

Leading & Influencing through Social Media

Do you want to learn how social media can help you, as a health and social care leader to:

- extend your reach to share and gather ideas?
- work with others to solve big problems?
- promote your service as an exciting and positive place to work?
- influence and engage more effectively with your teams, stakeholders and service users?
- get a real time sense of how people are feeling?
- understand the possible pitfalls of social media and how to navigate them?

Social media provides health and social care leaders with tools to share information, to debate health care policy and practice issues, to promote positive health behaviours, to engage with the public, to educate and interact with patients, carers, students, and colleagues. Leaders can use social media to potentially improve health outcomes, develop a professional network, increase personal awareness of news and discoveries, motivate patients, and provide health information to the community.

Social media provides an excellent opportunity to exercise small scale or large-scale leadership across the health and social care landscape and to influence in a positive way

It allows open communication in all directions, without hierarchical barriers.

Evidence shows that when people feel they have a direct line of communication to decision makers, they feel more empowered and engaged.

This programme of virtual seminars and workshops is for leaders of all levels and all backgrounds working in Primary Care. It will give you the 'what', the 'how' and the 'why' of influencing and engaging as a leader through social media. Starting with a theory led interactive seminar which will cover the strategic thinking and best practice of these communication channels, followed by 4 deeper dive workshops that will allow delegates to understand the 'how's of Facebook, Twitter, LinkedIn, and Instagram.

Programme Outcomes

The programme will:

- Support leaders to be inspired by good examples and feel confident to replicate good practice
- Give leaders more confidence about the value of social media as a leadership tool in the workplace and feel more likely to use it pro-actively
- Enable leaders to describe how they might use social media as part of a wider engagement and communication strategy
- Support leaders to gain an understanding of how to evaluate impact via social media
- Support leaders to understand how to 'brand' themselves taking into account the wider organisation and system in which they work

Who are these sessions for

These workshops are for leaders of all levels and all backgrounds working in Primary Care

Book your place

Introductory Webinar – Thursday 23rd February, 10:00 – 13:00 – [Click here to register](#)

Twitter - Wednesday 22nd March, 10:00-11:30 – [Click here to register](#)

Facebook - Thursday 23rd March, 10:00-11:30 - [Click here to register](#)

LinkedIn - Wednesday 29th March, 10:00-11:30 - [Click here to register](#)

Instagram - Thursday 30th March, 10:00-11:30 - [Click here to register](#)

Facilitator Bio



Natalie Sherman - Recently named the UK's No.1 Social Media & PPC adviser and one of South West Insider's '42 under 42', Natalie is driven by the pursuit of social good - and damn good social media. She has poured her expertise into hundreds of businesses and charities, creating results they can actually look at, measure and appreciate the impact of.