

## Learning Session Plan

**Title:** The Use of Social Media for Allied Health Professionals

**Audience:** Allied Health Professionals and Students

**Duration:** 30 minutes

### Learning Objectives:

1. **Understand** the benefits of using social media in a professional capacity.
2. **Recognise** potential risks and pitfalls associated with social media use.
3. **Apply** the HCPC standards to online behaviour and social media activity.
4. **Maintain** professional boundaries and confidentiality in digital spaces.
5. **Evaluate** real-world scenarios involving social media use in healthcare.

### Session Structure:

1. **Introduction (5 minutes):**
  - Overview of the session.
  - Introduction of objectives.
  - Ice-breaker activity: Share one way you currently use social media professionally.
2. **Video Presentation (10 minutes):**
  - Show the scripted video featuring Emma and Bella discussing the HCPC guidelines on social media.
  - Group discussion on the key takeaways.
3. **Lecture: Benefits of Social Media (3 minutes):**
  - Networking and knowledge sharing.
  - Public engagement and raising professional profiles.
  - Enhancing patient education and support.
4. **Lecture: Risks of Social Media (3 minutes):**
  - Privacy concerns and confidentiality breaches.
  - Professional boundaries and personal/professional line blurring.
  - Misinformation and reputational risks.
  - HCPC guidelines on maintaining professionalism online.
5. **Interactive Activity (5 minutes):**
  - Case studies: Analyse scenarios involving social media use.
  - Group discussion on best practices.

**6. Conclusion and Q&A (4 minutes):**

- Recap of key points.
- Open the floor for any questions.
- Provide additional resources and reference materials.