

genomics education programme: **SOCIAL MEDIA SWOT AND ACTIONS**

strengths

- We are linked to the comms team
- The autonomy we have
- The speed of messages being delivered
- Potential to grow our audiences and networks
- The ability to connect with people at different levels
- Our high media profile
- The NHS and it's position in the eyes of the public
- Ability to speak directly to large groups of people
- NHSE support and resources
- National community and sharing network

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weaknesses

- Poor IT and being blocked from social media platforms
- Inconsistency in policies and procedures makes it unclear on posts, RTs etc
- Sign-off processes
- Not always clear on the organisational strategy and objectives
- Not reaching our target audiences
- Working with out a plan (or SMART objectives)
- We haven't done our research
- We are too reliant on partners to share our content
- Lack of clear national strategy and direction from Genomics comms to guide our activity

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opportunities

- Public engagement campaigns
- High on the national and ministerial agenda
- Patient stories
- Develop a specific plan
- Tag in influencers (and identify who they are and create a tailored list for the organisation)
- Potentially an effective way of engaging with our audiences
- Better research and evaluation
- Understand the business rationale for using social media on a project
- To adopt a different approach
- Presenting the organisation as more human and engaging
- Patient stories
- Telling our story better

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threats

- Human error – we are all fallible
- Representation
- Time constraints
- Consents and GDPR on positive patient stories
- Lack of engagement from colleagues/Comms Team
- Lack of creativity
- Having to work on social media in my own time
- Not knowing how much time is appropriate to spend on social media
- Short term contracts and instability of our infrastructure
- Negative responses and the time taken to deal with them
- Not having the right tools
- High expectations vs. reality of what we have to share
- Challenges of getting genomics message out on social to clinicians and patients