

Advocating for ourselves – an occupational therapy internship social media strategy

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#TheProject

One ambition of recent Scottish Government Allied Health Professional (AHP) policy, Connecting People, Connecting Support (Alzheimer Scotland 2017), is to enhance and encourage people living with dementia to access their services. This strategic intention underpinned the development of a social media project by occupational therapy interns working in partnership with Alzheimer Scotland, Santander Universities UK and Queen Margaret University (QMU), Edinburgh. This was achieved by developing a project which innovatively used Instagram as a tool to share insight into the role and purpose of the profession including the work of occupational therapy interns, when working with people living with dementia.

#Tone

A conversational and approachable tone, free of profession specific language

#Purpose

Promote awareness of the #RoleOfOT and the #OTIntern2018 experience

#Connect

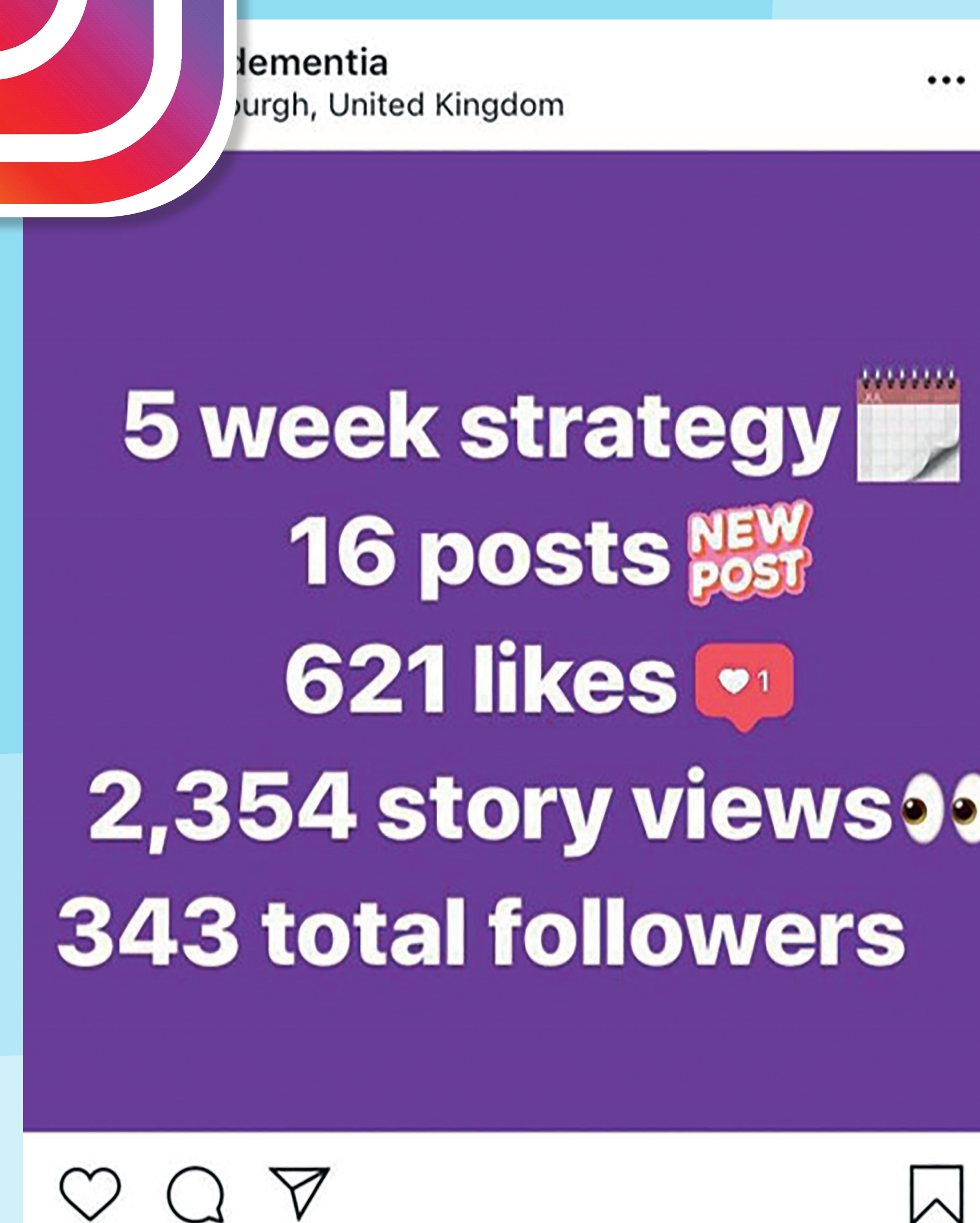
Network with AHP students and young people curious about the profession

#FollowUs

Continue to follow our team along our journey with @AHPDementia on Instagram and @AHPDementia, @Elaineahpmh and @MacleanFiona on Twitter! Further information on Alzheimer Scotland and Connecting People, Connecting Support at www.alzscot.org/ahp

References

Alzheimer Scotland 2017 Connecting people, connecting support. Transforming the contribution of allied health professionals in dementia in Scotland 2017-2020 www.alzscot.org/ahp



#Team

QMU Occupational Therapy Interns, QMU Senior Lecturer and Alzheimer Scotland National AHP consultant

#Sustainability

Occupational therapy and other AHP students have continued to contribute to content and engage with followers

#Engagement

Instagram allowed us to collect qualitative and quantitative data to measure engagement