Can the Use of Social Media Raise the Profile of the Allied Health Professions?

Who are we?
The Scottish Allied Health Professions Directors Group (AGSG) consist of 17 nationally endorsed AHP leaders representing 12,000 AHPs working in territorial and special Health Boards in Scotland.

Our issue:
AHPs have much to contribute to the healthcare agenda of Scotland yet the wider awareness of these roles is not universally recognised across health and public sectors.

So, the question?
Can social media help to raise our profile and general awareness of value? So...

Project Gandhi:
"be the change you want to see"

What we did
- Four AHP Directors
- 12 week programme
- Expert support
- Suite of bespoke and generic learning materials
- One to one and group training/support
- Identified and targeted key audiences

Success indicators:
- Pre and post measures of: skills, technical knowledge, confidence
- Type and number of audiences, followers, new networks, impact factor

Outcome?
- UK & international health & social care colleagues
- Policy makers
- Government ministers
- 3rd sector
- Patients and service users

Activity?

Connected with:
- Technological/ social media skills
- Twitter ‘know how’
- Wikis / Blogging
- SM Confidence
- New multi professional and agency connections/ collaborations
- New national / international work
- AHP evidence used by third parties including parliamentary debates, Royal Horticultural Society, patient representative groups etc

Conclusion
- Social media offers a real opportunity to raise awareness of the work and value of AHPs in Scotland
- We have a national strategy for involving more AHPs, cascade training, mentoring and guidance
- We are convinced!

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www.chrissmithonline.co.uk
and support of our AHP Director colleagues

Allied to each other and the communities we serve