

Communications toolkit for GP practices

As services start to return post-COVID-19 we want to make sure that patients know that how we deliver services has changed.

We are 'redesigning' in line with national guidance, not 'restarting' them as they were before.

This mini toolkit provides social media graphics, an animation and text for you to use in your own practice's communications to your patients.

The table below details what's available and where you can use it.

Resource	Reference	Where it can be used / message
Social media graphic	1.Open-FB	Facebook and Instagram "How you access your practice is different to what you're used to. Thank you for your understanding as we implement these changes to keep all of our patients safe."
Social media graphic	1.Open-Twitter	Twitter "How you access your practice is different to what you're used to. Thank you for your understanding as we implement these changes to keep all of our patients safe."
Social media graphic	2.Telephone appt-FB	Facebook and Instagram "The way you access your GP practice has changed. Thank you for your patience and support as we move forward, while still dealing with covid-19."

Resource	Reference	Where it can be used / message
Social media graphic	2.Telephone appt-Twitter	Twitter “The way you access your GP practice has changed. Thank you for your patience and support as we move forward, while still dealing with covid-19.”
Social media graphic	3.For your appt-FB	Facebook and Instagram “If you need a face-to-face appointment at your GP practice, there are some things we need you to do to help us.”
Social media graphic	3.For your appt-Twitter	Twitter “If you need a face-to-face appointment at your GP practice, there are some things we need you to do to help us.”
Social media graphic	4.GP measures-FB	Facebook and Instagram “If you need a face-to-face appointment at your GP practice, you’ll notice some changes. Please follow the advice from staff.”
Social media graphic	4.GP measures-Twitter	Twitter “If you need a face-to-face appointment at your GP practice, you’ll notice some changes. Please follow the advice from staff.”
Animation	GPanimation.mp4	On waiting room screens, websites, social media or anywhere else you feel it is appropriate. You can download it from YouTube or Vimeo – or directly from the webpage.
Press release	Press release – redesigning services	On your practice websites, patient newsletters or anywhere else you feel it is appropriate.

If you have any questions, please email Louise Nicol, Communications and Engagement Officer on louise.nicol@lanarkshire.scot.nhs.uk