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## SOCIAL MEDIA AS A WORKING TOOL

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Sharing is a key part of my role as a transformation nurse. Exchanging ideas with other organizations has saved me a huge amount of time and resources. Also I love to see the impact of the tools and projects I share. Transformation doesn't need to be expensive. Small ideas and changes can have a huge impact. The key is to simplify and empower. A clear example is the Sepsis Project we're doing at the Paget. So far the total cost has come under £500 but it has had a tremendous impact in improving the outcome for septic patients saving lots of revenue to the trust by reducing mortality, morbidity and consequently reducing length of stay and improving overall patient flow across the hospital. Branding and the use of social media is essential if you want to make and impact and your project to succeed. Social media allows NHS organizations, patients and staff to engage directly with each other without hierarchy. It is the most effective way to share information including news, events and public health messages. With social media the world is in the palm of your hands. If you want to announce something publicly to the world, social media is usually the quickest, easiest and cheapest way to do it. On a more personal note, Twitter has brought me opportunities that I could only dream of and has enabled me to work on amazing projects and to reach out to new people. It has empowered me and helped me become a better nurse. Before social media I thought I was alone trying to change the world. I was on my crusade and for a lot of years I didn't manage to make any progress. That's now changed.

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