

Why does CPPE use social media?

- Social media is becoming more popular throughout society as a way of communicating and is a way for CPPE to reach out to more of its customers.
- It gives CPPE a more immediate way of transmitting messages and allows us to communicate on a wider range of matters (eg, reminders of CPPE attendance at conferences, signposting to useful resources).
- Social media gives CPPE a 'voice' in the online marketplace.
- It can help CPPE to raise awareness and interest in a particular area and encourage discussion.
- It allows CPPE to respond to the communication preferences and routes of many existing and potential customers.

What social media does CPPE use?

CPPE uses a variety of social media sites. These comprise:

- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)
- [YouTube](#)

How does CPPE use these?

CPPE utilises the individual functions of each of the above social media platforms in order to appropriately disseminate information and interact with our customers.

Twitter and Facebook

Possible topics discussed include:

- news on developments at CPPE (eg, new programmes, publications, mailouts)
- presence at conferences
- links to CPPE articles and media coverage
- links to relevant news
- live updates from national events, conferences, etc
- requests for customer feedback
- advertisement of vacancies and news of recruitment to posts, project teams, committees and programme guardian positions.

LinkedIn

Possible updates include:

- information about CPPE
- links to relevant news and media coverage
- links to the CPPE Facebook page and website news pages.

YouTube

Subjects for video uploads include:

- introductions to CPPE staff
- footage from tutor-led events
- pharmacist and technician viewpoints on CPPE programme formats (eg, focal point, learning@lunch)
- instructional access guides to our interactive and online materials (eg, accessing the CPPE website, viewing learning material on the iPad and Kindle).

Customer engagement

If you follow CPPE on Twitter we will not automatically follow you back. This is to discourage the use of direct messaging, avoid wasting resources on spam handling and help you to easily identify other key Twitter users that we think are relevant and who we follow. However, being followed by CPPE does not imply endorsement of any kind. Similarly, CPPE does not endorse any outside companies we are linked with through Facebook or LinkedIn.

We will update and monitor our social media accounts during office hours, Monday to Friday. Occasionally our accounts will be updated out of hours, for example, if they are being used to cover specific events. Our accounts may occasionally be unavailable and we accept no responsibility for lack of service due to downtime.

We welcome feedback and ideas and endeavour to join conversations where possible. However, we may not be able to reply individually to all the messages we receive via the social media platforms mentioned within this policy.

We read all comments, replies and direct messages we receive via the social media that we engage with, and ensure that any emerging themes or helpful suggestions are passed to the relevant people at CPPE. We cannot engage on issues of politics or answer questions about issues that are outside of CPPE's business.

CPPE will report to the relevant organisations anybody responsible for posting material that is deemed inappropriate or offensive. CPPE also reserves the right to inform the relevant regulatory authorities if it deems it appropriate, for example, the General Pharmaceutical Council in England.

The usual ways of contacting us for official correspondence and in-depth queries are detailed in the [contact us](#) section of our website: www.cppe.ac.uk