

# What does social media offer General Practice and the wider community

Dr Amir Hannan

GP, Haughton Thornley Medical Centres

Vice-Chair West Pennine LMC

Tameside & Glossop CCG

@amirhannan

Elaine Parker-Boyd

Practice Manager,

Brooke Surgery, Hyde





@ElaineParkerB

“THE SECRET OF  
CHANGE IS TO FOCUS  
ALL OF YOUR ENERGY,  
NOT ON FIGHTING THE  
OLD, BUT ON BUILDING  
THE NEW.”

— *SOCRATES*



# Social Media in a ~~Nutshell~~ Doughnut

- 
- Twitter  I'm eating a #donut
  - Facebook  I like donuts
  -  This is where I eat donuts
  - Instagram  This is a vintage photo of my donut
  - YouTube  Here I am eating my donut
  - LinkedIn  My skills include eating donuts
  - Pinterest  Here's a recipe for making donuts
  - Last FM  Now listening to "Donuts"
  - Google+  I've joined a circle of donut-eating enthusiasts
  - Reddit  There's a conspiracy around donut eating

Let's have some FUN!



Can you guess who sent these tweets?

Life's hard this afternoon. With TV n  
Ipad can do 2 of 4.. Footy, snooker,  
cricket n Horse racing!



**dr andy hershon**

@andyhersh



Following

Life's hard this afternoon. With TV n Ipad can do 2 of 4.. Footy, snooker, cricket n Horse racing!



FAVORITE

1



2:32 PM - 3 May 2015



Reply to @andyhersh

*Yes, I do have a*

**RETIREMENT  
PLAN**



*I plan on cycling.*

**IS THIS YOUR PLAN?**





**Steve Allinson**  
@Steve\_\_Allinson



Following

Nuff said 😊

📍 Rochdale, England



RETWEET  
1



5:21 PM - 10 May 2015



Reply to @Steve\_\_Allinson



THE CIRCLE OF LIFE



**louise brady** ✨ ✨ ✨ ✨  
@louisebrady17



Following

#selfcaresunday identifying goals & where you want to be! 'the circle of life'

@GleefulKaz @roz\_davies @GarethPresch



THE CIRCLE OF LIFE

RETWEETS  
**11**

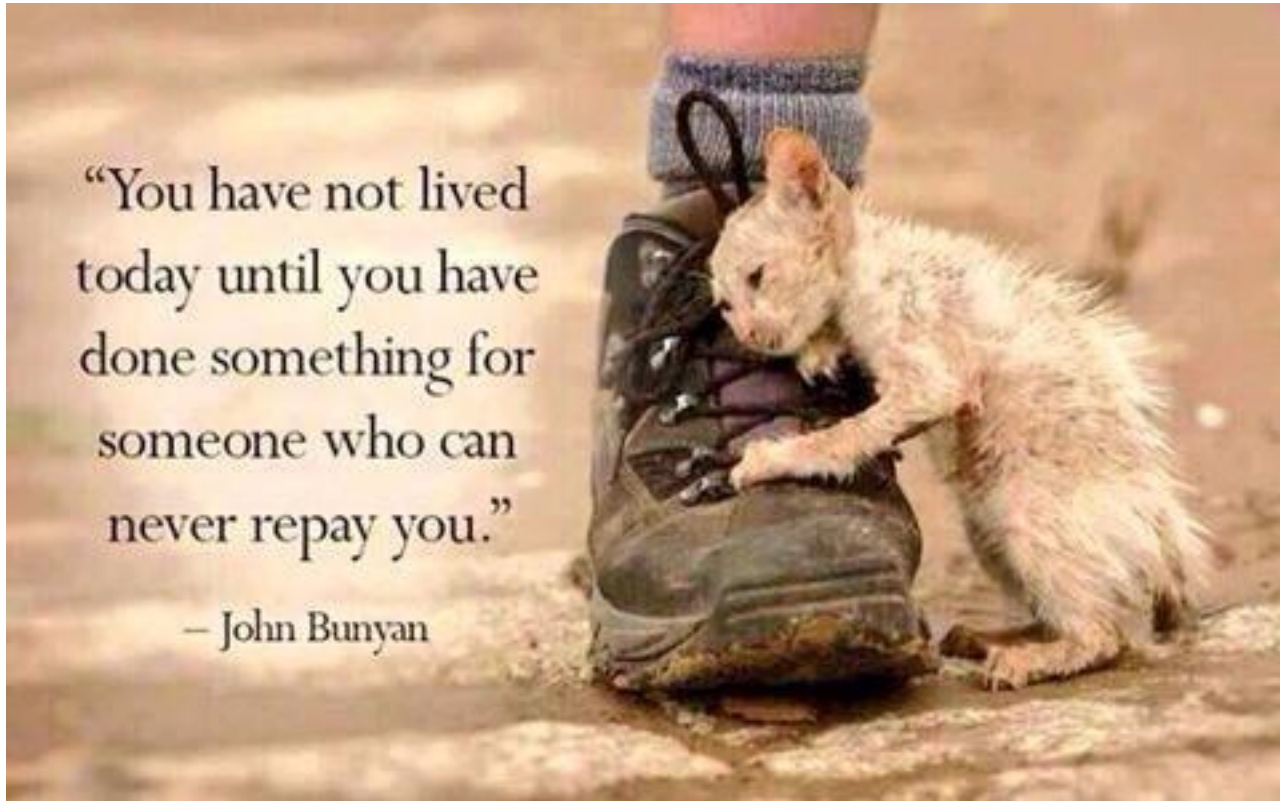
FAVORITES  
**13**



10:01 AM - 22 Mar 2015

“You have not lived  
today until you have  
done something for  
someone who can  
never repay you.”

– John Bunyan

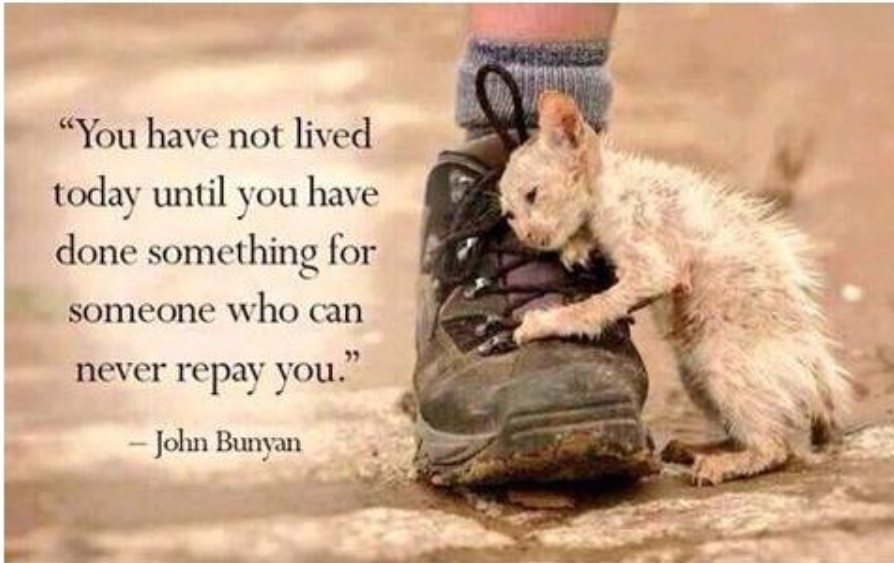




**Dr Amir Hannan**

@amirhannan

.@myageingparent @AgeukTameside  
@NHSValuesGroup @TGCCG  
@louisebrady17 @MrsBosanquet U r doing a  
wonderful job. TY



RETWEETS

5

FAVORITES

4



6:12 PM - 10 May 2015



Reply to @myageingparent @AgeukTameside @NHSValuesGroup @TGCCG @louisebrady17 @MrsBosanquet

The patient dignity question: What do I need to know about you as a person in order to take the best care of you possible?



**Katherine Sleeman**

@kesleeman



Following

The patient dignity question: What do I need to know about you as a person in order to take the best care of you possible?

#eapc2015



RETWEETS

70

FAVORITES

37



8:59 AM - 9 May 2015



Reply to @kesleeman



**#hellomynameis Paul** @PaulRafferty85 · 50m

@kesleeman @KathEvans2 same question to ask staff.

#happystaffhappypatients



1

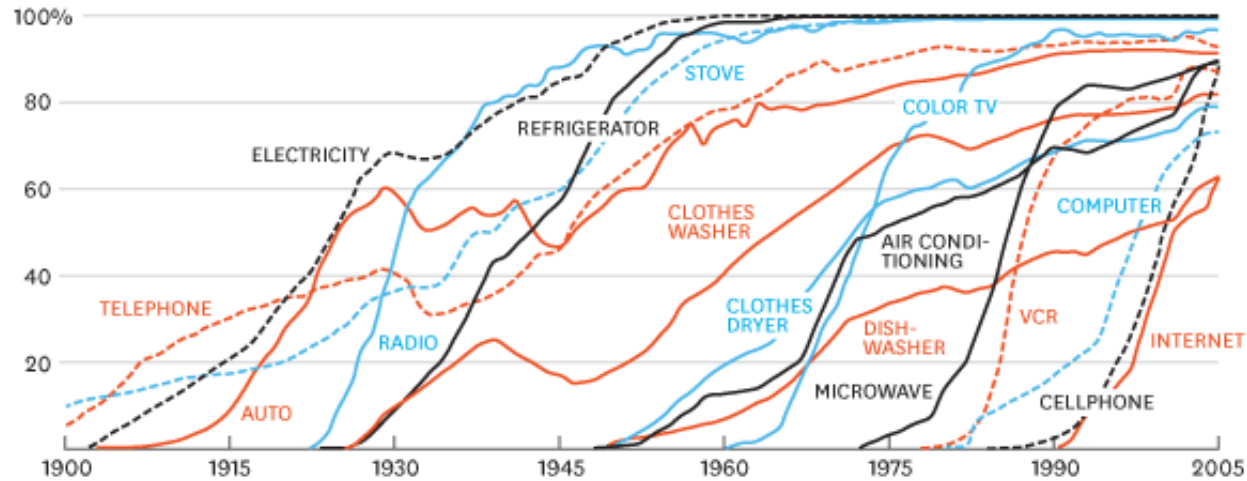


3



## CONSUMPTION SPREADS FASTER TODAY

PERCENT OF U.S. HOUSEHOLDS



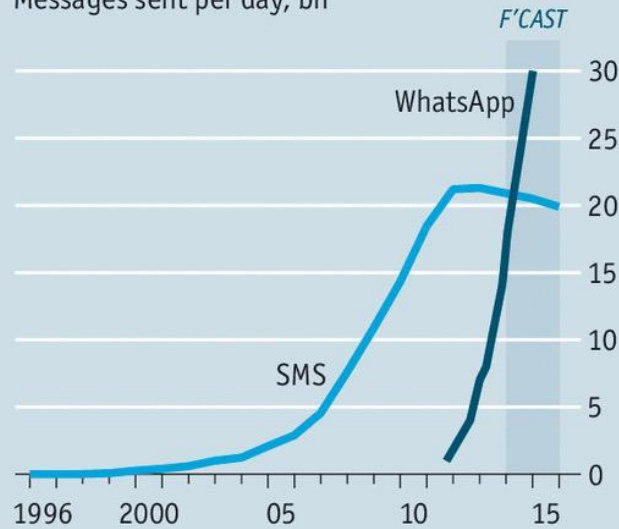
SOURCE MICHAEL FELTON, THE NEW YORK TIMES

HBR.ORG



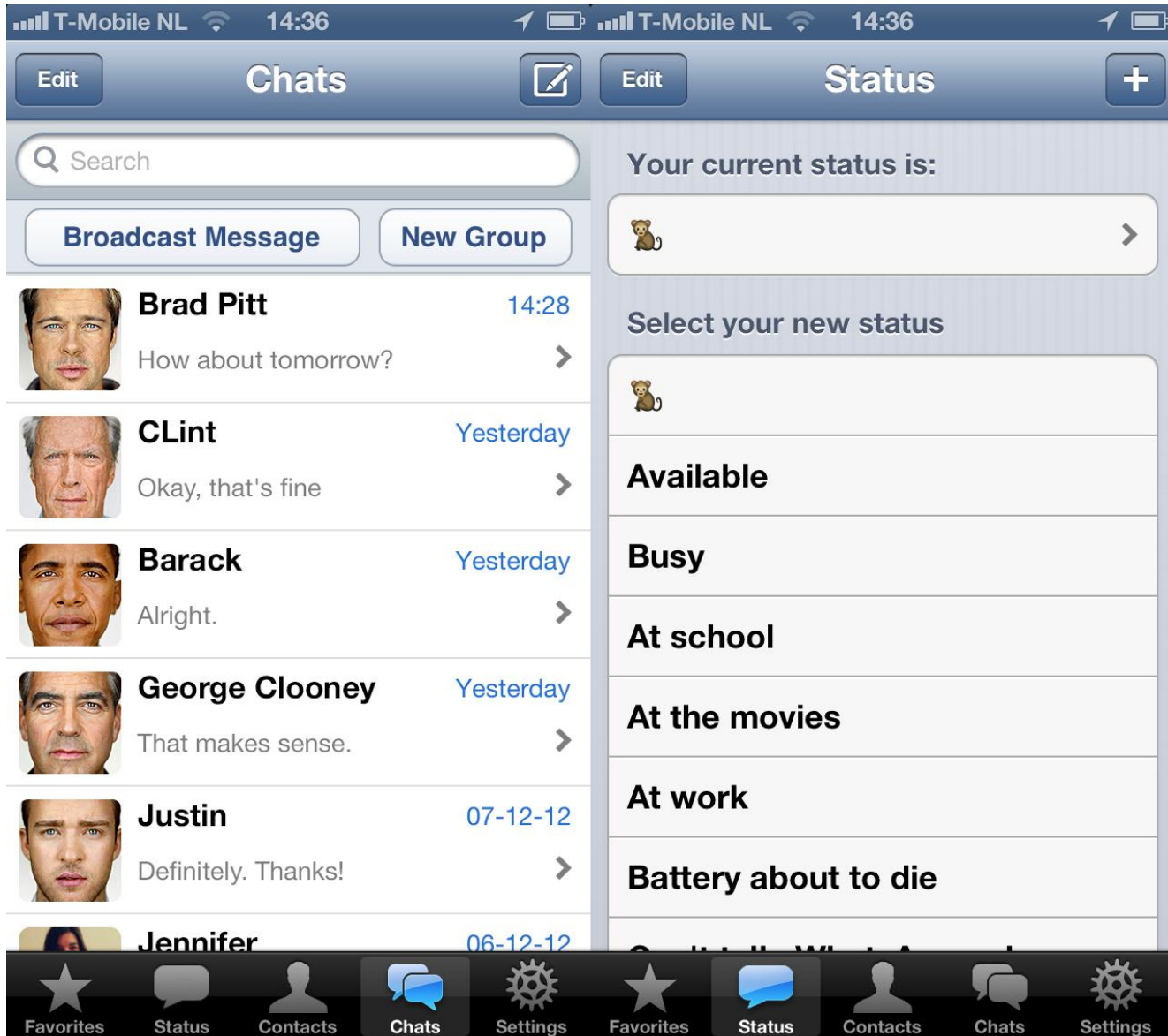
## OMG, RIP txt

Messages sent per day, bn



Sources: Portio Research; a16z





# 10 reasons anyone interested in medical education should be using Twitter

1. To connect



2. To engage



3. To inform



4. To reflect



5. To share



6. To be challenged



7. To be supported



8. To lead



9. To learn



10. To inspire



# Social Media

## Benefits

- Self help advice
- Promoting healthy lifestyle choices
- Consulting on service re-design
- Networking, Systems
- Real-time feedback
- Hard-to-reach people
- It's "free"
- ...



- Signposting...

14:21 69% battery

Tweet

**Tameside Markets** @Tamesid... 10/03/2015

Meet the dinosaurs in Hyde on Saturday 4th April for a fab photo opportunity Sponsored by Hyde Team & Hyde Market

**Saturday April 4th 11am-3pm FREE EVENT**

Meet our prehistoric Dinosaurs on the hour for some fab photo

**Steve Allinson** @Steve\_\_Allinson

@TamesideMarkets @tmbc\_chiefexec thinking of someone I know @ElaineParkerB

10/03/2015 20:47 from Rochdale, England

Reply to Steve Allinson, Tameside Mark

Home Notifications Messages Me



14:32 67% battery

Tweet

**Elaine Parker-Boyd** @ElaineParkerB

@Steve\_\_Allinson @TamesideMarkets @tmbc\_chiefexec waiting patiently for the dinosaurs!

04/04/2015 11:05

3 RETWEETS 7 FAVOURITES

Reply to Steve Allinson, Tameside Mark

Home Notifications Messages Me

# Social Media

## Challenges

- Time (addictive)
- People
- Needle in a haystack
- Anti-social
- “Elitist”
- Who is the audience?
- Social vs private
- Trolls
- Private vs Public



Royal College of  
General Practitioners



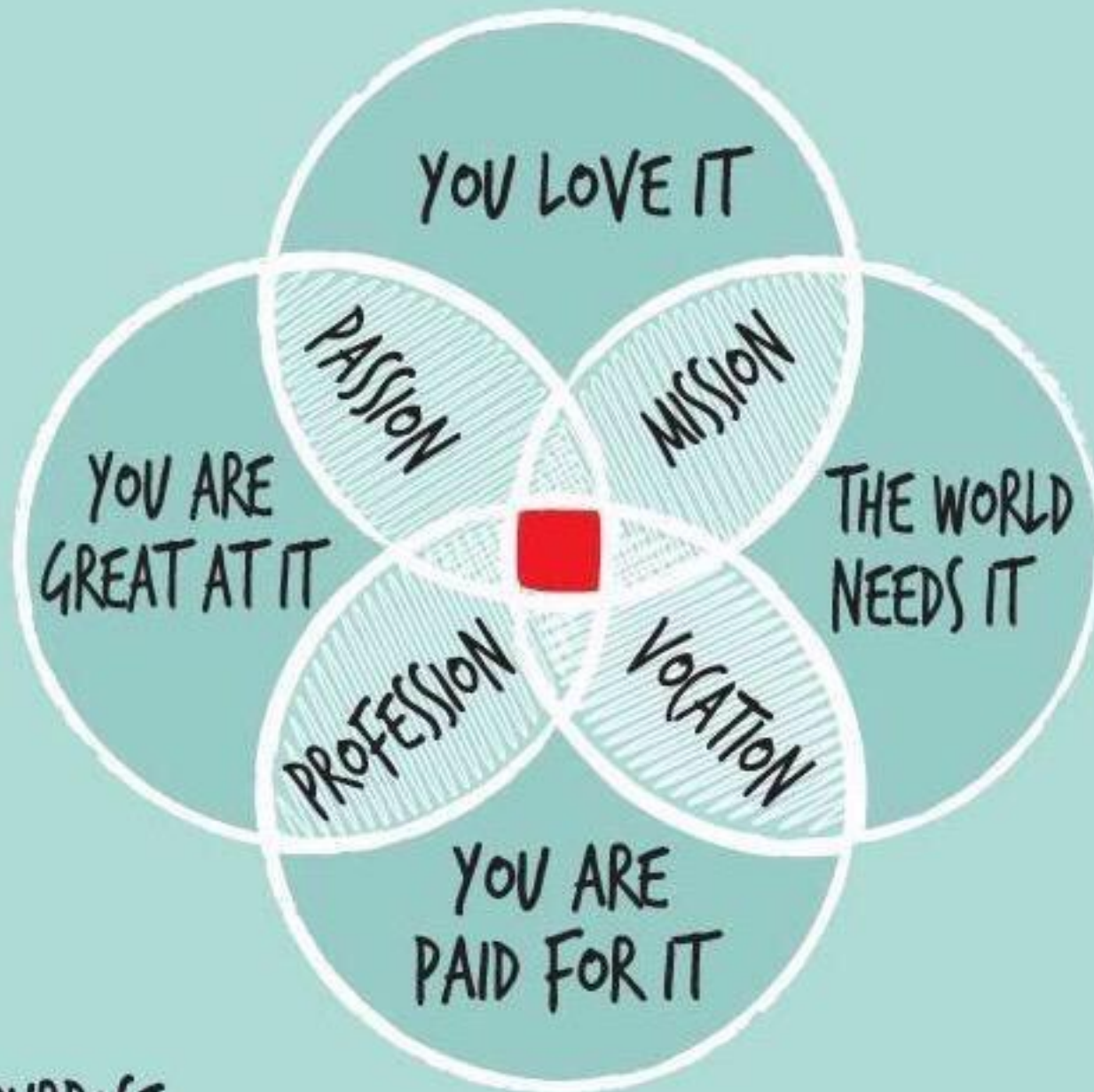
In partnership with:



**NMC** Nursing &  
Midwifery  
Council

# Guidance on using social media responsibly



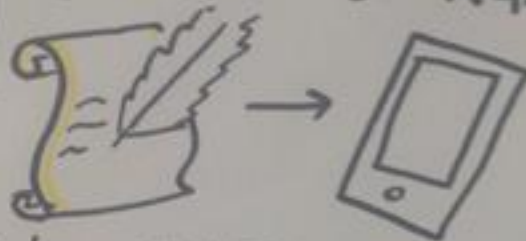


 -PURPOSE

MARK BROWN

START WITH PEOPLE

TECHNOLOGY HAS CHANGED...



I choose car...



Why not health?

... HEALTH MUST TOO!



SOLUTIONS FROM ABOVE

OR...



ASK THE PEOPLE



LOTS OF LITTLE SOLUTIONS





Derek Griffin

@DerekGriffin86

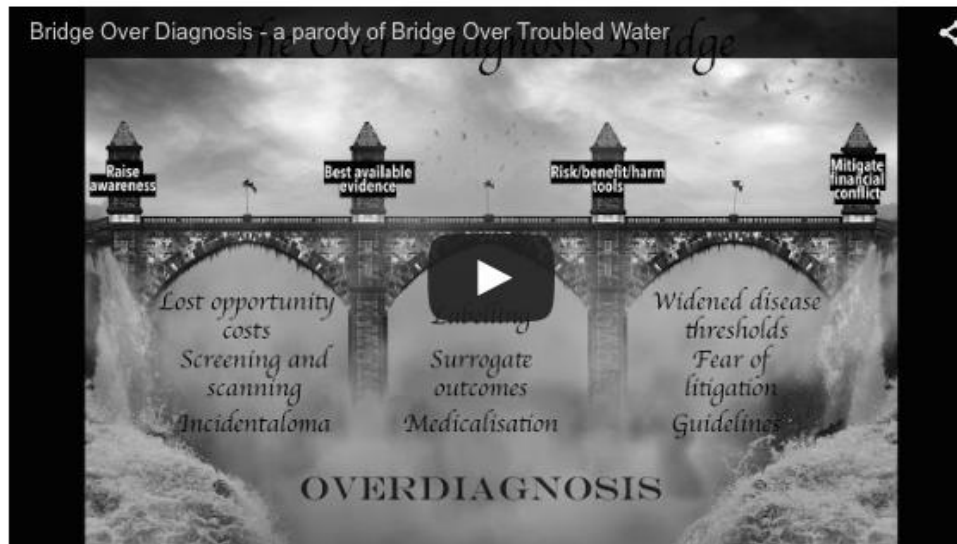


Following

This is absolutely brilliant! "Bridge Over Diagnosis"- Let's stop making healthy people sick. [youtube.com/watch?v=gfesuN...](https://www.youtube.com/watch?v=gfesuN...)  
#mustwatch



YouTube



**Bridge Over Diagnosis - a parody of Bridge Over Troubled Water**

Bridge Over Diagnosis - a parody of the Simon and Garfunkel classic Bridge Over Troubled Water. Overdiagnosis is an important health care issue and hopefully...

[View on web](#)

RETWEETS

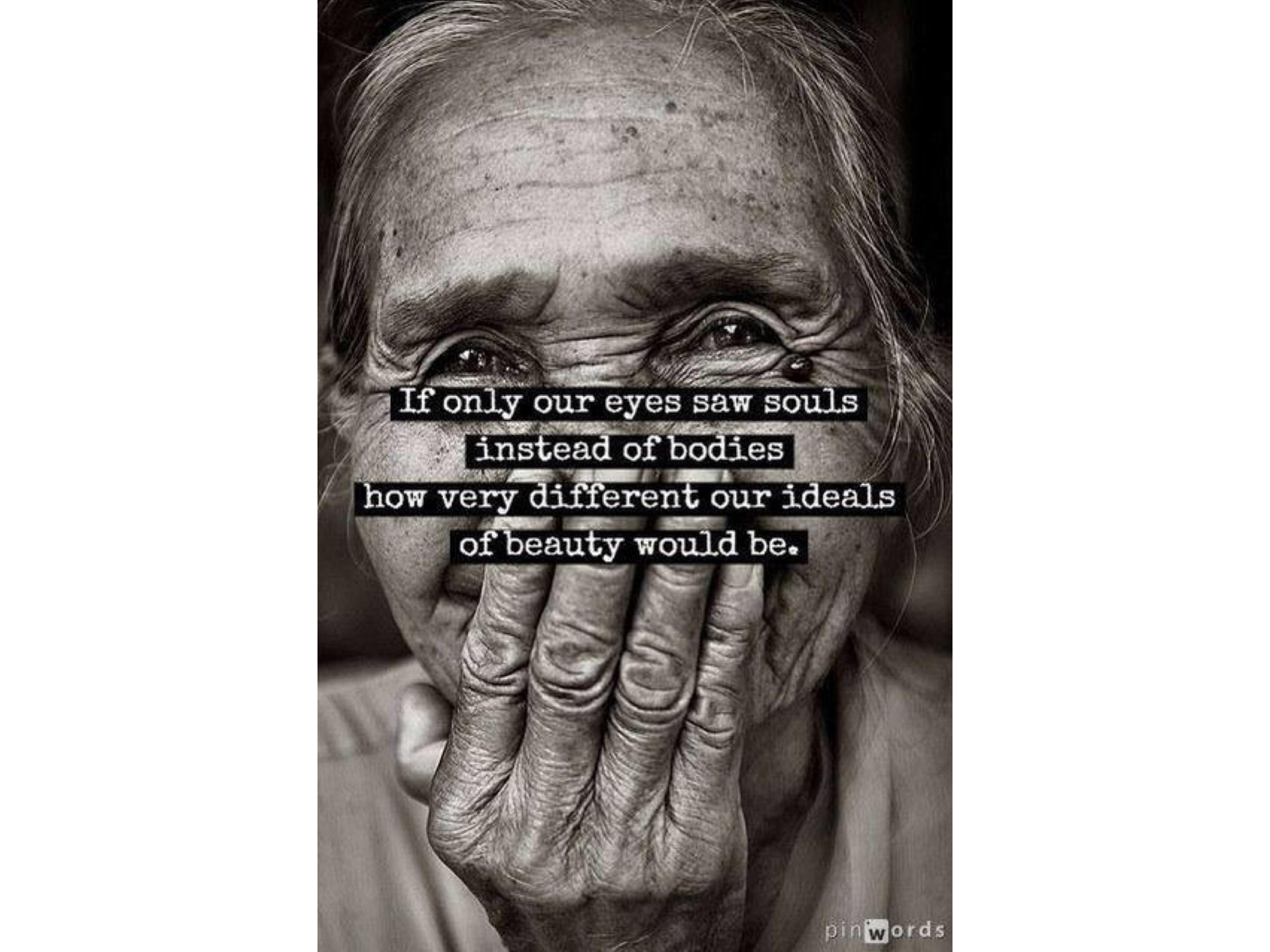
30

FAVORITES

35



11:55 AM - 28 Apr 2015



If only our eyes saw souls  
instead of bodies  
how very different our ideals  
of beauty would be.

# Local heroes

Steve Allinson	Manager	@Steve__Allinson
Andy Hershon	GP	@andyhersh
Ingrid Brindle	Patient	@IngridBrindle
Pete Denton	Manager	@PeteDenton
Zahid Chauhan	GP	@ChauhanZahid
Jean Hurlston	Lay member	@JeanHurls
Karen Sykes	Manager	@KarenSykes2
Louise Brady	Nurse	@LouiseBrady17
Ian Wilkinson	GP	@Dr_Ian1953
Wendy Povey	Manager	@omgj2012
Susan Gladys	Nurse	@susanmason66
John Winter	Manager	@jrswinter
Jean Hurlston	Lay Member	@JeanHurls
Jacqueline Gladwin	Nurse	@GladersJ
Rajesh Patel	GP	@Dr_Raj_Patel
Dominic Sexton	Patient	@DominicSexton12
Kailash Chand	GP	@KailashChandOBE
Joanna Bircher	GP	@JoannaBircherQI
Naveed Riyaz	GP	@NYR007
Faisal Bhutta	GP	@drfaisalbhutta
Tameside Docs	GPs	@TamesideDocs
Aseem Malhotra	Consultant	@DrAseemMalhotra