

19th July 2014

Dear D,

Following our meeting on Thursday, 3rd July 2014, I would like to take this opportunity to update you regarding the future of the social media accounts run by the former TWIG Ops Group. As the Board Paper (reviewed and approved 27th May 2014) explains, a range of involvement register activities are now under review.

In addition to those activities under review, it has been agreed that the TWIG Ops Blog, including the Twitter account and Facebook page, will no longer be supported in its present form. Therefore, from 8th September 2014, there will be no further payment for these activities.

The communication of engagement initiatives to both those on SLaM's involvement register, and to a wider range of patients and carers, remains a priority for the Trust. To help achieve this, SLaM's Communications Team will be working with those from the Involvement Register to develop a new strategy for communicating with service users developed through EPIC (Engaging Patients, Involving Carers).

The resources currently allocated to the TWIG Ops Blog will be re-invested into EPIC and other involvement activities. SLaM's Head of Communications, Sarah Crack, will be working with EPIC to improve existing processes for sharing information with the service-user community and the public. We are interested in your views on this new development. Sarah will be in touch as she would appreciate hearing your ideas first-hand.

In closing, I would like to take this opportunity to thank you for your contributions and commitment to the TWIG Ops Blog.

With best wishes,

Ray

Ray Johannsen-Chapman
Strategic Lead for Patient and Public Involvement