Tweet, Post & Chat:
Maximizing Your Conference Experience Through the Use of Social Media

International Family Nursing Association Communications Committee

Janice M. Bell, RN, PhD; Wilma Schroeder, RN, MMFT
Wendy Looman, PhD, APRN, CNP
metamorphosis

verb: |ch ānj|

Transforming

health for families worldwide

March 2015
IFNA Communications Committee
Vision
Nurses transforming health for families worldwide.

Mission
The mission of the International Family Nursing Association (IFNA) is to transform family health by:

1. Serving as a unifying force and voice for family nursing globally;
2. Sharing knowledge, practices, and skills to enhance and nurture family nursing practice; and;
3. Providing family nursing leadership through education, research, scholarship, socialization and collegial exchange on all aspects of family nursing.
IFNA and Social Media

#IFNAorg
#familynursing
#IFNC12
Planet of the phones

By 2020
80% of adults will have a supercomputer in their pocket
International Family Nursing Association

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Start a discussion or share something with the group...

International Family Nursing Association monthly NEWSLETTERS sent to all members have been archived for your use:

Dr. Janice M. Bell

Top Contributors in this Group

Sharon Donham
Professor, Doswell Endowed Chair in Nursing for Teaching Excellence at Texas Woman's University, College of Nursing
Follow Sharon

Your group contribution level
You're making an impact! Reach the Top Contributor level to get a group badge.

Ads You May Be Interested In
Dr. Janice M. Bell,
Your Tweet got favorited!

In reply to Judith Shamian
Dr. Janice M. Bell
@janicembell

@JudithShamian Welcome home!
@IFNAorg has a new document re:
Generalist Competencies for #familynursing
practice: bit.ly/17wXKIp

05:39 AM - 27 Feb 15

Favorited by
Dr. Janice M. Bell
@janicembell

FAMILY HEALTH & HEALING: Editor, Journal of Family Nursing; transforming health care practice with families; co-developed the Illness Beliefs Model;

Canada

Janicebell.com

Joined April 2009

86 Photos and videos

Tweets

Dr. Janice M. Bell @janicembell - 2m

@SAGE_News: TIPS FOR AUTHORS for Promoting your Published Article on Social Media: sagepub.com/socialmediatip…

#familynursing

Dr. Janice M. Bell @janicembell - 8h

Great line-up of Spring 2015 Workshops re: FAMILY HEALTH & HEALING

@AckermanInstitu: bit.ly/1vTpkLe

Dr. Janice M. Bell retweeted

Sharon A. Denham @SUGARHelper - Feb 22

New book pub by FA Davis: "Family-Focused Nursing Care" Teach student nurses about family care. Use a 'think family' attitude for practice.

#familynursing

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I believe families matter "in sickness & in health". I believe in relational family-level intervention. I believe in Family Health & Healing (and living fully).
Key Questions

1. How can social media advance family nursing?
2. How can social media be used at the conference (IFNC12?)
3. What social media platforms will be available at IFNC12?
4. What is the Guidebook and how do I use it?
5. What are the ethics of social media in conferences?
Photos of tweets used with permission
Good morning #NRSG2701 students & welcome to family nursing! What makes a healthy family? See Kaakinen et al chap 8. family.jrank.org/pages/593/Fami ...
12th International Family Nursing Conference

Improving Family Health Globally through Research, Education, and Practice

AUGUST 18-21, 2015 • ODENSE, DENMARK
Optimizing your IFNC12 experience using Guidebook

12th International Family Nursing Conference

Powered by guidebook

iPhone or iPad  Android  Web

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A mobile app for your phone or tablet

Blackberry  Android  iPhone

iPad

Desktop
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Benefits of Using Guidebook for IFNC12

• Access the schedule, conference information, attendee list, venue maps, social media on your mobile device
• Guide may be downloaded and used with or without Internet access
• Set up a personalized conference schedule
• Follow the IFNA RSS feed and Tweets in real time from within the Guide
• Network with international colleagues using personalized electronic contact cards
Benefits of Using Guidebook for IFNC12

Full conference schedule on your mobile device

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Benefits of Using Guidebook for IFNC12

Personalized schedule on your mobile device
Benefits of Using Guidebook for IFNC12

Social media tools embedded in the Guide
Benefits of Using Guidebook for IFNC12

Electronic contact cards to exchange with attendees
Accessing Guidebook on a Desktop

Navigate to http://guidebook.com/g/ifnc12 in your web browser
Accessing Guidebook on a Desktop (video)

http://youtu.be/ZcdQhzkiszM

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Downloading Guidebook

Scan this QR Code on your mobile device/phone to get the Guidebook app

Free QR reader apps are available online for iPhone, android, and iPad

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When you have Guidebook installed on your device, scan this QR code to download the IFNC12 Guide:
Scan and Download Guidebook on a Mobile Device (video)

http://youtu.be/76-k6zektho

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Using the Guidebook Schedule

Use a wireless connection at the conference to ensure your Guide reflects any last-minute schedule changes or updates.
Illness Suffering and Family Healing: Raising Your Clinical Effectiveness to the Next Level (Practice)

Description:
An unprecedented opportunity will be provided in this workshop to view a live family interview conducted by Dr. Lorraine Wright with Dr. Janice Bell, providing commentary about the interview and leading the reflecting team discussion. If at the last moment, a live family interview is not possible, a previously videotaped therapeutic conversation between Dr. Lorraine Wright and a family suffering with illness will be presented on videotapes. Dr. Bell and Dr. Wright will offer an analysis and rationale for why the experienced clinician said what she said and did what she did to refine and enhance family nursing intervention knowledge. This clinical demonstration workshop will provide experiential and practical knowledge about advanced family nursing practice. Information for this Illness, Grief, Model (I/G Model)
Adding Events to My Schedule (video)

http://youtu.be/TpUVtIAq3LQ
Using Twitter in Guidebook

Use these hashtags in tweets to ensure they are in the Twitter feed for the conference:

- #familynursing
- #ifnc12
- #IFNAorg

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To learn how to set up a Twitter account, go to the Help Center on http://twitter.com.
Enabling Twitter (video)

http://youtu.be/wTUIy90Y-Oc

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Compose Tweet

#familynursing
Thick and Thin tweets

Thin Tweet: Conveys one layer of information

I’m at IFNC12!

Thick Tweet: Conveys two or more layers, often with hyperlinks

I’m at @DrLindsaySmith’s session at #IFNC12 “Empowering Family Strengths through Strengths-Based Nursing Practice” @IFNAorg #strengths #familynursing

David Silver (2009) “the difference between think and thick tweets”

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Anatomy of an Effective Conference Tweet

I’m at @DrLindsaySmith’s session at #IFNC12 “Empowering Family Strengths through Strengths-Based Nursing Practice” @IFNAorg #strengths #familynursing

- Mentions speaker using Twitter handle
- Includes official conference hashtag
- Includes session title for context
- Includes content-relevant hashtag
- Mentions @IFNAorg using IFNA’s Twitter handle
- Includes familynursing hashtag
Impact of an Effective Conference Tweet

- Dr. Smith is notified of your interest in his session
- IFNA is notified that the session was tweeted
- Your tweet is included in the official conference feeds
- Your followers will see that you were at this session
- Searching #familynursing and #strengths will bring up this session
- Dr. Smith’s work is broadcast globally

I’m at @DrLindsaySmith’s session at #IFNC12 “Empowering Family Strengths through Strengths-Based Nursing Practice” @IFNAorg #strengths #familynursing
TWEETREACH SNAPSHOT FOR

familynursing

ESTIMATED REACH

9,076
ACCOUNTS REACHED

EXPOSURE

20,282
IMPRESSIONS

ACTIVITY

49
TWEETS

14
CONTRIBUTORS

8
DAYS

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http://tweetreach.com

Bars show number of tweets sent by users with that many followers

10 replies
16 tweets
23 retweets
You’ve Tweeted...

...now Link!
Personalized virtual contact cards for networking

Not available on desktop portal
Accounts feature:
Create a profile in Guidebook
Accounts feature:
Create a profile in Guidebook

Why should I create a profile?

• Saves personal schedule
• Saves preferences across devices
• Allows you to “check in” as an attendee
• Enables Connections feature
• Enables creation of virtual business cards
• Links social media accounts
• Enables Twitter within guide
Sign up with email or use Facebook, LinkedIn, or Twitter
Create contact cards and invite others to connect

Include a link to your personal web page, Twitter and LinkedIn
Create contact cards and invite others to connect

1. Click on the Attendees icon
2. Select an attendee you want to connect with
3. Click “invite”
4. When the attendee accepts invitation, you will see their profile
5. Use the Notes tool to enter details about that connection

Be sure to “check in” as an attendee in Guidebook so that others will see you in the Guidebook list of attendees
The 12th International Family Nursing Conference sponsored by IFNA will be held in Odense, Denmark: August 18-21, 2015: http://internationalfamilynursing.org/2013/07/11/2015-conference/: As reflected in our conference theme “Improving Family Health...” read more.
Connect to the IFNA website
Additional Resources for Guidebook

• Guidebook information: [http://goo.gl/LZgD6E](http://goo.gl/LZgD6E)
  – General tips and instructions for downloading and using Guidebook as a conference attendee
  – Includes instructions for iOS, Android, Blackberry, and Amazon Kindle

• IFNC12 Conference Page
  [internationalfamilynursing.org](http://internationalfamilynursing.org)
  – Click on Conference tab
  – This webinar will be available for later viewing

• email Wendy Looman for questions about using Guidebook at IFNC12 or for requests for content in the guide:
  [looma003@umn.edu](mailto:looma003@umn.edu)
“We don’t have a choice on whether we DO social media, the question is how well we DO it.”

– Erik Qualman
“Live” Tweeting at the Conference

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Ethics: If It’s Posted, is It Published?

Presenters:

• Include your name, credentials & date on each slide

• Announce at the beginning of presentation if you will permit copying & distribution via social media

Respecting Intellectual Property

Attendees:

• Do not take photos of slides during presentations

• Differentiate your comments on social media from the speaker’s own words

Social Media & Boundaries

- Respectful communication
- Privacy & confidentiality

For More Information on Ethics

• BC Patient Safety & Quality Council (no date) *Twitter for health care professionals*
  
  https://bcpsqc.ca/documents/2012/11/Twitter-For-HealthCare-Professionals.pdf
Come See Us at IFNC12!

We will be presenting four topics:

• Leveraging Social Media to Create a “Tipping Point” in #familynursing

• Leveraging Social Media in #familynursing Education and Research

• Leveraging Social Media in #familynursing Practice

• Application: Leveraging Social Media to Promote your Work and Ideas in #familynursing
Questions?

• Janice M. Bell @janicembell
• Wendy Looman @looma003
• Wilma Schroeder @wilmafamilynurs
References


References


• Fraser, R. (2011). *The nurses’ social media advantage: How making connections and sharing ideas can enhance your nursing practice*. Indianapolis, IN: Sigma Theta Tau.


References


• SAGE Publications (n.d.). *Tips for authors. Increase impact by promoting your article on social media*. Retrieved from http://www.sagepub.com/socialmediatips.sp