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| **1. Minute of previous meeting** | | |
| Action | Confirm / correct ‘Following discussion it was agreed that the Website Editorial Group will sit under the new Palliative Care Network Group’ | PC & EP |
| Key Point | Meeting times 09:00 – 10:30 |  |
| **2. Editorial Group Membership & meeting schedule** | | |
| Key Point | Dr Jill McKane has left the group due to her HSCP work ending |  |
| Key Point | Dr Katie Clark will only be able to participate by email due to other work commitments on meeting days. |  |
| Action | All members to notify PC if Tuesday & Wednesday meeting days no longer suitable | All |
| Key Point | The group considered it would be beneficial to move the next meeting after the first meeting (24/08/17) of the Glasgow & Clyde Palliative Care Group as this group’s remit may have an impact on the work of the Website Editorial Group. |  |
| Action | Please notify PC and / or the group if you have any objections to moving the next meeting back from 18/08/17 to early September. | All |
| **3. Reporting Structure / Content Strategy** | | |
| Key Point | An updated draft Content Strategy document was discussed by the group |  |
| Key Point | The Reporting Structure section of the Content Strategy is still to be determined |  |
| Action | PC will circulate Content Strategy document to the group for comment |  |
| **4. Website – Health Care Professionals area** | | |
| Key Point | Updates to the Professional area of the website include: EOLC, VOED, DNACPR, Acute Teams, MCCD & Hospice Referrals. |  |
| Key Point | ‘Sub Cut Syringe Pumps’ is now a separate page as this information is frequently searched for |  |
| Key Point | HSCP web page updated with links to IJB web pages and HSCP Twitter accounts |  |
| Key Point | PC has contacted Pauline Robbie to find out if Renfrewshire Palliative Care Group will be publishing their meeting information on the Local Authority IJB website area |  |
| Action | SM will try to find out if Inverclyde Local Palliative Care group could publish their meeting information on the Inverclyde IJB website area. | SM |
| Key Point | PC updated the group on how new website content is approved with reference to the Content Strategy document |  |
| **5. Palliative Care Education** | | |
| Key Point | Education Calendar continuing with possible addition of Course Summaries |  |
| Key Point | PC continues to work with Jackie Mearns on education mapping which may provide useful education information for the website and education providers |  |
| Key Point | The Palliative Care Practice Development Steering Group will continue to be the main advisor for education on the website |  |
| Action | PC to source latest university education for the website education area | PC |
| **6. User Experience Testing / Website Analytics** | | |
| Key Point | PC completed User Experience certified training in March gaining certification |  |
| Action | PC will setup website User Experience testing as previously undertaken successfully in 2016 | PC |
| Key Point | PC demonstrated website usage figures including visitors, popular web pages, key document downloads and platforms / devices: <http://www.palliativecareggc.org.uk/?page_id=1036> |  |
| **7. Social Media and Website Promotion** | | |
| Key Point | PC attending Glasgow University social media palliative care event in May <https://t.co/T038MzOEDD> |  |
| Key Point | SM suggested using a QR code on business cards, flyers, posters etc. to direct people to the website via smart phones |  |
| Action | PC to look at use of QR codes in promotional material and use of Palliative Care resource notice boards in clinics | PC |
| **8. Website – Content for Patients / Carers** | | |
| Key Point | Updates to Patient / Carer web pages inclued bereavement symptom control and dnacpr. |  |