Social Media

How it can help you as a Speech and Language Therapist.
This webinar will cover:-

• Why social media can be useful to you as a speech and language therapist.
• A discussion of 3 of the main platforms – Twitter, Facebook and Pinterest.
• Pros and cons of each of these.
• People to follow and groups to join to get you started.
• Things to consider as a professional online.
Who we are

• Both have 12 years experience as SLTs, both in the NHS and in independent practice.
• Started our blog two years ago – www.speechbloguk.com
• From that we started using social media and have found it really useful.
Why use social media for SLT?

• Great way to find resources, research and ideas.

• Online community – you can find help with problems, share ideas and meet and discuss with SLTs from all over the world.

• Promote the profession and what we do

• Stay up to date with professional issues/training/current evidence and research.
Twitter

• You can follow anyone and see what they post. They don’t have to follow you back.
• What you write is called a “Tweet”. Limited to 140 characters including links.
• You don’t have to tweet if you don’t want to!
• There is a wealth of information – researchers, teachers, parents, clients, SLTs
• You can also engage in live chats
• #slpeeps #wespeechies #slpbloggers
We are doing a webinar at 2pm on Monday 13th July for @PsychCorpUK about how social media is useful to SLTs. Join us! buff.ly/1I9Ke4H

Free printable monsters - I use mine as a barrier task and for adjectives buff.ly/1FGLf3N

Ideas to help improve working memory from @Angela_Watson buff.ly/1oYBNGp
Twitter

Pros
• Great way of networking around the world
• Easy to find people/groups to follow
• Quick to get started
• 5 minutes and you will find something useful
• Great for research

Cons
• Easy to lose useful things you found (use retweets)
• Can be hard to manage when you follow lots of people (use lists)
• Speech therapists like to talk – 140 characters is not much!!
Suggested people to follow

- @Speechbloguk
- @WordAware – Stephen Parsons
- @speech_woman – Caroline Bowen
- @Afasic
- @SmartTalkers – Libby Hill
- @SpecialNdsJungle – Special Needs Jungle
- @SLT_Worcs
- @deevybee – Dorothy Bishop
- @lilacCourt – Courtney Norbury
- @NAPLIC
- @therapyideas
- @Comm_nTrust
- @GivingVoiceUK
- @ASLTIP_UK
- @BSPLtd – Black Sheep
- @speechrocket1
Facebook

• Most people have probably used Facebook, but maybe not for SLT

• Many individuals/ organisations/ blogs have pages on Facebook that you can follow and (some of) their updates will appear in your newsfeed.

• Loads of speech therapy related groups as well as some which you might want to suggest to parents. Some are hidden and you might need to be invited to join.
Facebook

Pros
• Great support networks for families and professionals – recommend to clients
• Easiest to start with if you already use Facebook
• You can see easily what links are before you click on them
• Can write as much or little as you want

Cons
• Your personal timeline can be filled with SLT!
• Not every post will appear in your timeline – have to go and look
• Can be harder to find/like pages and groups
• More personal – be mindful of who can read your comments
Groups and pages you might like

• UK Speech Therapy Book/Resource Selling
• SMIRA
• Speech & Language Therapy Jobs Worldwide
• Speech and Language Therapy for SLP/SLTs & Affiliates only
• Parents of Children with Speech and Language Delay (UK)
• Speech Therapy Ideas

• Speech Blog UK
• Speech and Language Kids
• Special Needs Jungle
• Uncommon Sense Blog
• Mikey’s Wish
• RCSLT Research Page
• Worcestershire Speech and Language Therapy
• Speech Link Multimedia Ltd
Pinterest

• Like a set of online noticeboards that you can pin information to.

• Many browsers have a “Pin It” button to make pinning quicker.

• Organise your boards any way you like.

• You can follow individual boards or people. However you may not see new pins from people you follow in your feed.
Pinterest

Pros
- Very easy to find things again – that’s what it’s for.
- Quick – you can pin now and read later.
- Best for therapy ideas and resources.
- Very visual – everything has pictures

Cons
- Not as easy to get started as the other two.
- Very easy to get drawn in and lose whole evenings!
- Quite a lot of advertising
- Sometimes links don’t work any more.
Pinterest boards to look at

- Speechie Freebies
- Consonantly Speaking
- Speech-Language Therapy Blog Posts (Group Board)
- Anna Branagan Stephen Parsons
- Pediastaff
Things to consider as a professional online

• Be mindful of your employer! Consider putting a disclaimer on.

• Be professional in how you relate to people – just as you would at work. There is no need for personal remarks or negativity.

• Confidentiality – never give out any identifiable information about clients

• Retweets/repins can look like endorsements – be clear about why you are sharing things

• Once something is on social media, it is hard to control. You don’t know who is reading or their knowledge/ background/ experience.
Summary

• Twitter – best for research, information and professional networking.
• Facebook – best for support and discussion.
• Pinterest – best for resources and therapy ideas often via great blogs!
Any questions?

Helen Coleman and Elizabeth Gunner
www.speechbloguk.com or email us at speechbloguk@gmail.com

Twitter - @Speechbloguk
Facebook - https://www.facebook.com/Speechbloguk
Pinterest, Helen - https://uk.pinterest.com/hcslt/
Pinterest, Elizabeth - https://www.pinterest.com/lizgunner/