



**British Society for
Paediatric Endocrinology
and Diabetes**

BSPED ONLINE COMMUNICATION STRATEGY

ONLINE COMMUNICATIONS

The BSPED undertakes communications online via the website, the monthly newsletter and social media platforms.

Our audience

1. Members of the BSPED;
2. Clinicians with an interest in Paediatric Endocrinology and Diabetes;
3. Patients with paediatric endocrine and diabetes conditions;
4. Other clinical societies;
5. Third party organisations and charities representing paediatric endocrine and diabetes conditions.

SOCIAL MEDIA

Purpose of our social media presence

- To provide a platform for guidance, advice and news to members of the BSPED and other individuals interested in Paediatric Endocrinology and Diabetes in the UK and beyond in an informative and engaging manner;
- To encourage new membership of the BSPED and sustain existing membership;
- To highlight new official BSPED information and clinical guidance;
- To promote high quality training and professional development opportunities and to showcase research for individuals interested in Paediatric Endocrinology and Diabetes, including the BSPED Annual Conference;
- To promote peer support, special interest groups and networking opportunities within the BSPED;
- To communicate with members, and to provide a channel for feedback to specific BSPED committees;
- To advertise job vacancies in the UK of relevance to BSPED members and stakeholders.

Our current social media platforms

Twitter and Facebook

Account Management

All accounts will be centrally managed by the BSPED Digital Information Officer and representatives from Bioscientifica. All BSPED Executive Committee, Clinical Committee and Steering Committee members will be encouraged to suggest content, but to ensure consistency of voice, all updating will be managed by the Digital Information Officer, volunteer members of a BSPED 'SoMe' team and representatives from Bioscientifica.

Risk Management

Although the risk of unauthorised or inappropriate use of social media channels is low, there is always potential for negative comments from other social media users. Any issues will be discussed within the BSPED Clinical Committee. Only the BSPED Digital Information Officer and representatives from Bioscientifica and the 'SoMe' BSPED team will have access to passwords needed to update the social media channels.

Monitoring & Analytics

Social media activity will be monitored and reviewed in the following ways:

- Internal social media analytics – monitored daily and weekly
- Social media questions in our annual membership survey
- Online feedback (ad hoc)

WEBSITE

Website content

Website content will be added by representatives from Bioscientifica after discussion within the BSPED Clinical Committee and Executive Committee.

Accuracy of content will be reviewed every 2 years.

NEWSLETTER

The BSPED newsletter is distributed monthly via email to all BSPED members. It is also available on the website. Content is added by representatives from Bioscientifica.

ONLINE COMMUNICATIONS STRATEGY REVIEW DATE

This strategy will be reviewed in 1 years' time.