

Tweet tweet!

How we use Twitter at the Royal Free



Helen Marsden

Communications manager, Royal Free London NHS Foundation Trust

Follow us @RoyalFreeNHS

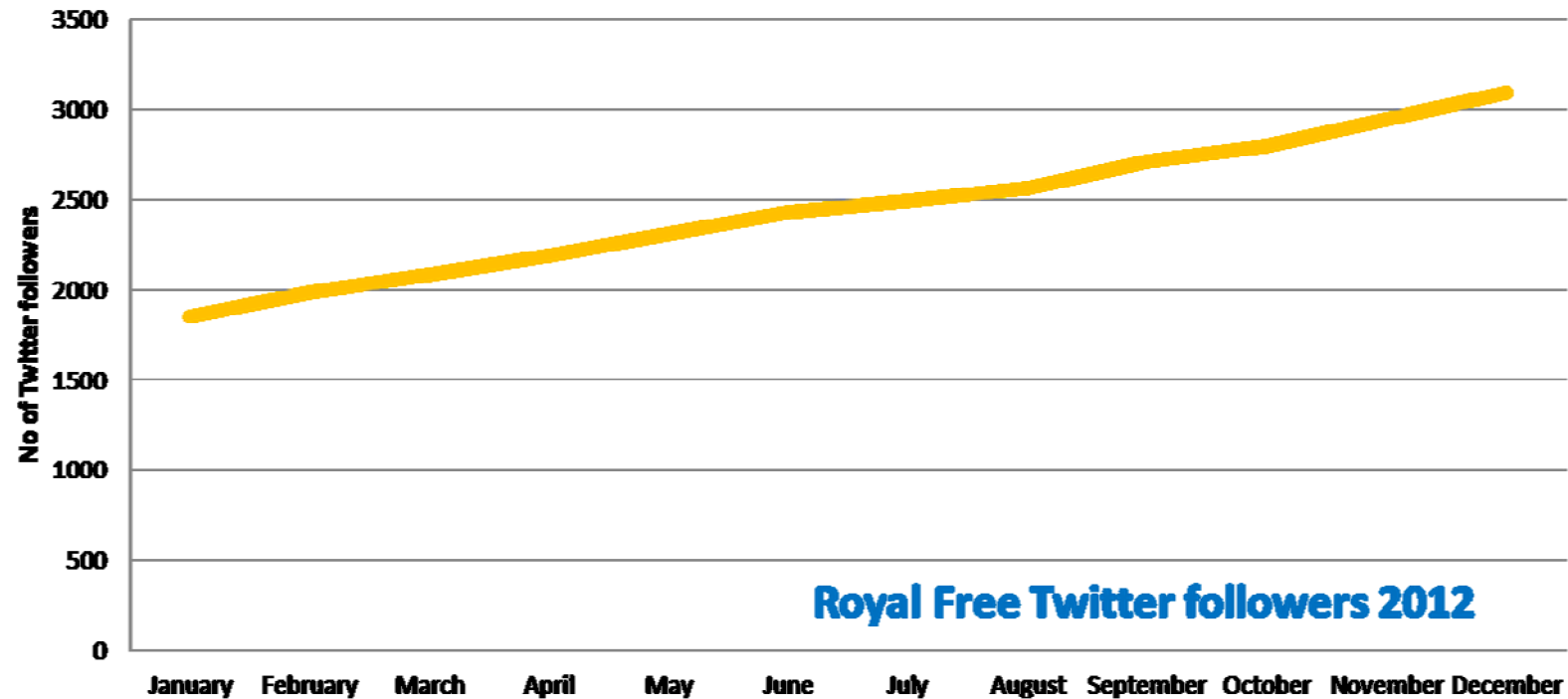
What is Twitter?

- Micro-blogging web platform
- 140-character message
- Link to photos and website pages
- Follow accounts and gain followers
- Around 500 million active users
- 340 million tweets daily

Logistics

- Rota
- Communications team only
- At least proactive tweet a day, usually more
- Respond to @ or 'Royal Free' mentions if appropriate
- Website twitter ticker

Twitter growth





1,634
TWEETS

211
FOLLOWING

3,910
FOLLOWERS



Tweets



Royal Free Charity @RoyalFreeChity

4h

looking forward to meeting the @XtremeEverest @RoyalFreeNHS trekkers this evening to hear about their low oxygen research trek

Retweeted by Royal Free

Expand



Royal Free @RoyalFreeNHS

4h

@ummutaj We're sorry to hear this - if you email rfh.communications@nhs.net with details we can pass this on.

View conversation



Royal Free @RoyalFreeNHS

4h

Do something amazing today...give blood at the Royal Free. Drop-in sessions in the atrium between 1-3pm & 4.30-7.15pm. #GiveBlood

Expand

Why we're on Twitter



Dealing with complaints

 **ummu** @ummutaj 20h
NHS receptionist are so rude it's appalling! And this is the Royal Free in Hampstead! #nhs
Expand Reply Retweet Favorite More

 **Royal Free** @RoyalFreeNHS 4h
@ummutaj We're sorry to hear this - if you email rfh.communications@nhs.net with details we can pass this on.
Hide conversation Reply Delete Favorite More

 **Mihir Shah** @mihirvshah 27 Apr
6th floor patient waited a week for CT scan for a week then sent home without having it. Please sort it out @RoyalFreeNHS
Expand

 **Royal Free** @RoyalFreeNHS 29 Apr
@mihirvshah Hi Mihir, really sorry to hear this please contact our PALS team who will be able to assist further tinyurl.com/87aax5a
Hide conversation Reply Delete Favorite More

Taking the conversation offline

Directing patients to our PALS or complaints service

Other challenges



- Users asking for medical advice
- Staff tweeting inappropriately
- Patient confidentiality

Compliments



Jacqui @JacquiPorritt

28 Apr

Just want to thank the cardiac team at The Royal Free Hospital for taking such fantastic care of my Mum yesterday. You are all amazing.

Retweeted by Royal Free

[Expand](#) [Reply](#) [Retweeted](#) [★ Favorite](#) [More](#)



Mike Freer MP @mikefreemp

26 Apr

High Security Infectious Disease Unit at the Royal Free is the only one in the UK. Very impressive facility, luckily rarely used.

Retweeted by Royal Free

[Expand](#)



Wai Keong Wong @wai2k

9 Apr

Thank you @RoyalFreeNHS for fixing my lacerated index finger today. Fast, Efficient, Friendly service.

Retweeted by Royal Free

Tweetathon - #insideRF

- A&E tweetathon January 2013
- Need for internal buy in
- Potential issues
- Split team
- Opportunity to see via @RoyalFreeNHS or RT was 78,594
- Good feedback from followers and staff

Feedback

- As a member of staff I've enjoyed following #InsideRF and learning more about our A&E team! Good work!
- As an A&E frequent flyer (RFH kidney transplant) I have always found A&E staff to be caring and highly professional.
- I'm an #NHS patient who moans about waiting times. Hopefully @RoyalFreeNHS #InsideRF will help me understand the issues we face...

Typical tweets



Royal Free @RoyalFreeNHS

17 Jan

Sarah's finished work of art. Peter has his cast on and his cup of tea and is awaiting his transport home [#InsideRF](#)
pic.twitter.com/UKlr4rnY

 Hide photo  Reply  Delete  Favorite  More



Typical tweets



Royal Free @RoyalFreeNHS

17 Jan

Patients often believe that calling an ambulance will help get them seen quicker. All patients are seen based on clinical need [#InsideRF](#)

Expand

Typical tweets



Royal Free @RoyalFreeNHS

17 Jan

#InsideRF This is the children's waiting room in the paediatric A&E area. Children up to 17 can be seen here. pic.twitter.com/Sk1fzzPr

Hide photo Reply Delete Favorite More



Other Twitter initiatives

- Live tweeting from events – Marsden lecture, staff achievement awards, membership events
- #RF2012 – an annual review in a month
- January 2013 – public health tweets

The Royal Free and Twitter: a long term thing

- Growing followers and engagement levels
- Building an online member community
- Supporting our corporate objectives – eg A&E
- Opinion and thought leadership
- Internal twitter – Yammer



- Thank you for listening!
- Any questions?
- Remember you can follow us on
Twitter @RoyalFreeNHS