



Family Faculty Social Media Meeting

27th May 2021 on Zoom

Attendees: Bel McDonald, Sean Boulton, Annette Allinson, John Sherratt, Sharon Foxwell, Lynn Pashby, Fleur Boyle

Apologies: Rachel North, Julia Melliush, Fran Horsford, Davina Strachan

Overview:

Who is our audience? Parent carers tend to use Facebook, researchers use Twitter and Linked In.

Who do we want to reach? Mainly parent carers and researchers.

Lots of chat happens in private facebook groups for parent carers.

Facebook:

Generally positive feedback on the mix of content. Content is current, and not too much. Four attendees like our Facebook page. Sharon does engage with the posts. It's harder to appear on news feeds if you're not paying for it.

- Ask Family Faculty to click on 'Follow' and to engage with posts. Tell parents how to do it as they may not know.
- Competitions are popular. Not allowed to make 'sharing' a condition of entry.
- Paying to target other parent carers may be worthwhile.
- Stay on track with our key message.
- Once a week to explain what PenCRU is and what we do.
- Pinned post with general info about PenCRU. Can change link at times.
- Short interviews with Family Faculty members. A few short questions e.g. why did you join PenCRU Family Faculty? What do you get from it, any stand out moments? Parent carers may not feel confident with video. Risk of posts going up and parents not getting likes.

All social media:

- Have a calendar for social media.
- Create a toolkit for organisations and individuals to share for us. Provide a pre-written Twitter, Facebook and Instagram post with images once a year and send to organisations Eg. DCC, Babcock.
- Attracting new parents- knowing that research is happening is heartening.