

# Social Media: Update, Hashtags, let's get 'Appy'

Social media is still important...shock  
horror!

Presented by Sarah Collinson and Charlie Martin

# SW Deaf Children Matter Facebook Group

- 169 members and numbers continuing to grow
- Members include parents and professionals
- 7 or 8 posts per month, typically seen by 60 or 70 people, sometimes over 100
- Some members post regularly, others using the group more passively
- Dynamic group, especially given light-touch management over the past year!

*“I regularly check the SW Deaf Children Matter Facebook group as it’s a great tool for understanding children’s and families’ needs.*

*.... Social media allows parents and young people to instantly share their concerns and people seem able and willing to say what they most want to.”*

Stuart Harris, paediatric audiologist, Plymouth Hospitals NHS Trust

# How it's being used

- Keeping each other informed
- Publicising events
- Seeking and giving advice on specific issues
- Encouraging members to engage in consultations and participate in research
- Sharing research findings
- Seeking feedback for ideas

# Further development...

- Providing a Local Offer discussion platform
- Posting CHSWG agendas to encourage parents to engage
- ‘Crowdsourcing’ opinions on key issues
- Alerting members to Twitter conversations
- Reviewing useful apps, websites and other resources

# Apps

- Downloadable software for your smartphone or tablet
- Provide extra functions
- Access information, entertainment, or communication tools
- Can be helpful in a range of situations and circumstances
- Some specifically designed for deaf users

# Health Services

- Improve communication with doctors and nurses
- Increase independence
- Improve awareness of symptoms
- Access to health-related information

# Communication

- Help with both remote and face-to-face communication
- Making use of text, audio and video
- **Aud1:** Sound processing app which filters and modifies sound in real time, designed for deaf users



# Alerting

- Practical use in daily life
- Keep users aware of their environment
- Flexible settings
- **Awareness! The headphone app:** Interrupts audio playing through headphones on a mobile device when loud sounds are heard in the environment.

# Entertainment

- Making entertainment more accessible for deaf people
- Music, TV, films books and games
- **Sound Hound:** Recognises songs and gives track information, including timed lyrics.

# Travel and Leisure

- Easier for deaf young people to travel
- Carry out daily routines independently
- Easier to enjoy interests and social activities
- **NDCS Deaf-friendly swimming:** Features BSL signs to help increase accessibility to swimming lessons for deaf children.

# Sign Language

- Help users learn British Sign Language (BSL)
- Include entertainment and learning resources
- For both younger children and older learners
- **Sign It:** BSL video dictionary app featuring over 700 videos of searchable BSL signs, demonstrated by deaf young people.

# Audiology

- Provide information on a range of specialised topics from physiology to hearing aids
- **Auditory Verbal:** A simple and engaging way of carrying out daily hearing checks with your child, using the Ling sounds.

# Additional Needs

- Useful for deaf young people and children with complex needs
- Apps for communication, entertainment and lifestyle
- **Inclusive Smarty Pants:** App which helps identify different emotions for non-verbal children or those who find it difficult to express how they feel

# Next Steps – Lunch Hour

- Go to Facebook page to see review of apps (remember to join first!)
- Talk to us about #, Twitter and apps
- Any questions are welcome

# Thanks for listening...

...now remember, you can get involved!

#swedcm14

@SWEDCM

<https://www.facebook.com/groups/SWEDCM>