

# Healthcare Department Initiative - Best Use of Social Media

This Healthcare Department Initiative will be judged on the applicant's 1000 words and supporting evidence.

Pictures, initial project research findings, project management, patient and client feedback and videos will help each application.

Heading	Details Required
1. Summary	In no more than 250 words, summarise why your Healthcare Department Initiative deserves to win this award in 2019.
2. Background	Applicants will be asked to include details on the background of the initiative and why there was a need for it to be introduced.
3. Research	Show how the research was conducted and used for the conclusions that were arrived at.
4. Effect on the organisation	Applications will need to explain why this initiative has had a positive impact on the organisation and its services, explaining why it was successful.
6. Plans going forward	Applicants must show their plans going forward to further enhance their services for growing community demands and upcoming generations.

## Essential tips for a successful entry

- A successful application must address all of the points above. Marks will be allocated only on the evidence provided.
- Use the above headings shown to highlight your answers to those specific questions.
- Include information on your exceptional successes during the year such as business systems, innovations or techniques that have reaped significant benefits. Concentrate on facts that can be substantiated.
- 4 extra pages (in addition to the original 1000 words) of charts and photographs, which are particularly important for the judges to be able to see your successes or innovations, can be included.
- Don't underestimate the presentation! – the better impression you make with the judges could improve your chances in a tight race. Please remember that ONLY THE FIRST 1000 words of core information (and the 4 pages of visuals/photographs of supporting material that you may have provided as an appendix) of your submission will be assessed.