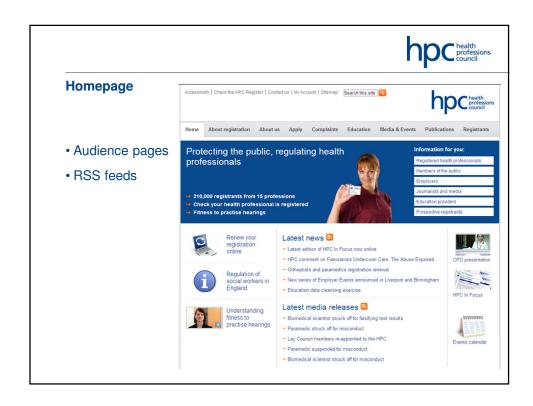


Communications Committee

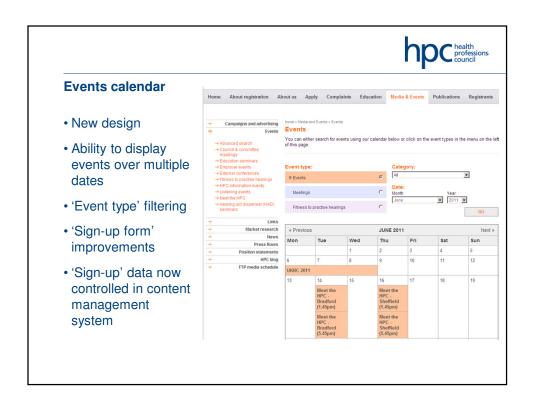
# Enhancements to the online register, new aspects of website and social media

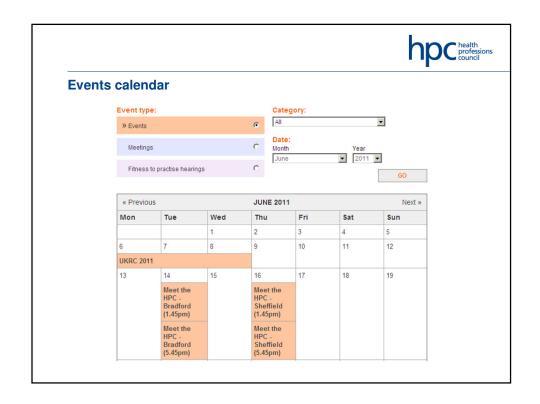
Tony Glazier – Web Manager Ebony Gayle – Media and Public Relations Manager

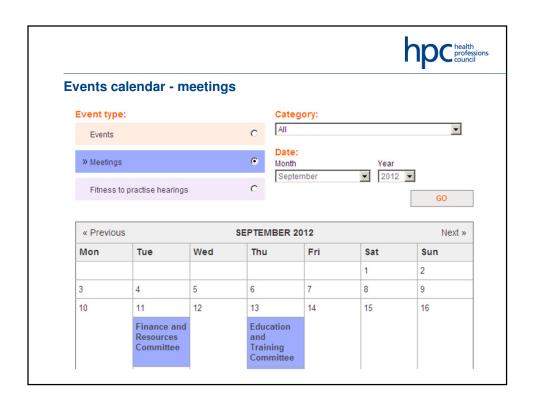


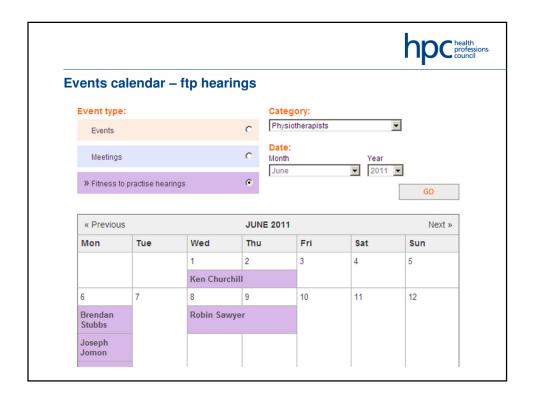


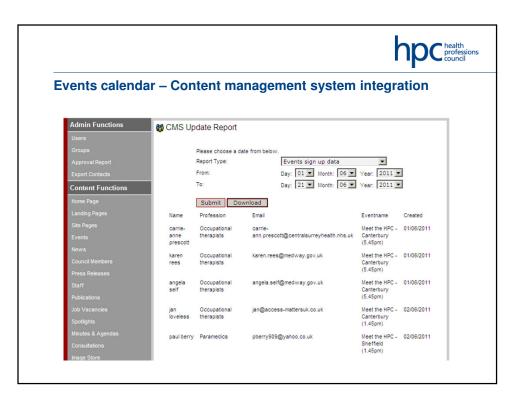


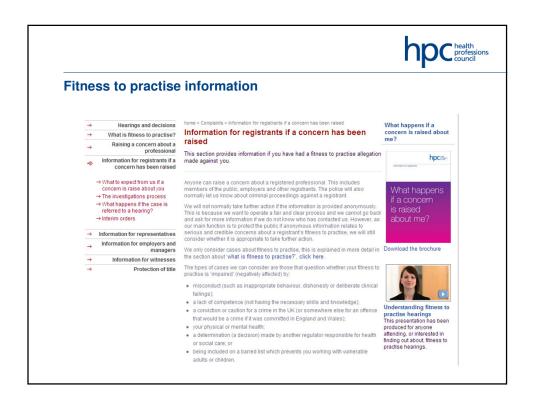






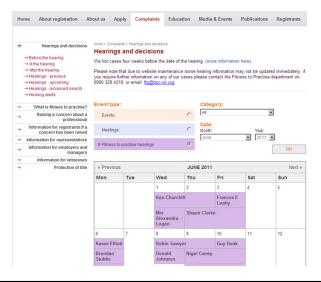








# New calendar integrated with new complaints section





# Changes to hpcheck site

# What is hpcheck?

- A microsite aimed at service users
- Has core information about HPC, including what we do and how to raise a concern.
- · Online Register



# Why change it?

# Project objectives:

- To bring www.hpcheck.org in line with our current visual identity
- To improve usability of the register based on stakeholder feedback.
- To create a more versatile web service





# What has changed?

- Suspended registrants now appearing on the Register
- New design
- · Revised and up-to-date content
- Improved search form
- Clearer search results
- Technology changes to improve the infrastructure and flexibility

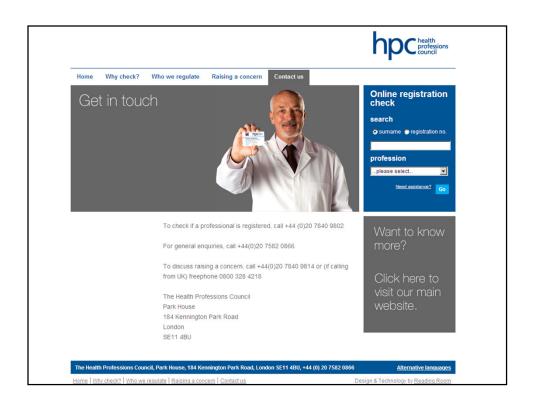


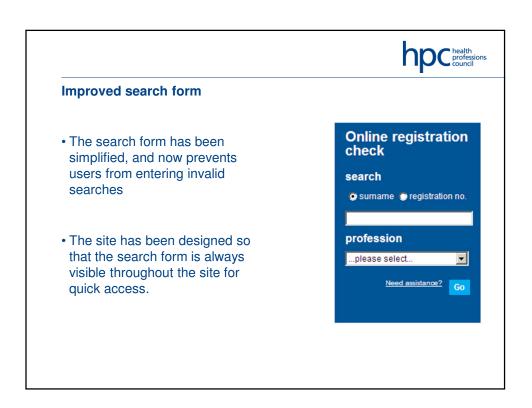


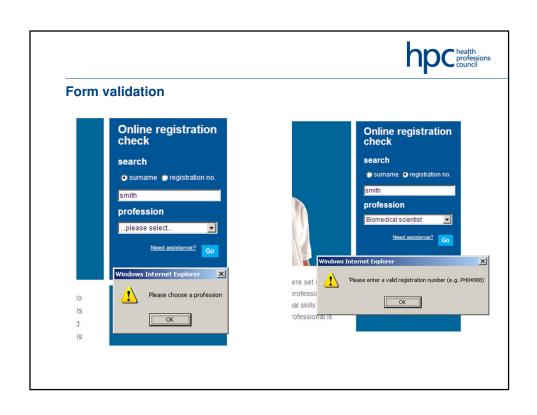


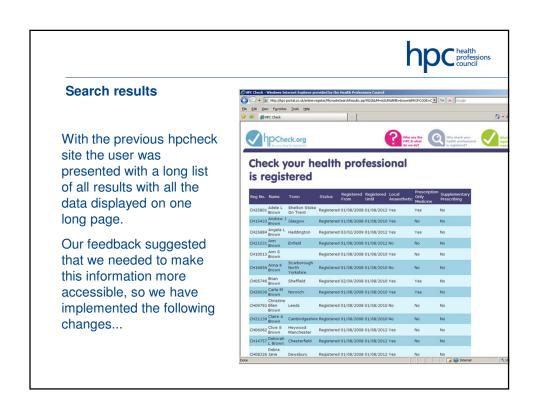














#### Old search results

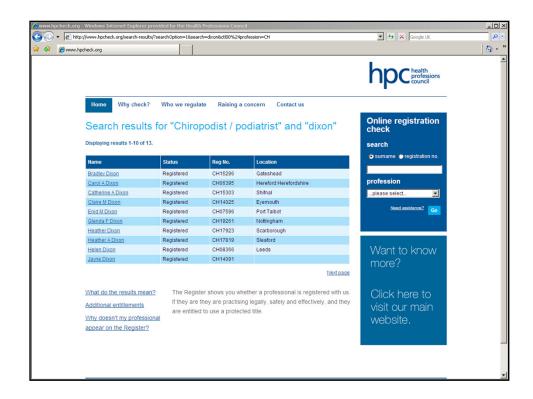


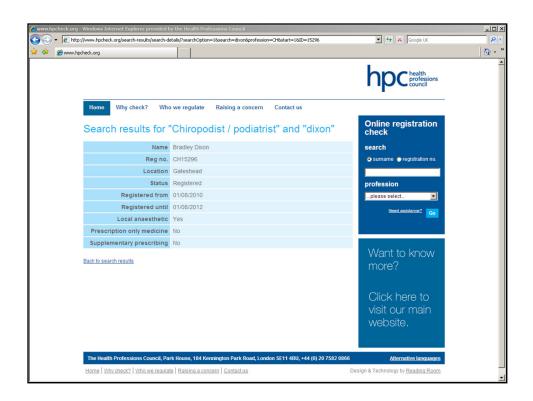


#### **Clearer search results**

- Search results now displays 10 results per page.
- Only the basic information is initially displayed.
- Option to click on individual record to view all other data related to that registrant.



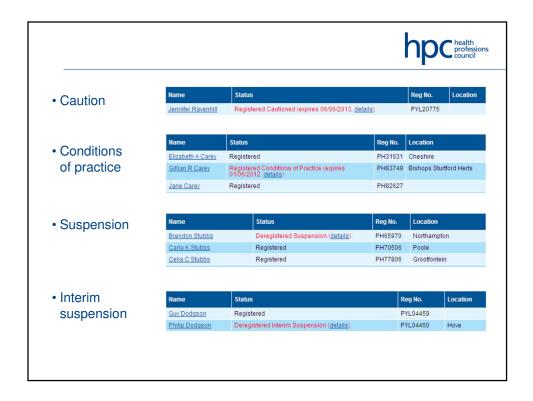


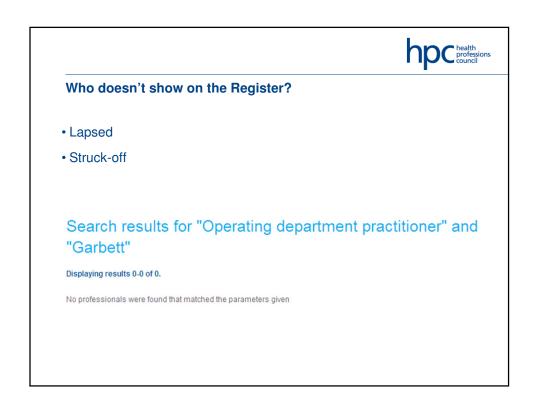




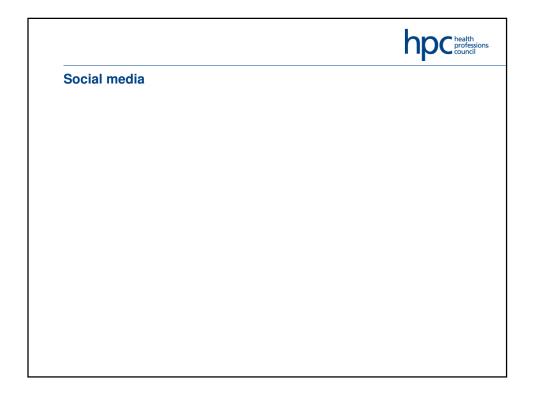
# Suspensions now showing on the Register

- Following on from a report by CHRE, Council have decided that those registrations with suspensions or interim suspensions should be displayed on the Register.
- These statues will be highlighted in red, and a link to more information will be provided.
- Registrants with 'conditions of practice' or 'cautions' will be displayed in the same way.











#### **Facebook**

# **Purpose of Facebook:**

Prompt and digitally engage registrants, stakeholders and the public to visit the website as well as provide an alternative channel for HPC updates.

- 176 likes on Facebook
- 639 visits from Facebook to the HPC website









#### **Twitter**

## **Purpose of Twitter**

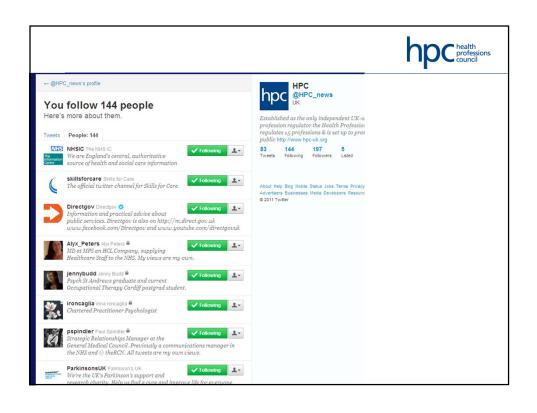
Sharing news with registrants, decision makers, informers and influencers

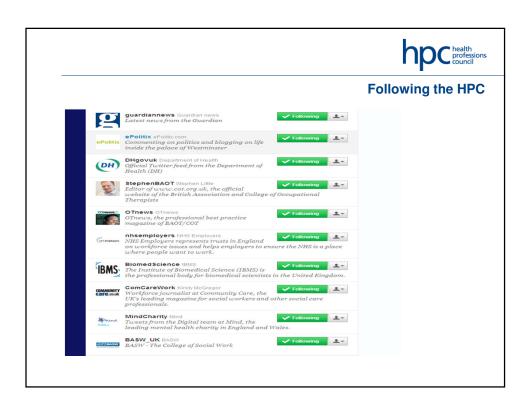
- 197 followers on Twitter
- 53 visits from Twitter to the HPC website

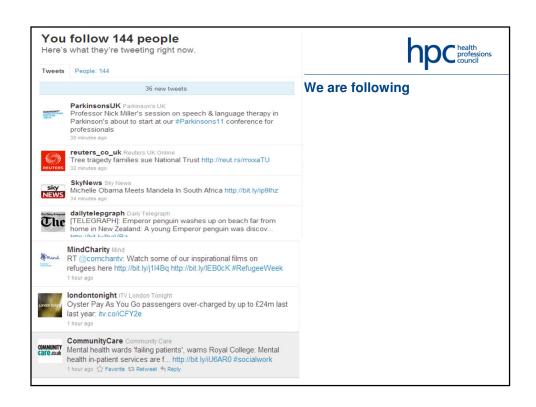














#### LinkedIn

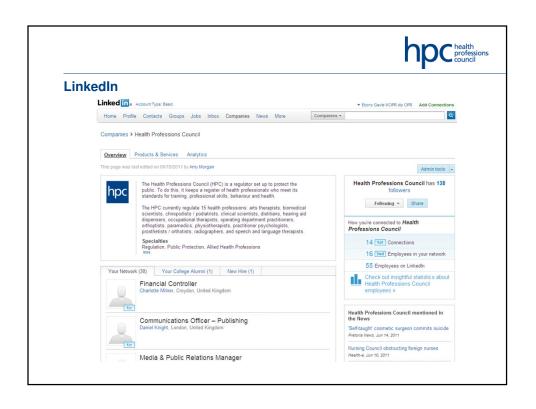
# LinkedIn: Information page

138 followers

30 members - employee's linked by default.

The page is linked to our tweets and our blog. It also picks up mentions of HPC in the media.









# Social media content planner

	Comms – Media – FTP scheduled		Our website has been updated with the latest media FTP schedule highlighting upcoming hearings. Visit <a href="www.hpc-uk.org">www.hpc-uk.org</a>
June	Post reg qual outcomes from consultation.  Registrations – Paramedic and orthoptist registration renewal begins  Comms – Publication of HPC In	Twitter, FB Twitter & FB	Announce results (tbc)  Announce start of registration renewal process and promote online renewals  Announce publication of In Focus (highlight key story
	Focus (3 June)  Comms – Events: - UKRC Manchester 6-8 - Meet the HPC – Bradford (14 June) - Meet the HPC – Sheffield (16 June) - COT Brighton (28 June – 1 July)		HPC will be exhibiting at xxx in xxx @ the xx from xx – xx come and visit us at stand Xx  HPC Registrants - meet the HPC event is taking place see our website for more info
	Comms – Media – FTP scheduled (weekly)		Our website has been updated with the latest media FTP schedule highlighting upcoming hearings. Visit <a href="www.hpc-uk.org">www.hpc-uk.org</a>
July	Registrations – <u>Prosthetists</u> / orthotists, Clinical scientists and SLTs registration renewal begins	Twitter, FB & LinkedIn	Announce start of registration renewal process and promote online renewals



## **HPC BLOG**

Protecting the public Regulating health professionals



03 JUNE 2011

# BLOG update: Stop kissing the carpet

Panorama programmes have a reputation for shocking audiences. Last nights's programme, 'Undercover care' was no exception. It told the story of systematic abuse in a residential care home for people with learning disabilities through graphic, disturbing footage, secretly filmed. Restraint of the 'patients' included a routine called 'kissing the carpet', in which vulnerable young disabled adults were pinned to the floor, sometimes under a chair, with their hands pinned under the feet of a support worker. The programme reported weeks when 24 such restraints took place - when one would have been shocking enough on its own. Professor Jim Mansell, one of the UK's authorities on caring for people with learning disabilities and author of numerous reports and studies, was interviewed on the programme. He described the pattern of abuse as one he recognised - in which a senior long serving unqualified member of staff creates the model for others to follow, and no-one dares to challenge or report such abuse to the outside world

LINKS

About the HPC Check the HPC Register

BLOG ARCHIVE

- ▼ 2011 (3)
- ▼ June (1)

BLOG update: Stop kissing the carpet

- ► April (1)
- ► February (1)
- ▶ 2010 (7)
- ▶ 2009 (4)

