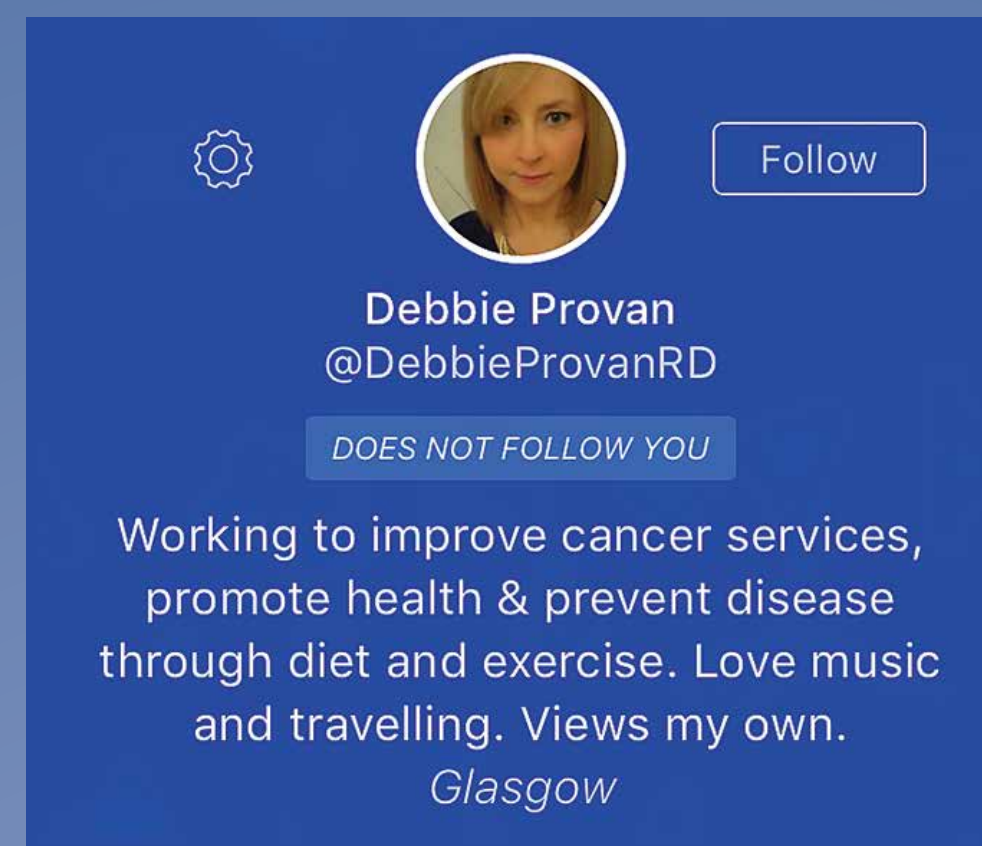
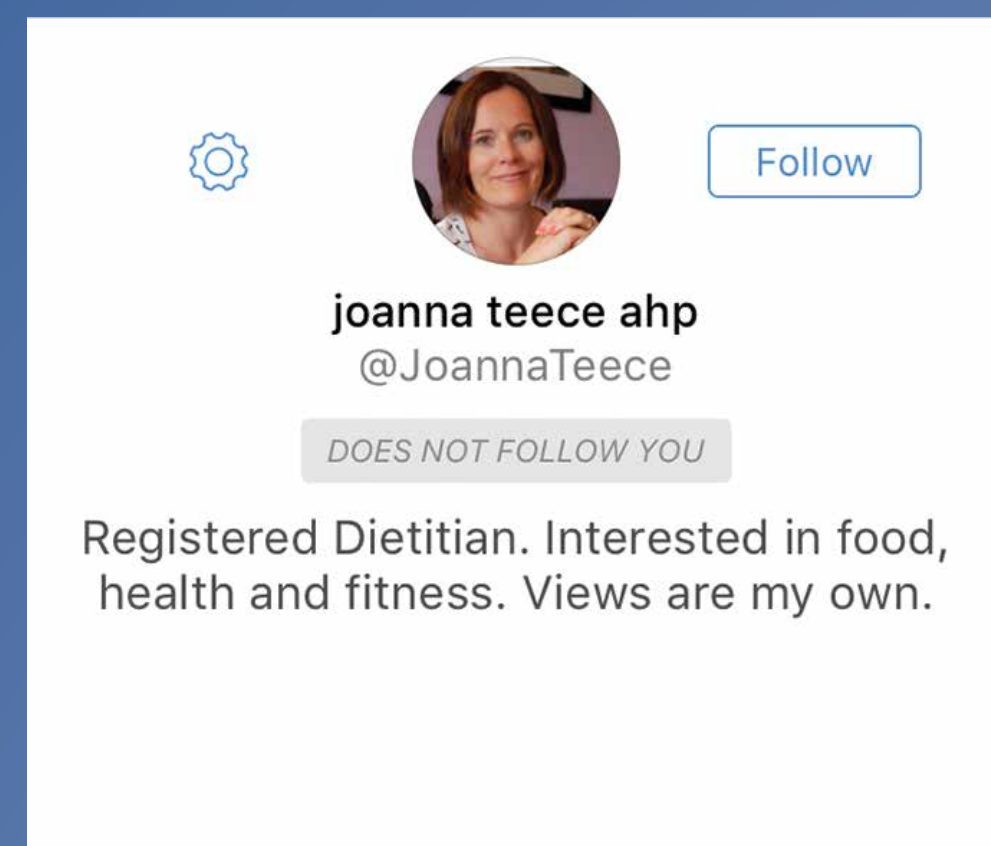


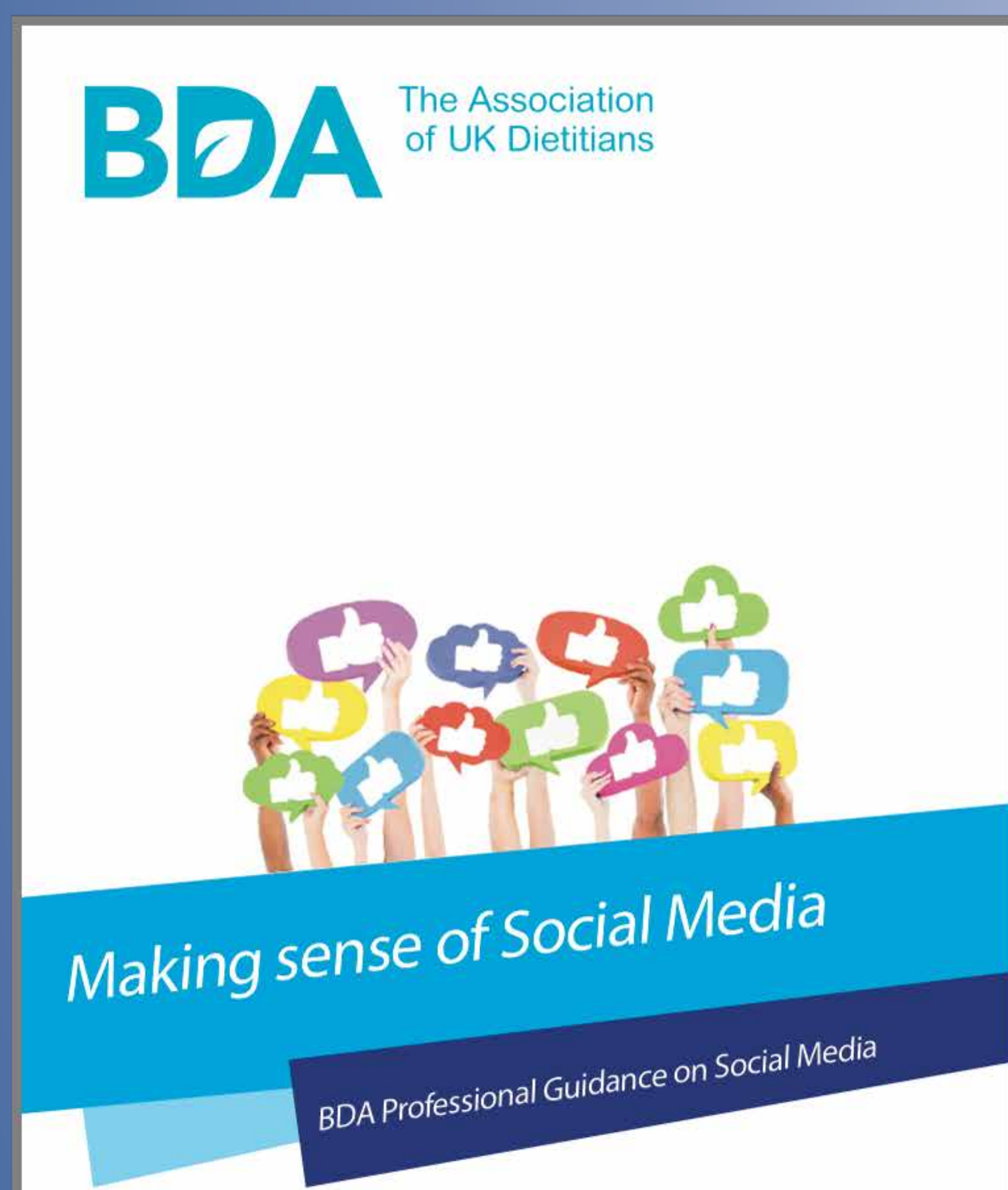
Using Social Media as an Innovative Way to Raise Dietitians' Profile



Background

- Social media is the fastest growing communication method of the 21st century.
- Blogging can be defined as “where an individual or group of users record news in a long form, similar to an online diary”.
- Its popularity has grown in recent years.
- 2015 Scottish Dietetic Leadership Network shared guidance for AHPs about social media and encouraged dietitians to submit logs.
- Keen to engage in an Innovative Way #IceBucketChallenge

BDA Social Media Guidance Book



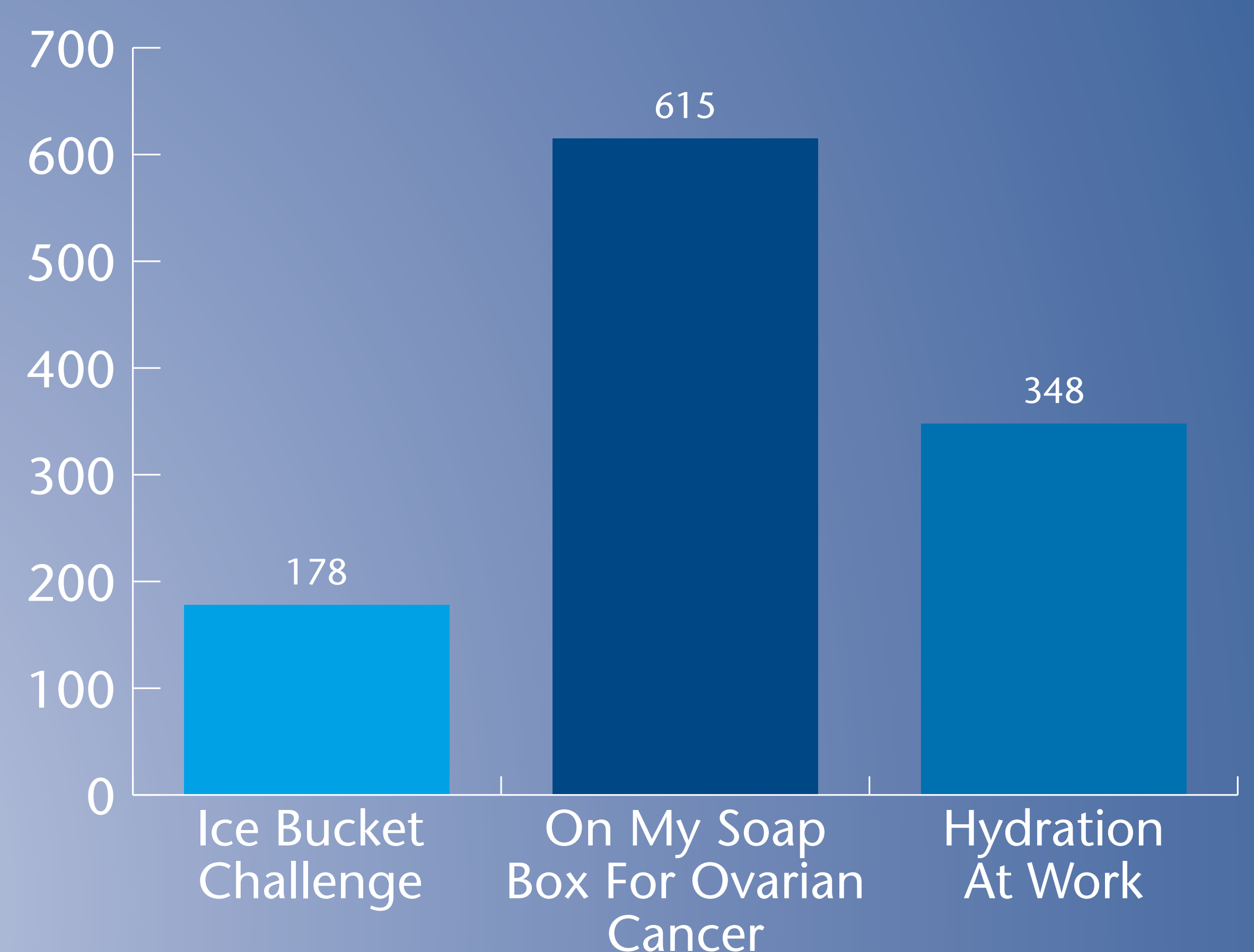
Methods

- Reviewed guidance around the use of social media
- Read archived AHP Scot Blogs
- Peer review – Professional Head of Service.

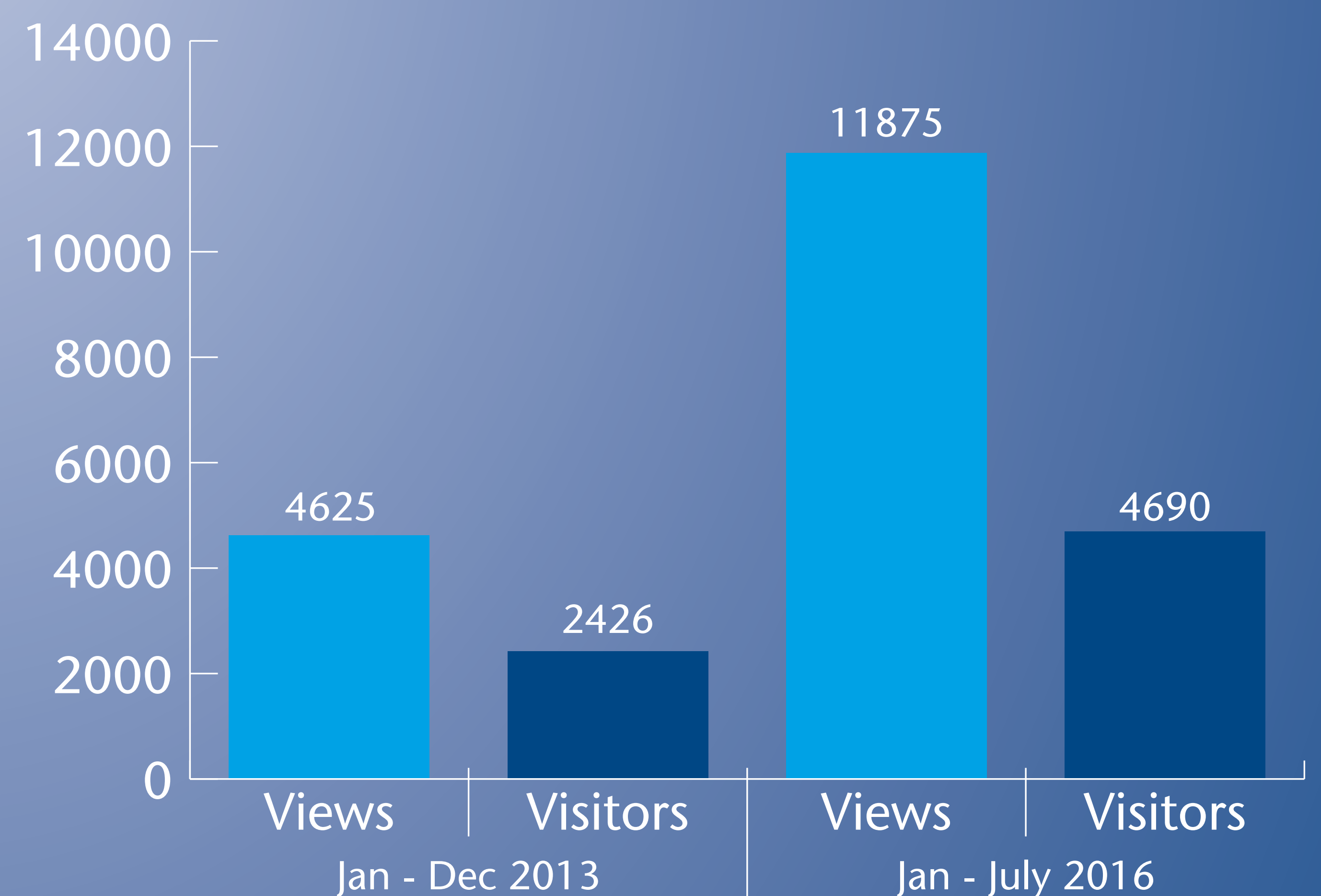


Results

Views Per Topics



AHP Scot Number Of Views And Visitors



Conclusion

- Social media is a positive way to share information
- Innovative way to engage with others
- Raise profile of dietitian
- Large number of people reacted with limited effort.

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