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

- Ice Bucket Challenge: 178
- On My Soap Box For Ovarian Cancer: 615
- Hydration At Work: 348

AHP Scot Number Of Views And Visitors

- Views Jan - Dec 2013: 4625
- Views Jan - July 2016: 11875
- Visitors Jan - Dec 2013: 2426
- Visitors Jan - July 2016: 4690

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.

References