

“A Twitter of a Year”

6.09.10 – 26.09.11

NHS Manchester has been a member of Twitter since February 2009 under the name of @NhsManchester.

This update explains how, over the last year, NHS Manchester has used Twitter as one of its ways to engage and inform patients, carers, staff and members of the public.

Our Followers

In a year we have gained **3,013** new followers who come from a wide background area and include tweeters from:

- Individuals from Manchester – local people who live/work in and around the city
- Education
- Housing
- Politics
- NHS Trusts
- Voluntary Sector
- Community Groups
- City Councils
- Medical/ Pharmaceutical Companies
- Football Clubs
- Business
- Media/PR
- Health staff
- Local Involvement Networks
- General Practices
- Public Sector
- National Charities
- Independent Health and Social Care providers

Our Tweets

We have posted **3,806** tweets which have:

- Provided NHS news and updates
- Publicised events and activities
- Encouraged followers to feed into our consultation work
- Enabled followers to give us feedback or share a health experience
- Highlighted Information leaflets and resources to help our followers improve their health and wellbeing
- Responded to questions asked about local health services

Over the past year we have tweeted information, advice and support on various themes and some of these have included:

○ **Organisational**

- Annual General Meeting and Annual Report 2010/2011
- Locality Board Meetings
- Greater Manchester Board Meetings
- GP Clinical Commissioning Groups
- Dental Hotline
- Find your nearest health service
- Patient experiences and service compliments
- Patient Advice and Liaison Service
- How we use your NHS information
- Equality Impact Assessments
- Safeguarding Adults and Children
- Medicine Waste

○ **Patient and Public Involvement**

- Urgent Care consultation
- GP Same Day Access survey
- Patient Transport Service
- Personal Health Budget pilot
- Choose Well
- Lesbian, Gay, Bisexual and Transgender Health & Wellbeing survey
- Summary Care Records
- Catheter Prescription Service
- Foster Parents and Looked After Children
- NHS Health Checks
- Breast Screening in Wythenshawe
- Dying Matters - End of Life
- Pharmacy Needs Assessment
- Any Qualified Provider
- GP Patient Groups
- Healthy Start vouchers and vitamins
- South Manchester Men's Health Campaign
- Seasonal Flu

○ **Awareness Weeks and Campaigns**

- North West Year of Health and Well-Being
- Tuberculosis
- Greater Manchester Quit It
- Manchester Smoke-Free Homes – Chemical Soup
- Suicide Prevention
- Carers Week
- FAST (Stroke)
- Breast Cancer

- Fibromyalgia
- Meningitis
- Lupus
- Charcot-Marie Tooth Disease
- Migraine
- Sexual Health
- Bowel Cancer
- Irritable Bowel Syndrome
- World Autism

○ **Public Health**

Anxiety and Depression	Measles	Diabetes	Dental
Mental Health	Mumps	Autism	End of Life
Heart Disease	ME	Contraception	Diet & Nutrition
Cervical Screening	Epilepsy	Encephalitis	Stress
Food and Mood	Asthma	HIV & Aids	Victims of Crime
Gut Problems	Stroke	Bowel Cancer	Pulmonary Hypertension
Child Health	Eczema	Counselling	HPV Vaccination
Bowel Screening	Celiac	Skin Cancer	Thalassaemia
Abdominal Aortic Aneurysm	5 Ways to Health & Wellbeing	Disabled Children & Families	Health Mobile Applications
Psychological Therapies	Dementia	Stroke	Pancreatic Cancer
Domestic Abuse	Anger	Meningitis	Atrial Fibrillation
Organ Donation/Transplant	Testicular & Prostate Cancer	Sleep Apnoea	Community Health Trainers
Colds and Flu	Hepatitis C	Lupus	Mouth Cancer
Pain Management	Tuberculosis	Lymphoma	Threadworms
Breast Screening	Back Pain	Colds and Flu	Healthy Nails
Immunisation	Panic	Lung Cancer	Chair Based Exercises
Testicular examinations	Dyslexia	Mesothelioma	Falls
Loss of Libido	Alcohol	Detox	Mental Health and Debt
Head Lice & Nits	COPD	Raynauds	Children's Teeth
Gluten Intolerance	Migraine	Brain Cancer	Arrhythmia
Miscarriage	Eye Health	Bereavement	Chlamydia
Maternity	Pregnancy	Folic Acid	Gluten Intolerance
Post-Natal Depression	IBS	Foot Odour	Gum Disease
Immunisations	Relaxation	Insomnia	Bereavement
Blood Donation	Salt levels	Bullying	Down's Syndrome
Learning Disabilities	Constipation	Dancing	Depression & Low Mood
Blood Pressure	Healthy Eating & Recipes	Breast Cancer	Obsessions & Compulsions
Eating Disorders	Cycling	Sciatica	Combat Stress
Physical	Pregnancy	Cholesterol	Healthy Teeth

Activity/Exercise	Eye Health	Anxiety	Deaf Awareness
Sleeping Well	Allergies	Parkinson's	Bladder problems
Men's Fitness	Heart Failure	Chicken Pox	Incontinence
Nordic Walking	Miscarriage	Tinnitus	Post Traumatic Stress
Lymphatic Cancer	Malaria	Thrombosis	Smoking Cessation
Domestic Abuse	Cleft Lip and Palate	Brain Injury	Sickle Cell Anaemia
Suicide Prevention	Cystic Fibrosis	Eating Disorders	Sex & Relationships
Chronic Fatigue Syndrome	Dystonia	Multiple Sclerosis	LGBT Health & Wellbeing er
Blood Pressure			
Ovarian Cancer			

Throughout the year our followers have made comments on a large number of tweets and these have included the following:

Service Compliments

Mi Accomplice (@Man Inf)

22/03/2011 15:05

Really impressed with the short waiting time with [@NHSManchester](#) for blood tests.

Hil (@DaffodilHil)

16/04/2011 23:49

[@NHSManchester](#) Good news=Superb treatment at [#WCH2011](#) for recent slipped disc. Physio dept (esp Helen) wonderful even tho very busy.

Kate Jamieson (@kate_jamieson)

20/05/2011 13:05

[@NHSManchester](#) so impressed with your PALS staff, very efficient and friendly.

Physical Exercise

The Barn @ Holmfirth (@holmfirthbarn)

13/01/2011 11:11

[@NHSManchester](#) thanks for the couch to 5k link, very good indeed. Sent it on to many other who are doing the run with me, thank you.

NHS Manchester being on Twitter

Health Communication (@IntegralHealth1)

17/01/2011 12:50

[@NHSManchester](#) is very active on Twitter with some really innovative work including links to drinking and smoking cessation apps. #nhssm

NHS Manchester (@NHSManchester)

16/02/2011 15:03

Interesting Guardian piece on how the NHS uses Twitter. Features [@NhsManchester](#) <http://t.co/ZyOUlyR>

Susan Bissell (@susanbissell)

06/05/2011 13:34

Impressed with @NHSManchester amount of tweeting!! Communications dedication- NHS needs more of this!

Sam Allen (@samanthallen)

13/05/2011 23:01

@NHSManchester Thanks for sharing your self help materials

Lady Psychiatrist (@LadyPsych)

17/05/2011 11:53

@NHSManchester

Great series of tweets and information leaflets on mental health related issues

Alistair James (@AliJames66)

11/06/2011 11:25

@NHSManchester very impressed with the amount of quality tweets your Trust do. Most active Trust I have seen

emmacarder (@EmmaCarderRD)

03/04/2011 10:17

@NHSManchester u have just inspired me to get on my exercise bike which is currently being used as a clothes horse ! #smallsteps

Jon O'Shaughnessy (@HMCinBulgaria)

24/05/2011 07:26

@NHSManchester really good tweets on #mentalhealth I'd like to remind holidaymakers not to forget their medication when going abroad

Jon O'Shaughnessy (@HMCinBulgaria)

24/05/2011 13:17

@NHSManchester love it, keep up the good work!

Age UK PublicAffairs (@AgeUKPA)

20/06/2011 10:07

@NHSManchester Thanks for tweeting our information booklet for #NationalFallsAwarenessWeek!

Brain & Spine news (@brainspine)

21/06/2011 10:00

@NHSManchester Thanks for tweeting about us and posting our MND booklet - much appreciated :)

S P (@cambgirl)

29/06/2011 16:59

The most active #NHS trust on Twitter is @NHSManchester (via PeerIndex). See the list @cambgirl curated here: <http://t.co/iEwWFJy> #nhssm

Jackie Daniel (@JackieDanielNHS)

20/06/2011 11:16

“@NHSManchester: Eating Disorders and Men - The facts <http://t.co/gW86nOW>” check this out

Mark Rodman (@gyminaboxuk)

06/07/2011 18:14

@NHSManchester good article.

LGF (@lgfoundation)

11/07/2011 17:37

@NHSManchester Many thanks for highlighting our Befriending Service! <http://t.co/1ISP7WB>

Nick Watts (@nickinoxford)

11/07/2011 07:15

@NHSManchester yay for raising awareness of an important issue! Check out my web link on profile to our charity :)

CMT Resource Center (@help4CMT)

12/07/2011 17:00

@NHSManchester We applaud your efforts in spreading awareness of Charcot-Marie-Tooth disease!

Ms. T. L. Drummond (@mcgregorcastle)

25/07/2011 23:43

@NHSManchester thank you very much for ur help re: PALSservice

Mark Drury (@markdrury_nhs)

10/08/2011 11:03

A timely RT @NHSManchester Aggression and Anger Management <http://t.co/UjOjB1w>

Liz Green (@lizgreenmusic)

13/08/2011 19:13

Love being followed by @NHSManchester. I'm very grateful to you all by the way. You've kept me alive so far. [#lovethenhs](#)

MMHSCT (@NHSMMSCT)

02/09/2011 08:44

I know - that was great! Definitely something we are looking into! It's fantastic the info you get out via your tweets.

HealthcarePromotions (@Health_Promo)

03/09/2011 13:15

Great advice on a daily basis from @NHSManchester - follow them even if not from manchester. Wish NHS Wales was proactive with health msg's

Newcross Health (@NewcrossHealth)

05/09/2011 10:18

RT @NHSManchester Flu - Myths or Facts <http://t.co/Y1d1VHc> [#manchester](#) <-absolutely brilliant for anyone unsure about flu

Urgent Care Consultation

People First (@peepfirst)

18/05/2011 11:46

@NHSManchester Survey on urgent care plans for Manchester complete!

dr andy hershon (@andyhersh)

29/05/2011 15:46

@NHSManchester Feel we have to work together to get our patients to the right place..often not A/E.. Our health economy needs this ASAP.

NawtyNil (@Nilstar1)

04/06/2011 09:32

@NHSManchester just 1 way to solve urgent care problem. Charge people who abuse the system or use OOH inappropriately!

GP Same Day Access Engagement

Chris Paul (@ChrispLOL)

17/07/2011 08:52

@NHSManchester I can get a same day consultation fcfs or book a day ahead fcfs

stephen fox (@stevefoxyfox)

22/07/2011 06:29

@NHSManchester @richardm56 very difficult, cant get through by phone ,you actually av to g to the surgery and que cos they get the apoints 1st

davebennett (@concept4dave)

08/08/2011 23:17

@NHSManchester interesting survey. Will you look to publish the results? Well done to you for this!

Withington Community Hospital

Maria McCoy (@KizzyCoy)

15/08/2011 22:30

@NHSManchester have to agree the staff in audiology are wonderful with my 82 yr old mum in law

LGBT Health and Wellbeing Survey

Christine Burns (@christineburns)

24/08/2011 09:30

@NHSManchester You're welcome. It's a good simple survey. One page. A few seconds to complete. Open questions. I hope you get a good takeup.

Christine Burns (@christineburns)

24/08/2011 10:46

I hope the other PCTs who follow me will look at reproducing @NHSManchester's example with such a simple local LGBT survey svy.mk/pXJJOf

NHS Manchester AGM - Twitter Fest

Lyndsey Hayes (@hayesfever)

23/08/2011 12:55

@NHSManchester You should start selling t-shirts that say 'NHS Manchester is the best PCT in the UK'. I'd buy one.

Lynn Sbaih (@LindiiLoo)

23/08/2011 14:49

@hayesfever @NHSManchester great idea. I would buy a 'NHS Manchester is the best PCT in the UK' t-shirt as well.

Christine Burns (@christineburns)

24/08/2011 10:01

It's nice to see how [@NHSManchester](#) are using social media in support of their AGM. See [#NHSMcrAGM](#). Will their successor CCG's be as open?

Lyndsey Hayes (@hayesfever)

24/08/2011 10:13

[@markdrury_nhs](#) [@NHSManchester](#) Not to mention all the impressive statistics they've been publishing recently!

Gill Phillips (@WhoseShoes)

25/08/2011 10:49

Great idea! [@NHSManchester](#) tweeting today about how they engage & involve patients & the public in Manchester [#NHSMcrAGM](#) [#ukcare](#)

MikeyBUK (@MikeyBUK)

01/09/2011 14:27

Informative presentations on finance and public health issues in Manchester at [#NHSMcrAGM](#)

Talking Health website

EURO-URHIS 2 (@EUROURHIS2)

25/08/2011 10:32

[@NHSManchester](#) Great website you've got there - very user-friendly for the public

Choose Well 2011

Kylie Hodges (@kykaree)

30/08/2011 22:33

[@NHSManchester](#) Pharmacists are brilliant, always my first port of call