

## Professional in the Digital World – Treading a Safe Path

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How do you effectively use social media in healthcare? The Professionalism in the Digital World 1-day course allows you to learn how to enhance your practice via social media and action planning, so you can maintain a dynamic digital presence that fits into your daily routine.

This event is suitable for all HCPC healthcare practitioners who are curious about using social media to enhance professionalism.

Throughout the course, we will provide you with ideas, opportunities and skills, which will enable you to move forwards and use your online social profiles in the way you feel most comfortable.

### Overview

#### Using Social Media in Healthcare Settings

Social media is ubiquitous. Online collaborative spaces such as Facebook, Twitter and YouTube have millions of users, many of which will be HCPC registered practitioners. Some registrants will have embraced social media to enhance professionalism, others will struggle to harness the potential and some may feel left behind. One or two may even feel antipathy towards the very idea.

This course enables you to learn how to use social media effectively in a healthcare setting, to boost your online presence.

### Tutor Profiles

#### Sarah Bodell

Since 1991 I have worked in clinical practice, service management and education. I have taught students at the University of Salford since 2003 and hold the post of Professional Lead. I am passionate about using technology to facilitate learning and connect occupational therapists globally. I have co-developed an online MSc in Advanced Occupational Therapy, lead on embedding learning technologies in the undergraduate curriculum, and co-developed an app focusing occupational balance. I am also a founder member of Online Technology for Occupational Therapy (OT4OT), now recognised by the World Federation of Occupational Therapists (WFOT) as an International Advisory Group for social media.

## Angela Hook

My professional career in occupational therapy started within the field of forensic mental health, moving into managing mental health occupational therapy services before entering the world of education in 2000 at University of Salford, UK where I became a Senior Lecturer in 2006.

My interest in using technology as a tool to enhance learning and development has developed over time since the inception in 2006 of our MSc Advanced Occupational Therapy programme which is delivered totally online and incorporates principles of e-learning and virtual learning communities, international interaction and negotiated assessments.

I use online tools to develop professional and personal skills and I continue to learn everyday from my networks. In addition to my involvement with the OT4OT team I have been involved in a number of projects related to online technology including wikiflash, research into using Second Life as a teaching and learning opportunity and Occubuzz – an app for occupational balance.

## Delegates and Agenda

All HCPC health care practitioners who are curious about using social media to enhance professionalism will benefit from our course, Professionalism in the Digital World – Treading a Safe Path.

<b>Professionalism, Regulation, Digital presence</b>	
9.30-9.45	Welcome
9.45-10.30	Interactive lecture- Professionalism, - HCPC regulations
10.30-10.45	<b>Break</b>
10.45-11.30	Mapping digital presence, mapping of current social media usage (where are you now and why/why not?)
11.30-12.15	Feedback and Goal Planning
12.15-1.00	<b>Lunch</b>
<b>Risk, Responsibility and maximising potential</b>	
1.00-2.00	Risk – what is it? How real is it? How do we manage it?- Risk in the digital space – interactive lecture to include sharing concerns- How we manage it

	– presentation and discussion of guidelines for risk management
2.00-2.15	<b>Break</b>
2.15-3.45	Enhancing Practice via Social Media and Action planning- How to maintain a dynamic digital presence- How to fit into my routine- How to advocate and justify to my peers/manager - How to identify and develop relevant networks- How to identify suitable platforms
3.45	Summary and Close

### **Learning Outcomes**

By the end of this social media in healthcare course you will be able to:

- Comprehend the potential of social media in relation to professionalism
- Identify strategies to embed into your own professional practice
- Identify risks to professional reputation
- Describe strategies to manage risk
- Demonstrate potential for meeting relevant HCPC CPD requirements

**If you are interested in learning more about this workshop, or other courses available, please contact us on 0845 431 0433 or [cpd@salford.ac.uk](mailto:cpd@salford.ac.uk)**