

Notes of Meeting to discuss SLaM Blog - Transition arrangements Wednesday 7th August 2014

Present

Zoe Reed,

Bridget Jones

Matthew Mckenzie

Ann Watts

Zoe thanked Bridget and Matthew for meeting at short notice. Zoe wished to meet to invite and ask Matthew, Bridget and D for their assistance with working with Sarah Crack, head of SLaM communications to ensure there is a smooth transition from the existing Twig ops'/ blog/twitter Facebook into a new SLaM social media platform.

Sarah is developing thinking around new arrangements for a SLaM social media platform and Zoe would like Sarah to have access to Matthew, D and Bridget help with shaping this new platform and helping with a smooth transition to the new arrangements and closing down of the existing social media platforms.

Zoe said that it had been unhelpful to have the cut-off date as the 5th of September as she would like Sarah to bring recommendations for the new SLaM social media platform to the EPIC meeting scheduled in October. D, Matthew and Bridget would be invited to this meeting alongside Sarah when the recommendations were presented to the group.

Zoe hoped that the three of them would be working alongside Sarah during the transition journey and helping Sarah in developing the new approach to communications with the aim of reaching the 39,000 service users with SLaM. At the end of this transition period the existing SLaM social media platforms would have been morphed into a new SLaM social media platform.

During the transition the existing social media sites would be subject to the usual social media rules, rules around discrimination and political content. We need to be mindful of the Purdah pre-election guidance ahead of the 2015 general election.

Zoe asked that access and log on details to the current TWIG Ops' blog, Twitter and Facebook sites be given to SLaM and suggested that maybe they all needed access to the accounts.

At the end of the transition SLaM would like their assistance in closing down the existing social media accounts. Of course if anyone wanted to continue with them the SLaM branding will have to be removed.

It is envisaged that the new social media platform would be managed and owned by SLaM but the content would be service user driven and we would have service users influencing and shaping the content.

Zoe emphasized that there is a large target audience that we need to be reaching. SLaM has 39,000 service users on their caseload and if we consider their families and carers and SLaM staff there are something like 80-90,000 people who need to be encouraged to be involved.

Zoe would really value working with D, Matthew and Bridget to help with the transition and during this transition which will run through September and October SLaM will pay 30 hours per month for their input/contribution to the social media activities .(this to be shared out as decided between the three of them.)

Zoe was asked if there would be any role once the transition finished. Zoe replied that at this stage we did not know.

Bridget said she would brief D of the discussions and Ann said she would telephone D Friday morning.

Zoe asked Ann to write a note of the meeting.