [here](#).

**Potential wording for comms:** *‘Text us your thoughts and ideas about the future of GP digital services, for free! XXXXX. OurGP, Designing GP Digital Services, Together.’*

**Potential auto-response message** to anyone who sends a text: *‘Thank you for sending your thoughts and ideas about the future of GP digital services. Your participation is important to us and we will include your views in our report. If you would like more information on the*

*OurGP project, please visit [www.xxxxx.org](http://www.xxxxx.org). OurGP, Designing GP Digital Services, Together.'*

*and*

**Potential wording for comms:** *'Text INFO to XXXXX to find out more about OurGP, and how you can get involved'*

**Potential auto-response message:** *'OurGP aims to design future GP digital services with people, as partners, and based on their needs. Together, we will explore how digital technology could help transform and enable better care. Be part of this ground-breaking Scottish project and discuss how your experience with a GP practice could be improved and your ideas for how digital technology could support this; design digital services and see them develop into prototypes and share your views on and test out these people-led innovations. Please visit [www.xxxxx.org](http://www.xxxxx.org) or Tweet us at @DHCScot or #OurGP'*

(Textocracy will be in place for phase two of the project)

#### *4.3 e-Newsletter/updates*

*According to an Ofcom [report](#) (2015) email (85%) is the most common method of contact used to communicate with family and friends on a monthly basis just slightly ahead of text messaging. It is recommended that a dedicated email address is established for communicating with the citizens and stakeholders. An 'nhs.net' email address uses a trusted NHS brand and is unlikely to be blocked by public sector intranets across Scotland. Routine communications can be provided via email with project updates and announcements. A MailChimp list can be set up on The ALLIANCE website to give people an option to sign up and consent to the email service. Campaigns can be scheduled and sent to the whole group or a sub-section using a pre-formatted template.*

#### *4.4 Facebook*

Facebook is the most popular social media platform in the UK. According to recent social media [statistics](#) (2016) the most popular age group is 25-34 (26% of users) but Facebook is an appropriate platform to speak to a mass market of ages and locations. A Facebook fan page, dedicated and clearly branded to OurGP, accessed by both the public and

practitioners, has the potential to enhance the reach of the project. The Facebook fan page would be used as a record of the project and encourage participation. Content could include:

- Project updates
- Vox Pops from workshops
- Anonymised photographs from workshops
- Uploaded PDFs (personas)
- Videos of workshops and prototypes
- Create polls to ask specific questions
- Share relevant content from other accounts.

The Facebook fan page would need to be monitored and any comments responded to promptly by the designated person/persons.

#### *4.5 Twitter*

Twitter is the third most popular social media platform in the UK. A Twitter account can be time consuming to manage and needs to be both regularly updated and comments responded to quickly. It is therefore suggested that a dedicated Twitter account is *not* used for the project but that a hashtag for the project might be enough at this stage - #OurGP. If hashtag is registered with Symplur then engagement can be measured and top influencers identified. It is also possible to curate the tweets from each event using Storify if desirable. Related hashtags should be monitored such as #onedigital #digitalhealth, #mHealth and #eHealth regularly and relevant content shared.

It is proposed that The ALLIANCE ensure that relevant Twitter accounts such as @SG\_PrimaryCare and @NHSbeinghere are followed and their content shared as appropriate to build a reciprocal networked effect. Further Twitter and other relevant social media accounts are set out more fully in section 5.

The hashtag can be used similarly to the Facebook page, as a record of the project and to encourage participation. The Twitter feed with all tweets using the hashtag could be embedded on a web page based on the ALLIANCE website. On Twitter, it is possible to tag partners / stakeholders in images and share other content relevant to the project posts can be made by:



- @ALLIANCEscot (8100 followers)
- @DHCScot (100 followers)
- @wearemhabitat (1700 followers)
- @mentalhealth (88.9k followers)

The ALLIANCE have lists to follow at <https://twitter.com/ALLIANCEscot/lists>

#### 4.6 YouTube

The ALLIANCE have an active YouTube account which can be used for housing video content from our workshops, vox pops from events and videos of the prototypes.

<https://www.youtube.com/user/AllianceScotland>

The videos can be embedded into The ALLIANCE website -

<http://dhcscot.alliance-scotland.org.uk/get-involved/> and linked to Facebook and Twitter.

## 5.0 Engagement with existing online influencers or networks

There are a wide range of organisations, projects and initiatives in Scotland connecting to people that OurGP would like to engage with. These organisations have the potential to act as central points or 'nodes' for OurGP messages to be diffused to wider networks beyond the confines of a small number of dedicated channels. In order to engage with these influencers effectively, OurGP needs a strategic approach to engagement which means efforts are channelled effectively and content is developed with is relevant and of interest to each of those nodes.

Relevant influencers have been identified using the following matrix:

An organisation with a web presence and integrated social media channels that can act as a 'node' for	The 'node' has social media channels which are commonly used by the personas identified
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sharing information with a wider community of interest (for example, carers)	as key 'types' we want to reach and whose viewpoints we would like to understand
Social media channels are actively used and the influencers has sufficient followers/likes and interactions to act as a connecting point across multiple networks	OurGP content can be created to be relevant to and shared with the influencer and they are likely to share it with their networks

Below is a list of key influencers which have been identified using the above matrix. It should be noted that this is not an exhaustive list and local intelligence should be maximise existing local relationships. It should also be noted that these are organisational rather than individual influencers. It is suggested that each of the relevant organisations is contacted 'offline' with information about OurGP and a request to share content online as appropriate.

Organisations may be prepared to put information on their main website and in e-bulletins and blogs.

#### Persona 1 - carer

Name	Facebook	Twitter	Newsletter	Other	Comments
<b>Carers Scotland</b> <a href="http://www.carersuk.org/scotland">http://www.carersuk.org/scotland</a>	Carers Scotland 1,114 likes	@CarersScotland 2,319 followers	Email newsletter	YouTub e Pinterest	<i>Request for content to be included in their newsletter</i>
<b>Coalition of Carers in Scotland</b> <a href="http://www.carersnet.org/">http://www.carersnet.org/</a>	Coalition of Carers in Scotland 185 likes	@CarersCoalition 886 followers	Email newsletter	N/A	<i>Relatively small number of likes and followers</i>
<b>Carers Trust</b> <a href="https://carers.org/country/carers-trust-scotland">https://carers.org/country/carers-trust-scotland</a>	Carers Trust 5,314 likes	@CarersTrust 29.2K followers	Email newsletter	Carers Space - online community	<i>Social media is UK wide May be worth asking to point info to</i>

				YouTube	<i>the online community</i>
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**Persona 2 - person with long term condition**

<b>Name</b>	<b>Facebook</b>	<b>Twitter</b>	<b>Newsletter</b>	<b>Other</b>	<b>Comments</b>
<b>ALISS</b> <a href="https://www.aliss.org/">https://www.aliss.org/</a>	N/A	@alissprogramme 2,665 followers		Active blog	<i>Request a guest blog on the site</i>
<b>Self Management Network Scotland</b> <a href="http://smns.alliance-scotland.org.uk/">http://smns.alliance-scotland.org.uk/</a>	The Health and Social Care Alliance Scotland 1,069 likes	@SelfMgmtScot 1,213 followers		Active blog	<i>Request a guest blog on the site</i>
<b>My Diabetes My Way</b> <a href="http://www.mydiabetesmyway.scot.nhs.uk/default.asp">http://www.mydiabetesmyway.scot.nhs.uk/default.asp</a>	My Diabetes My Way 1,260 likes	@MyDiabetesMyWay 596 followers	N/A	Active blog	<i>Request a guest blog on the site</i>
<b>Chest Heart &amp; Stroke Scotland</b> <a href="https://www.chss.org.uk/">https://www.chss.org.uk/</a>	Chest Heart & Stroke Scotland 19,407 likes	@CHSScotland 3,792 followers	LinkedIn YouTube	Email newsletter	<i>Request for content to be included in their newsletter</i>
<b>Multiple Sclerosis Society Scotland</b> <a href="https://www.mssociety.org.uk/near-me/branches/ms-society-scotland">https://www.mssociety.org.uk/near-me/branches/ms-society-scotland</a>	MS Society Scotland 5,459 likes	no dedicated Scottish account	no dedicated Scottish accounts	Active blog	<i>Request a guest blog on the site</i>

<b>Thistle Foundation</b> <a href="https://www.thistle.org.uk/">https://www.thistle.org.uk/</a>	The Thistle Foundation 2,495 likes	@thistlecharity 2,118 followers	LinkedIn	Active blog	<i>Request a guest blog on the site</i>
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**Persona 3 - young person**

Name	Facebook	Twitter	Newsletter	Other	Comments
<b>Ayemind</b> <a href="http://ayemind.com/">http://ayemind.com/</a>	N/A	@ayemind99 566 followers	N/A	Active blog	<i>Request a guest blog on the site</i>
<b>Stonewall Scotland</b> <a href="http://www.stonewallscotland.org.uk/">http://www.stonewallscotland.org.uk/</a>	Stonewall Scotland 4,420 likes	@StonewallScot 12.3K followers	Mailing list & stories	Instagram 8,819 followers YouTube	<i>Links to a UK wide Stonewall Youth site</i>
<b>YWCA Scotland</b> <a href="http://www.ywcascotland.org/">http://www.ywcascotland.org/</a>	YWCA Scotland 927 likes	@youngwomenscot 3,827 followers	N/A	Active blog Instagram	<i>Request a guest blog on the site</i>
<b>NUS Scotland</b> <a href="http://www.nusconnect.org.uk/nus-scotland/">http://www.nusconnect.org.uk/nus-scotland/</a>		@NUSScotland 6,262 likes		Active blog Latest news Events page	<i>Request a guest blog on the site Request to promote events via the events page</i>

**Persona 4 - frail older person**

<b>Name</b>	<b>Facebook</b>	<b>Twitter</b>	<b>Newsletter</b>	<b>Other</b>	<b>Comments</b>
<b>Age Scotland</b> <a href="http://www.ageuk.org.uk/scotland/">http://www.ageuk.org.uk/scotland/</a>	Age Scotland 3,245 likes	@agescotland 7,200 followers	Can sign up to e-updates	YouTube	<i>Request inclusion in e-updates</i>
<b>Alzheimer Scotland</b> <a href="http://www.alzscot.org/">http://www.alzscot.org/</a>	Alzheimer Scotland 15,865 likes	@alzscot 15.3K followers	Can sign up to e-updates	News section	<i>Request inclusion in e-updates</i>
<b>Food Train</b> <a href="http://www.thefoodtrain.co.uk/">http://www.thefoodtrain.co.uk/</a>	Various FB accounts for different regions	@foodtrainscot 981 followers	News and events page	N/A	<i>Request inclusion on the news and events page</i>

**Persona 5 - new mum**

<b>Name</b>	<b>Facebook</b>	<b>Twitter</b>	<b>Newsletter</b>	<b>Other</b>	<b>Comments</b>
<b>Netmums Scotland</b> <a href="http://www.netmums.com/coffeehouse/local-chat-make-friends-20/scotland-23/">http://www.netmums.com/coffeehouse/local-chat-make-friends-20/scotland-23/</a>	No Scottish specific account	No Scottish specific account	N/A	N/A	<i>There are a variety of sub-forums for different parts of Scotland.</i>

<b>The National Parent Forum of Scotland</b> <a href="http://www.parentforumsScotland.org/">http://www.parentforumsScotland.org/</a>	National Parent Forum Scotland 1,021 likes	@parentsforumsScotland 5,349 followers	N/A	Events calendar	
<b>Parents Network Scotland</b> <a href="http://www.parentnetworkscotland.org.uk/">http://www.parentnetworkscotland.org.uk/</a>	Parent Network Scotland 628 likes	@PNScotland 592 followers	Email newsletter	Active blog	

### Persona 6 - GP

Name	Facebook	Twitter	Newsletter	Other	Comments
<b>Rural GP</b> <a href="http://ruralgp.com/">http://ruralgp.com/</a>	RuralGPScotland 112 likes	@RuralGP 820 followers	Active blog	Instagram LinkedIn Vimeo	<i>Request a guest blog on the site</i>
<b>New GP Scotland</b> <a href="http://newgp.scot/">http://newgp.scot/</a>	New GPs Scotland 57 likes	@NewGPScotland 206 followers	News section	Promote events	<i>Request event promotion on the site</i>
<b>Deep End GP</b> <a href="http://www.gla.ac.uk/researchinstitutes/healthwellbeing/research/generalpractice/deepend/">http://www.gla.ac.uk/researchinstitutes/healthwellbeing/research/generalpractice/deepend/</a>	N/A	@DeepEndGP 635 followers	N/A	Publications, documents and links section	

### Persona 7 - practice nurse

Name	Facebook	Twitter	Newsletter	Other	Comments
<b>The Knowledge Network</b> <a href="http://www.knowledge.scot.nhs.uk/home.aspx">http://www.knowledge.scot.nhs.uk/home.aspx</a>	N/A	@NESKnowledge 2,302 followers	N/A	Announcements RSS feed	
<b>NHS Education for Scotland</b> <a href="http://www.nhs.uk/education-and-training/by-the-me-initiative/self-management.aspx">http://www.nhs.uk/education-and-training/by-the-me-initiative/self-management.aspx</a>	NHS Education for Scotland 3,853 likes	@NHS_Scotland 13.7K followers	Newsroom page with features and articles	Flickr Vimeo LinkedIn YouTube	<i>Request a guest article on the website</i>
<b>Scottish Practice Nurses Association</b> <a href="http://www.spna.org.uk/">http://www.spna.org.uk/</a>	N/A	@SPNAScotland 892 followers	N/A	Latest News section  Private login section	<i>Request event promotion on the latest news section</i>

### General public / citizens

Name	Facebook	Twitter	Newsletter	Other	Comments
<b>Care Information Scotland</b> <a href="http://www.careinfo.scotland.co.uk/">http://www.careinfo.scotland.co.uk/</a>	NHS Inform 1,381 likes	@NHSinform 9,467 followers	N/A	N/A	

<p><b>Scottish Community Alliance</b>  <a href="http://www.scottishcommunityalliance.org.uk/">http://www.scottishcommunityalliance.org.uk/</a></p>	<p>Scottish Community Alliance  709 likes</p>	<p>@LocalPeopleLead  2,388 likes</p>	<p>'Back Briefing's enable event and info posts to be shared</p>	<p>N/A</p>	
<p><b>Digital Health &amp; Care Institute</b>  <a href="https://dhi-scotland.com/">https://dhi-scotland.com/</a></p>	<p>Digital Health &amp; Care Institute  456 followers</p>	<p>@dhiscotland  1,944</p>	<p>N/A</p>	<p>News and events section  Membership hub coming soon  YouTube  LinkedIn</p>	

## 6. References

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Mossberger, K., Tolbert, C. J., & McNeal, R. S. (2008). Digital citizenship. *The internet, society, and participation*.

Parks, M. (2011). Social Network Sites as Virtual Communities in A Networked Self ed. Papacharissi, Z. 2011. Routledge.