

# Social Care Solutions



Institute of  
Health &  
Social Care  
Management

USING SOCIAL MEDIA



Many social care providers are exploring the benefits of social media for their businesses, however there is often a nervousness about the things that could go wrong if not properly planned and managed. This short guide will provide you with some hints and tips.

### Which platforms?

Facebook is the best platform to share photos, videos, news and events with family members, friends and the local community. It is also a great platform for creating events and invites.

Twitter is a better platform to engage with other businesses and promote good practice as well as sharing and learning. It is also a good place to find services and for mutual promotion.

LinkedIn is ideal for networking with other professionals and you can also create a business or personal profile.

Instagram is great to visually promote a service through images and videos - more organisations and businesses within the care sector are setting up profiles on this platform now.

### Content

Topics we recommend sharing:

- Activities
- Events
- Good news stories
- Birthdays, especially big milestones
- Community links
- Staff achievements

You must pay careful attention to what you are sharing on social media, some general rules to follow:

- Where possible stick to the facts
- Avoid political issues or debates
- Steer away from making negative comments
- Don't share personal information, although first names are usually fine
- Ensure you have individual consent to share photographs or videos
- Consider the content and surrounding environment for photos or videos
- Do not share photos or videos of visiting children



You should ensure that you have a robust social media policy, that all staff understand and agree to and that you share with people accessing your service. This should include; rules on friends and followers, rules on re-sharing posts and tagging as well as general guidelines such as abusive behaviour and pornography etc.

You must also be confident in your cyber security and data handling systems too, we highly recommend that the best way to ensure this is by completing and publishing the Data Security and Protection Toolkit. You'll find all the information you need [here](#), plus support offers.

### Building success

To be successful, social media activity takes time and dedication as well as a good understanding of what works well. It's a great way to show the personality of your service, this can help engage with families, friends and the community, attract new customers and recruit new staff. It's highly recommended that you entrust this role to key staff who have these skills or can undergo training to support this role. They'll also need some dedicated time allocated.

Why not spend some time following other care providers, businesses or people who you admire and explore what they get up to on social media.

Once your service and staff get brave with social media you can explore other platforms such as TikTok!

### Finally...

We recorded an interview with two care leaders who are highly experienced at using social media; Jenni Mack and Mark Topps. You can watch [here](#) or listen [here](#) to gain some insights from their experience.





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