Social Media Overview

Sarah Feeley
Mark Spooner
Gareth Ford

Social Media Definition

- **Social media includes web-based and mobile technologies used to turn communication into interactive dialogue. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web, and that allow the creation and exchange of user-generated content."**

Taken from http://en.wikipedia.org/wiki/Social_media

Social Media Landscape

So what's it all about?

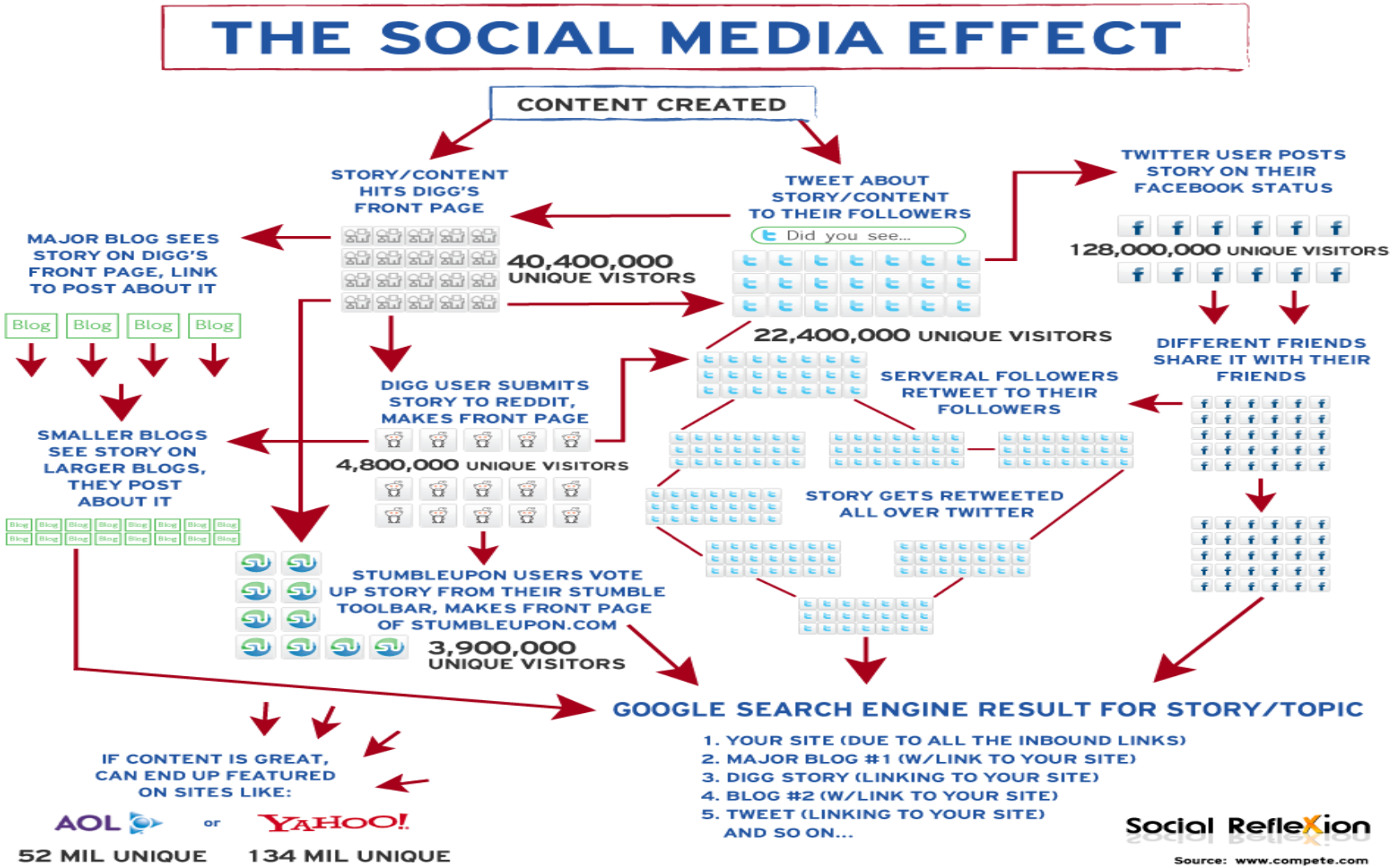
- BDAAT in partnership with Birmingham City Council were successful in November to secure funding for the development of a social media platform
- Raising awareness of treatment provision and encouraging movement throughout the system
- Providing an alternative for those who may not want to access treatment but still want information and support via the peer support networks in place in Birmingham

Aims of the Project

- To seek to improve outcomes for substance misusers and carers through increased support through social media as an additional option for individuals
- To encourage those who may never have accessed treatment to find out further information including harm reduction advice
- To raise awareness of services and peer support networks to encourage the recovery message to spread far and wide
- To provide information and to support any individual affected by substance misuse

Recovery is contagious

Social Media Effect



What is involved in the Project?

- Research into the level of social media accessibility?
- Consultation and focus groups
- Breaking Free Online licenses and training
- Website development to raise the profile of recovery, offer support for those going through the treatment system and to also raise awareness of the services that are available for those who need them
- Development of a Naloxone DVD to raise the awareness of the training available and highlight the benefits of this

What is involved in the Project?

- “Truth about detox” DVD real life examples of people who have been through detox and rehab dispelling myths
- Enhancement and/or development of a text network initiative
- Creation of a social media ‘brand’

Expected outcomes

- That a minimum of 360 substance misusers will start on their recovery journey
- That a minimum of 60 substance misusers will be tracked through the Breaking Free Online system
- Increase support networks for those who are presently or have previously misused substances
- Increased user group awareness of social media as a support mechanism

How do I get involved?

- Email - socialmediapilot1@gmail.com
  or sarah.feeley1@nhs.net
- Facebook Page–

  Birmingham Social Media Pilot
- Twitter - recoveryissweet
- Telephone –
  0121 465 4960 or 07540 668594