

The SocialMe: A Master Class for Healthcare Professionals

LUXEXPO, Tuesday 21st April 2015, 13:30 – 19:00

Trainers: Raquel Gomez-Bravo, Harris Lygidakis, Maria Gomez-Bravo

The objective of this master class is to explore ways that Healthcare Professionals can use Social Media effectively and enable them to increase their return of investment.

With small lectures and work in groups, we will present a panorama of different implementations, good-practices and benefits. The participants will be facilitated in establishing their own Social Media strategy, integrating Social Media into their everyday practice, and managing the information flow and their online presence. They are also expected to reflect on the impact and consequences of their use, especially with regard to privacy and social responsibility.

This session is aimed at healthcare professionals with at least basic knowledge of use of Social Media. Participants at a beginner level are welcomed, however prior acquaintance with the tools is recommended.

The course will be structured in two modules:

Module 1: Privacy for Healthcare Professionals Using Social Media

- Best practices (including patients, HCPs, networks)
- Review of the guidelines
- Privacy on Facebook and Messaging apps (practical examples, showcasing), communication and befriending patients

Module 2: Examples and Return of Investment

- How to integrate Social Media into everyday practice, benefits of such Integration
- Managing Social Media in General Practice: flow of information, content vs noise
- How to analyse the implementation of a Social Media strategy and how to report it

Programme

13:30 Registration

14:00 Introduction

14:15 Interaction: What do *you* think are the best practices in Social Media?

14:45 Review of the current guidelines

15:30 Social Media and Privacy

16:30 Best Practices Showcases: Patients, HCPs, Networks

17:00 Break

17:20 Social Media Management, Integration into Everyday Practice, Content vs Noise

18:10 How to Analyse and Report

18:50 Conclusions

For registration, contact info@medetel.eu.