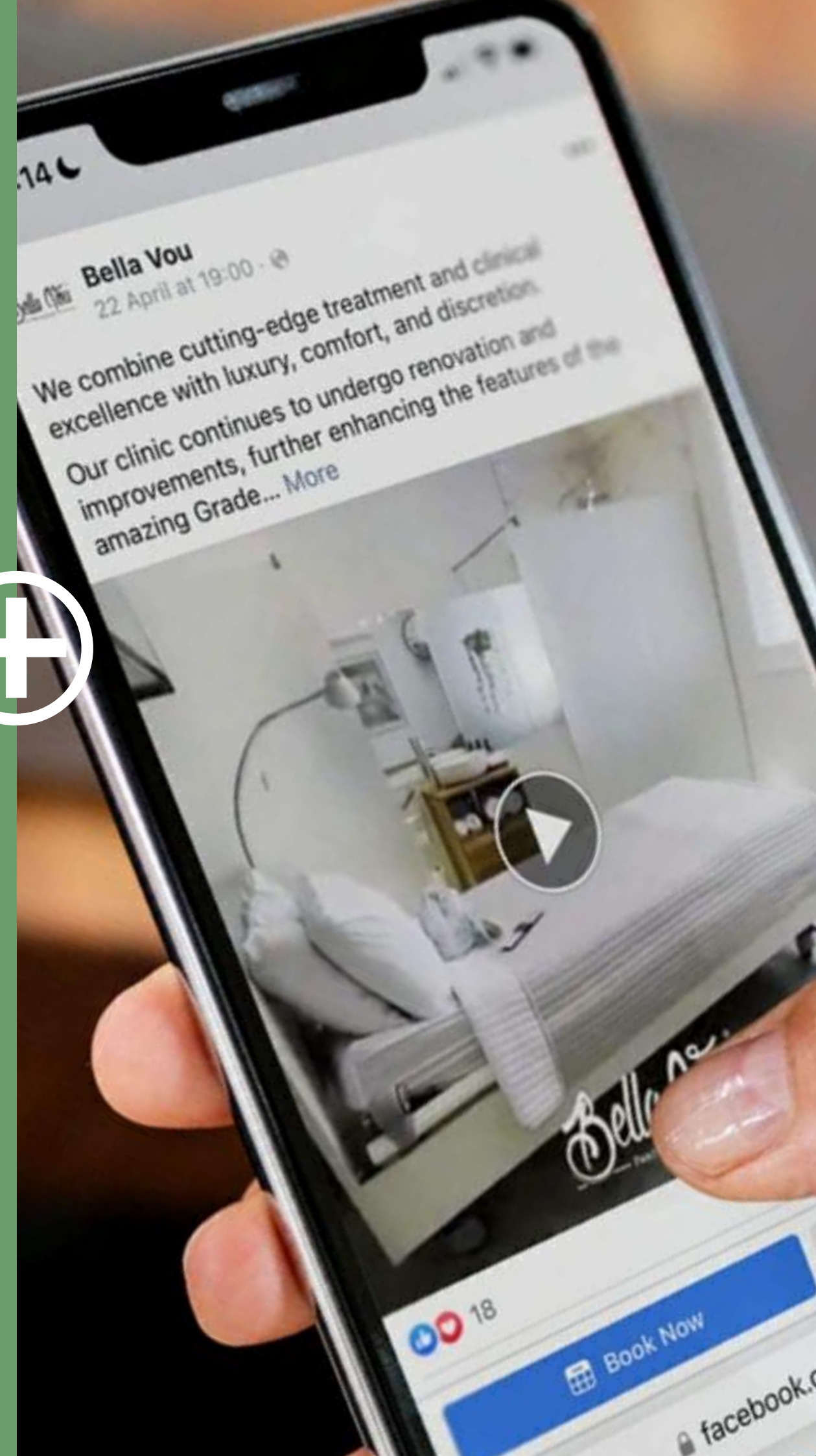


Engage your Patients List with Social Media

The need to deliver regular, consistent social content across all your platforms is paramount. The many positive ways to use social media in healthcare include promoting awareness and sharing accurate health messaging.

- Raising public awareness
- Combating misinformation
- Communicating during a crisis
- Expanding the reach of existing resources and recruitment efforts
- Answering common questions
- Promoting citizen engagement



It can be hard to know how to navigate the challenges of social media in healthcare

Providers, agencies, and brands need to create engaging social content. That content needs to be informative, timely, and accurate. At the same time, you need to follow all relevant rules and regulations.

MySurgery

NHS VIDEOS

We make digital content simple by pre-loading each MySurgery website with hundreds of NHS Approved videos and regularly adding new videos covering a wide range of NHS services. We also encourage practice staff to utilise rich social media opportunities to engage and encourage better health and use of NHS services among their patients list.

Our expert content writers, graphics designers and social media staff are at hand assisting you throughout the month. Ensuring you're posting consistent and engaging content to your local audience. Our services include:

- | | |
|----------------------|------------------|
| Website Updates | Patient Surveys |
| Social Media Posting | Engagement |
| Graphics Design | Email Outreach |
| Video Creation | Social Campaigns |

For more information visit: www.new-medical.co.uk/



Encourage better health by providing patients a space to connect and communicate

Engage your audience with NHS content, health advice, and more

Community building builds a space for conversations. Conversations between patients, community initiatives and other people we work with. Digital media and healthcare are a powerful combination. Social networks have become an important health and information resource.

For example, 76% of respondents to a survey said they used social media “at least a little” to learn about COVID-19. However, 63.6% said they were unlikely to check the information they found on social media with a health professional. It’s important that practices maintain up-to-date social media outreach across the various platforms of the day.

Practices must ensure Google and Facebook profiles provide up-to-date contact details and are updated with regular engaging content. This can be done by highlighting important NHS services and seasonal campaigns, sharing surgery videos, tips and advice, Q&As and live discussions.

Healthcare professionals should use this opportunity to both inform the public and help to stop the spread of mis-information.

For more information visit: www.new-medical.co.uk/



Use digital inclusion to deliver better patient outcomes

Evidence indicates greater digital inclusion can support patient and system outcomes. Results from the NHS Widening Digital Participation Programme, show the potential positive impact of supporting vulnerable patient groups to build digital health skills. (6)

Of individuals who learnt to use digital platforms through the programme:

Impacts at a system level show:

59%

felt more confident in using online health information

52%

felt less lonely or isolated

21%

made fewer calls or visits to their GP

10%

made fewer calls to NHS 111

54%

would go to the internet first for non-urgent medical advice

51%

have used the internet to look for ways to improve mental health and wellbeing

6%

made fewer visits to A&E

The programme's evaluation also estimates £3.7m in saved GP visits, £2.3m saved in A&E visits and savings of £6 million in just 12 months.



References

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