

BHSEA and Social Media

Michael Abbott, MA Claims Support Limited

Key Points:

- BHSEA is keen to utilise social media platforms in order to promote the Association, and attract more members. Michael is helping to facilitate this by contributing his expertise and knowledge of Twitter and LinkedIn.
- Michael established that 'word of mouth' is how many members first became aware of BHSEA, and this is very much welcomed. On LinkedIn, a BHSEA member page has been created to raise its profile. Members are very welcome to join and also invite their contacts too. We would be delighted if members could help to promote BHSEA by including a reference to BHSEA membership in their profile and/or posts. So far, the BHSEA member page on LinkedIn has over 40 members.
- It was apparent that the BHSEA website is not well known to non-members, and receives few 'hits' in searches. In contrast, members do regularly access the site for information about forthcoming events and to review past newsletters and presentation notes. The website is currently undergoing development which will improve its appearance and functionality.
- Michael also outlined the virtues of the BHSEA Twitter account as a means of communicating future events, benefits of being a member, and raising its profile in the area. Members and/or their company/organisation are very welcome to follow BHSEA on Twitter.