

Education and Training Committee, 9 June 2016

Update on social media guidance

Executive summary and recommendations

Introduction

The Education and Training Committee (ETC) agreed at their meeting on 3 March 2016 for the Executive to develop draft social media guidance for registrants.

This paper provides an update on work to develop the guidance.

Decision

To note; no decision is required.

Background information

- Paper for Education and Training Committee, 3 March 2016
<http://www.hcpc-uk.org/assets/documents/10004F36Enc06-HCPCguidanceontheappropriateuseofsocialmediaandnetworkingwebsites.pdf>

Resource implications

The resource implications have been accounted for in departmental planning for 2016-17.

Financial implications

The financial implications include identifying and contracting a third party to run the online workshop with registrants and other stakeholders. The financial implications have been accounted for in budgeting for 2016-17.

Appendices

None

Date of paper

27 May 2016

Update on social media guidance

1. Introduction

- 1.1 The Education and Training Committee (ETC) agreed at their meeting on 3 March 2016 to develop draft social media and networking guidance for HCPC registrants.
- 1.2 This short paper provides an update about the work to develop the guidance.

2. Online workshop

- 2.1 The Executive commissioned 'Clever together' to run an online workshop to engage stakeholders in identifying the areas or issues that should be addressed in the guidance. This approach is also known as 'crowdsourcing'.
- 2.2 The online workshop took place from 10 – 24 May 2016. The Executive identified three themes in advance which participants were asked to comment on:
 - **Top tips – dos and don'ts.** What are the things a HCPC registrant should or should not do when using social media and networking websites?
 - **The challenge of using social media.** What are the challenges that a HCPC registrant could face when using social media and networking websites?
 - **The value of using social media.** How can social media and networking websites be useful for your practice or help you as a service user? Can you share examples?
- 2.3 Participants were able to add ideas, comment on the ideas of others and like / dislike comments. The functionality is fairly similar to a social media platform like 'facebook'.
- 2.4 We informed a range of stakeholders about the campaign. This included issuing a press release; sending a stakeholder email; utilising our existing social media channels (including Twitter); and directly emailing a sample comprising 5,000 registrants.

2.5 313 participants (mainly registrants) participated and made 2,081 contributions (ideas, comments and votes). Clever Together is currently preparing a report which will provide an analysis of the data collected. Once received, the Executive will then use this to draft the guidance.

3. Timetable

3.1 Due to the longer lead in time required to set-up, run and report on the crowdsourcing campaign, the Executive has had to amend the work plan for this project (see table below).

3.2 The main change to note is that the Executive now proposes to consult on the draft guidance in the autumn of 2016.

Activity	Timescale
Report produced by Clever Together on outcomes of online workshop	End of June 2016
Draft social media guidance and consultation document	June – August 2016
Draft guidance and consultation document to Education and Training Committee and Council	8 September 2016 (ETC) 21-22 September 2016 (Council)
Consultation on draft guidance	September to December 2016
Analysis of consultation responses and revised guidance to Education and Training Committee and Council	March 2017
Publication of final guidance.	Second quarter of 2017