



**British Society for  
Paediatric Endocrinology  
and Diabetes**

## **Online Communication Strategy for the British Society of Paediatric Endocrinology and Diabetes (BSPED)**

**Objective:** To enhance awareness, engagement, and education regarding paediatric endocrinology and diabetes through targeted and strategic online communication activities (via the website, monthly newsletter and social media platforms), ultimately supporting the overall aim of BSPED to improve the care of children and young people with endocrine disorders and diabetes.

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### **1. Purpose of Online Communication Presence:**

- To provide a platform for guidance, advice and news to members of the BSPED and other individuals interested in Paediatric Endocrinology and Diabetes in the UK and beyond in an informative and engaging manner.
- To encourage new membership of the BSPED and sustain existing membership.
- To highlight new official BSPED information and clinical guidance.
- To promote high quality training and professional development opportunities and to showcase research for individuals interested in Paediatric Endocrinology and Diabetes, including the BSPED Annual Conference.
- To promote peer support, special interest groups and networking opportunities within the BSPED.
- To communicate with members, and to provide a channel for feedback to specific BSPED committees.
- To advertise job vacancies in the UK of relevance to BSPED members and stakeholders.

### **2. Audience Identification:**

- **Primary Audience:** Members of BSPED and healthcare professionals and researchers with an interest in paediatric endocrinology and diabetes.
- **Secondary Audience:** Parents and caregivers of children with endocrine and diabetes conditions, patients with paediatric endocrine and diabetes conditions, patient advocacy groups, third party organisations and charities representing paediatric endocrine and diabetes conditions, and the general public interested in paediatric endocrinology and diabetes.

### **3. Key Online Communication and Social Media Platforms:**

- **X:** For real-time updates, professional networking, and engaging with the medical community.
- **Facebook:** For community engagement, event promotions, and educational content.
- **Website:** To provide news and information on membership, BSPED activities, meetings, training, clinical resources and research activities and/or opportunities.

### **4. Content Themes:**

- **Educational Content:** Share articles, research updates, and evidence-based guidelines in paediatric endocrinology and diabetes endorsed by BSPED.
- **Event Updates:** Promote BSPED events, conferences, webinars, and training sessions, including registration information and highlights.
- **Success Stories:** Feature case studies, patient stories, and testimonials from families and healthcare professionals to show the impact of BSPED's work.
- **Advocacy and Awareness:** Raise awareness about paediatric endocrine and diabetes disorders, including campaigns for specific conditions or initiatives.
- **Professional Development:** Share information about job opportunities, educational resources, and professional development events.

#### 5. Engagement Strategy:

- **Respond Promptly:** Address comments, questions, and messages in a timely manner to foster community engagement.
- **Encourage Interaction:** Use interactive posts such as polls, questions, and discussion prompts to encourage follower participation.
- **Collaborate:** Partner with relevant organisations and experts in the field to broaden reach and enhance credibility.
- **Monitor Trends:** Stay updated with current trends in paediatric endocrinology and diabetes to ensure content relevance.

#### 6. Analytics and Metrics (To be assessed quarterly):

- **Engagement Metrics:** Track likes, shares, comments, and interactions to gauge content effectiveness and audience interest.
- **Growth Metrics:** Monitor follower growth and audience demographics to assess the reach and impact of social media activities.
- **Content Performance:** Analyse which types of content perform best and adjust strategies accordingly.
- **Campaign Analysis:** Evaluate the success of specific campaigns or initiatives to refine future social media efforts.

#### 7. Account Management

- All social media accounts will be managed by the BSPED Digital Information Officer. All BSPED Executive Committee, Clinical Committee and Steering Committee members will be encouraged to suggest content, but to ensure consistency of voice, all updating will be managed by the Digital Information Officer.
- Website content will be added by representatives from Bioscientifica after discussion within the BSPED Clinical Committee and Executive Committee. Website content will also be reviewed by the Digital Information Officer to ensure content is up-to-date, accurate and appropriate for its audience. Accuracy of content will be reviewed every 2 years.
- The BSPED newsletter is distributed monthly via email to all BSPED members. It is also available on the website. Content is added by representatives from Bioscientifica.

#### 8. Compliance and Best Practices:

- **Adhere to Guidelines:** Ensure all content complies with medical guidelines, privacy regulations, and ethical standards.
- **Maintain Accuracy:** Provide accurate and evidence-based information, citing sources when necessary.

- **Foster Inclusivity:** Ensure content is accessible and inclusive, addressing a diverse audience with sensitivity and respect.

#### 9. Risk Management:

- **Prepare for Issues:** Although the risk of unauthorised or inappropriate use of social media channels is low, there is always potential for negative comments from other social media users. Any issues will be discussed within the BSPED Clinical Committee.
- **Communicate Transparently:** Be open and transparent in communications, particularly during times of controversy or crisis.
- **Password protection:** Only the BSPED Digital Information Officer and representatives from Bioscientifica will have access to passwords needed to update the social media channels.

#### 10. Key Goals/Campaigns 2024-25

- **LinkedIn Platform:** Explore setting up society LinkedIn page in order to target healthcare professionals, share research papers, position statements, and professional opportunities within the society.
- **Newsletter Social Media Updates:** Ensure timetabled segments relating to items in the monthly BSPED newsletter are posted on social media, aiming for weekly updates where appropriate.
- **Committee Highlights:** Post highlights on social media throughout the year of one member of the Executive Committee/Clinical Committee/Head of the Steering Groups consisting of a photo, brief introduction to them and their role within the BSPED and clinical interests, to give followers a sense of the faces behind the BSPED organisation.
- **BSPED Annual Conference Promotion:** Use a mix of Facebook, X and LinkedIn to promote the event. Share snippets from speakers, highlights from the agenda, and live updates.
- **Advocacy Campaigns:** During Paediatric Endocrine or Diabetes awareness weeks, aim to highlight campaigns across social media platforms with infographics, patient stories, and key statistics.

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#### Online Communication Strategy Review Date

This strategy will be reviewed in 1 year's time or sooner if any concerns or issues highlighted.