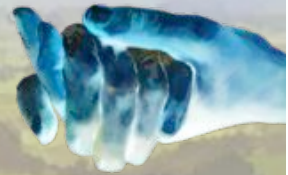# Can We Palliate Social Media?

The Digital Landscape

The way in which we communicate, live, work, remember, prepare for death and grieve has changed forever. The landscape has shifted and it is important to understand these changes regardless of whether we decide to embrace them on a personal and/or a business level.

Adapting to Behaviour Change

- The birth of Internet has led to the biggest catalyst for change since the industrial revolution.
- The mobile phone is (for many) the last thing we see before bed and the first thing we wakeup to in the morning.
- Patients now carryout their own research online and scrutinise decisions made on their behalf.
- It is important to understand why patients are publically commenting about you, your colleagues and your surgery. Review patient sentiment for critical analysis on regular intervals.
- Ensure that those wanting to access information and resources online are able to do so.
- Don't forget about those who are not online and do not have access to the Internet and Internet enabled devices.

Review tasks to carryout

• Go to www.google.co.uk and search for your name, your colleagues' names and the name of your surgery (use the 'Search tools' for more granular results).

• Go to www.twitter.com/search and search for your name, your colleagues' names and the name of your surgery (use the 'advanced search' for more granular results).

• Review your current rating by the Quality Care Commission (CQC). Embed & promote your accredited rating on your surgery's website.

• Review your surgery's profile and patient comments on Facebook.

• Ask your patients to leave feedback in your surgery, on the CQC website, Facebook and any other relevant review sites.

• If you and / or your surgery are not using social media to engage with the wider community, review internally.

Digital Death Resources & Support

• DeadSocial: Digital End of Life, Digital Legacy & HCP resources
  www.DeadSocial.org/resources
• British Medical Journal: Supportive & Palliative Care
  www.spcare.bmj.com
• Alzheimer's UK: Dementia-friendly technology charter
  http://bit.ly/Alz-Tech
• PC Pro: Creating a Digital Will
  http://bit.ly/DigitalWill