We must move with the times in the way we communicate with current and future perioperative practitioners

Last month I became a grandmother for the first time to a beautiful grandson called Arthur which brought with it much joy but also a new level of responsibility. I was also amazed at how quickly the news travelled through the social media of Facebook. By the time I came to telephone my family to tell them the good news half of them already knew as they had seen the announcement and photos on my daughters Facebook page.

This made me realise the power and speed of communication using social networking sites and how many of us use this form of communication more than the traditional written and spoken forms such as letters, emails and telephone. At AfPP we have both Facebook and Twitter accounts, which I must admit, I am still trying to grasp and feel as an Association we do not use to their full potential. Our new young advisor to the board Natalie Barks has been tasked with helping us to maximise the potential of social media.

Communication through social media makes the world a smaller place and allows you as members to communicate with other practitioners not only across the UK but from all over the world. This will allow you to share your experiences and challenges in the workplace and to hear what others are experiencing and gain support and ideas from others.

But like any form of communication if it is not used appropriately it has its dangers and downfalls particularly from a professional point of view. I therefore encourage you to read Taraneh Azizi’s article in the September edition of JPP entitled ‘The issues surrounding social network sites and healthcare professionals’ to ensure you use it appropriately and not land yourselves in any problems.

So I would challenge and encourage you all young and old to grasp this fantastic means of communication as I will and go to the AfPP website and sign up. I look forward to talking with you through both of these fantastic mediums in the future.

Ann Abbassi, one our regional leads, and Tracy Coates, our immediate past president, are both avid ‘Twitterers’ so look out for messages from them. We will be communicating the dates and venues for our 50th celebrations to keep you all informed so watch out for these.

Reference
Azizi T 2013 The issues surrounding social network sites and healthcare professionals Journal of Perioperative Practice 23 (10) 233-236
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