

COVID-19 Case Study: The importance of social media

During this pandemic and with lock-down being enforced across the country, life at Excelcare has changed in the recent weeks. Our usual celebrations with friends and family have been put on hold, and visits from entertainers and local groups have also been paused.

With the Covid-19 pandemic, we are living in unprecedented times, so team members, residents and their relatives have all had to adapt to new guidelines, team structures and a shift in day-to-day life.

However, team members across the group have been working hard to ensure the residents keep, safe, well and entertained throughout this period of uncertainty. While this has been challenging, the use of social media and digital apps have really helped to keep people connected and allow their normal schedule to continue, although in a slightly different way.

This, in some ways, has been beneficial for residents, as they have had the opportunity to learn about digital apps, conduct FaceTime calls with family members and get some knowledge about social media to. For those who are new to these this technology, the reactions and utter surprise about the modern capabilities has been heart-warming to witness.

Brook House Care Home in Cambridge has made use of digital apps on a daily basis and some of the special moments created will be treasured forever. We spoke to the team at Brook House and some of the residents, to share their experiences with social media during the Covid-19 pandemic.

Barbara, who lives at Brook House, is one of many that has been making use of these digital apps to keep in touch with her family.

“FaceTime helped me a lot,” she said. “It’s been nice to speak to my family, especially when I had a group call with my daughter, who lives in the Grand Canarias, and my son who’s local to Cambridge.

“My family are happy that I’m keeping happy and enjoy seeing the pictures of me on Facebook.”

Barbara believes that this technology has been very beneficial for her and her family, as it’s allowed them to stay in touch, speak and see each other, whilst being miles apart from each other. It’s also quite rare that she can see her son and daughter at the same time due to the distance, so these video calls have been priceless to her.



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Jessy is the Deputy Manager at Brook House and has seen the direct impact these Facebook updates and video calls have had. “Every day we receive support from relatives and comments on our posts about how lovely it is to see their loved ones.”

Jessy explained that seeing these comments has had a positive effect on the residents and team members as it reinforces their role and gives them the confidence to continue what they’re doing.

With the pressure that frontline workers have had over the recent weeks, seeing positive comments and praise from family members has had a hugely positive impact.

Anca, who is the Home Manager of Brook House, has been capturing pictures, posting updates on social media each day and coordinating communication between the residents and their loved ones through Facebook.

“It was lovely for me to see pictures the team uploaded whilst I was at home. It has given me reassurance that fun daily activities are happening even when I am not there.”

For many family members, this has been the case too, as they’ve not been able to visit but have thoroughly enjoyed keeping an eye on the updates across social media channels.



“It made me very proud of my team that they were organizing arts and crafts and making time to ensure the residents were entertained, especially when we were in the middle of an outbreak. It also gave me reassurance to see pictures of healthy, happy residents in isolation when I was not able to check on them in person.”

Social media has also been utilised in this period to deliver entertainment to the residents. Their usual face-to-face sessions have been replaced with live streamed performances through the TV. This has

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ensured they can still see the same friendly faces and enjoy their music, in a way that's safe, and still exciting.

This digital approach has also meant that people living in the home who are less mobile, and those who prefer spending time in their rooms can also join the session by using portable tablet devices. This has been a completely new experience for some, but they've thoroughly enjoyed this new approach to entertainment.

For the residents, their loved ones and team members, these unprecedented times have certainly been challenging, but through the use of social media and digital apps, life at Brook House has continued to run smoothly.