

Grow your OT Network

About the Surgeons

Claire Jones

Blogs: <http://claireot.wordpress.com/>
<http://digihealthcon.wordpress.com/>
<http://otonwheels.wordpress.com/>

Twitter: @claireOT

LinkedIn: <http://www.linkedin.com/pub/claire-jones/16/4b0/47a>

Mainly ClaireOT everywhere else online too!!

Helen Rushton

Blog: <http://helenotuk.blogspot.co.uk/>

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Facebook: <https://www.facebook.com/HelenOTUK>

Scoop.it.: <http://www.scoop.it/hot-news>

Mainly HelenOTUK everywhere else online too!!

Kirsty Stanley

Blog: <http://kirstyes.co.uk>

Twitter: @kirstyes

LinkedIn: <http://www.linkedin.com/in/kirstyes>

Scoop.it: <http://www.scoop.it/t/social-media-tools-for-ots> (Links to blog posts from the three of us and elsewhere giving even more detail about some of the tools such as Twitter and Facebook) and <http://www.scoop.it/t/cpd-4-ot>

Mainly kirstyes everywhere else online too!!

#OTalk/#Occhat Tweetchats

When – Tuesdays 8-9pm UK Time

Where – Twitter – @OTalk_Occhat or follow the hashtags, either #OTalk (Occupational Therapy) or #Occhat (Occupational Science) (alternate weeks)

Where Else –

Blog: <http://otalkocchats.wordpress.com/>

Facebook: <http://www.facebook.com/OTalk.Occhat>

#OTalk

#Occhat

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Social Media Surgery: realise your online self

Claire Jones, Helen Rushton, Kirsty Stanley @ #COT2012

The Benefits of Using Social Media:

Are numerous: networking, finding the latest information, linking with others who share similar professional an/or personal interests. Creating a positive online presence to promote yourself and the profession. Maintaining a professional identify for lone OT workers. Connecting with other professions.

The Challenges of Using Social Media:

There is really no such thing as privacy online so treat everything as traceable to you.

Maintaining a professional image and identity across platforms.

Social Media overload and work/life balance.

Ensuring that nothing posted contravenes our profession's code of conduct or local policies and guidelines.

What can we help you with today?

Some suggestions below but ASK US ANYTHING!!

Setting up a Twitter account. Learning key Twitter terminology. Start tweeting from the Conference using the #cot2012 hashtag. Learn how to join in with tweetchats. Find an app that works for you.	Setting up or reviewing a Facebook account. Managing privacy settings. Finding the OT groups and pages that interest you.
Setting up an account in Pinterest and/or bo.it and/or Scoop.it to create virtual pin boards of images or weblinks for easy retrieval.	Deciding if a Blog would be useful for CPD purposes. Knowing what to blog about. Setting up a free online blog using the tool of your choice: e.g. Wordpress , Blogger or Tumblr . Create Pages, write your first post and say hello to the online world.
Using Wikispaces to collaborate on a project or develop knowledge of a given area of practice.	Setting up your online CV in LinkedIn , joining the BAOT group, linking with professional contacts.
Learn how to conference call using Skype .	Setting up a You Tube account to create playlists of relevant video resources.
Discussing ethical considerations of using social media.	Using Flickr or equivalent to share photos.

The first step in using social media is to know why you are using it, what you want to gain and what you plan to deliver.

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Types of Social Media

Facebook

What: A Social Network where you link up to keep in touch with 'friends'.

Why: The most popular social networking site around with a growing Occupational Therapy presence.

Anything Else:

Suite of 4OT groups available to topics such as online technology, mental health, role-emerging practice, occupational science (amongst many others).

There is a need to review and remain vigilant of privacy settings (recommend 'Friends' only).



Twitter

What: Microblogging in 140 characters or less.

Why: To connect with a growing and active network of healthcare professionals. To participate in relevant 'tweetchats'. To hear the news first.

Anything Else:

Public vs Private – It can be more difficult to engage on Twitter with a Private account.

Following 'Tweeps' – Following others displays their tweets in your news stream.

@Mentioning – using the @symbol and another's username allows you to talk to them or draw their attention to something publically.

Direct Messaging (DM) – The 'private' messaging area of Twitter.

Hashtags – Helpful 'tags' by which to search tweets or join in with tweetchats. #cot2012 is the one for this conference, #OTalk and #Occhat for the Tuesday tweetchats and #OTuesday (started by BAOT/COT) for telling people what your OT life is like on a Tuesday.

Networking is a fundamental aspect in developing a strong professional identity and furthering professional development. ...many of the challenges involved in creating an effective network can be ameliorated by harnessing the power of the online environment.

Sometimes you just have to have a play and see what works best for you and your goals.

Blogging (e.g. Wordpress, Blogger, Tumblr)

What: A blog is an online 'journal' to share opinions, information etc.

Why: More space to develop ideas that other sites. Resource for maintaining and demonstrating Continuing Professional Development (CPD).

Anything Else:

A number of different sites for free blogs so have a look to see which suits you.

Try and remove captcha from comments but you may want to leave moderation on.

Connect your blog posts to your other social networks.

LinkedIn

What: Professional Networking (including maintaining an online CV).

Why: A dedicated site for professionals to connect and network. Less 'social'/informal than some other sites.

Anything Else: Groups feature for discussion.

Pinterest, Bo.It, Scoop.it

What: Online curation of resources/images/weblinks for storage and easy retrieval

Why: Cloud storage of useful articles and resources, consistent across browsers unlike 'bookmarks'.

Anything Else: Fun and visual, each site has a slightly different focus.