



SOCIAL MEDIA FOR HEALTHCARE PROFESSIONALS

6 external CPD points

Introduction

Social media is everywhere.... How can you make it deliver in helping you meet your professional goals?

This one day workshop aims to help you become more confident and focused in using social media. Whether for connecting with colleagues, sharing and researching ideas to celebrating success of the team.

This course is for anyone in the healthcare team from patient facing clinical staff to management as well as those who work in public health or health promotion who is keen to develop social connecting skills.

Course structure

- 1 day workshop
- Price: £225.00 + VAT per place
- Date: 25th June
- Location: London

Workshop objectives

- Discuss who is your audience
- Find out your aims and goals from using social media
- Discover the benefits and drawbacks of social media in your particular role and sector
- Understand who to follow and who to share information with
- Find your leadership 'voice'
- Learn how best to keep social media use professional and useful as the key to staying in control of your online presence whilst making sure good standards are maintained
- Explore your options and develop your style
- Cover the technical aspects of connecting- from Twitter to LinkedIn, Facebook or Instagram and more

To book or enquire about this programme please contact us:

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