



**dietitians
week**
6-10 June 2016

Media Kit

Dear member,

The 6-10 June 2016 will see the third annual BDA Dietitians Week event, this year taking the theme of 'workplace health' to align with the BDA Chairman's theme and in conjunction with the new [BDA Work Ready Programme](#). The week is set to be packed full of great activities so keep an eye out in your member communication for updates.

As with previous years, the aim of the event is to promote the amazing work that dietitians do. To assist with obtaining as much media coverage and social media activity as possible for the profession and the event, we are calling on you! We have developed this Media Kit for you to use during the week to make your own contribution to Dietitians Week, both on social media, as well as to assist you with contacting journalists in your local press to promote the profession and this event. The Media Kit includes some items to help you and some specifically for journalists.

Documents for you	Documents for journalists
<ol style="list-style-type: none"> 1. Twitter Kit – this document outlines planned BDA Twitter activity for the week so you can get involved. 2. How to contact journalists – this document provides some handy hints about contacting your local press to increase the chances of obtaining media coverage. 3. Professional Guidance on Social Media – this document is to provide you with some useful information to make the most out of your social media accounts. 	<ol style="list-style-type: none"> 1. Local news article – to send to journalists to provide them with an easy to use story. 2. Backgrounder – providing journalists with additional information about the dietetic profession, the BDA and Dietitians Week. 3. Frequently Asked Questions – again to assist journalists with formulating any stories. 4. Dietitians in the Media document – a promotional document to encourage journalists to use dietitians for quotes/credible evidence in their work. <p><i>The aim of these documents is to make the writing process as easy as possible for the journalist, as this will increase the chances of us obtaining coverage about the event and the profession. If you choose to contact journalists, the idea is that you would provide all four of these documents to the media outlets together (article, backgrounder, FAQs and dietitians in the media). Use the 'plain text' word document to cut and paste the content into the body of your email. For more information on contacting journalists, see our 'how to contact journalists' document in this Media Kit.</i></p>

We look forward to a great Dietitians Week and getting our important messages out there!



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Twitter Kit

To help you engage and join in with Dietitians Week 2016 via Twitter, we have produced this calendar outlining all of the Twitter activity for the week. Make sure to take a look so you can get involved, you could even print out the calendar and put it up at work!

This year's activity includes:

- the [hashtag](#) #DietitiansWeek
- the annual [Thunderclap](#)
- an activity for followers to tweet a picture of their healthy lunch
- poll of the day

For those new to Thunderclap, Twitter users sign up to an automated tweet so [#DietitiansWeek](#) can be amplified on Twitter and get our awareness week trending! [Sign up for our Thunderclap here.](#)

Each day of Dietitians Week 2016, the BDA will also run a poll on our 'sub-theme of the day'. The poll will take place on our [@BrDieteticAssoc](#) Twitter account so make sure to follow this account. The poll will be open from 9am-2pm, then at 4pm on each day, the final results of the poll will be on our [@BrDieteticAssoc](#) Twitter account. These results will be accompanied by a supporting comment from an expert dietitian, which aims to demonstrate why dietitians have an important role to play in workplace health, spreading the word of the great work dietitians do! The poll questions and answer options are below in the calendar, so that you can take a look in advance. To make meaningful results, we'd love it if you can spend a few minutes on each day of Dietitians Week answering these simple multiple choice questions for our poll.

To ensure you don't miss out on anything throughout the week, if you haven't already, sign up for Twitter ([see Twitter sign up instructions](#)) and follow our main accounts [@BrDieteticAssoc](#) and [@DietitiansWeek](#).

Find out more about [using Twitter](#) and [using hashtags](#).



Twitter Kit - calendar of activities

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Day	Monday 6 th	Tuesday 7 th	Wednesday 8 th	Thursday 9 th	Friday 10 th
Theme	Food and Mood	Healthy Meetings	Protecting your lunch	Hydration	Food and Movement
Poll Question	Can you eat food @ regular intervals @ work to avoid the negative effects of hunger? (i.e. fatigue) #DietitiansWeek Poll answer options: • always • sometimes • never.	Are you encouraged to have a break to move around in long meetings? #DietitiansWeek Poll answer options: • always • sometimes • never.	Do you skip your lunchbreak when you're at work? #DietitiansWeek Poll answer options: • always • sometimes • never.	Are you able to drink healthy fluids (i.e. water, milk, tea, coffee) regularly at work? #DietitiansWeek Poll answer options: • always • sometimes • never.	Do you have the opportunity to be active in your working day? #DietitiansWeek Poll answer options: • always • sometimes • never.
Other activities	Thunderclap - 9am Make sure you <u>sign up here</u> before Dietitians Week! Follow and look out for the official @DietitiansWeek Twitter site being used throughout the week.	Follow and look out for the official @DietitiansWeek Twitter site being used throughout the week.	Follow and look out for the official @DietitiansWeek Twitter site being used throughout the week. + *photo op - photograph your lunch see details of what to do below.	Follow and look out for the official @DietitiansWeek Twitter site being used throughout the week.	Follow and look out for the official @DietitiansWeek Twitter site being used throughout the week.

Your step-by-step guide to engaging with the poll questions

1. Visit the main BDA Twitter account [@BrDieteticAssoc](#) between 9am-2pm each day
2. Find the poll question at the top of the [Twitter account page](#)
3. Pick 'always', 'sometimes', or 'never' and submit your answer!

*Wednesday photo op activity: Tweet your lunch!

- Included with your Dietitians Week packs are 'Protecting your lunch break' signs. We want to promote the importance of taking a proper lunch break as part of your workplace health.
- On **Wednesday 8 June**, during your lunch break, take a photo of your healthy lunch (preferably eaten away from your desk!), with your sign in the background, and post on Twitter. Please tag [@DietitiansWeek](#) or use the hashtag [#DietitiansWeek](#) so we can find your photograph and re-tweet and get our week trending!



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Basic tips on how to contact journalists

You've got your BDA Media Kit documents for journalists at the ready, but where do you start?

Most media outlets will have contact details on their website, usually in a 'contact us' section at the bottom of their webpage. Try looking for the chief-of-staff or journalists covering health and lifestyle. Failing this, look for the email address for their newsroom.



TOP TIP: try to find the most appropriate journalist to contact in relation to the topic matter, to increase chances of publication, for example the Health and Lifestyle Editor.



TOP TIP: bearing in mind that journalists can receive 100's of pitch emails a day for article ideas, make sure to have a catchy subject line that gets to the point of the article. Try to find a local angle, think about why this piece would be of interest to local readers? What makes your item newsworthy? In this case, you could use the headline of the article that the BDA has provided for you.



TOP TIP: journalists like to cut to the chase so keep your email introduction brief. Simply say who you are, what you do and that you have an article idea for them, preferably within one short sentence.



TOP TIP: journalists are less likely to open attachments. To increase the likelihood of the journalist reading the Media Kit items, try not to include the documents as an attachment. Simply copy the text from the article, backgrounder, FAQs and dietitians in the media document [located in a plain text version on the BDA website](#), and paste this into the main body of the email.



TOP TIP: put the most important information first. For example, in this case, place the article at the top your email, then the backgrounder, FAQs and then the dietitians in the media document.



For one last TOP TIP: make sure to clearly state your full name and include your contact details clearly at the top of the email body.

Good Luck!



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Media Kit: Documents for journalists

Dietitians Week - local news article

35% of people do not have access to water in an office working environment, a BDA survey found

Recently, the British Dietetic Association (BDA) undertook a survey aiming to delve into the topic of hydration. The survey found that 35% of people do not have access to water in an office working environment. The BDA founded in 1936, is the professional association and trade union for dietitians in Great Britain and Northern Ireland. It is the nation's largest organisation of food and nutrition professionals with over 8,500 members.



**Send me to a
Journalist!**

Use [the 'PLAIN TEXT' version](#)
to cut and paste into an email

Public Health England recently published a new 'Eatwell Guide' applicable to adults in the UK. For the first time, a recommendation for the daily intake of water and other low-fat, low-sugar and non-alcoholic beverages is given. This recommendation sits at 6-8 cups/glasses per day, and with a glass/cup usually assumed to be equivalent to 150-200ml of fluid, this daily guide amounts to between 900-1600ml per day. The variation in fluid intake reflects the difference in requirements based on gender, body weight and levels of activity. It also takes into account the fact that many foods contain fluid e.g. soup, custard, jelly and this also contributes to total daily fluid consumption.

Ensuring that you drink enough of the right type of fluids is important when at work. Assuming an 8 hour working day and a waking day of 16 hours, then an adult should be aiming to consume half their daily requirement of fluid during work hours i.e. 3-4 cups/glasses of fluid. It was with this theme of hydration importance in mind, that the BDA conducted their fluid and hydration survey at the beginning of 2016.

Symptoms of dehydration

Dietitians, as well as giving food related advice, also emphasise the importance of staying hydrated. The symptoms of dehydration most commonly looked for in patients by dietitians include (in descending order of frequency): headaches, tiredness and poor concentration, concentrated and dark urine with low frequency of urination, dry mouth and finally thirst.

70% of survey respondents felt that if they personally did not drink enough water during the day, their concentration levels were affected. 64% of people also said that they were more prone to feeling unwell when they did not drink enough water. This provides an indication that an individual's state of hydration at work is really important and if workers are not able to drink enough healthy fluid at work, their performance may be negatively hindered, for example due to poor concentration levels.

Dietitians Week

Annually, the BDA run a week-long event called Dietitians Week, aiming to promote the importance of dietitians and the great impact they can have on the nation's health and wellbeing. This year the event is taking place from 6-10 June and is taking the theme of 'workplace health'. Each day will take on a different sub-theme and in light of the survey results, Thursday 9 of June will focus on the sub-theme of hydration. This is to promote the importance of staying hydrated whilst at work to avoid the negative symptoms of hydration listed above, which ultimately can lead to employees feeling unwell and poor productivity in the workplace. To find out more about Dietitians Week, visit www.dietitiansweek.co.uk

How to improve hydration?

In terms of the workplace, water is a cheap fluid and can easily be provided by employers free of charge to their employees. Due to the potential negative impacts on workers' productivity due to dehydration, there is a clear incentive for employers to provide access to fluid. However our survey revealed that dietitians specifically find it difficult to access water in the hospital ward environment, and this may be similar in other professions, for example in retail if working on a shop floor. In contrast, the survey found that access to water free of charge was better in other areas of the workplace e.g. restaurants/eating areas and staff rest areas. However, as stated previously, even in office working areas, 35% of people still did not have access to water.

Whilst water is key to hydration, coffee and tea can also contribute to hydration requirements, along with milk (preferably a lower-fat variety). When asked how they could improve their hydration status, 44% of survey respondents said they could consciously drink more fluids, not just water, for example by taking a drink break at work. 36% suggested they could carry a bottle of water around with them. Carrying bottled water is generally seen as acceptable by the public and it need not be expensive if bottles are reused and filled up using tap water. These are really simple suggestions for all adults and employees, so go on, get hydrated!

What can you do in your local area?

- Try speaking to your employer about installing water coolers.
- Chat to your employer about encouraging all employees to take fluid breaks for healthy fluid consumption such as water, tea, coffee, or low-fat milk.
- Ask vending machine providers to include plain water and low-sugar flavoured water options within the machine.
- Investigate whether your employer could provide all employees with a re-usable drink bottle.

Ends

Notes to the Editor:

- Find out more about the BDA at www.bda.uk.com
- Dietitians are the only qualified health professionals that assess, diagnose and treat diet and nutrition problems at an individual and wider public health level. Uniquely, dietitians use the most up to date public health and scientific research on food, health and disease, which they translate into practical guidance to enable people to make appropriate lifestyle and food choices.
- Dietitians are the only nutrition professionals to be statutorily regulated, and governed by an ethical code, to ensure that they always work to the highest standard. Dietitians work in the NHS, private practice, industry, education, research, sport, media, public relations, publishing, non-government organisations and government. Their advice influences food and health policy across the spectrum from government, local communities and individuals.
- The survey involved 67 participants, all of whom were dietitians.

Backgrounder

The profession

What is a dietitian?

Registered dietitians are qualified health professionals that assess, diagnose and treat diet and nutrition problems at an individual and wider public health level. Uniquely, dietitians use the most up-to-date public health and scientific research on food, health and disease, which they translate into practical guidance to enable people to make appropriate lifestyle and food choices.



What work is involved when you are a dietitian?

Dietitians work with healthy and sick people in a variety of settings including the food industry, workplace, the NHS, private practice, education, research, sport, media, public relations, publishing, non-government organisations and national and local government. Other care pathways they work in include mental health, learning disabilities, community, acute settings and public health. They often work as integral members of multi-disciplinary teams to treat complex clinical conditions such as diabetes, food allergy and intolerance, IBS syndrome, eating disorders, chronic fatigue, malnutrition, kidney failure and bowel disorders. They provide advice to caterers to ensure quality nutritional care of all clients in NHS and other care settings such as nursing homes, they also plan and implement public health programmes to promote health and prevent nutrition related diseases.

A key role of a dietitian is to train and educate other health and social care workers. They also advise on diet to avoid the side effects and interactions between medications. Dietitians interpret the science of nutrition to improve health and treat diseases and conditions by educating and giving practical advice to clients, patients, carers and colleagues. They advise and help to maintain nutritional status when individuals want to trial dietary interventions such as exclusion diets, nutritional supplementation or dietary interventions in areas such as autism for which evidence is still emerging.

To inform their advice, they use recognised methodologies to critically appraise the evidence base which includes all forms of evidence and research. They cannot offer advice where there would be personal financial benefit. Dietitians are legally able to supply and administer some prescription only medicines e.g. insulin, phosphate binders and pancreatic enzymes, through Trusts/Health Boards. They can also adjust this medication. Much of their work is spent advising/counselling other medical staff as to the best course of action in regard to an individual's nutritional status.

How do you become a dietitian?

The minimum requirement to train as a dietitian is a BSc Hons in Dietetics, or a related science degree with a postgraduate diploma or higher degree in Dietetics. Dietetic courses are structured to include biochemistry, physiology, applied sciences and research methods which underpin nutrition and dietetics. These are complemented by social and behavioural sciences and the theories of communication to support the development of skills required for professional dietetic practice. All courses require a period of supervised practice including NHS settings, where an individual must demonstrate clinical and professional competence before being eligible to apply for registration.

Is the profession regulated?

Unlike nutritionists, dietitians are statutorily regulated, with a protected title and governed by an ethical code, to ensure that they always work to the highest standard. Their advice influences food and health policy across the spectrum from government to local communities and individuals. The title 'dietitian' can only be used by those appropriately trained professionals who have registered with the Health Care Professions Council and whose details are on the HCPC website. The HCPC keeps a current register of health professionals who meet its standards and takes action if registered health professionals fall below those standards. Registered professionals must keep up-to-date through compulsory Continuing Professional Development (CPD).

Where can dietetic services be accessed?

You can find a registered dietitian:

- by contacting your local hospital or GP surgery
- by searching for a freelance dietitian on the [website run by the Freelance Dietitians Specialist Group of the British Dietetic Association \(BDA\)](#)
- through the [Health and Care Professions Council \(HCPC\)](#)

The British Dietetic Association (BDA)



The British Dietetic Association (BDA) is the only body in the UK representing the whole of the dietetic workforce. The association is a trade union and professional body representing the professional, educational, public and workplace interests of their members. Founded in 1936, they are one of the oldest and most experienced dietetic organisations in the world.

Membership is open to anyone working in dietetics, in nutrition, or who has an interest in diet or food, throughout the world. The BDA represent the whole of the dietetic workforce - practitioners, researchers, educators, support workers and students.

The association provide a large amount of information for anyone interested in food and nutrition as well as dietetics as a career. As a BDA member, you will also have access to a wide variety of resources and support in your work or practice. Please look around our website to find out more: www.bda.uk.com

Dietitians Week

The 6-10 June 2016 sees the third annual Dietitians Week run by the British Dietetic Association. The world's first Dietitians Week took place from the 9-13 June 2014. The event initially was established in conjunction with the BDA's campaign *Trust a Dietitian* to highlight the work and worth of dietitians and the dietetic profession in the UK.

Dietitians' Week 2016 takes the theme of 'workplace health' in relation to the BDA's new [Work Ready Programme](#), targeting the improvement of the health of the UK workforce. Each day of the week-long event will take on a different subtheme including food and mood, healthy meetings, protecting your lunch hour, hydration and food and movement.

The week includes a range of national awareness raising and political events throughout the UK which promote the profession and the impact of dietetic practice on the health of the nation, including a visit to the House of Lords.

To read more about past [Dietitians Weeks](#), visit the BDA website.

Frequently asked Questions

What is the difference between a dietitian and a nutritionist?

Many people claim to be experts in nutrition yet have very limited knowledge and offer no protection to the public. Dietitians are the only nutrition professionals to be regulated by law, and are governed by an ethical code to ensure that they always work to the highest standard. Only those registered with the independent statutory regulator, the Health & Care Professions Council (HCPC) can use the title of Dietitian/Registered Dietitian (RD).



Whilst nutritionists are qualified to provide information about food and healthy eating, anyone can call themselves a nutritionist. Nutritionists are not required to be registered in order to work in the UK. Many nutritionists belong to the voluntary self-regulated professional register, UKVRN, held at present by the AfN and use the title Registered Nutritionist (RNutrs). RNutrs are not permitted by law to call themselves dietitians. For more information, see our leaflet [Dietitian, Nutritionist, Nutritional Therapist or Diet Expert? A comprehensive guide to roles and functions](#)

What work do dietitians do?

Dietitians work with healthy and sick people in a variety of settings. They often work as integral members of multi-disciplinary teams to treat complex clinical conditions such as diabetes, food allergy and intolerance, IBS syndrome, eating disorders, chronic fatigue, malnutrition, kidney failure and bowel disorders. They provide advice to caterers to ensure quality nutritional care of all clients in NHS and other care settings such as nursing homes, they also plan and implement public health programmes to promote health and prevent nutrition related diseases. A key role of a dietitian is to train and educate other health and social care workers. They also advise on diet to avoid the side effects and interactions between medications.

What can a dietitian work with me on?

- you want to or need to lose weight in a safe and sensible way
- you need to put weight on following a spell of ill-health or as the result of a medical condition
- you are considering surgery to lose weight
- you want to improve your athletic performance or general fitness levels
- you suffer with digestive problems
- you have been diagnosed with a medical condition including (but not limited to) diabetes, coeliac disease, high blood pressure, cardiovascular disease, HIV
- you have oral, enteral or parenteral nutrition requirements
- your child, or looked after child, has specialised nutritional requirements
- you think you have an allergy or intolerance to a certain food
- you would like advice about eating disorders
- you are a carer and want credible and practical advice to ensure the person/s you are caring for is/are getting the appropriate nutrition in their diet/s
- you would like to eat a healthier diet/assess how healthy your existing diet is.

How can I see a dietitian?

You can find a registered dietitian:

- by contacting your local hospital or GP surgery
- by searching for a freelance dietitian on the [website run by the Freelance Dietitians Specialist Group of the British Dietetic Association \(BDA\)](#)
- through the [Health and Care Professions Council \(HCPC\)](#)

How do you become a dietitian?

The minimum requirement is a BSc Hons in Dietetics, or a related science degree with a postgraduate diploma or higher degree in Dietetics. Dietetic courses are structured to include biochemistry, physiology, applied sciences and research methods which underpin nutrition and dietetics. These are complemented by social and behavioural sciences and the theories of communication to support the development of skills required for professional dietetic practice. All courses require a period of supervised practice including NHS settings, where an individual must demonstrate clinical and professional competence before being eligible to apply for registration. Courses must be approved by the HCPC and demonstrate that graduates meet the Standards of Proficiency for Dietetics.

How do I spell 'dietitian'?

The titles 'dietitian' and 'dietician' are both recognised in the eyes of the law. However, in the UK, and the majority of countries around the world, the profession spells the title with a 'T' i.e. 'dietitian'. A handy saying to remember the spelling is: '*UK dietitians prefer their 'T'*'.

I'm looking for facts on nutrition...

Make sure to [visit the BDA's Food Facts Sheets resource on the BDA website](#). The BDA Food Fact Sheets are written by dietitians to help you learn the best ways to eat and drink to keep your body fit and healthy. The sheets cover a wide range of topics from *Skin Health*, to *Food and Mood*, to *Weight Loss* and they all comply with the [Information Standard](#) meaning they are regularly peer-reviewed. These resources are for people to download and print for their own reference. The Fact Sheets are for information only and not a substitute for proper medical diagnosis or dietary advice given by a dietitian and are intended for adults unless they sit under the 'babies and children section' or make a specific reference to babies and/or children.

What are the benefits of BDA membership?

As a BDA member you have access to a bespoke set of benefits and services which the association has worked hard to develop. These tangible benefits are provided to help support dietitians and nutrition professionals in their day-to-day roles and to suit professional needs. Worth over £1,600 but costing just £24 per month for Full Members, BDA membership is great value for money. Core activity areas the BDA prioritises for the benefit of members include:

- Lobbying key stakeholders to make professional aspirations a reality and push professional boundaries. For example, dietitians being able to prescribe medications (as per agreed protocols).
- Promoting the profession via national awareness-raising campaigns such as *Trust a Dietitian* and creating the annual Dietitians Week.
- Driving demand for and highlighting the value of dietetics politically across England, Scotland, Wales and Northern Ireland.
- Reducing the threat from non-regulated nutritional therapists and those calling themselves similar by promoting the importance of always using a HCPC Registered Dietitian.
- Protecting dietetic jobs and service provision amidst ongoing challenges facing the NHS.
- Fighting and balloting for fairer pay within the NHS via the BDA's dedicated Trade Union team and free legal advice as part of the BDA's Trade Union arm.

Dietitians in the media

At the BDA, we take our work in the media very seriously and place great emphasis on meeting the needs and timescales of the journalists we work with. Over the years, the BDA's relationship with the media has grown and, much more often than not, once a journalist has used the BDA to help with a story, article or feature, they are so impressed by the level of service and experts on hand that they continue to use us on an ongoing basis.



Why would a journalist use the BDA?

The BDA does not use its media presence to 'drive' anyone to a point of sale. Indeed, we have nothing to sell apart from credible and evidence-based food and nutrition messages. No DVDs and books to flog from us! This is a key reason why so many people in the media like to work with the BDA.

What work do the BDA do in the media?

The BDA press office works with local and national media outlets on a daily basis, which generates a major amount of media coverage in print, on radio, on television and online. During an average year, the BDA can expect to be involved in around 1,500 print articles.

The BDA also works on a regular basis with television channels and production companies in a number of ways. This can range from off-screen assistance, to helping to formulate and pitch new programming ideas to a channel, to supplying dietitians for an onscreen roll, right through to script and storyline development for soap operas (or continual dramas as some like to be called).

Our spokespeople:

The BDA only uses dietitians as spokespeople because they are the only legally regulated professionals when it comes to food and nutrition. There are also occasions when senior officers at the BDA may be quoted in the media, usually in relation to corporate issues rather than food and nutrition information.

The quality of BDA spokespeople is second to none and a significant database of experts is always on hand to meet all media requirements. All our media spokespeople have completed the BDA's in-house media training, and so we always have over at least 80 experts that cover many fields of expertise. If you have a question about something food and nutrition related, our spokespeople can help.

All BDA spokespeople also BDA members. BDA spokespeople undertake this role on a completely voluntary basis because they are all passionate about promoting credible and evidence-based food and nutrition messages. BDA spokespeople, not only specialise in a whole spectrum of expertise backgrounds, they also work in many different settings such as the NHS, industry, and as freelance to name a few.

The BDA press office and access to spokespeople is, of course, free of charge to the media and we can meet all sorts of deadlines, from dailies on a tight deadline, to magazines who wish the BDA to plan in a 12-month plan of monthly features. There isn't much the BDA can't help with!

If you would like to talk to us about this work, please contact the BDA Press Office at: pr@bda.uk.com or call: 0800 048 1714.



The Association
of UK Dietitians



Making sense of Social Media

BDA Professional Guidance on Social Media





About this resource

Social media is the fastest growing communication method of the 21st century, so with this in mind, the British Dietetic Association (BDA), your professional body and Trade Union, has developed this professional member guidance to ensure the profession is fully, effectively engaged.

This social media professional guidance document is designed to provide guidance to BDA members who are either currently, or would like to be, engaged in social media in a professional capacity.

It includes:

- an explanation of types of social media platforms
- a collection of practical tips and hints on professional approaches with social media for members of the BDA
- hypothetical examples relevant to the diverse areas in which dietitians and nutritionists work and communicate about food, nutrition and health

Students will find this resource useful, and it will have relevance to other health professionals, organisations and individuals. This document does not cover product endorsement, the BDA is producing a separate document to cover this area.

Acknowledgements

This resource is based on Dialling into the Digital Age: Guidance on social media for DDA members that was commissioned and developed by the Dietitians Association of Australia (DAA) to support DAA members engaged in the area of social media. We are grateful to the DAA for permission to reuse their resource.

Note: Thank you to Dean Royles for giving permission to use his Twitter account as an example in this document.



Welcome

Just as nutrition is a fast-moving science, the way we communicate is changing rapidly too. More and more people are turning to the online environment to obtain, publish, share and discuss information. And one of the fastest growing areas is the use of social media.

Today we live in a 24/7 society. Social media, which includes blogs, podcasts, discussion forums, wikis (such as Wikipedia), content sharing sites (such as Flickr and YouTube), micro-blogging (such as Twitter) and social networking sites (such as Facebook and MySpace) are now for many of us part of our social and work lives, daily communications and information sources. We should all embrace social media whilst being circumspect at the same time. It gives us another huge arena in which to be recognised as the experts in nutrition and share robust nutritional science, innovation and advice far and wide.



Some members may need to learn new skills and broaden their outlook to be part of this world, whilst other, digital savvy members, are forging ahead. Change means opportunities but it also means challenges.

We hope these guidelines and tips encourage you to embrace the digital age with confidence and professional integrity.

***Sian Porter MSc(Econ) BSc(HONS) RD MBDA
Chairman, BDA Communications & Marketing Board***

Hello



Background - what is social media?



Before getting started, why not watch this fascinating four minute video, which gives you an insight into the power of social media.

Just click on the left-hand icon to play.

Social media is simply sharing information online. We have always shared socially and in networks – talking face-to-face or over the phone with neighbours and friends – but the internet has allowed the net to be cast in an infinite arc – the networks in which we share are global, the information viral.

The communications environment has changed, and that change is here to stay. Perhaps the most significant change is a lack of privacy – what you say (and do) is public. More than 70% of the internet population use social networks in one form or another and 57% of people talk more online than in person.¹

Friends, relatives, colleagues and total strangers can all access your innermost thoughts if you decide to share them on the myriad of social media tools that are available. Even if you are yet to join the millions of people communicating in public, you will probably have heard of 'blogging', Facebook or Twitter.



1. Waddington, S ed. (2012) *Share This: the social media handbook for PR professionals*. Sussex: Wiley and Sons (pp. 3-4)



There are a number of different social media platforms – all used for different types of sharing:



Microblogging

An individual or group of users regularly record their views in a short form – for example, Twitter is just 140 characters (these can be captured on Storify or Conferize, showing everyone commenting on a particular topic).

Blogging

An individual or group of users regularly record their views in a long form, similar to an online diary – for example, Blogger, WordPress and Tumblr or posted on a company or personal website.

Video sharing

For example, YouTube and Vimeo.

Picture sharing

For example, Pinterest, Twitpic, Flickr, Instagram and SnapChat.



Audio sharing

Podcasts.

Social bookmarking

Instead of saving your favourite links [urls] to your web browser, you save them online and everyone else can see them, and you can see other peoples, like a recommendation list) – for example, Reddit and StumbleUpon.

Social sharing

For example, Facebook and Google+ and discussion forums.

Professional sharing

For example, LinkedIn and discussion forums like the BDA members forum.

This list is not exhaustive, and most platforms interact with each other – for example you can include bookmarks in your blog, send a tweet to invite people to read it, and also post it on your Facebook page and LinkedIn profile.²



2. Adapted from NHS Employers (2013) Briefing 87 HR and social media in the NHS p2 [online] NHS Employers. Available at: <<http://www.nhsemployers.org/Aboutus/Publications/Pages/HR-social-media-NHS.aspx>>[Last accessed: 22 May 2013]



BDA Social media presence

You can find and engage with the BDA on:

FACEBOOK



[facebook.com/
BritishDieteticAssociation](https://facebook.com/BritishDieteticAssociation)
BDA public Facebook page

[facebook.com/
groups/75367703981/](https://facebook.com/groups/75367703981/)
BDA members private
Facebook group

TWITTER



[@BrDieteticAssoc](https://twitter.com/BrDieteticAssoc)

Our main account, with all
the BDA in the news
and other updates.

[@BDA_Live](https://twitter.com/BDA_Live)

Our events account, the first
place for BDA events updates,
from annual conference to
Group and Branch study days.

LINKEDIN

[linkedin.com/
groups?gid=1968119&trk=hb_side_g](https://linkedin.com/groups?gid=1968119&trk=hb_side_g)

If you are not a member, simply follow the links to request to join.



BDA
MEMBERS
DISCUSSION FORUM

bda.uk.com/discussion





Don't be antisocial

You will be more successful on social media if you publish positive, meaningful and respectful content. Remember that even if you post a nutrition comment as an individual, you are representing the profession as a whole, if easily identified as a dietitian.

These days most people's workplace or professional details are just a couple of clicks or a Google search away. Negative comments intended in jest or with sarcasm, known as 'snarks', can easily be misinterpreted online. A comment you post in the heat of the moment can still appear in search engines years after you have cooled down. Aim to:

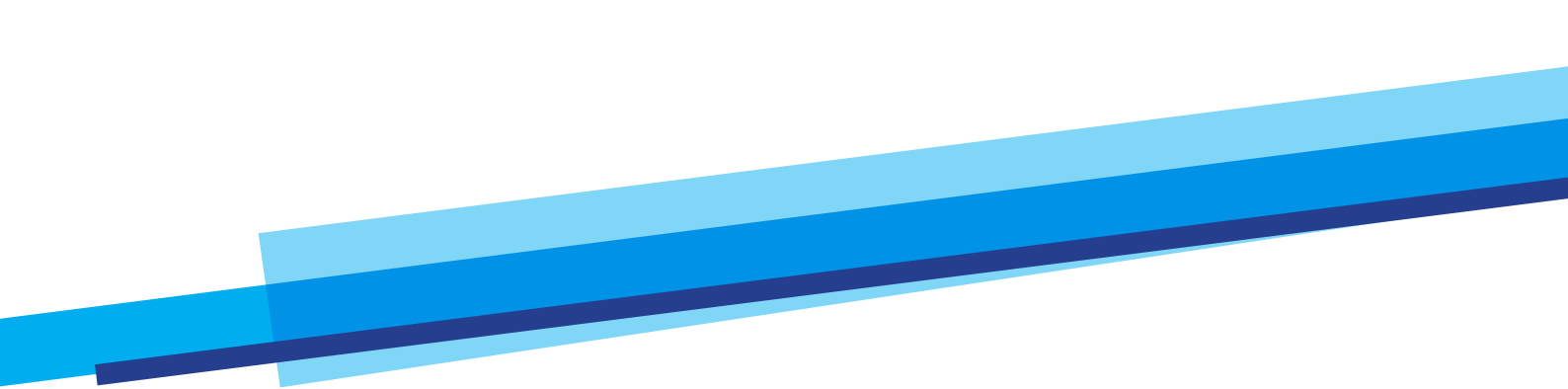
- # Take time to listen and get to know a platform and community before you engage or start promoting your messages and content.
- # Do not make remarks that are offensive, untruthful, threatening, discriminatory or demeaning. These can have far reaching repercussions.
- # Respect diversity and remain appropriate and polite when disagreeing with others' opinions.
- # Pause and think before posting – is the communication channel appropriate for the message you are sending?
- # Consider conducting a private, off-line conversation or direct message if you have an issue with a person or their content.

chat



- # Don't act or comment in a way that you wouldn't in a professional meeting.
 - # Regularly search for your name, practice or organisation online and assess the content that ranks highly. Contact anyone posting material about you that is inappropriate.
 - # Project a positive image of what we do. Every dietitian plays an important role in the success of the profession and our public image.
 - # 'Pay it forward' - support your colleagues by sharing, commenting and promoting 'favouriting', 'liking' or 'retweeting' their expert content with acknowledgement. The success of one dietitian contributes to the success of many.
 - # Correct any untruths – make sure you stick to the evidence rather than having an argument, ie post your correction and give a link to a better source of information.
 - # Alcohol use, tiredness, stress and emotional situations reduce your inhibitions so beware.
- Pause and think
before posting – is
the communication
channel appropriate
for the message you
are sending?**



- 
- # Be a 'scout' for compliments and criticisms of The BDA. If you come across positive or negative remarks about The BDA through social media that you believe are important, forward them to pr@bda.uk.com
 - # Be aware of BDA policies and guidelines on the scope and appropriate use of list serves (email groups) and the Association's social media pages. Each platform also has its own guidelines for use which are useful and easy to find by doing a search on the relevant website.
 - # Maintain your obligation to the [HCPC Standards of Conduct Performance and Ethics](#) and the [BDA Code of Professional Conduct](#)

Do not make remarks that are offensive, untruthful, threatening, discriminatory or demeaning. These can have far reaching repercussions.

If in doubt, contact the BDA
Professional Development team at
info@bda.uk.com

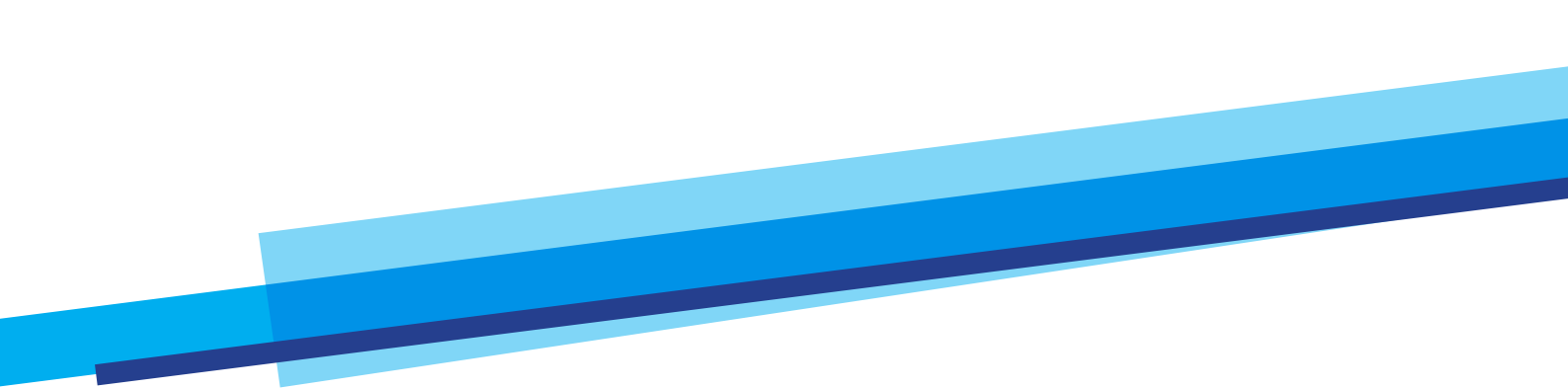


Maintain professional boundaries and privacy

Social media has blurred the boundaries between professional and personal life. For instance, many health professionals are unsure how to react when contacted by patients wanting to be Facebook friends. It's important to maintain your privacy and that of your friends and family online, but you don't have to avoid communication with patients, clients or the public.

There are many ways to set up separate private and professional social media profiles and pages. Make sure you still add your personality and "slice of life" insights to a professional platform – just be calculated about the content. Your friends and followers will more likely build a rapport, recommend and "like" you, if they feel they are engaged with a "real" person. Aim to:

- # Set up professional platforms for all social media, such as a "professional" Facebook page, in addition to any personal accounts you hold. Your professional platform could be in your full name, a catchy handle like "nutritionguru" or that of your business or practice. Determine the scope of your "dual identities".
- # Keep your professional "brand" consistent across multiple platforms, this includes your personal email address if used for professional purposes.
- # Lock the privacy settings for your personal accounts and consult with an IT expert to ensure these are maintained during social media site upgrades.
- # Ensure you follow your employers' guidance and policies in relation to social media.
- # Never share private or personal information about your patients, clients, work or co-workers without consent. If sharing with consent, ensure full anonymity where necessary to maintain confidentiality.

- 
- # Ensure that any patient or case study cannot be identified by the sum of information you post online, even if posted in different time periods or on different social media platforms.
- # Be choosy when adding geolocator to your updates or using check-in tools, like FourSquare or Facebook Places. You may be out at a private event and not wish to be identified. Or you may inadvertently reveal your home address, your children's school or where you run alone at "6am every Monday morning".
- # Place a disclaimer on your blog or social media accounts about the scope of your nutrition news and tips, so this cannot be misinterpreted as individual health or medical advice. Be cautious responding to direct requests for nutrition advice while on social media. It is less risky to refer the follower or friend to a third party resource, than give a professional opinion. You may like to share a link to information on the BDA website (such as the public targeted Food Fact Sheets section) or another reputable organisation. And include words like "generally speaking" when answering questions.
- # Be proactive and protective of others. Flag to any colleagues steps they may like to take, in order to better maintain professional boundaries and privacy.
- Ensure you follow your employers' guidance and policies in relation to social media.

think



Be honest, informed and transparent

It's important to be honest and open in your use of social media. It should always be easy for people to determine the capacity in which you are using social media and whether you have a vested interest in the content of your material. If you are actively generating content such as blogging, make sure you understand regulations and “unwritten” rules. Aim to:

- > Stick to subject matter that is within your area of expertise or defer to a colleague for advice or comment.
- > Be informed, look to the evidence base and make sure you have all the facts before posting or responding.
- > Publish accurate information and if you are unsure of the answer to a question, be honest and say so.
- > Be careful not to over-simplify your message especially using Twitter where your characters are limited to 140. While it may make sense to you, others may take the message more literally or out of context. You can always start your comment and end with a link to your Facebook or LinkedIn post where you have more space to fill out the detail.
- > Be the first to respond to your own mistakes. If you make an error, be up-front and correct it quickly.
- > Make it clear if you're generating content as an individual, company or organisation – the easiest way to do this is to make sure your profile lists who you work for ie Company Dietitian for XX.

- > If your organisation has a number of authors for their social media sites, consider adding your initials at the end of each post to keep it personal.
- > Disclose any potential or actual conflicts of interest.
- > Be transparent about any financial interests including “freebies”, like product samples, you may have been gifted.
- > Include a list of your sponsors, supporters or in the case of consulting work, your corporate clients on your blog or webpage.
- > Respect proprietary information and content. Acknowledge the contribution of colleagues and any other sources of original material.
- > Be responsible for content on your social media sites and respect a difference of opinion and healthy debate. Only delete or edit comments if these may be considered defamatory, obscene, proprietary or libellous.
- > Familiarise yourself with copyright, Fair Use and Creative Commons before using photographs and other content you find on the web. Many images cannot be used without paying royalties or obtaining permission.

Make it clear if you're generating content as an individual, company or organisation – the easiest way to do this is to make sure your profile lists who you work for ie Company Dietitian for XX.





If in doubt, spell it out

As dietitians, we are aware of the ethical principles and code of conduct within our profession. Therefore, we could think that a lot of information is purely common sense. Common sense is not always common, and if you are working with others, it is important that they are aware of how you would like your practice or work environment to be portrayed online. Aim to:

- + Be aware of any social media or communication policies within your organisation before you start on social media.
- + If there is none, suggest implementing a social media policy within your organisation and take the time to explain the reasons behind the policy, ensuring each staff member signs it.
- + If social media is banned on computers within an organisation, remember it can still be accessed through smart phones.
- + Ask for feedback from your employees about the best way to use social media and technology. If you are employing people from a younger generation, they may have some ideas and/or skills that will benefit your practice or work place.
- + If you are outsourcing or asking administration (non dietetic) staff to provide social media updates of a nutritional nature, make sure these are checked by a dietitian.
- + If you have a large team, it may be worthwhile delegating roles within the realm of social media, so as not to overload one person, and develop everyone's skills.

Be aware of any social media or communication policies within your organisation before you start on social media.



Jump on now

Now is the right time to make a start in social media, so why not get started!

Aim to:

- # Secure your preferred name or handles now, on a range of social media accounts. Most accounts are free to establish and you can leave these dormant until you're ready.
- # Be a passive listener and watcher for a while, to get a feel for the space. Use a free tool, such as Feedly, to monitor online mentions of your chosen key words.
- # Start to read and comment on a range of different blogs.
- # Define your niche in the "about" or "info" sections, as well as your credentials, in all of your social media accounts.
- # Ensure you are able to keep your blog or social media updated regularly. Pick a platform that matches with your time input.
- # Link to other BDA members and "like" and "follow" their blogs and social media accounts. Promote other dietitian's content and provide consistent messages together, especially when nutrition myths arise.
- # Tweet and post about the conferences and events you attend to share with others. Ask conference organisers about a Twitter #hashtag, so you can follow/tweet about the event and it is collated under one #. This conversation can also be captured/archived by Conferize or Tweepchat so that people can see what was discussed, refer back to it, and move the conversation on into different areas.
- # Network outside the dietetic profession and promote positive, credible nutrition messages. Be helpful and offer solutions.



- # Talk to other dietitians or nutritionists in the know or set up a mini-mentoring arrangement with someone who is social-media savvy.
- # Look out for professional development opportunities in social media through BDA media training, advertised in *Dietetics Today* or email: pr@bda.uk.com
- # Get your how-to guides and tips by searching online, rather than in a book, which will be out of date by the time it's published.
- # Set yourself some personal boundaries to maintain a healthy balance – social media is easily addictive, give your thumbs a rest during face-to-face social events.
- # Be fearless of social media. It's just a different vehicle to learn to drive, and dietitians are fast learners! As an expert in nutrition, you already have a huge advantage as people want to hear what you've got to say.

Network
outside the dietetic
profession and
promote
positive, credible
nutrition messages.
Be helpful and offer
solutions.





Social success

Here is a good example of social media being successfully used in the health sector by Dean Royles – Chief Executive of the NHS Employers Association.

Dean uses Twitter – [@NHSE_Dean](#) to amplify messages that he wants people to hear, from encouraging you to get your chief executive to use social media, to directing you to his latest blog post, hosted on his [organisation website](#).

Dean is a prolific Twitter user and actively engages with his followers by replying to them, retweeting their content and thanking them for following/retweeting/supporting him. He also tackles any problems publicly, and his transparency has earned him over 4,000 followers.



Use of images -
one personal, one
professional - so
can reach both
audiences



Dean's Twitter Profile page
http://twitter.com/NHSE_Dean



An example of Dean directing people to his blog and number of retweets/favourites



An example of a complaint and how Dean dealt with it quickly and efficiently.

blog



Examples of social success

Below are some examples of how well things can go using social media – they will hopefully inspire you!

Using social media at events

1 BDA Vision, a leadership event in June 2013, had its impact widened by using Twitter. Those attending on the day were encouraged to tweet about the event using the hashtag #BDASVision, so that those unable to attend could get a flavour of what was happening.

This led to people not attending following #BDASVision and posting their own tweets, often saying they wished they were at the event! Dietitians from the USA and Australia also got in touch to say they had found following all of the event tweets under one # useful as it offered a 'one-stop-shop' to learn about the event.

Steps to success:

1. Prior to the event, tweet using your chosen # to get followers used to it.
2. Build your event hashtag into marketing/delegate materials to remind them to tweet and which hashtag to use.
3. Use main presentation board and verbal reminders throughout the day to encourage attendees to tweet and use the hashtag.
4. Centrally, after the event, do a twitter search around the event and respond to any event/conference tweet that did not use the hashtag with the agreed hashtag, to ensure all tweets are captured.
5. Capture in Conferize or similar so all tweets are archived and accessible in one place like personal/corporate website.



Use social media to raise the public profile of dietitians

2 A dietitian posted on the Facebook page for her community centre about an upcoming healthy cooking class. The principal of the local school read the update and added a comment, offering “student volunteers from the senior school”. A member of the local farmer’s market, shared the post to his fellow stall holders and in a matter of days they had pledged support of complementary produce.

A journalist at the local paper picked up on all the comments and contacted the dietitian for an interview, which drove up enrolments. A media studies student approached the dietitian to film the day and create a video demonstrating the recipes, for an assignment. The dietitian then obtained permission from the student and the community centre and uploaded the video to YouTube with links back to the website for the recipe sheets.

After the event she referred interested patients to the recipe video and they then shared it on their own Facebook pages. Colleagues shared the YouTube link on their own Facebook pages too. Within the first six weeks the healthy recipe video received more than 3,000 hits. This helped better position the dietitian as the ‘go to’ person for accurate and practical nutrition information in the local community.

Choose the
right social
platform for your
needs and
don’t be
afraid to try
something new

Steps to success:

1. Post about an event on Facebook to generate interest and discussion.
2. This can be amplified by traditional media.
3. Follow up with results in an interesting medium like a video.
4. Consider different ways of sharing the information so people can choose how they view it.

3

Use social media to help you in research

A nutritionist involved in clinical research was struggling to get subjects to enrol in the university's research project. She was after a particular subset of new mothers that had gestational diabetes during their first pregnancy. An advertisement in a major paper, and even in a parenting newspaper, had failed to recruit enough suitable subjects.

During her time on Twitter she had been interested in the views of new mums and created a Twitter list of people with popular parenting or "Mummy" blogs.

She had formed a great rapport with one of these women, who had a blog called Hungry Bub. The nutritionist had begun to post comments on the blog. She approached this blogger by email and explained about the research project.

The blogger decided to write a post about gestational diabetes and the important new research, and included a call to action for Sydney residents to sign up for the trial. The Hungry Bub blog typically received 35,000 unique visitors per week and had an e-newsletter distribution of 15,000. Within days, the dietitian's trial quota was filled.

Start the conversation – you are an expert in your field, and other experts will want to talk with you

Steps to success:

1. Choose the right social platform for your needs.
2. Use your contacts – if you are active in social media and communicate with people, you will be able to tap in to their audience.
3. Don't be afraid to try something new.



4 Use social media to get evidence-based scientific nutrition research to the masses

A dietitian participated in a public Twitter chat on wholegrains with more than one hundred dietitians in the USA. During the chat she learned about trending, ancient grains like freekeh and wheat berries, plus the latest wholegrain recommendations in the US Dietary Guidelines.

One of the dietitians tweeted about a new fad diet. The book, *This is Finally the Answer Diet*, had been handed to her by a client. Suddenly more dietitians participating in the chat piped in and talked about their knowledge of the new book. The author's credentials were questionable and the book promoted rapid weight loss and cut out major food groups.

Even though the book had not made its way to UK shores yet, the dietitian wrote a blog post about fad diet failures. She included mention of the new book and approached one of the US dietitians for a quote.

Three months later a UK TV journalist contacted the dietitian for an interview, as the book was launching in London. A Google search by the journalist had revealed her post and the widespread concerns by other dietitians in the comments section. The UK news story questioned the credibility of the book and instead promoted healthy weight management tips provided by the dietitian.

Steps to success:

1. Start the conversation – you are an expert in your field, and other experts will want to talk with you.
2. Move the conversation – understand different social media platforms and direct your conversation to the right arena.
3. Get BDA media trained – this will help you when your comments generate print media attention!



Examples - risky business

Below are some examples of how things can go badly using social media – they will hopefully help you avoid making the same mistakes!

Using social media to air your dirty laundry in public

1 Anybody can have a view on food and nutrition, regardless of whether this is evidence-based or not. Indeed, some people have particular views of the BDA and disagree with our views from a nutrition point of view. There are even some who wrongly believe that we are run by the food industry. On a number of times individuals have tweeted about the BDA to air these views.

On one occasion an individual tweeted about the BDA's position on sugar. The same individual then went on to make two specific allegations about the BDA being secretive about its corporate members and taking funding from a particular food lobbying group.

The BDA is always relaxed about differing viewpoints about nutrition. After all, isn't that basic human freedom of speech and thought? However, the two allegations made against the BDA were potentially subject to libel and were simply not true. Rather than fuel the fire by airing this argument in public, a member of the BDA management team, used their personal (but professional) twitter account to address these two allegations.

This resulted in the BDA not being embroiled in a public spat and giving publicity to negative comments. This course of action also allowed key BDA messages to be promoted and killed the negative comments at a very early stage.

Steps to success:

1. Think very carefully before you respond. Be measured and succinct.
2. Some individuals spoil for an online fight to raise their profile. Don't indulge.
3. Don't try to change perceptions. Stick to fact.
4. Think about other avenues to respond such as another less high-profile twitter account.



Using social media to complain

A student dietitian on a rural placement was feeling isolated, lonely and overwhelmed. Late at night she had a rant on Twitter about a day full of low lifes with no hope of change.

An orderly at the hospital had become friendly with the student and decided to search for her on Twitter. Even though he wasn't following her, he could still read her public tweet. His mother had attended an outpatient clinic with the student dietitian that same day. He retweeted her tweet to many of his nursing colleagues and added his "dismay at the attitude of students these days".

The following day many staff at the small regional hospital had read the tweet and were gossiping about the student's poor attitude. One of the staff made a formal complaint to the placement supervisor.

Think about
what you post -
remember
anyone can
read what you
say unless your
account is private

What to do differently

1. Choose the right forum for a complaint – a genuine complaint that you need resolving is different from letting off steam.
2. Think before you post – remember anyone can read what you say unless your account is private.



3 Using photographs and confidentiality

A dietitian was thrilled with the growth in her private practice and the results she was having with her weight management patients. She decided to have an information night for local GPs to attract new clients. She created a PDF flyer invite and sent it out to her private group of medical centre administration staff, created on LinkedIn.

On the flyer she included a successful before and after image of an ex-weight loss client, cropped to remove the person's head. The ex-client had given prior written consent to use the images in a case study presentation to students.

Unbeknown to the dietitian, the ex-client's niece worked at a medical centre and easily recognised her aunt by her clothing and body shape. The ex-client made a complaint to the HCPC about breach of privacy and confidentiality. The news made its way around the local health professionals, including the GPs, who lost confidence in the dietitian's professional integrity. The dietitian was forced to write a public apology to all members of her LinkedIn group and the ex-client.

What to do differently

1. Use stock images either held by your organisation's press/publishing team or purchase from an online database like istock.



4 Sharing patient information

A dietitian had just employed a new administration assistant to help her with writing doctors reports and re-booking patients. One day when typing a doctor's report the assistant was delighted to see that one of her friends was seeing her dietitian employer.

The assistant was aware she was only able to use Facebook in her breaks, so during her lunch she took the opportunity to reach out to her friend, as she hadn't seen her for a while. She wrote on her friend's wall "Hey, just saw your name pop up in a letter I was writing at my new job with the dietitian. Let's plan for a coffee catch up soon."

The comment meant no harm, but the assistant's friend didn't want anyone to know she was seeing a dietitian. She didn't see the post until the next day, and only found out because she was quizzed by her mother on the details of her appointment.

The assistant's friend lost some trust in her dietitian because the dietitian should have advised her assistant that confidentiality extends to social media platforms.

What to do differently

1. Make sure your policies extend to social media and anyone who has access to your records is aware of this.



Reducing the problem

If you make a mistake like any of the above examples, try and be transparent and resolve it if at all possible in a suitable manner such as:

- A direct apology
- Deleting an inappropriate message/tweet/post
- Check the 'what to do differently' boxes above
- Learn from your mistake





'Stop and think' social media checklist

If you are concerned about anything you are about to publish, run through this short checklist.

Does your contribution:

- ✓ positively promote your role as a dietitian, support worker or student?
- ✓ reflect positively on your co-workers/colleagues?
- ✗ conflict with your employer's mission, culture, values and/or policies?
- ✗ reveal confidential patient or proprietary business information?
- ✗ include any information that could directly or indirectly identify a patient under your care

And finally, do you understand how the social media you are using works, including the privacy settings?³

"By presenting yourself fully on social media, those who are searching for answers will find you, giving you the opportunity to be involved in all of the communities relating to you and your profession."
Vivion Cox, Kloud Ltd

3. CSP (2012) *Social Media Guidance* (pp10-11)



Resources

User guides for some of the main social media platforms:

- [Twitter](https://support.twitter.com/articles/215585-twitter-101-getting-started-with-twitter#) - <https://support.twitter.com/articles/215585-twitter-101-getting-started-with-twitter#>
- [Facebook](https://www.facebook.com/help/364458366957655/) - <https://www.facebook.com/help/364458366957655/>
- [LinkedIn](http://help.linkedin.com/app/home) - <http://help.linkedin.com/app/home>
- [Pinterest](http://about.pinterest.com/basics/) - <http://about.pinterest.com/basics/>
- [YouTube](http://www.youtube.com/yt/about/getting-started.html) - <http://www.youtube.com/yt/about/getting-started.html>

Cochrane (2011) Social Media Workshop

http://www.slideshare.net/giustinid/cochrane-social-media-workshop-2011?from_search=2

British Medical Association Social media use: practical and ethical guidance for doctors and medical students

<http://bma.org.uk/-/media/Files/PDFs/Practical%20advice%20at%20work/Ethics/socialmediaguidance.pdf>

Change Foundation (2011) Using social media to improve healthcare quality – a guide to current practice and future promise.

www.changefoundation.ca/docs/socialmediatoolkit.pdf

HCPC Focusing on Standards – social networking sites

http://www.hcpc-uk.org/Assets/documents/100035B7Social_media_guidance.pdf



PEW Research Centre (2011) The social life of health information..

www.pewinternet.org/Reports/2011/Social-Life-of-Health-Info.aspx

Royal College of Medical Practitioners (2013) Social Media Highway Code

<http://www.rcgp.org.uk/~media/Files/Policy/A-Z%20policy/RCGP-Social-Media-Highway-Code.ashx>

Word of Mouth Marketing Association (2012) Social Media Marketing Disclosure Guidelines.

<http://www.womma.org/ethics/sm-disclosure-guide>



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BDA Professional Guidance on Social Media 2016.



BDA