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Communications Department
Tel: 01225 82 5849/5799/6230/1299communication@ruh.nhs.uk
www.ruh.nhs.uk**Media Release****RUH starts Tweeting**

The RUH will be moving into the world of social media when we launch our own Twitter site on Monday 13 December.

We will be using Twitter - the web-based method of communication - to help promote our work to staff, patients, the public, and key organisations. It will not replace our existing ways of engaging with our patients, visitors and staff, but will be used alongside them. The site will also be accessible via mobile phones which have internet access.

This new method of communication for the Trust will be used to regularly provide news about activities or events at the hospital, along with advice such as how to keep well and where to access the most appropriate kind of healthcare. We will also use it to advise on sudden or unexpected changes such as restrictions to visiting times or if any services are affected by severe weather for instance.

Helen Robinson-Gordon, Head of Communications and External Relations, says:

“We are very excited about this new way of communicating and engaging. We recognise that our patients, staff, visitors and those who have an interest in the hospital don’t all want to be communicated with in the same way. As a modern and progressive organisation we feel that the time is right to add Twitter to the range of ways we use to communicate and engage with people and it also enables those who choose to follow us on Twitter to get information quickly and give instant feedback.”

Why not join in the conversation and follow the RUH on Twitter?

Just go to www.twitter.com/RUHBath on your computer or internet-enabled mobile phone to do so.

Ends