

NHS EMPLOYERS

SOCIAL MEDIA CONFERENCE - PROGRAMME

9.00-9.30	Registration
9.30-9.40	<p>Welcome and introduction</p> <p><i>Alex Talbott - Digital communications consultant and co-founder of #nhssm</i></p>
9.40-10.10	<p>Me, myself and social media – three people’s online journeys Three people’s perspectives on social media use in healthcare told through pecha kucha presentations.</p> <p><i>Anya de longh, Patient leader and self-management coach</i> <i>Jess Barlow, Digital communications & engagement manager, NHS England</i> <i>James Norris, Founder of the Digital Legacy Association and DeadSocial.org</i></p>
10.10-11.40	<p>In this session, explore key areas of social media in three manageable chunks: how to launch a campaign, building your online recruitment network and managing digital legacies.</p> <p><i>Meg Rowley, Senior communications officer, NHS Employers</i> <i>James Norris, Founder of the Digital Legacy Association and DeadSocial.org</i> <i>Hannah Pont, Deputy recruitment manager, Cambridge University Hospital NHS FT</i></p>
11.40-11.50	Comfort break
11.50-12.20	<p>Keynote: Your best staff are the ones using social media The case for permissive social media use</p> <p><i>Tim Lloyd, Director at Helpful Technology</i></p>
12.20-13.20	Lunch, exhibition and networking
13.20-14.00	<p>Building digital literacy in the workplace - panel discussion and Q&A Supporting your staff’s digital skills development from induction to retirement</p> <p><i>Tim Lloyd, Director at Helpful Technology</i> <i>Victoria Betton, Programme director, Leeds & York Partnership NHS FT</i> <i>Gemma Finnegan, Social fabric officer, Cornwall Rural Community Charity</i></p>
14.00-15.30	<p>In this session, explore key areas of social media in three manageable chunks: using social media at events, helping your staff use social media safely and running your service online.</p> <p><i>Gregor Jones, Digital communications officer, NHS Employers</i> <i>Capsticks, Law firm specialising in health and social care</i> <i>Victoria Betton, Director at mHabitat, hosted by Leeds & York Partnership NHS FT</i> <i>Mark Brown, Development director, Social Spider CIC</i></p>
15.30-15.40	Comfort break
15.40-16.10	<p>NHS Blood and Transplant - Missing type campaign A multi-channel international success story from the NHS</p> <p><i>Jon Latham, Assistant director for donor services and marketing</i></p>
16.10-16.20	Wrap up
16.20-17.30	Conference social