

Update on Facebook in general practices



Chris Chambers

**Telehealth facilitator
Northern Staffordshire CCGs**




Why bother?

- More practices realise that it is better to be in control of Facebook page
- Easy way to inform patients about self-care, 'flu jabs, holiday opening times, health messages
- Useful for peer support – closed Facebook groups
- Some practices have used it for hard-to-reach groups

<http://bjgpopen.org/content/early/2017/10/16/bjgpopen17X101181>



Concerns from practice point of view

- ▶ Patients' complaints
 - ▶ Patients give inappropriate advice
 - ▶ Time-consuming
 - ▶ New material to keep page interesting
- 



Patients' views

- ▶ Facebook is popular, already used by many patients
- ▶ Patients respond to surveys, or appeals for help with events
- ▶ Facebook page has up-to date information which can be relied on
- ▶ With close groups, peer support valuable