

Improving services through building networks, linking professionals and supporting parents & DCYP

A look at how we communicate.....

Communication Approaches

- Face to face
- Email, Texting, Phone Calls, Letters
- CHSWG groups & Linked In
- Termly Support Groups
- Newsletters

Communication Difficulties

- Time Constraints – meeting needs of all children & young people
- Who is responsible?
- Repetitive Information
- Contrasting Advice

Parents Perspective

- Celebrate Excellent Practice
- (Target group – non-statemented deaf children and young people)
- Equipment, Funding, Events
- Someone to Signpost
- Updating on “bigger picture”

What would help?

Central place:

- To ask general questions
- To read up to date local information
- To find out about events
- To connect with professionals and other parents/young people

How can social media help?

A look at how social media can help
improve communication between
groups and individuals

Good communication

- Timely/quick/proactive
- Share expertise
- Support groups
- Social activities/updates
- Allow feedback
- Open relationships
- Easy access

Why is social media useful?

- Build relationships/networks
- Active participation
- Grow your reputation/message
- Become the authority
- Quick communication

What are the do's.....

- Focus
- Be regular
- Be strategic
- Keep it fresh
- Plan your content
- Repeat what works

.....and don'ts?

- Let community members break the rules
- Forget your privacy settings
- Forget copyright on photos and videos
- Post incorrect information
- Lose your rhythm

Facebook

- Over 30 million in the UK (49%)
- 52% women
- 57% between ages of 25 and 54
- Source: <http://www.checkfacebook.com/>

And....

-62% of you are using it!

Why Facebook?

- You can post a variety of content
- You can research what others think and say
- People can love your content
- Its aimed at the right target market
- You can easily link in and out of Facebook
- Time poor?

Rachel's experience

- Professionals and researchers
- Giving direction
- Sharing resources
- Alleviating concerns
- Face to face

Our group

The screenshot shows the Facebook interface for the group 'SW Deaf Children Matter'. At the top, there is a search bar and a navigation bar with the user's name 'Katie Thomas', 'Home', and settings icons. Below this is a banner image featuring three photos: a person on a swing, a woman holding a child, and a close-up of a smiling child's face. The group name 'SW Deaf Children Matter' is displayed with a lock icon, and navigation tabs for 'About', 'Events', 'Photos', and 'Files' are visible. On the right, there are 'Notifications', a star icon, and a search icon. The main content area includes a 'Write Post' section with options for 'Add Photo / Video', 'Ask Question', and 'Add File', and a text input field. Below this is a 'RECENT POSTS' section with three entries: 1) 'Katie Thomas promoted Charlie Martin and Vanessa Pestridge to admin.' with a photo of a child and two smaller photos, and interaction options 'Like', 'Comment', 'Unfollow Post', and '5 minutes ago'. 2) 'Katie Thomas created the group.' with interaction options 'Like', 'Comment', 'Unfollow Post', and '9 minutes ago'. 3) 'Charlie Martin and 2 other people are in this group' with a photo of a person on a swing. On the right sidebar, there is a section 'What should people post in this group?' with a 'Add a description' button and a '+ Add people to Group' button. Below that is a 'Related Groups' section with 'See All' and three group listings: 'Old Cliftonian Cricket Club' (Charlie Martin joined, Join group), 'Deaf Devon' (Vanessa Pestridge joined, Join group), and 'Cardiff's BIGGEST Student Events' (Charlie Martin joined).

Some details.....

- Central resource
- Southwest focused
- Providing support
- Professionals and parents coming together
- Open/Closed (TBC) group – need to be vigilant
- Admin
- Dealing with difficulties – apologising to and protecting the group

Q and A's

We're available during lunch....

Next steps

Please sign up.....and join the conversation.....it will work better with you!