

I didn't realise how much I revealed
Sven, 17

USES & ABUSES

SAFETY & PRIVACY

The world of social media
uses within Public Health



WHAT IS SOCIAL MEDIA?

Social media is a way to share information on the internet to generate comments and feedback and helps people connect and communicate with others.



Social Media includes platforms such as Twitter, Facebook, YouTube, LinkedIn and Instagram.

INTERNET AND SOCIAL MEDIA USE JUST KEEPS ON GROWING

In 2006, **16 million adults** in Great Britain used the Internet daily

By 2012, this had more than doubled to **33 million**

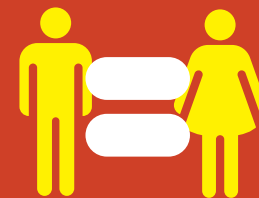
In 2011, **45% of adults** in Great Britain used the internet for social networking

By 2015, this had risen to **61%**



JUST WHO USES SOCIAL MEDIA?

Men and women use social media **equally** but use varies by age



Almost 9 in 10 young people aged 16 – 24 years use social media compared to **10%** of people aged 65 years or over.

- 1837 – Telegraphy
- 1876 – Telephone
- 1896 – Radio
- 1922 – BBC Broadcasts
- 1950 – Pager System
- 1969 – CompuServe
- 1971 – First email sent
- 1973 – Mobile phone call
- 1978 – Bulletin Board System
- 1983 – AOL
- 1983 – Selfie Stick
- 1991 – First website
- 1992 – First text sent
- 1994 – First Blog
- 1995 – Ebay
- 1995 – Amazon
- 1996 – Palm Pilot
- 1997 – Six Degrees
- 1999 – Blackberry Mobile
- 1999 – Napster
- 1999 – Friends Reunited
- 2000 – Gumtree
- 2000 – Mumsnet
- 2002 – LinkedIn
- 2003 – MySpace
- 2003 – Skype
- 2003 – Freecycle
- 2004 – Facebook
- 2005 – Bebo
- 2005 – YouTube
- 2006 – Twitter
- 2007 – Tumblr
- 2007 – iPhone
- 2009 – Pinterest
- 2009 – WhatsApp
- 2009 – Grindr
- 2010 – Instagram
- 2011 – Snapchat
- 2012 – Tinder
- 2013 – Vine



USING SOCIAL MEDIA

SERIOUS MATTERS

The right to disappear



Investigatory Powers Bill



Online Security



Hacking



Cyber warfare



Revenge porn



Radicalisation



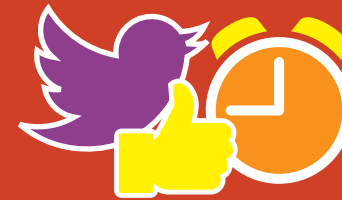
Internet trolls



Whistleblowing



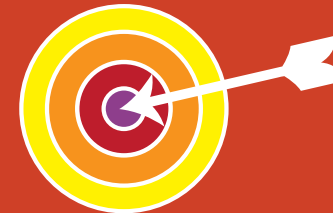
GETTING YOUR MESSAGE RIGHT



To be effective on social media requires time and effort



The duties of social responsibility and client confidentiality remain when social media is used by health, social care and other professionals



Choose the right social media to target your audience

Law Society advice:



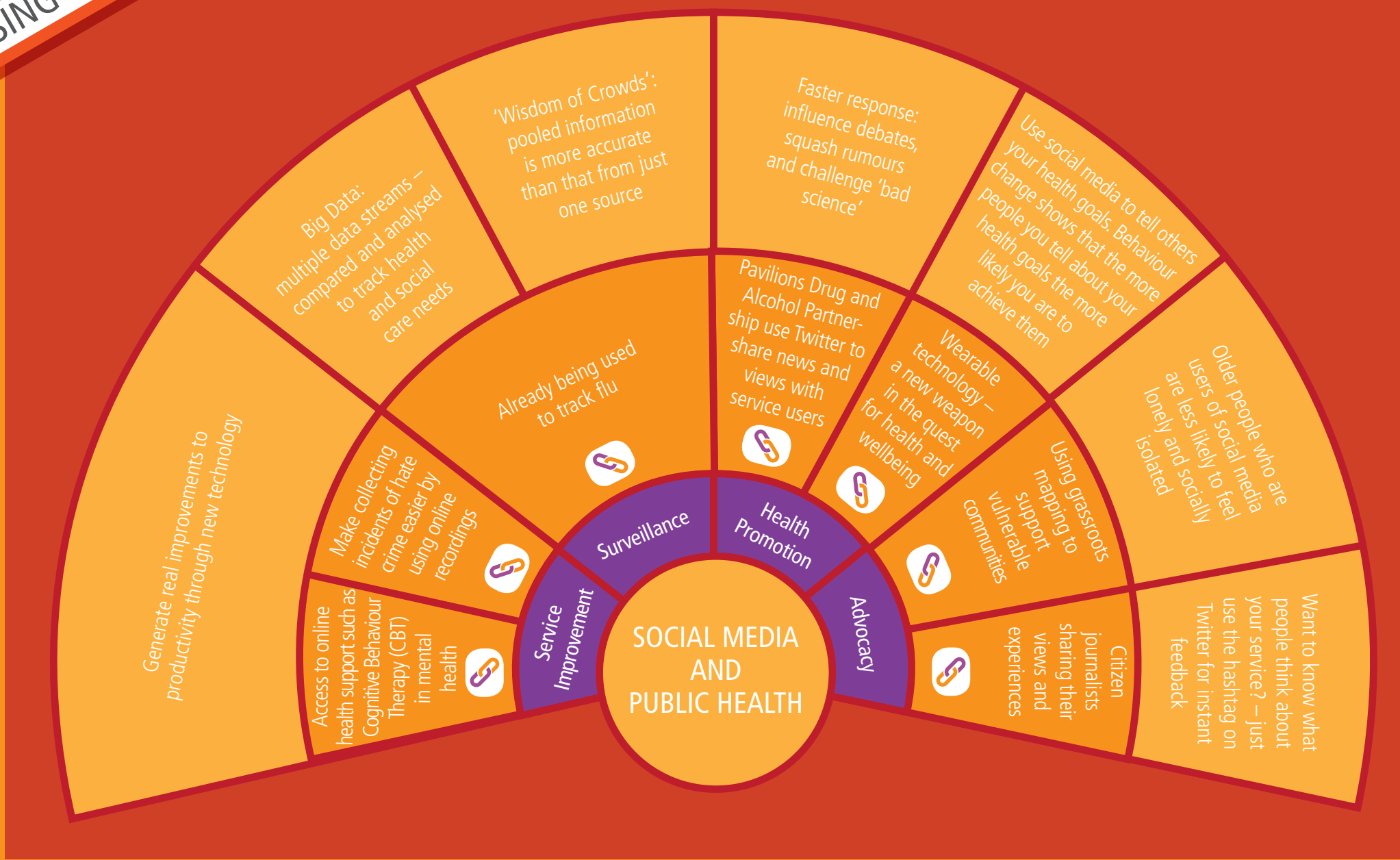
Think critically about your communication. It's easy to slip up especially when the audience is potentially cynical about the message



Using data derived from social media for public health purposes still needs to be subject to the same rigour as any other source

'Stoner Sloth' campaign:





Are my Facebook friends real?



More connected... but more lonely?



Less empathetic?

Leystonstone knifing witnesses chose to film rather than help



Social media can suck people in

A new wave of honesty? – see Australian model Essena O’Neil’s re-captioning of her Instagram pics



Who owns social media?



Personality traits make a difference

Introverts more compulsively engaged than extroverts



- Social media has made us all more accessible – take advantage
- Know your audience and shape your message to fit your goals.
- Treat it with respect and caution – there are lots of pitfalls
- Public Health should embrace social media

See Public Health England resources for using social media effectively

