



# Londonwide LMCs

The professional voice of London general practice

## Send us your picture for our latest social media campaign

This winter we will be running a social media campaign to highlight that general practice staff are people just like everyone else and patients should consider this before taking out any frustrations on them. Just because someone is now a face behind a mask does not make them any less of a person. We are asking for people in all roles in general practice to send us a picture of you wearing a mask and holding up a blank piece of paper, we will then digitally add "General practice is open and we are here to help" on to the piece of paper and share the image on social media alongside the hashtags #GeneralPracticeIsOpen #WeAreHere

Here is an example:

We will also be launching a new video campaign to support practices in explaining to patients the difference between normal winter illnesses in children which can be managed via self-care and Coronavirus symptoms which may need medical attention. More details of this campaign will be released closer to the time.