

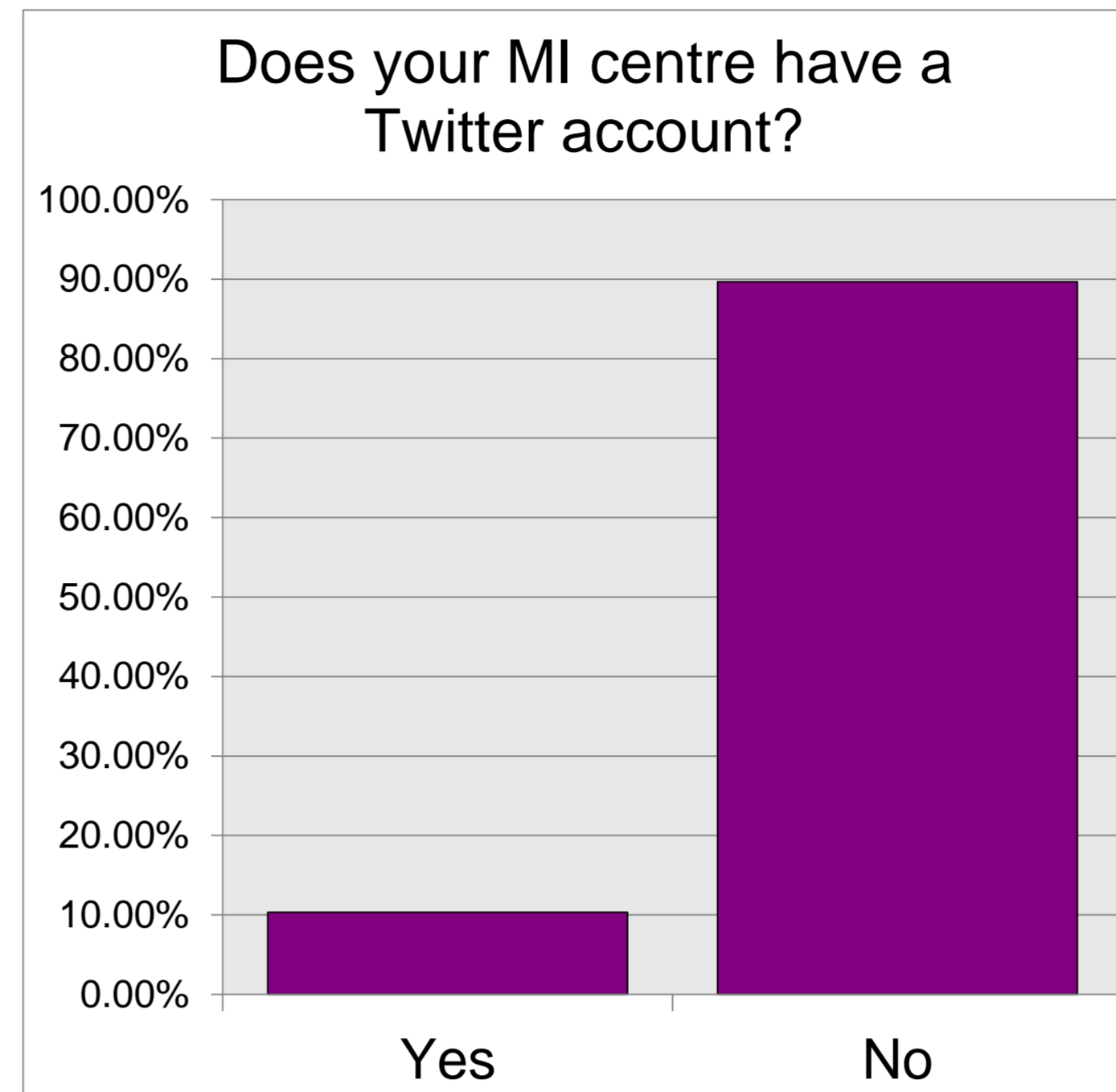
To Tweet, or Not to Tweet; that is #MiQuestion?

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Twitter is a social media platform which is not widely used amongst UK Medicines Information Centres. Might this be a useful additional way of sharing new information on aspects of medicines optimisation and safety?



A 12 question survey was shared with the UKMi network by email and also on Twitter @EastAngliaMI. Questions included: "Does your MI centre have a Twitter account?", "How much time do you spend maintaining your MI Twitter account?", and "Has your MI Twitter account been useful?"



Results

155 surveys were returned, from:

- 109 local centres
- 34 regional centres
- 12 integrated local/regional centres

Of these responders, 10% (16 of 155) work at an MI centre with a Twitter account.

Most spend under an hour a month on Twitter and the median frequency for tweets was 1-4 times per month.

Half of responders had found their Twitter account useful.



I first found out about the nystatin dose change on Twitter

We find Twitter useful for promoting our service and interacting with our healthcare professional groups within our hospital and the local area e.g. dietitians

Twitter has enabled us to directly share outputs & national guidance with our stakeholders

Could be used to directly share outputs from UKMi groups, e.g. clinical governance working group

Have thought about use of Twitter but not certain how to go about setting up an official handle and how we would deal with information governance issues that may arise including patients providing information they may not want in the public domain.

Could be used for sharing 'good news stories' – projects / work which have been done by different centres.

We use it to share guidelines and new Q&As

I don't use Twitter and don't intend to in the future. There are already enough forums for this type of information, I don't want another one to have to manage.

I can't access Twitter in work.



40% of respondents have a personal account implying familiarity with the platform. Points raised will be taken into account as UKMi further develops engagement with Twitter users.

The launch of the UKMi twitter @UKMedicinesInfo at #UKMiConference2018 will augment rather than replace other forms of communication from UKMi. We hope it will encourage further engagement from other MI centres and raise the profile of UK Medicines Information with pharmacy and other healthcare professionals as well as professional and regulatory bodies within the NHS.

