

In the last year we have really enjoyed using Twitter as one of the ways we have engaged with patients, carers and the public. During this time @NHSManchester has posted over 3800 tweets and gained 3000+ followers.

Throughout October to December we asked for feedback from our followers on how we used Twitter.

We will be using the feedback to further develop our Twitter account through the changes taking place in the NHS.

78 followers responded to the survey giving us feedback on our Twitter account.

1. How long have you been following NHS Manchester?

(78 answered question, 0 skipped question)

	Response Percent	Response Count
Less than 6 months	59.0%	46
6 months – 1 year	26.9%	21
1-2 years	12.8%	10
More than 2 years	1.3%	1

2. Where did you find NHS Manchester from?

(78 answered question, 0 skipped question)

	Response Percent	Response Count
Retweet from another person	48.7%	38
I work in the NHS	23.1%	18
I knew you already	12.8%	10
Other	6.4%	5
Link from a blog or website	5.1%	4
A friend told me to follow you	3.8%	3

Other responses included:

- NHS suppliers
- No idea how I started to follow the NHS
- Followed us first
- #nhssm
- I searched twitter

3. Do you think NHS Manchester tweets

(75 answered question, 3 skipped question)

	Response Percent	Response Count
Just the right amount	80.0%	60
Too often	8.0%	6
Too little	6.7%	5
Other	5.3%	4

Comments:

- Not really noticed how often you tweet but its fine how it is
- Like buses. More consistency would be better
- Although I would entirely understand if it were to become less often
- Bursts of activity
- Not spaced out enough through the day
- No opinion as I have only just started to follow you

4. What kind of tweets do you like the best?

(77 answered question, 1 skipped question)

	Response Percent	Response Count
Links to interesting content	59.7%	46
Updates on developments and news from and about NHS Manchester	51.9%	40
Links to Self Help leaflets and booklets	51.9%	40
Links to health awareness weeks and resources	42.9%	33
News and events from organisations in Manchester	35.1%	27
Updates on wider NHS reforms	33.8%	26
Patient experiences of local health services	32.5%	25
Other	9.1%	7

Other responses included:

- Responses to queries or comments from service users
- I don't find them interesting.
- All of the above except updates on wider reforms; nat'l agencies better sources on that
- Everything
- All tweets help someone very informative to me
- Tweets very helpful and informative
- All

5. What times do you tweet?

(75 answered question, 3 skipped question)

	Response Percent	Response Count
5pm – 9pm	74.7%	56
7am – 11am	66.7%	50
12pm – 4pm	56.0%	42
10pm – 2am	32.0%	24
3am – 6am	5.3%	4

6. How old are you?

(78 answered question, 0 skipped question)

	Response Percent	Response Count
31-50	60.3%	47
19-30	29.9%	21
51-70	12.8%	10
Under 18	0.0%	0
71+	0.0%	0

7. Are you male or female?

(78 answered question, 0 skipped question)

	Response Percent	Response Count
Female	65.4%	51
Male	34.6%	27

8. Do you live in Manchester?

(76 answered question, 2 skipped question)

	Response Percent	Response Count
Yes	57.9%	76
No	42.1%	32

9. What would you like NHS Manchester to tweet more about?

(31 answered question, 247skipped question)

Self Help Leaflets and Resources

- Self help guides non-urgent advice/information
- Uveitis
- Good health i.e. disease prevention/ healthy lifestyles
- Multiple sclerosis, autism suicide and mental health
- Health tips
- HIV
- Health messages, tips and advice for leading a healthier lifestyle
- Mental Health, Nutrition Healthy Eating, Early Years
- I like links to info about health conditions. Your tweet about sleep apnoea fact sheet made me get my boyfriend to go back to his doctor who had previously said sleep apnoea was not a problem

Mental Health

- Mental health news and developments
- Mental health - law and psychiatric drugs
- Mental health issues

NHS Information

- More info directed at staff
- Jobs or volunteer work
- Community healthcare, allied health services - maybe we can hear from some district nurses sometime or something?
- Specific service developments across Greater Manchester. Patient stories. Collaborations with other sectors. Frontline and administrative staff stories. Education about the NHS' structure, e.g. how to make a complaint, what a CCG is etc.
- I'm interested in your development and opportunities for social enterprises to engage the NHS, rather than the health aspects - but perhaps I need to find another route to this information.
- Tendering opportunities and charity events.
- Equality
- Current A&E waiting times
- The ones about how to find a local NHS dentist etc are informative and useful. But the wording for most of the tweets. Is really dull, unimaginative and make me think come on Manchester, surely you are doing more interesting thinking than that. I think maybe you just need to get someone else to write them.
- I was following Making It Better and would love some more tweets about that and how you are going I have a particular interest in maternal health, paediatrics and neonatal care so am always interested in tweets on that. Have you considered guest tweeters? Maybe one day a month having say a cancer guest tweeter, or neonatal guest tweeter? Someone from within your network who concentrates on a specific issue?

Manchester

- More things personal to Manchester and less generic 'NHS' content that I could access in any number of places
- Events and resources available locally

Feedback

- I like it the way it is.... interesting content on your pages/others about health issues/illnesses etc useful and informative... and has a strong Manchester focus too... you're much more interesting than DH tweets btw, good advice for patients/public - I think that's really good...
- I love all you health information tweets - would love to see more.
- I think you use twitter really well. Some of your tweets really make you want to look. There have been a couple of mindless ones but literally a couple. Tweet me if you want any more detail. Happy to help.
- I think you are really doing a great job as is! Right amount, focus. Especially like the 'get involved' type tweets.
- Interesting content, evidence, projects, personality behind the organisation
- I think the balance of tweets currently is about right. Although you should give credit when you are re-tweeting.
- More updates on changes to services in our area, I find it difficult to keep up with all the reforms

10. Who do you follow on Twitter that you find really engaging and informative?

(37 answered question, 41 skipped question)

- @clarercgp, @hsjeditor, @NNUH, @a_double_tt @timolloyd (and me, obv, @jowren1 !)
- Nursing Times, and many others related to mental health issues
- @genderfork, @gmpolice, and many others from the disabled people's movement.
- Dr Christian Jessen
- Caitlin Moran, Garry Shewan
- NHS Direct BBC News Dental Showcase
- @stuberry1
- Tim Harford
- @transmediawatch @scottishtrans @equalitynow @marinapepper
- Ben Goldacre, Max Pemberton, Simon Singh,
- A variety of individuals, groups and charities all of which are specialists in their areas of expertise or interests.
- News on disability access and deaf awareness
- @claudiahammond @StuartSorensen @MentalHealthCop @WinHealthLtd @mentalhealth @YveClark @Sigrun @NFPH @NoelMcDermott @lizzydripping @Theresauno @GemmaAt_CMHCWS @CommunityCare
- GMP
- @HuffPostUK @NurseTogether @MartinSLewis
- The times higher education supplement - have a real personality/voice for brand (it's magazine for and about univs - I work in one in health related work) - i tweet from a work account mostly btw Ben Goldacre - roy lilley
- Blackpool hospital are great that had a fab #strokeQA the other day that was very informative
- NHS Direct Rethink/Time to Change Mind BBC News NHSMHT Manchester

- @philjones40, @Tom_Peters, @CSBenno, @Davidstalker, @planet_Lucy, @businessgp, Mike Leaf, Dominic Harrison (but I can't remember their twit id).
- NHS Salford and NHS Norfolk
- @brainpicker @lettersofnote @guardian (various accounts though, not just main news one)
- In no particular order here are a few of the engaging and informative sites i follow, BBCWorld, BBCnews,BBCpolitics national trust, Tom watson, john Prescott, Woodland trust,
- Ben Goldstein
- Kings Fund, Royal College of General Practitioners
- @HSJEditor @timolloyd @colinwren @SUHT @GdnHealthcare @salma_patel. I (@a_double_tt) would of course also recommend @nhssm! Do share the results of this. Great work :)
- @nhssm, @a_double_tt, @timolloyd, @colinwren
- The Greater Manchester Public Health Practice Unit has some interesting links and tweets very useful information, their website is also useful for information on AAA screening and particularly supra district audit.
- Social media comms people in NHS teams, to keep in touch with all the changes, Essential knowledge for concept4 as we are an NHS engagement and communications agency.
- Kings Fund, Guardian, Ben Goldacre
- Ben Goldacre, GM Police
- Stephen fry, Ben Goldacre, guardian, BBC. Regular tweets create a source of info you can rely on
- Lots of groups and people including political info, news, FoE & various green groups
- MEN news , greater Manchester police,
- TheBHF, CR_UK
- Too many to mention here!
- Nhssm
- @drhrana is one of my faves (US MD who broadcasts health info but also interacts @drjengunter not only is she an ob/gyn consultant (in the states) she's also the mum of premature triplets (one deceased) US based