

## The British Dietetic Association volunteer position – Social Media Officer

**Role:** Social Media Officer, Parenteral and Enteral Nutrition Group

### Aims of the group

- To support and develop UK high quality evidence based dietetic practice within oral, enteral and parenteral nutrition support.
- To provide up to date evidence-based information on methods of nutritional support.
- To encourage and enable continued educational development of the Dietetic profession, healthcare colleagues and our membership
- To promote the benefits of the dietitian's role working in the field of nutrition support in all care settings.
- To provide clear and easy to understand evidence-based information to dietitians, patients, other health care providers and the media/public.
- To ensure the financial security and sustainability of PENG.

### Objectives of the Group

- To produce and update as required evidence-based practice guidance documents (clinical guidelines, professional consensus statements, position statements) in nutrition support including oral enteral and parenteral for the identification treatment and prevention of disease related malnutrition in both primary and secondary care, through a networked membership and Clinical Leads. Initiation and coordination will be with the Clinical Quality Policy Officer of the BDA to ensure high quality production, with development through PEN (Practice based Evidence in Nutrition).
- To provide high quality, clear and balanced, evidence based dietetic and patient resources (e.g. diet sheets, food fact sheets, patient treatment pathways) to facilitate the implementation of our evidence based professional guidelines. We aim to produce BDA resources for patients, dietitians and the public at minimal pricing, supporting widest possible usage within NHS and UK private clinical practice, co-ordinating with relevant charities and any other organisations where possible e.g. BAPEN, BSG, NNNG, PINNT, BSNA, Carers UK. To work continuously to raise the profile of dietitians working in nutrition support.
- To facilitate learning by holding regular study days including Masters level course.
- To promote dietetic involvement in research and audit.
- To encourage good working relationships with other health care providers to enhance our knowledge, understanding and professionalism.
- To share experiences and provide a channel for communication and networking between dietitians working in other BDA specialist groups particularly where there is overlap or opportunities for collaboration e.g. Gastroenterology, Older People, Food Counts, Public Health, PDSG, Paediatric group and Critical Care group.
- To provide support and mentorship to dietitians working in the field of nutrition support.

### What this post has to offer

As the Social Media Officer you will have the opportunity to develop and apply a variety of communication skills over different social media channels. You may be responsible for setting up and communicating PENG activities through Twitter, Facebook, group discussion forum and any other relevant social media channels. Through this position you will gain marketing, communication, public relations and project management skills, which can translate directly into career development. It will also give you an opportunity to work with colleagues across your speciality, sharing knowledge and skills.

### Main tasks/responsibilities

- Utilise relevant social media channels in communicating Specialist Group activities and

<p>relevant specialist content to members and engaging Group members to communicate with the Group.</p> <ul style="list-style-type: none"> <li>• Work with the Group Communications Officer to engage relevant stakeholders via the Group social media accounts</li> <li>• Use the BDA social media guidance and tools to ensure that the Group's use of social media is professional and useful to members.</li> <li>• To communicate, live, the content of Group events over social media.</li> <li>• To work with the BDA Member Services and External Affairs Team in promoting the work of the Group and the BDA.</li> </ul>
<p><b>Level of commitment *</b></p> <p>Committee meetings are held up to 4-6 times a year, plus a varying and flexible amount of work in between these meetings. The PENG aims to hold 2 study days for members per year, of which one of these will include the Annual General Meeting and is usually integrated within the Annual BAPEN meeting. A member is elected to the role for a two-year term of office and should serve no more than two consecutive terms of office. However, you can give reasonable notice to end your volunteering if you are no longer able to fulfil your role.</p>
<p><b>Main times of volunteering * #</b></p> <p>Committee meetings are usually held on weekdays and evenings and when possible are attached to other meetings e.g. BAPEN, PENG clinical update meeting to minimise costs and can be arranged by teleconference, if required. To meet with AGM requirements PENG events usually take place during late Autumn as part of BAPEN or as a stand-alone day depending on needs to group and membership.</p>
<p><b>Training and support offered</b></p> <ul style="list-style-type: none"> <li>• The BDA has a designated member of staff supporting Groups and Branches in the delivery of their work. Individualised support can be offered to suit the individual.</li> <li>• Branch Handbook, templates and resources.</li> <li>• Individual induction, handover and training at convenient location and time for you.</li> <li>• Participation at the Groups and Branches networking day (held once a year).</li> </ul>
<p><b>Recruitment process and how to apply</b></p> <p>For an informal chat email Kate Hall the current chair or any current member of the PENG committee. If you would like to apply for the role, please complete a nomination form and return to peng@bda.uk.com by 15<sup>th</sup> October 2021. All nominations should be proposed by a full member of the PENG and seconded by 1 other BDA member. Where two or more nominations are given for one position, an electronic vote will be held prior to the AGM.</p>

\*Please note that due to COVID 19 are meetings have currently moved to monthly virtual meetings for 1.5hours in early evening however will change to include some face to face as restrictions and capacity allows. Study stays have been run as a series of webinars.

# AGM was held virtually in 2020 and will be also in 2021 due to COVID 19 uncertainties.