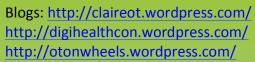


### **Grow your OT Network**



#### **Claire Jones**



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/

Twitter: @helen otuk

Google+: http://gPlusNick.com/helenotuk

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

Scoop.it.: <a href="http://www.scoop.it/hot-news">http://www.scoop.it/hot-news</a>

Mainly HelenOTUK everywhere else online too!!

#### **Kirsty Stanley**

Blog: http://kirstyes.co.uk

Twitter: @kirstyes

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

Scoop.it: <a href="http://www.scoop.it/t/social-media-tools-for-ots">http://www.scoop.it/t/social-media-tools-for-ots</a> (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: <a href="http://www.facebook.com/OTalk.Occhat">http://www.facebook.com/OTalk.Occhat</a>



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

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.

**Grow your OT Network** 

# 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.

<u>Anything Else:</u> Groups feature for discussion.

#### Pinterest, Bo.lt, 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.

**Bodell and Hook (2011)**