**BSCAH Twitter**

At the council meeting two weeks’ ago, our Communications Officer, Jane Boissiere, asked me to take charge of tweeting information on behalf of BSCAH. So, I thought that, in order to get this up and running, I would write to BSCAH members for their help.

However, before I ask for your help, I thought that you might like to know a little bit about Twitter, its relevance and my thoughts on the subject. So, this is where I stand with regard to social media. I have to say that I am not a big fan of it, but I use it in the hope that it might bring in some work. Indeed, when accessing my Twitter account, I am often introduced to up-to-date and relevant information on a range of disciplines, including: mainstream psychology, cognitive neuroscience, integrative therapy and behavioural approaches in treatment. I have also sold a number of books to people on Facebook and LinkedIn. Thus, it does seem to have some relevance to me as a practitioner. However, as many of you know, there are many problems with these computer programmes. Inevitably, some individuals use these applications blatantly to sell their products, while others use ‘spam’ techniques and pester organizations and individuals. With this in mind, Jane and I felt that we needed to convene a meeting to discuss the subject, and this produced the following conclusions. First, we felt that we needed to move into the 21st Century and that Twitter might be a means of promoting BSCAH to the public, but also to medical, dental and psychological organizations. Secondly, we felt strongly that we should start slowly and only post relevant information about hypnosis and health care that would be appropriate. Of course, this is an extremely difficult task. For instance, how do I know what is relevant for BSCAH members, and how would I be able to judge whether it is appropriate or not. I would like to think that we are all agreed that, as members of BSCAH, we all want to promote the safe use of hypnosis as an adjunctive tool for health professionals throughout the country; however, although there will inevitably be topics on which we might have a diversity of opinion, I am sure that this forum will encourage debate, and that this will prove useful to members.

Needlesstosay, we felt that it is important for various health organizations in the country to recognize BSCAH as being a source of relevant information, and that this might lead to referrals and more students; it is also hoped that Twitter might help to raise the profile of hypnosis as a powerful, effective and safe adjunctive tool in healthcare. Furthermore, it is clear that many organizations—including, for example, the APA, British Psychological Society, RSM, The Maudsley and Barts Hospital, to name but a few—are using Twitter to reach out to the public.

So, please help us by referring to BSCAH on your own personal or work Twitter account. We would also be grateful if you would follow BSCAH, tweet and re-tweet relevant information related to hypnosis, psychology, medicine and integrative therapy. In addition, it would be helpful if you would cross reference, as much as possible, with ‘BSCAH1’ and, indeed, with other members of our organization. Branch meetings, workshops, useful papers, quantitative and qualitative research, obituaries and any other news can also be tweeted. In the first instance, as this is a trial, I will be tweeting information for BSCAH. If you would like me to put anything on the net for you, please send me an e-mail at dmjkraftesq@yahoo.co.uk; but please remember that a tweet should be no longer than 140 characters. Jane and I are going to set this up on a trial basis to see what we can do.

Many thanks

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