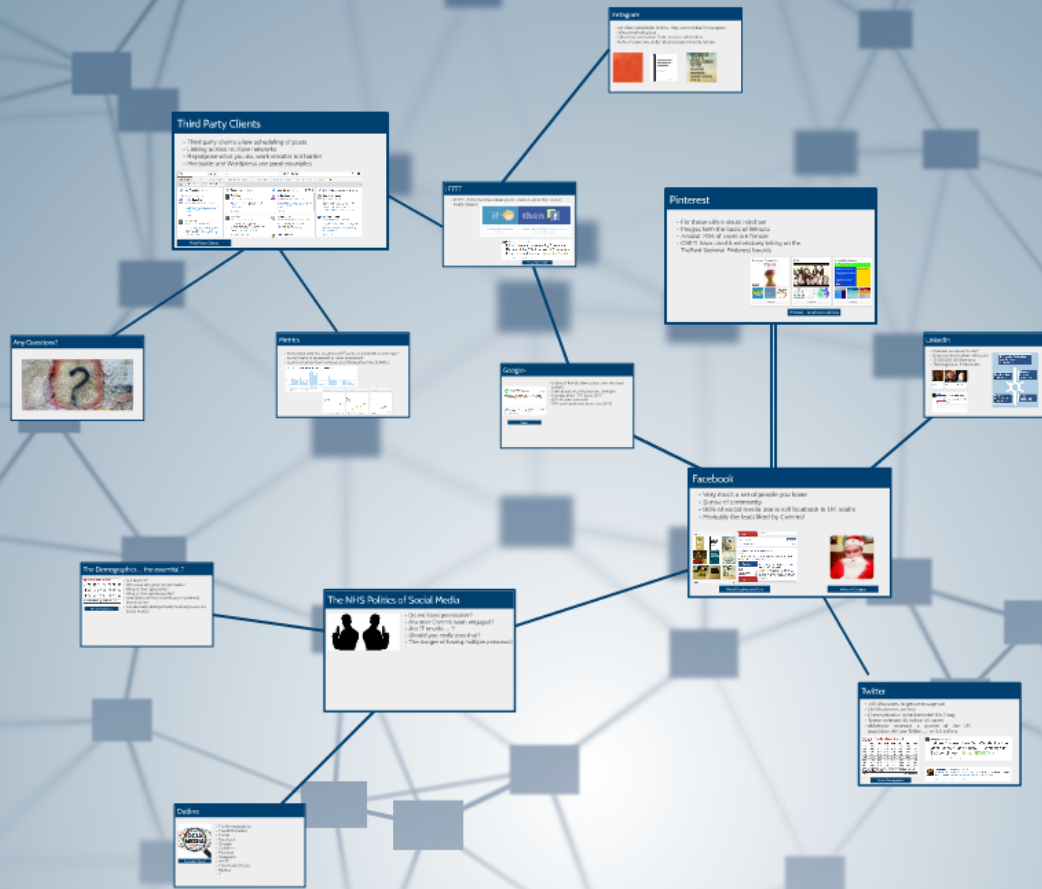


Keeping it Social

Being where your clients and others are...





Keeping it Social

Being where your clients and others are....



Outline



There's a lot of it about!

- The Demographics
- The NHS Politics
- Twitter
- Facebook
- Google+
- Linked-In
- Pinterest
- Instagram
- IFTTT
- Third Party Clients
- Metrics
- ?

The Demographics... the essential ?

UK Twitter User Share, by Age, 2012-2018

% of total

	2012	2013	2014	2015	2016	2017	2018
0-11	1.1%	1.1%	1.2%	1.3%	1.4%	1.5%	1.6%
12-17	10.5%	12.6%	12.3%	12.1%	11.8%	11.7%	11.7%
18-24	25.1%	25.7%	24.5%	23.9%	23.0%	22.4%	21.6%
25-34	26.6%	25.2%	25.4%	25.0%	25.2%	24.9%	25.2%
35-44	19.9%	18.8%	18.8%	18.8%	18.7%	18.5%	18.4%
45-54	10.8%	10.0%	10.6%	10.7%	10.9%	11.1%	11.0%
55-64	4.6%	4.5%	4.7%	5.1%	5.4%	5.9%	6.4%
65+	1.4%	2.1%	2.5%	3.0%	3.5%	3.9%	4.2%

Note: internet users who access their Twitter account via any device at least once per month; numbers may not add up to 100% due to rounding
Source: eMarketer, Feb 2014

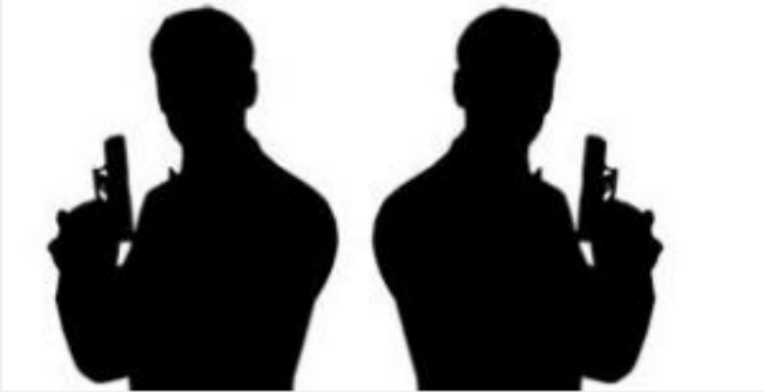
168834

www.eMarketer.com

Who are we talking to?

- Is it worth it?
- Who uses any given social media?
- What is their age profile?
- What is their gender profile?
- How likely are they to be library or potential library users?
- Are we really talking directly to library users via social media?

The NHS Politics of Social Media



- Do we have permission?
- Are your Comms team engaged?
- Are IT onside..... ?
- Should you really post that?
- The danger of having multiple personas!

Twitter

- 140 characters to get a message out
- Url Shorteners are key
- Communication is fundamental -it's 2 way
- Twitter estimate 15 million UK users
- eMarketer estimate a quarter of the UK population will use Twitter er 9.5 million

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35-44	19.9%	18.8%	18.8%	18.8%	18.7%	18.5%	18.4%
45-54	10.8%	10.0%	10.6%	10.7%	10.9%	11.1%	11.0%
55-64	4.6%	4.5%	4.7%	5.1%	5.4%	5.9%	6.4%
65+	1.4%	2.1%	2.5%	3.0%	3.5%	3.9%	4.2%


Note: internet users who access their Twitter account via any device at least once per month; numbers may not add up to 100% due to rounding
Source: eMarketer, Feb 2014

168834

www.eMarketer.com

Twitter Demographics

 fade ekc @fadelibrary · Apr 9
Hidden Citizens: How Can We Identify The Most Lonely Older Adults? – Campaign to End Loneliness... fb.me/4fDhRCxu4

  1  



Lesley Neary @Llesleyneary · 16h

Is hoping that @fadelibrary @western4uk can help me with my literature review for my dissertation! #toomuchtodotoolittletime #mastersprobs

   1 

Facebook

- Very much a set of people you know
- Sense of community
- 96% of social media use is still facebook in UK adults
- Probably the least liked by Comms!

The screenshot shows a Facebook feed with several posts. The top post is from 'up today' (www.hs.j.co.uk) with a red header and a white body containing text and a 'Boost Post' button. Below it is a post from 'Fade Evidence Knowledge Centre' with a blue header and a white body containing text and a link. The feed is interspersed with various graphics, including a report cover, a duck, and a book cover. The bottom of the screenshot shows a 'PHOTOS' section with a grid of images.

Mix of Graphics and Text



Inherent Dangers

Google+



FadeLibrary Liverpool NHS

Shared privately - Yesterday 13:09

#Health

NHS expenditure has stagnated since the economic crisis of 2007, resulting in financial pressures. One response is for policy-makers to regulate use of existing health-care technologies and disinvest from inefficiently used health technologies. A key...

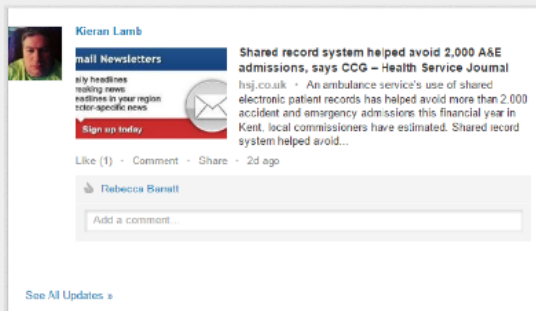
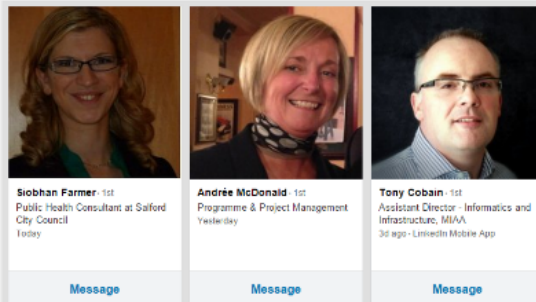
www.journalslibrary.nihr.ac.uk/__data/assets/pdf_file/0006/141000/FullReport-hsdr03130.pdf
journalslibrary.nihr.ac.uk

Google+

- Circles of friends allow control over who sees content
- Defined audience that you are talking to
- Demographics 42% users 18-24
- 63% of users are male
- 37% are female who tend to be 25-35

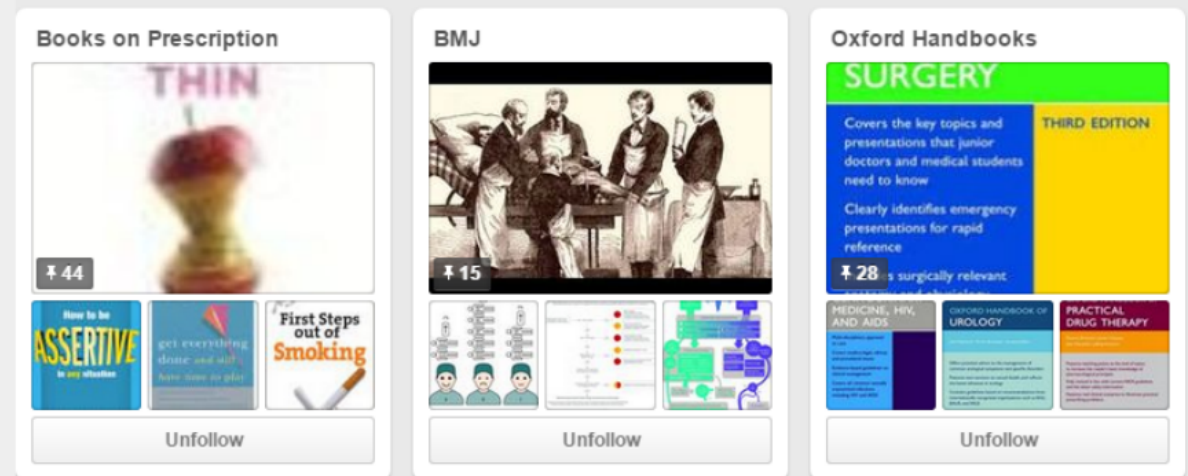
LinkedIn

- Professional social media?
- Direct communication with peers
- 15,000,000 UK Members
- 744 Magicians, 5 Mermaids



Pinterest

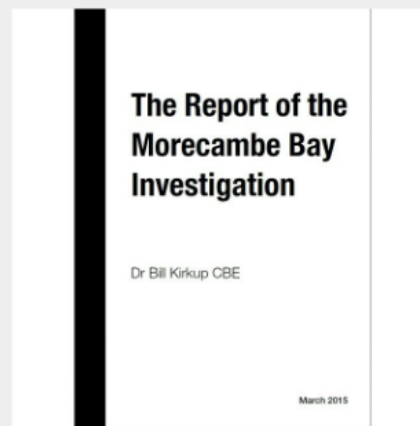
- For those with a visual mind set
- Images form the basis of linkouts
- Around 70% of users are female
- CMFT have used it extensively taking on the Trafford General Pinterest boards



Pinterest... Graphical Loveliness

Instagram

- No direct correlation to links, they aren't active in Instagram
- Visual marketing tool
- Has more users than Twitter but no UK metrics
- 90% of users are under 35 and predominantly female



IFTTT

- IFTTT - if this then that allows you to create recipes from social media triggers



Any new public bitmark by
[kieranlamb](#)

Create a status message on [Fade Evidence Knowledge Centre](#)



fade ekc @fadelibrary · Apr 15

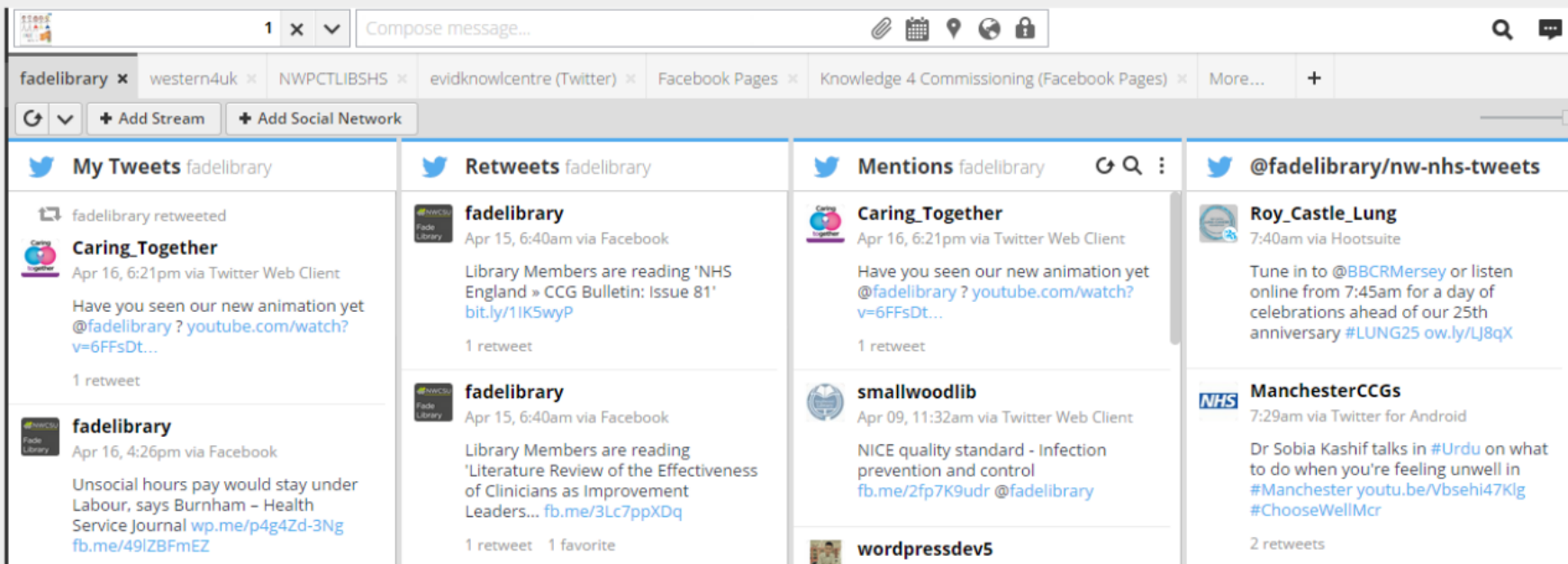
Library Members are reading 'Literature Review of the Effectiveness of Clinicians as Improvement Leaders... fb.me/3Lc7ppXDq

← ↻ 1 ★ 1 ...

Virtual Returns Trolley

Third Party Clients

- Third party clients allow scheduling of posts
- Linking across multiple networks
- Repurpose what you do, work smarter not harder
- Hootsuite and Wordpress are good examples



The screenshot displays a social media dashboard interface. At the top, there is a search bar with the text "Compose message...". Below this, a navigation bar shows several tabs: "fadelibrary", "western4uk", "NWPCTLIBSHS", "evidknowlcentre (Twitter)", "Facebook Pages", "Knowledge 4 Commissioning (Facebook Pages)", and "More...". The main content area is divided into four columns:

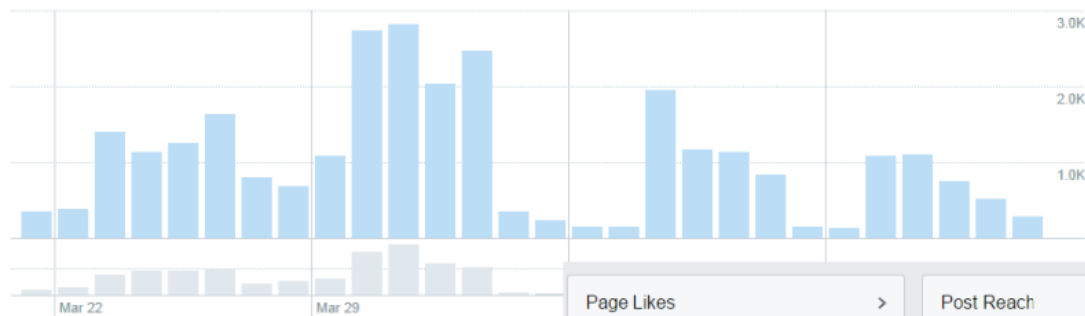
- My Tweets fadelibrary:** Shows two tweets. The first is from "Caring_Together" (Apr 16, 6:21pm via Twitter Web Client) with the text "Have you seen our new animation yet @fadelibrary? youtube.com/watch?v=6FFsDt...". The second is from "fadelibrary" (Apr 16, 4:26pm via Facebook) with the text "Unsocial hours pay would stay under Labour, says Burnham - Health Service Journal wp.me/p4g4Zd-3Ng fb.me/49lZBFmEZ".
- Retweets fadelibrary:** Shows two tweets. The first is from "fadelibrary" (Apr 15, 6:40am via Facebook) with the text "Library Members are reading 'NHS England » CCG Bulletin: Issue 81' bit.ly/1IK5wyP". The second is from "fadelibrary" (Apr 15, 6:40am via Facebook) with the text "Library Members are reading 'Literature Review of the Effectiveness of Clinicians as Improvement Leaders... fb.me/3Lc7ppXDq".
- Mentions fadelibrary:** Shows two tweets. The first is from "Caring_Together" (Apr 16, 6:21pm via Twitter Web Client) with the text "Have you seen our new animation yet @fadelibrary? youtube.com/watch?v=6FFsDt...". The second is from "smallwoodlib" (Apr 09, 11:32am via Twitter Web Client) with the text "NICE quality standard - Infection prevention and control fb.me/2fp7K9udr @fadelibrary".
- @fadelibrary/nw-nhs-tweets:** Shows two tweets. The first is from "Roy_Castle_Lung" (7:40am via Hootsuite) with the text "Tune in to @BBCRMersey or listen online from 7:45am for a day of celebrations ahead of our 25th anniversary #LUNG25 ow.ly/LJ8qX". The second is from "ManchesterCCGs" (7:29am via Twitter for Android) with the text "Dr Sobia Kashif talks in #Urdu on what to do when you're feeling unwell in #Manchester youtu.be/Vbsehi47Klg #ChooseWellMcr".

Third Party Clients

Metrics

- Remember with the exception of Facebook, LinkedIn and Google+ social media is broadcast to raise awareness
- Look for metrics from services and third parties like SUMALL

Your Tweets earned **30.0K impressions** over this 28 day period



Page Likes

112 Total Page Likes
0% from last week

0 New Page Likes
0%

— This week
— Last week

11/04 12/04 13/04 14/04 15/04 16/04 17/04

Post Reach

48 Total Reach
▲6.7% from last week

47 Post Reach
▲6.8%

— This week
— Last week

11/04 12/04 13/04 14/04 15/04 16/04 17/04

Engagement

3 People Engaged
▼25% from last week

0 Likes

0 Comments

93 Shares

9 Post Clicks

Any Questions?

