

THE USE OF SOCIAL MEDIA FOR PROFESSIONAL ADVANCEMENT AND CPD

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SoMe for CPD

- What is “SoMe”?
- SoMe is an abbreviation for Social Media
- According to the Oxford Dictionaries Social Media is;
 - *Websites and applications that enable users to create and share content or to participate in social networking¹*

1. https://en.oxforddictionaries.com/definition/social_media

SoMe in Australia

SoMe users in Australia are some of the most prolific in the world

- *~60% of the population are active users on Facebook*
- *~50% of the country logging in at least once a day¹*
- *Twitter – 3,000,000 Monthly Active Australian Users approx*
- *Facebook – 15,000,000 Monthly Active Australian Users (steady)*

| Age Range | Australian Users |
|-----------|------------------|
| 25 - 39 | 6,100,000 |
| 40 - 55 | 4,100,000 |
| 55 - 64 | 1,600,000 |

1. <https://www.socialmedianews.com.au/social-media-statistics-australia-january-2018/>

SoMe in Australia

- 6 in 10 Australians use Facebook
- 1 in 2 Australians use Facebook on a daily basis
- 1 in 2 Australians use YouTube
- 1 in 3 Australians use Instagram
- 1 in 6 Australians use Snapchat

What has @WeMammographers established so far?

- Since launch in June 2015, the site has 782 followers as far as USA and Europe
- @WeMammographers was simultaneously introduced within education in a PostGraduate Mammography Course within the UK
 - *positive impact upon the learning experience of the students*
- The presence of SoMe could benefit mammographers working in rural areas of Australia
 - *providing a support network from colleagues around the world*

Development

- There was no Mammography professional group within the social media community
- Requirement was identified to establish a community to support:
 - *continued professional development (CPD)*
 - *research dissemination and education*
- We have capacity using SoMe to impact on the care of patients coming into our services through sharing best practice

How was @WeMammographers developed?

5 stage approach initial concept to delivery in 2015:

Initial concept, proposal, marketing strategy

Design

Management tool

Delivery schedule

Launch and future strategy

there were blurred
distinctions between
personal and
professional identities

We have seen that it works

- **@WeNurses** successfully demonstrated to be a great support to nurses and nursing students
- **#MedRadJClub**
 - *journal club on Twitter*
 - *tweet chat up once a month*
 - *very effective at engagement and CPD*
- **@NHS** use different NHS staff members to curate their accounts for a week at a time

Important steps

- Recognised that several radiographers new to 'tweeting'
- Importance of strong professional judgments and established principles were used to guide individuals
- SoMe 'tweet guides' developed and distributed
 - *developed from @WeAHP's*

SoMe Tweet Guides

- Be professional:
 - *lasting digital footprint*
 - *posts can resurface, can be seen by others and could have serious implications for your career*
- SoMe is supportive:
 - *enables you to share best practice*
 - *be involved in open discussions and seek advice*
 - *build professional relationships*
 - *good resource for research*



The screenshot shows the SCoRTalk website header with the Royal Society of Radiographers crest and the text 'SCoRTalk for SoR members'. A navigation bar contains links for 'sor.org homepage', 'Latest Issue', 'Archive', and 'Unsubscribe'. The main content area is titled 'News' and dated 'Wednesday, August 19, 2015, Issue 36'. The featured article is 'Radiographer struck off over explicit Facebook messages'. The text describes how a radiographer, Laura Turner, was struck off the HCPC Register for sending explicit Facebook messages and taking photos of patient information in the background. It also mentions that a panel of the HCPC Conduct and Competence Committee heard the case and that Mrs. Turner was dismissed from her employment. A quote from Panel Chair Philip Geering is included, stating that her conduct was unprofessional and unacceptable.

News Wednesday, August 19, 2015, Issue 36

Radiographer struck off over explicit Facebook messages

A radiographer has been struck off the HCPC Register after she was found to have sent explicit messages about other colleagues via Facebook.



Laura Turner, then working for Country Durham and Darlington NHS Foundation Trust, was also found to have taken photos whilst on duty, with patient information visible in the background.

A panel of the HCPC Conduct and Competence Committee heard how a radiology manager at the trust found out about Mrs Turner's actions via another member of staff.

After a disciplinary hearing, Mrs Turner was dismissed from her employment.

Panel Chair Philip Geering said: "Mrs Turner has behaved unprofessionally by sending messages that refer to colleagues in sexually explicit and highly demeaning ways. Given that this occurred whilst she was on duty and in a clinical setting, her conduct is even more unacceptable."

SoMe Guide

- Do:
 - *Treat people with respect*
 - *Put the interests of your profession in the forefront*
 - *Protect your profession and your reputation*
- Don't
 - *Share confidential information*
 - *Post pictures of patients receiving care*
 - *Post comments about patients*



SoMe is
being used

How can we use
this to our benefit
us for CPD?

First of all - Why do we need to undertake CPD?

- Continuing Professional Development
 - *Required to maintain registration*
 - *Maintain up to date practice an knowledge*
 - *2 approaches:*
 - Formal: training sessions and classroom events (can extend to online)
 - Informal: conversations with colleagues, verbal feedback on actions or performance

Secondly – why is CPD important?

- CPD can ensure that healthcare professionals are keeping their skills and knowledge up to date, so ensuring that patients are getting best possible care.
 - <http://www.medicalradiationpracticeboard.gov.au/Codes-Guidelines/Codes-and-Guidelines.aspx> 13/02/18
- Most CPD done in own time, a combination of paper based, e-learning and internet based learning has shown to be the preferred way to undertake it¹.
- Not all professionals are afforded the time to attend conferences or education sessions during work hours, there are also many other constraints¹;
 - *Geographical location*
 - *Timing*
 - *Family*
 - *Lack of confidence, relevance, benefit and support*
 - *can be seen to be passive and isolate the professional*
- All the above points suggest there is great potential for the use of SoMe for CPD in Australia
- The user is so not isolated; can link with peers all over the world

1. Marshall G, Punys V & Sykes A; The continuous professional development requirements of radiographers in Europe: an initial survey. Radiography (2008) 14 (4)

What are our requirements?

- AHPRA (Australian Health Practitioner Regulation Agency):
 - *maintain evidence, including reflections*
 - *60hrs over 3 yrs*
 - *minimum 10hrs in one year*
- ASMIRT (Australian Society of Medical Imaging and Radiation Therapy):
 - *150 credits over 3 years*
 - *minimum 25 credits in one year (2 credits per week)*
 - *150 credits from 6 out of 9 activities*

How could @WeMammographers help you achieve this?

All Mammographers @WeMammographers

Great blog post from @AgencyNurse. It same can be applied to Radiographers, goodness knows we need to get our profession heard!

"You're a radio what....?"

Don't be afraid of #SoMe, it can be so beneficial when used correctly and well. [twitter.com/agencynurse/st...](https://twitter.com/agencynurse/status/968888888888888888)

This Tweet is unavailable.

6:34 PM - 20 Feb 2018 from Adelaide, South Australia

6 Retweets 12 Likes

All Mammographers @WeMammographers

Not just nurses, easily transferable to have their own #Diagnostics LDCP

LeslieRob10 & Radiographerthattweet

EFRS and 2 others Retweeted

@NHS / Ben from @NHSYouthForum @NHS · Apr 2

Background: mamographer are specialised rads who perform imaging on breast for cancer etc. This has (in recent history) been only open to female workers. The discussion is around why can't men do this job if they so wished? There are screening and symptomatic mammographers

18 replies 7 retweets 11 likes

Show this thread

Jo Taylor and 1 other Retweeted

@NHS / Ben from @NHSYouthForum @NHS · Apr 2

@WeMammographers @SCoRMembers here's one to help settle the discussion... should mammography have male mammographers.... (think of the patients and not about the equality aspect)

- 36% Yes it won't effect numbers
- 15% Not in the screening side
- 24% Only with chaperones
- 25% No it'll scare ladies off

2 votes · Final results

Catherine Harper @DrCathyHarper · Apr 6

@NHS Hi Tom please could you explain why you can't use spray antiperspirant before a mammogram, but roll-on is ok? Thanks. You've done a great job this week!

1 reply

@NHS / Ben from @NHSYouthF... @NHS

Following

Replying to @DrCathyHarper

Unfortunately I don't have the foggiest clue why! Sorry. The @WeMammographers should know the answer... some help please 😊

11:36 AM - 6 Apr 2018

Claire Mercer @mercier_claire · Apr 7

What a fabulous first tweet ! Congratulations to all on your paper @WeMammographers is proud of your achievement and encourages all to read over the weekend 😊 #imagequality #positioning

Radiography Journal @RadiographyJour

Using our first ever tweet to congratulate K. Taylor, D. Parashar, G. Bouverat, A. Poulos, R. Gullien, E. Stewart, R. Aarre, P. Crystal & M. Wallis, on winning...

6 likes

Before you...



...be sure to

T
H
I
N
K

- Is it **true?**
- Is it **helpful?**
- Is it **illegal?**
- Is it **necessary?**
- Is it **kind?**

SoMe has a bright future as a tool for sharing best practice in Australia

- for education
- CPD