

Social media for impact, influence and spread.

The ability to use social media, particularly Twitter, is fast becoming an essential skill for healthcare improvers to connect, influence, learn and share. Yet globally, we're at an early stage of understanding the power and potential of social media to amplify improvement and to be able to measure it. We will share the why, the what and the how of using this tool to accelerate the pace of change.

Aim: To understand and test social media capability for quality improvers to connect, influence, learn and share.



- Researched how successful healthcare improvement campaigns spread around the globe and achieved maximum impact.
- Defined the challenges and implications including the echo chamber effect.
- Used social media to source, test and share ideas from diverse range of healthcare professionals, patients and the public.
- Sourced and translated data to measure impact.

Summary of Results:

- Developed top tips for social media success with sketch-notes shared over a million times.
- 55,000 interactions and 850 ideas gathered to improve ambulance services and the perceptions of nursing.
- Results highlight the potential of social media as a catalyst for spreading knowledge and change in healthcare with super connectors.