**Your opportunity to harness digital technologies after PUK 2018**

To get you started and to progress your journey to influence in different ways using digital technologies, we have listed below some top tips and ideas.

We would love to hear about your success with progressing any of the ideas discussed today. Please share them by emailing [cre@csp.org.uk](mailto:cre@csp.org.uk)

Good luck!

1. **Plan** – make a SIMPLE plan to consider why, what, who and when to influence which will boost your chances of success. Desk-based online research on those you want to influence will help the planning process
2. **Think laterally** – there are many ways to reach a target audience. Don’t underestimate the power of platforms such as Facebook and Twitter to reach individuals or communities you want to target
3. **Embrace active learning** – Sign up to the CSP’s mentorship scheme (<https://bit.ly/2CdBPJn>) and use the tools to support your goals, as a mentee, a mentor, or both.

Make use of apps, like WhatsApp to help you connect with networks - Link up with other individuals and communities to work on action learning sets.

Interested in the CSP Leadership Programme? Register your interest for 2019 at [LDP@csp.org.uk](mailto:LDP@csp.org.uk). Follow [#CSPLDP](https://twitter.com/hashtag/cspldp) on twitter.

1. **Utilise local media** - Develop and make contacts with local media, use the CSP press office as a resource.

**Here are some quick wins you can do online:**

1. Do a short film clip and share on a social media platform of your choice
2. Plan and publish a blog on your PUK 2018 experience
3. Search for key people to follow to influence on Twitter (e.g. councillor or MP)
4. Join up with a network regarding service transformation

**Reflect on today’s session:**

The CSP's Physiotherapy Framework (<https://bit.ly/2RL1s9K>) is a resource designed to promote and develop physiotherapy practice.

Why not check out the Career Tools eBite (<https://bit.ly/2PtgEGL>) on the CSP's Learning Hub for workbooks and activities including:

* A workbook to track the development of physiotherapy practice
* Physiotherapy Framework to prioritise CPD activity

**Make time to write down your reflections from today’s session – templates are available in the CSP ePortfolio (https://bit.ly/2OWM1MS)**