Today’s Speakers

Jocelyn Strong, MSN, RN, PCCN
Kronos

Jennifer Ngure, MSHI, RN
Spaulding
Rehabilitation Network

Stephanie Altavilla, MSMI, RN, HACP
Boston Children’s Hospital

Lee Williams, PhD(c), RN
Boston Children’s Hospital

@JocelynGStrong
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@jennyngure
@nurselee79
Agenda

• Why Social Media Is Important
• Facebook Training
• LinkedIn Training
• Twitter Training
• Guidance for Practice
Value of Social Media

33% of consumers use social networks to discover new brands, products, or services.

Today’s Digital Patient

86% of patients conduct a health-related search before scheduling a doctor’s appointment.

Half of all patients who use the internet to self-diagnose ultimately schedule a doctor’s appointment.

More than 33% of Americans use social media to research health conditions.

41% say social media impacts their choice of healthcare providers.

* Health Care Social Media Monitor
Hospital Commitment to Social Media Grows

Findings from a recent survey by the Ohio Hospital Association and a social media strategy firm:

More than half the hospitals surveyed focus between 10 percent and 50 percent of their communication efforts on social media. Three years ago, that figure was less than 20 percent.

Hospital Commitment to Social Media Grows

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More than half the hospitals surveyed focus between 10 percent and 50 percent of their communication efforts on social media. Three years ago, that figure was less than 20 percent.

About half expect to increase their spending on social media by 10 percent or more.

In 2015 hospitals expect the social media budget to:

- Reduce by >10%: 4%
- Reduce up to 10%: 40%
- Remain the same: 44%
- Grow up to 10%: 12%
Hospital Commitment to Social Media Grows

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About half expect to increase their spending on social media by 10 percent or more.

Only about one-third have full-time employees dedicated to social media communication.

Are people assigned full time?

- Yes 35%
- No 65%

Why is Social Media Important?

91% of online adults use social media regularly

Experion

SocialMedia Examiner.com, 2014 Social Media Marketing Industry Report
Specifically:

- Social media offers you the opportunity to:
  - Be more strategic in your communications;
  - Connect with your patient populations;
  - Help you improve your workforce development strategies as you shift to recruit and retain millennials

http://www.ache.org/faculty_students/i-56-4_sarryinghaus.pdf
Facebook Training Outline

• What is Facebook?
• Why is Facebook important?
• How to get started
• Key terms and layout
• Who to follow
• Facebook DOs and DON’Ts
What is Facebook?

Facebook is an online social network that helps people communicate more efficiently with their friends, family, coworkers and acquaintances.
Why is Facebook important?

Provides a Platform to:

• Build a professional network

• Exchange of knowledge and forum for collegial interchange

• Dissemination and discussion of nursing and health related education, research, best practices

• It offers a means for nurse leaders to listen to patient needs and concerns

• Connect with former, current and future patients
Why is Facebook important?

• Build a professional network
• Exchange of knowledge and forum for collegial interchange
• Connect with professional organizations
• Communicate in Real-time to a large audience
• Learn about upcoming networking and educational opportunities
• Communication Tool to disseminate information during outbreaks
• Surveillance of disease outbreak
How to Get Started: Setup

• Go to www.facebook.com to create an Account

Once you sign up, you'll need to confirm your email address or phone number.

• Set up your profile: Add a photo, Add friends, Follow organizations

• Organize Friends in Lists

• Manage your privacy settings

• Add your organization’s website, your blog URL, or LinkedIn profile
How to Get Started: Brief Video Tutorials

How to create a Facebook account

How to manage privacy settings

How to start using facebook
Key Terms

- **Friends**: Your Facebook Friends are the people you connect with and share content and updates with on Facebook.

- **Likes**: A simple way of showing your friends that you enjoyed what they shared. You can also “like” the Facebook Page for certain businesses and organizations to receive updates about them in your News Feed.

- **Groups**: Allows Facebook users to connect, discuss and network with each other within the context of a common interest or topic.

- **Notifications**: Shows you the most recent likes, comments, wall posts, etc., on your brand's page.

- **News Feed**: A real-time list of what your friends are doing and posting.

- **Share**: Allows people to easily share your content.

- **Profile**: Your complete picture and story on Facebook. Includes your Profile picture, biography, personal information, and more. Your Profile can be public or private (manage in privacy settings).
Examples of Organizations to Follow
The CAUTI Tool is a new guide to assist clinicians in determining whether a urinary catheter is appropriate to insert; recommending alternative treatments for urinary retention and incontinence; evaluating indicators for timely catheter removal to prevent harm; and following a checklist on catheter insertion and cues for essential maintenance and post-removal care. http://www.nursingworld.org/CAUTI-Tool
Follow Public Health Alerts on Facebook
# Facebook DOs and DON’Ts

<table>
<thead>
<tr>
<th>DO</th>
<th>DON’T</th>
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<tbody>
<tr>
<td>• Be active, update your status</td>
<td>• Post items containing PHI</td>
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<tr>
<td>• Create a group of professional friends</td>
<td>• Create multiple facebook pages</td>
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<tr>
<td>• Set security and privacy settings</td>
<td>• Over-share personal information</td>
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<tr>
<td>• Keep status updates brief</td>
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LinkedIn Training Outline

• What is LinkedIn?
• Key terms
• How to get started and join a group
• LinkedIn Profile DOs and DON’Ts
What is LinkedIn?

The world's largest professional network: 300 million strong.

Connect. Find. Be found.

Build your professional identity online and stay in touch with colleagues and classmates.

Power your career.

Discover professional opportunities, business deals, and new ventures.

Learn and share.

Get the latest news, inspiration, and insights you need to be great at what you do.
LinkedIn Key Terms

*Personal Professional Profile*

- Background, Experience, Skills and Education
- Honors and Awards
- Certifications
- Skills Endorsement
- Recommendations
- Connections
- Groups you are following
- People you are following
How to Get Started

You can use your facebook account to sign up for LinkedIn, or answering 4 simple questions will have you on your way:

For more information see: https://www.youtube.com/watch?v=aWcK-zhCtVc
How to Get Started

Now make sure you have downloaded the mobile app to stay up to date!

Opportunity is always within reach.

A suite of apps to help you go places.

LinkedIn
Connected
Job Search
Pulse
Recruiter
Sales Navigator
SlideShare

LinkedIn for Phone
Make the most of wherever you are. Stay engaged with who you know, discover industry insights, and share your expertise. It’s professional empowerment in your pocket.

LinkedIn for iPad
All the opportunity you need in one big, beautiful feed. Keep refreshing what you know with the latest industry news, influential insights, and updates from your network. If you’re not tapping in, you’re missing out.

https://www.linkedin.com/mobile
How to Join a Group

Groups will be suggested as you grow your network:

**Groups You May Like**

- Health Care Informatics
  - Join - Professional Group
- CMIO
  - Join - Professional Group
- Nationwide Children’s Hospital - Present & Past Employees
  - Join - Alumni Group

**Companies You May Want To Follow**

- LA RABIDA
- Miami Children’s Hospital
- Children’s Hospital
- Franciscan Health
- Rady Children’s Hospital

**People You May Know**

*Organization of Nurse Leaders
Massachusetts, Rhode Island & New Hampshire*
LinkedIn Profile DOs and DON’Ts

DO
- Professional photo
- Professional history and experience
- Proofread
- Make Thoughtful Connections
  - Professional groups (ie ONL)
- Use as a professional platform
- Solicit recommendations and endorsements

DON’T
- Avoid personal interests
- Initiate personal/family connections
- Use as a social platform
Twitter Training Outline

• What is Twitter?
• Why is Twitter important?
• How to get started
• Key terms and layout
• What to tweet
• How to build a following and increase visibility
• Twitter DOs and DON’Ts
What is Twitter?

Twitter is an information network. Millions of people, organizations, and businesses use it to discover and share new information.

140 Characters

200+ Million users

400+ Million Tweets/day

120+ Million mobile users
Why is Twitter Important?

*It’s Not Just for Millennials*

The fastest growing demographic on Twitter is the 55-64 year age bracket. *Huffington Post*
Why is Twitter Important?

Our patients are there

Policy-makers are there

Influencers are there

Experts are there

Employees expect it

“Social media gives us a place to discuss things openly. It can be a place to design research studies and find solutions. It can give nurses a greater voice. This is where nurses can speak up about policy and health care practice and make change.” – Terri Schmitt, MSN, RN
Objectives of Twitter Presence

• Generate awareness of you or your organization in the social space
• Identify relevant industry conversations to inject your or your organization’s point of view and maintain a credible reputation
• Engage social audiences and patients
• Build relationships with influencers (bloggers and analysts)
• Increase employee participation and attract potential new employees
• Learn real-time news, opinions and events
How to Get Started with Twitter: Setup

• Go to [www.twitter.com](http://www.twitter.com) to Create an Account Twitter handle
  – Recommend you use your name
• Photo
  – Include to allow people to see who you are, and give a face to your name
• URL
  – Add your organization’s website, your blog URL, or LinkedIn profile
• Bio (160 characters)
  – Positions, organizations, interests and humor
• Wallpaper
  – Show your personality
Getting Started: Brief Video Tutorials

How to Use Twitter Mobile App

How to Start Using Twitter (short video)

How to Use Twitter (longer video)
Key Twitter Terms

- **Tweet**: Short messages that contain up to 140 characters and can contain links

- **Follow**: Subscribing to a user’s tweets or updates

- **Follower**: Someone that follows you and subscribes to your updates

- **Mention or Reply (@)**: You can mention an account in your Tweets, which will be seen by your followers and the followers of the account you mention

- **Retweet (RT)**: Sharing someone else’s content
Key Twitter Terms

- **Hashtag (#):** symbol before a relevant keyword or phrase to categorize your tweets

- **Favorite:** A form of bookmarking

- **Direct Message (DM):** Privately Tweet to a user who's following you, using DM or D

- **Follow Friday (#FF):** Recommendations for your audience to follow

- **List:** A curated group of users. You can create your own or subscribe to others’
Twitter Homepage - Web

YOU
A snapshot of your Twitter vitals

WHO TO FOLLOW
Suggested users to follow based on your interests

TRENDS
See what's being talked about most on the platform globally, locally, and tailored by your interests

SEARCH
Search for what's happening on Twitter

COMPOSE
Create a new Tweet

TIMELINE
The real-time stream of Tweets of accounts you follow
Navigation

Homepage - where you see all of your followers’ tweets

Content tailored to you – tweets, activity, recommendations, categories

Search hashtags, topics, or people

Compose a tweet

Interactions and mentions – who followed you, Retweeted your content, favorited a tweet, etc.

View your profile – tweets, followings, followers, favorites, lists.

Settings – edit profile, sign out, help, lists, direct messages

Homepage

Connect

Discover

Me

Search

Twitter logo

Settings icon

Compose a tweet icon

Organization of Nurse Leaders
Massachusetts, Rhode Island & New Hampshire
Twitter Homepage - Mobile

**Timeline**
The real-time stream of Tweets of accounts you follow.

**Compose**
Create a new Tweet.

**Navigate**
Use the Home, Connect, Discover and Me tabs to explore every area of Twitter.
What to Tweet: Types of Tweets

- Content that will interest your target audience:
  - Relevant industry news
  - Blog posts
  - Retweet others’ content
  - Events
  - Rich Media
    - Videos
    - Pictures
    - Podcasts
    - Slideshows
  - Start a conversation
    - Tweet @ someone or send a direct message (DM)
What to Tweet: Tweeting Tips

• Keep tweets to 120 characters or less for easy retweeting with comments

• Tweet frequently
  – 60% of twitter users access via mobile - they either tweet themselves or scroll through tweets. If you’re not tweeting frequently you won’t be seen.
  – Recommendation: at least 1 RT per day and 1 tweet per week

• Twitter automatically shortens URLs for you. It is reflected in the character count. Or you can use URL shorteners like Bitly (click here).
Good Tweet VS. Bad Tweet

HIMSS @HIMSS
Improved care via small ambulatory practice #EHR >> ow.ly/smkmV
Hear the award-winning story, 1/8 - 2 pm CT #HITworks

Expand

Reply Retweet Favorite More

4 Jan
Making #Popcorn on the Stovetop

Expand

Reply Retweet Favorite More
How to Build a Following

• Start with who you know
  – Follow colleagues and look at who they’re following
  – Import email or facebook contacts

• Follow prospects and those with similar interests
  – Twitter advanced search
Follow Suggestions:

- People
  - @JocelynGStrong
  - @saltavilla2
  - @jennyngure
  - @nurselee79
  - @Atul_Gawande
  - @MHJConn
  - @LindaAiken_Penn
  - @KenOnHIT
  - @JudyMurphyHIT

- Organizations
  - @tweetAONE
  - @Mass_HPC
  - @AmJNurs
  - @HarvardBiz
  - @JONAnline
  - @MassGov
  - @ONC_HealthIT
  - @AdvisoryBd_Web
  - @FierceHealth
Increase Visibility

• Make yourself findable
  – Add yourself to Twitter directories
  – Use hashtags
Use Hashtags

• Use the hashtag symbol # before a relevant keyword or phrase in your tweets to categorize those tweets and help them show more in search

• No spaces or punctuation characters (underscores are OK)

• Hashtags are frequently used on Twitter, but can also be used in posts on Facebook or LinkedIn

Don’t over-tag! No more than 2 hashtags per tweet.
Use Hashtags

- Contribute to the global conversation
  - Subjects: #Nursing, #HIT, #patientsafety, etc.
  - Events: #ANCCMagCon, #HIMSS15, etc.
  - Places: #Boston, #NYC, #Dallas, #Orlando, etc.
  - Things: #EHR, #medicine, #scrubs, etc.
  - Verbs: #working, #collaborating, #innovating, etc.
  - Follow Fridays: #FF @twitterhandle
Participate in Tweet Chats

• Join regular Tweet Chats to share your opinions
  – Top 5 Health Care Tweet Chats
  – List of Health Care Tweet Chats by Date and Time

• Meet new people

• Build relationships
Twitter DOs and DON’Ts

**DO**
- Represent yourself as a nurse leader
- State your opinion on current events and topics
- Be active - in order to build a following and maintain a reputable presence, you have to regularly contribute

**DON’T**
- Make negative or rude statements
- Respond to people with irrational complaints or ideas
- Post items containing PHI or information that you wouldn’t share with the media
<table>
<thead>
<tr>
<th>Week</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Login to your Twitter account</td>
<td>Update your bio and add a picture</td>
<td>Follow 10-20 people (colleagues, industry experts, news streams, etc.)</td>
<td>Start searching industry keywords</td>
<td>Retweet others’ content</td>
</tr>
<tr>
<td>Week 2</td>
<td>Create your own tweet using the #MaRiNhONL hashtag</td>
<td>Build a list of influencers in your industry – add 5 people to it</td>
<td>Find and bookmark 2 or 3 blogs or websites that interest you and are relevant to nursing and health care</td>
<td>Tweet or Retweet 2-3 times (blog posts, info, etc.)</td>
<td>Raise the number of people you follow to 30-50 people</td>
</tr>
<tr>
<td>Week 3</td>
<td>Pull up your list of influencers and start a discussion with one</td>
<td>Tweet 5-8 times today: articles from blogs, retweets, event coverage, etc.</td>
<td>Build your influencer list to 20 members</td>
<td>Engage with others tweeting about #MaRiNhONL</td>
<td>Raise the number of people you follow to 50-70 people</td>
</tr>
<tr>
<td>Week 4</td>
<td>Engage with those tweeting about #MaRiNhONL</td>
<td>Pull up all of the people following you and begin asking them questions</td>
<td>Create your own tweet(s)</td>
<td>Create your own tweet(s)</td>
<td>Raise the number of people you follow to 70-90 people</td>
</tr>
<tr>
<td>Week 5</td>
<td>Join a tweet chat</td>
<td>Build a private list of area hospitals or health systems to track trends, or build a list of MaRiNhONL members</td>
<td>Engage with those tweeting about #MaRiNhONL</td>
<td>Create your own tweet(s)</td>
<td>Raise the number of people you follow to 100+</td>
</tr>
</tbody>
</table>
Putting it all together

Best Practices

Organization of Nurse Leaders
Massachusetts, Rhode Island & New Hampshire
Why Do We Need Guidance for Social Media?

- Professional work environment
- Maintaining professional boundaries with patients, families, and staff
- Ensuring Personal Health Information (PHI) is not disclosed
- Time spent online does not distract from patient care or other work obligations
What Guides our Practice?

*Boston Children’s Hospital Key Policy Points:*

- Use of Social Media for personal purposes while providing patient care is prohibited
- Respect for professional boundaries
- Initiating an online relationship with a patient or family is not permitted
- Avoid accepting invitations to join private social media sites during a current encounter of patients and families
- Never disclose Patient Health Information, confidential or sensitive information about patients, families, colleagues or hospital operations
- Social networking should not distract from patient care or work responsibilities
Creating a Social Media Presence

5 key considerations when developing a social media presence

– What will your presence look like (metrics)?
– How can you grow your community/membership (active and nurture)?
– How can you make it dynamic (content and promotion)?
– What networks will help you attract and engage your membership (be relevant)?
– Is it authentic and transparent?

Practice Example – Metrics

Spaulding Rehabilitation Network is on Facebook.

To connect with Spaulding Rehabilitation Network, sign up for Facebook today.

Sign Up  Log in

People

56 People Talking About This
4,270 People Checked In Here
4,098 Total Page Likes
▲ 0.5% from last week
19 New Page Likes
▲ 72.7%

Timeline  About  Photos  Likes  More ▼

This week
Last week

[Graph showing page likes over time]
Practice Example - Staff Recruitment

Partners HealthCare at Home & Spaulding Rehabilitation Network Careers

We offer a full spectrum of post acute care where people find the strength to lead the highest quality of life. Our employees work on teams that value individual contributions that lead to outcomes where the whole is greater than the sum of individual parts. This is what makes us strong.

Recent Updates

Partners HealthCare at Home & Spaulding Rehabilitation Network Careers RNs, PTs, OTs, PTA's and COTA's! Please join us for our Hiring Event at Mass Audubon – Boston Nature Center 500 Walk Hill Street, Mattapan, MA 02126 Wednesday, May 13, 2015 from 1 – 6 p.m. No RSVP is needed to attend our Hiring Event. Just drop in and… more

Like (2) · Comment · Share · 2 months ago

Colleen Geoghegan and Kerri Mello, PHR, SHRM-CP

Add a comment…

Affiliated Company Pages

Partners HealthCare
Spaulding Rehabilitation Network
Practice Example - Educational Tool

Spaulding Rehab
@SpauldingRehab

SRN is committed to delivering compassionate care to improve quality of life for our patients who are recovering from injury or illness.

📍 Cape Ann to Cape Cod
🔗 spauldingrehab.org
⏰ Joined November 2009

Tweet to Spaulding Rehab

344 Photos and videos

Education programs - Virtual Grand Rounds

Tweets

Spaulding Rehab @SpauldingRehab · 22h
Join our final #rehabrounds today with Dr. Seth Herman at 1pm.

Spaulding Rehab @SpauldingRehab · Jul 1
We mourn the loss of State Senator Thomas Kennedy, a tireless advocate for the people of Massachusetts and... fb.me/23ti1qccr

Spaulding Rehab @SpauldingRehab · Jun 29
Former Spaulding spinal cord patient helps bring a functional electrical stimulation bike to the YMCA of Greater... fb.me/7uwGJ0Dr
Practice Example - Patient Feedback

Spaulding Rehab / Boston Navy Yard
Medical & Health

Tell people what you think

Patrick Geoffroy — I had bilateral knee replacements about a month ago. Two days after surgery I was taken to Spaulding Rehabilitation Hospital for my rehab. My experience there was nothing short of fantastic. The nursing staff were very professional and courteous. The physical therapists were that plus more, very knowledgeable and motivating. True professionals throughout. Thank you Spaulding for your help in my speedy recovery. I recommend this place to anyone needing rehab. Oh and the facilities were equivalent to a five star accommodation. Well done and thanks.

over a year ago • 3 Reviews

Darlene Gladstone — Lifesavers in so many ways for my son and our family! Had a great time at Set Sail, and plan on attending more events! TBI Awareness has been so good to me, the people at Spaulding have always taught us to "Find our Strength", and I Thank you all so much! 4+ yrs later, still true.

Organization of Nurse Leaders
Massachusetts, Rhode Island & New Hampshire
Any questions, send us a “tweet”!

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Kronos

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Boston Children’s Hospital

Lee Williams, PhD(c), RN
Boston Children’s Hospital

@JocelynGStrong
@saltavilla23
@jennyngure
@nurselee79
Thank you for your time!

Be Sure to Tweet about today’s presentation!
#MaRiNhONL