

<b>Lesson Plan</b>	
<p><b>Topic:</b> Social media risks and benefits for healthcare professionals</p>	<p><b>Duration on lesson:</b> Total = 30 minutes Introduction = 3 minutes Main Body = 18 minutes Summary and Quiz = 9 minutes</p>
<p><b>Lesson Title:</b> Navigating Social Media for Healthcare Students</p>	<p><b>Prior Knowledge:</b> Students should understand the HCPC student Code of Conduct as pre-registration healthcare professionals. This would be an expectation that all students have as a pre-requisite when signing up to the pre-registration course.</p>
<p><b>Lesson Delivery Instructions:</b></p> <p><b>In-person:</b> Presentation slides should be provided to students before the session excluding slide 13 (QR code to quiz) and presenter notes. This will help aid students who have additional learning needs, but also provide some support for students who prefer to make notes onto the printed slides. The pale blue background, font and slide design should remain unchanged as this will aid students with certain additional learning needs to read the information. The slides have been designed so that they can be read on a large projector, but also on smaller devices and in printed format if required. The speaker notes should not be provided to students prior to the delivery of the lesson, as this will be the main way of adding new information to support the PowerPoint. The script has been provided for the presenter to ensure an accurate and standardised presentation. Ideally, the presentation should be projected onto a white screen within the teaching environment and students provided desk/chairs and able to view slides and presenter. The presenter should familiarise themselves with presenter notes, lesson plan and presentation prior to delivery. The presenter should encourage the</p>	

students to engage and ask questions throughout the lesson. The quiz will provide instant feedback to test student's knowledge and understanding.

**Online (pre-recorded):**

The session will be pre-recorded, and students should be provided a link to the video session that is uploaded to a secure virtual learning platform (or agreed published location) so this can be played back on their own devices. The quiz will be open and active. Instead of asking questions, student's will be asked to use the comments session on the platform to facilitate and discussion or questions. The quiz will still work on a pre-recorded session and provide instant feedback to test their knowledge and understanding.

**Materials and Equipment**

**Online (Pre-recorded):**

Computer  
 Internet Access (WiFi)  
 Secure Online Platform to Store Pre-recorded session  
[Quiz](#)

**In-person:**

Teaching Environment  
 Computer  
 Projector/Projector Screen  
 Desks/Chairs  
 Internet Access (WiFi)  
 PowerPoint Slides  
 Script  
 Students - Mobile Devices  
[Quiz](#)

**Aims:**

To be able to use social media effectively within the HCPC social media guidelines and know where to access the relevant information.

**Learning Objectives:**

1. Identify the benefits and risks of social media for healthcare professionals.
2. Develop knowledge of HCPC social media guidelines.
3. Gain actionable tips for managing your online presence.

<b>Lesson Delivery - Presentation Notes</b>	
<b>Part:</b>	<b>Notes for Presenter:</b>
<p><b>Introduction (3 minutes):</b> Slide 1-3</p>	<p><b>Slide 1</b> - Introduce presenter and lesson. Read presenter notes.</p> <p><b>Slide 2</b> - Read presenter notes.</p> <p><b>Slide 3</b> - Presenter to link back to students prior knowledge. Read presenter notes.</p>
<p><b>Main Body (18 minutes):</b> Slide 4-11</p>	<p><b>Slide 4</b> - Ask students for potential benefits of social media for healthcare professionals. Read presenter notes.</p> <p><b>Slide 5</b> - Ask for answers regarding potential risks of social media for healthcare professionals. Read presenter notes.</p> <p><b>Slide 6</b> - Read presenter notes.</p> <p><b>Slide 7</b> - Read presenter notes.</p> <p><b>Slide 8</b> - Ask students what they would do if a service user messaged or requested them on a personal social media account. Explain ways to deal with this: update account privacy settings, don't accept any friend requests or messages, if needed seek advice from relevant staff, if action is needed consider the use of a secure professional email. Read presenter notes.</p> <p><b>Slide 9</b> - Read presenter notes.</p> <p><b>Slide 10</b> - Read presenter notes.</p> <p><b>Slide 11</b> - Read presenter notes.</p>
<p><b>Summary and Quiz (6 minutes):</b> Slide 12-14 USE QR CODE or <a href="#">URL Link</a>.</p>	<p><b>Slide 12</b> - Ask the students to read the slide. Elaborate on "profile disclaimer" by using presenter notes. Read only the first paragraph on presenter notes.</p> <p><b>Slide 13</b> - Allow students 5 minutes to scan and complete the summary quiz by using the QR code, this should be left on the screen throughout. This will</p>

	<p>consolidate the learning that has taken place by assessing the learning outcomes.</p> <p><b>Slide 14</b> - Provided for student information. Tell students where they can find the guidelines for social media on the HCPC website.</p>
<p><b>References:</b></p> <p><b>Legislation:</b></p> <p>Data Protection Act (2018).</p> <p>Copyright, Designs and Patents Act (1988).</p> <p><b>Sources:</b></p> <p>(2016). <i>Standards of conduct, performance and ethics</i>. Health and Care Professions Council. Retrieved June 5, 2024, from <a href="https://www.hcpc-uk.org/globalassets/resources/standards/standards-of-conduct-performance-and-ethics.pdf">https://www.hcpc-uk.org/globalassets/resources/standards/standards-of-conduct-performance-and-ethics.pdf</a>.</p> <p>(2017). <i>Guidance on social media</i>. Health and Care Professions Council. Retrieved June 5, 2024, from <a href="https://www.hcpc-uk.org/globalassets/resources/guidance/guidance-on-social-media.pdf">https://www.hcpc-uk.org/globalassets/resources/guidance/guidance-on-social-media.pdf</a>.</p> <p>(2023, October 5). <i>Equality, diversity and inclusion</i>. Health and Care Professions Council. Retrieved June 5, 2024, from <a href="https://www.hcpc-uk.org/standards/standards-of-proficiency/revisions-to-the-standards-of-proficiency/equality-diversity-and-inclusion/">https://www.hcpc-uk.org/standards/standards-of-proficiency/revisions-to-the-standards-of-proficiency/equality-diversity-and-inclusion/</a>.</p> <p>(2024, September 1). <i>Guidance on social media</i>. Health and Care Professions Council. Retrieved June 5, 2024, from <a href="https://www.hcpc-uk.org/globalassets/standards/standard-of-conduct-performance-and-ethics/revised-standards-2023/revised-guidance-on-social-media.pdf">https://www.hcpc-uk.org/globalassets/standards/standard-of-conduct-performance-and-ethics/revised-standards-2023/revised-guidance-on-social-media.pdf</a>.</p> <p>Guerra, F., Linz, D., Garcia, R., Kommata, V., Kosiuk, J., Chun, J., Boveda, S., &amp; Duncker, D. (2022). The use of social media for professional purposes by healthcare professionals: The #intEHRAct survey. <i>EP Europace</i>, 24(4), 691–696. <a href="https://doi.org/10.1093/europace/euab244">https://doi.org/10.1093/europace/euab244</a>.</p>	