



# 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

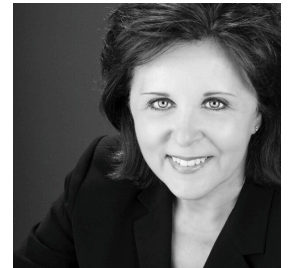
metamorphosis  
verb: |ch ānj|



*Transforming*  
health for families  
worldwide

March 2015

IFNA Communications Committee





# International Family Nursing Association

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Search this website...

Go

Conference ▾

Association Information ▾

Online Community ▾

Membership ▾

Resources ▾

Webinars ▾

IFNA News ▾



## International Family Nursing Association Membership

IFNA currently has 225+ members, representing 24 countries. Learn more about becoming a member. IFNA... [\[more\]](#)

### 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.



Welcome Back!  
To Our Online Family Nursing Community



Welcome [Janice M. Bell](#)  
[Edit My Profile](#)

Logout

DONATE TO IFNA

22	06	21	00
WEEKS	DAYS	HOURS	MINUTES

Join us **August 18 - 21, 2015** in **Odense, Denmark**, for the **12th International Family Nursing Conference**.

# IFNA and Social Media

#IFNAorg  
#familynursing  
#IFNC12



The  
Economist

FEBRUARY 28TH - MARCH 6TH 2015

Economist.com

Brazil's economic quagmire

The price of pandering to pensioners

America's oversold manufacturing boom

The theology of jihad

Mosquito sex and malaria

# Planet of the phones



By 2020  
80% of adults will  
have a supercomputer  
in their pocket

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TWEETS 631 FOLLOWING 84 FOLLOWERS 376 FAVORITES 4

Edit profile

### IntIFamNursingAssoc

@IFNAorg

Nurses transforming health for families worldwide.

IFNA Headquarters

[internationalfamilynursing.org](http://internationalfamilynursing.org)

Joined March 2010

54 Photos and videos

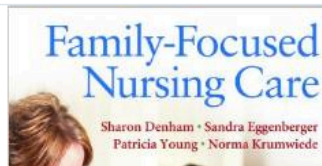


Tweets Tweets & replies Photos & videos

**IntIFamNursingAssoc** @IFNAorg · 2h  
@IFNAorg NEW for #FNC12: EXPERT LECTURES in #familynursing  
[internationalfamilynursing.org/2015/03/07/exp...](http://internationalfamilynursing.org/2015/03/07/exp...)

IntIFamNursingAssoc retweeted  
**Steph Trudeau-Hern** @TrudeauHern · Mar 2  
Via @nprnews: Can Family Secrets Make You Sick? [n.pr/159YpOR](http://n.pr/159YpOR)  
#familydynamics #trauma #resilience #healthoutcomes

**IntIFamNursingAssoc** @IFNAorg · Mar 3  
@IFNAorg members, S. Denham et al. (2015) have published a new  
#familynursing textbook: [amzn.to/1F5J5z9](http://amzn.to/1F5J5z9)



Who to follow · Refresh · View all

- Bill Gates** @BillGates  
Followed by Dr. Janice M. B...  
[Follow](#)
- Hopkins Nursing** @JHUNur...  
[Follow](#)
- UTS: CCCC** @UTS\_CCCC  
[Follow](#)

Popular accounts · Find friends

Trends · Change

- #TEDxMan
- #MakeAFirstDateWeirdIn4words
- #MakeSomeonesDayIn3Words
- #Selma50
- #MOMPconf
- Tom Hanks
- We Produce
- Unbreakable Kimmy Schmidt
- Villa Park



**International Family Nursing Association** 40 members [Member](#)

**Vision**  
Nurses transforming health for families worldwide.

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

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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.

**Top Contributors in this Group**

**Sharon Denham**  
Professor, Doswell Endowed Chair in Nursing for Teaching Excellence at Texas Woman's University, College of Nursing  
[See all members](#)  
[Follow Sharon](#)

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

Making an impact

**International Family Nursing Association monthly NEWSLETTERS sent to all members have been archived for your use:...**  
[Dr. Janice M. Bell](#)





**Dr. Janice M. Bell,**  
Your Tweet got favored!



← 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](http://bit.ly/17wXKIp)

05:39 AM - 27 Feb 15



Favorited by







...distinguishing illness beliefs  
...are provider **love** ...commendations **confidence**  
...challenging constraining beliefs

TWEETS 1,740 FOLLOWING 284 FOLLOWERS 469 FAVORITES 12 LISTS 2

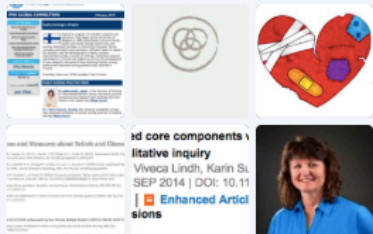
Edit profile

### Dr. Janice M. Bell

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

Canada  
janicembell.com  
Joined April 2009

66 Photos and videos



#### Tweets Tweets & replies Photos & videos

**Dr. Janice M. Bell** @janicembell · 2m  
**@SAGE\_News:** TIPS FOR AUTHORS for Promoting your Published Article on Social Media: [sagepub.com/socialmediatip...](http://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](http://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.

#### Who to follow · Refresh · View all

- College of Nursing @NYUN...** Follow
- EvidenceNetwork.ca @Evid...** Followed by Stan Marchuk a... Follow
- Stephen Harper @pmha...** Followed by Judith Shamian... Follow

Popular accounts · Find friends

#### Trends · Change

- #NHLTrade Promoted by Sportsnet
- #EncourageEveryoneIn4Words
- #wwto
- All Day
- #SharpieThemeSongChallenge
- #AIPAC2015
- Tikrit
- Susan Rice





Edit Profile



# Janice M. Bell

Canada · www.janicembell.com ·

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

19 Boards

4,393 Pins

28 Likes

376 Followers

284 Following

Create a board

### Family Health & Healing



324



Edit

### Illness Beliefs Model



83



Edit

### Inspiring through Art: Family ...



62



Edit

### Families: Loving & Learning



276

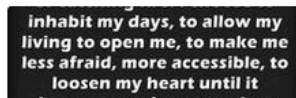


Edit

### Illness Narratives



### Foundational Family Nursing ...



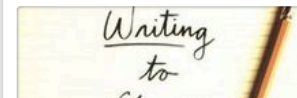
### International Family Nursing ...



### Nurses/Nursing



### Writing to Change the World



# 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?





Image from Microsoft PowerPoint ClipArt



@BROCKUNIVERSITY

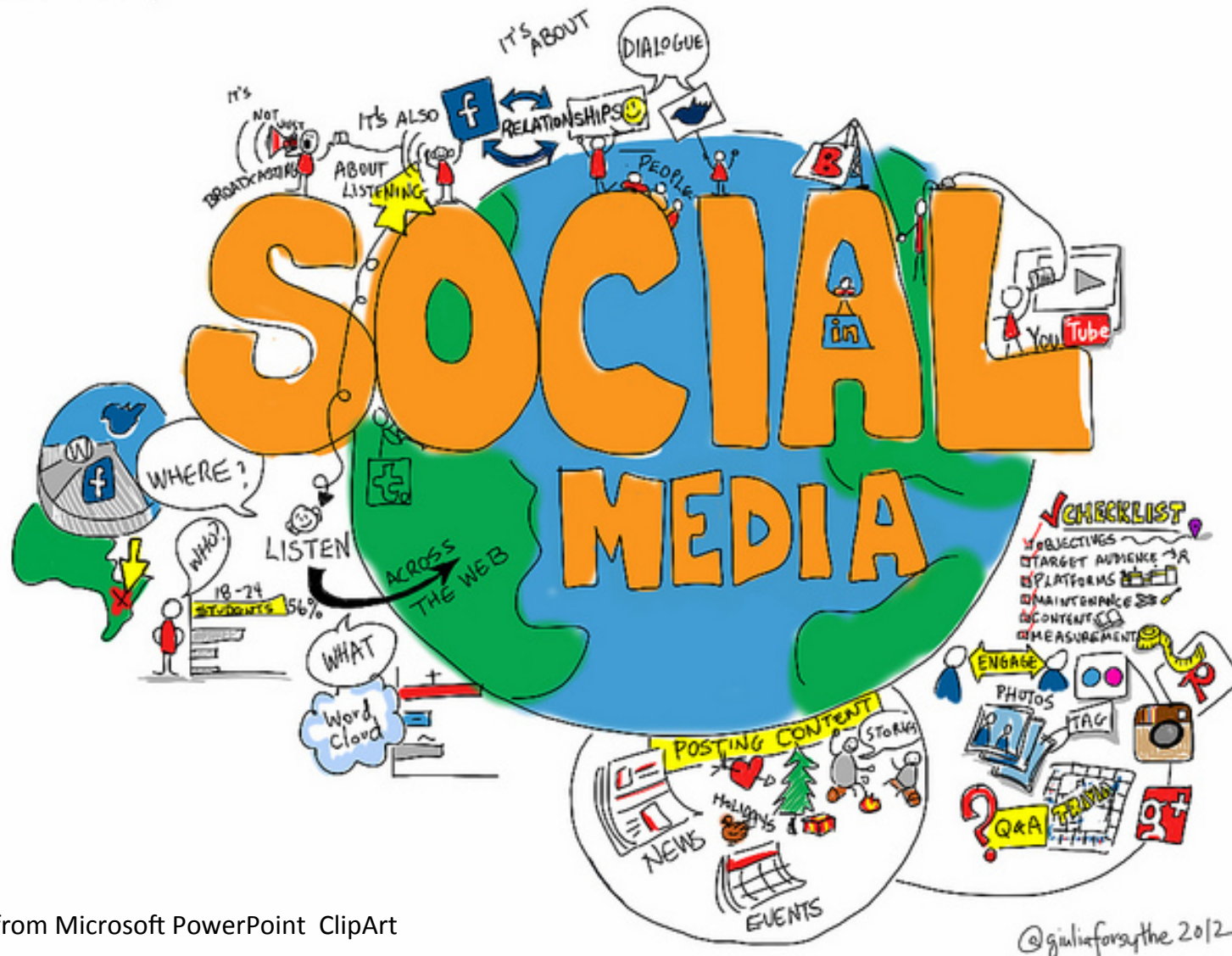


Image from Microsoft PowerPoint ClipArt





Photos of tweets used with permission





Image from Microsoft PowerPoint ClipArt





**Wilma Schroeder** @wilmafamilynurs · 12h

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 ...](http://family.jrank.org/pages/593/Fami...)







# 12<sup>th</sup> International Family Nursing Conference

Improving Family Health Globally  
through Research, Education, and Practice



The official meeting of  
the International Family Nursing Association  
[www.InternationalFamilyNursing.org](http://www.InternationalFamilyNursing.org)



AUGUST 18-21, 2015 · ODENSE, DENMARK



March 2015

IFNA Communications Committee



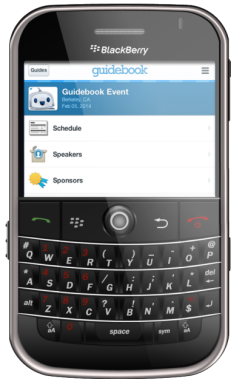
# Optimizing your IFNC12 experience using Guidebook



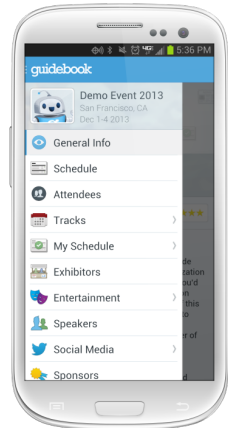
# guidebook



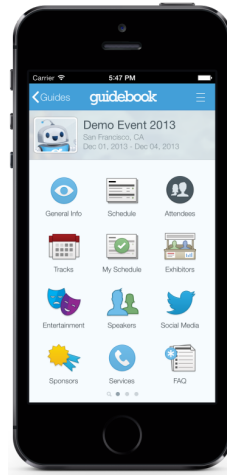
# A mobile app for your phone or tablet



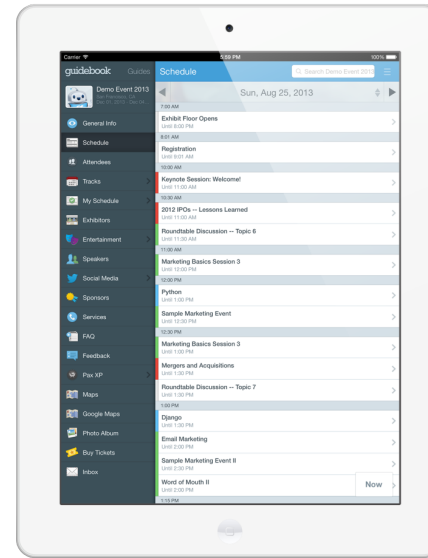
Blackberry



Android



iPhone

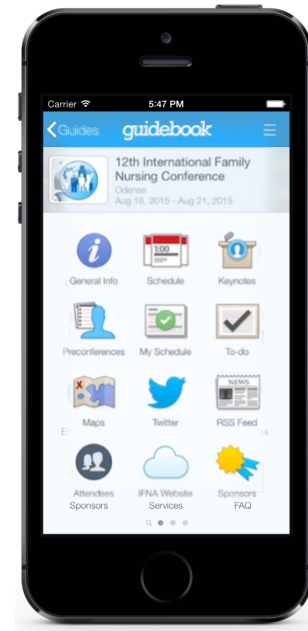
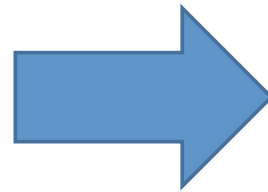


iPad



Desktop

# guidebook

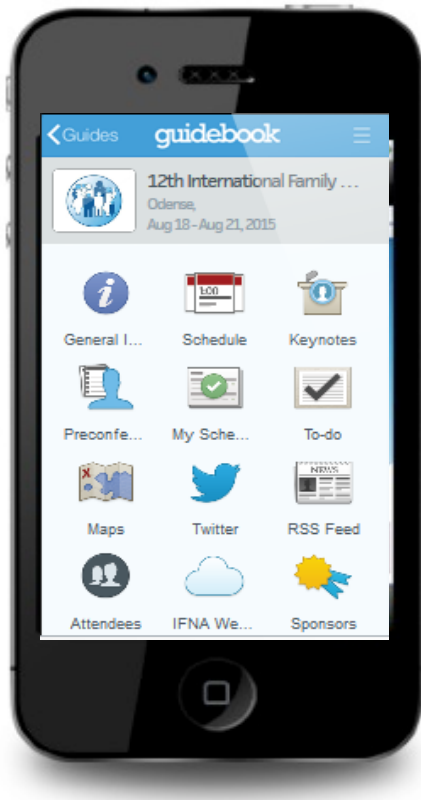


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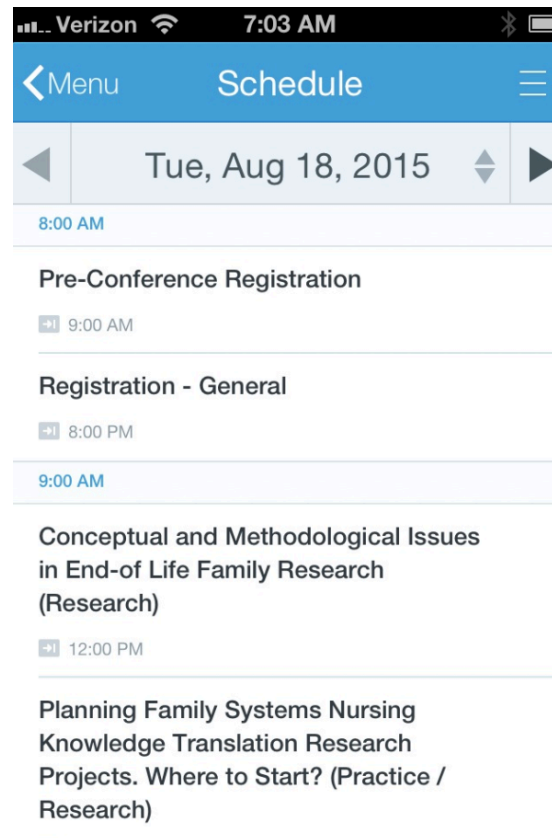
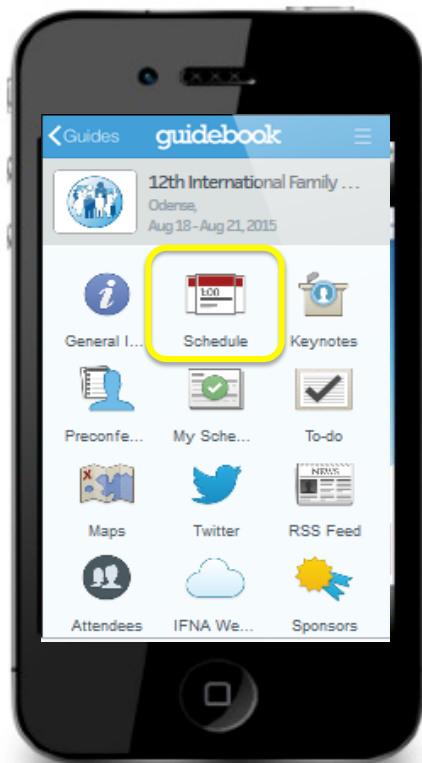
# Benefits of Using Guidebook for IFNC12



- 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



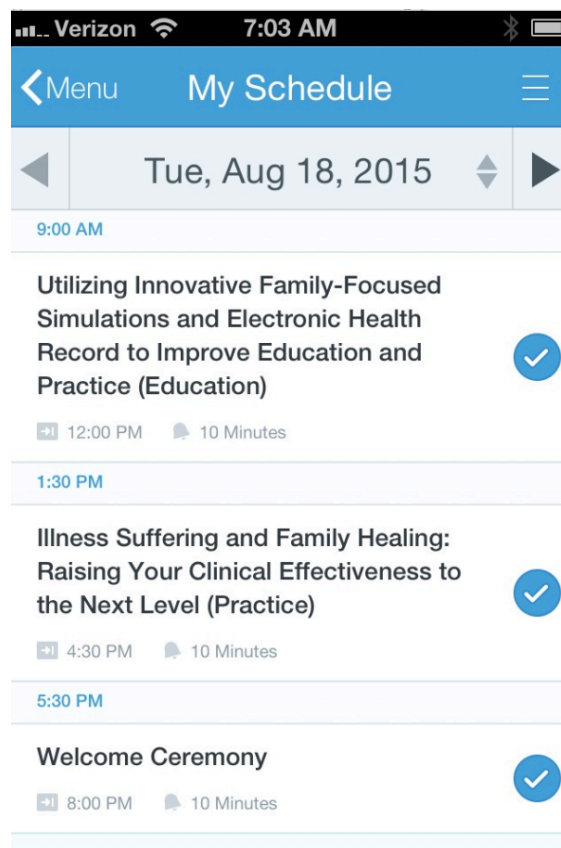
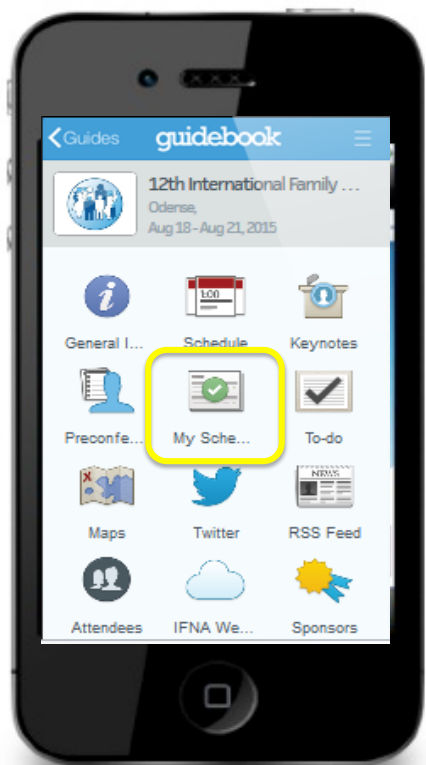
# Benefits of Using Guidebook for IFNC12



*Full conference schedule on your mobile device*



# Benefits of Using Guidebook for IFNC12



***Personalized schedule on your mobile device***



# Benefits of Using Guidebook for IFNC12



*tweet*



*link*



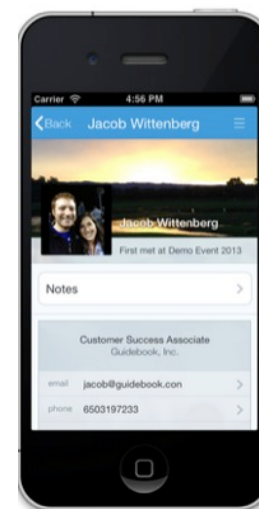
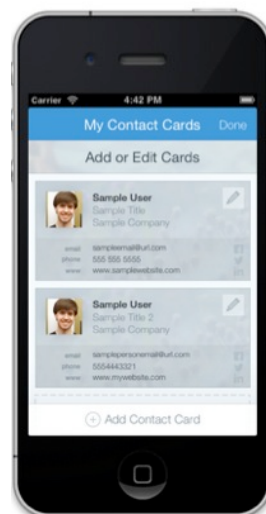
*follow*

***Social media tools embedded in the Guide***





# Benefits of Using Guidebook for IFNC12



*Electronic contact cards to exchange with attendees*

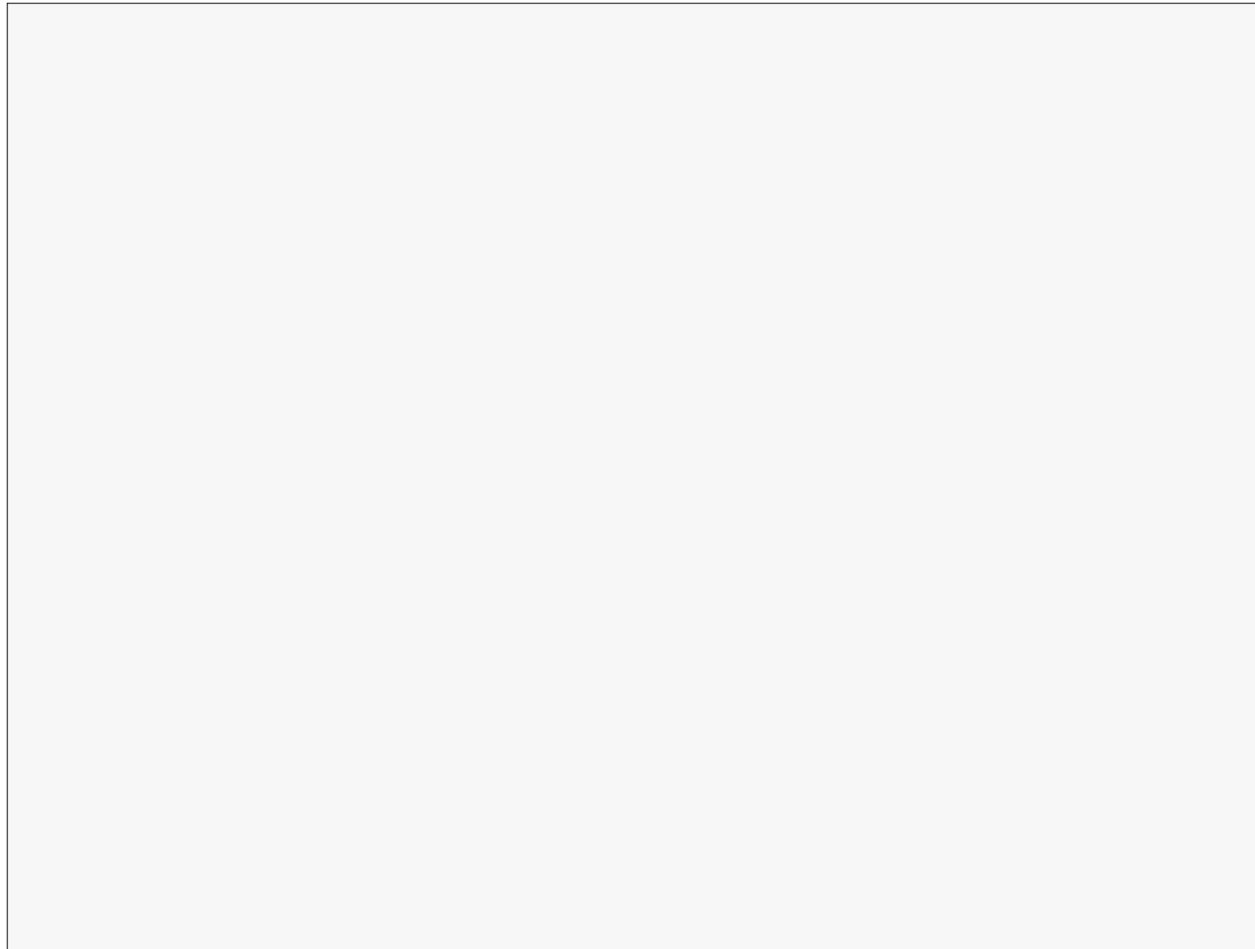


# Accessing Guidebook on a Desktop

Navigate to <http://guidebook.com/g/ifnc12> in your web browser



## Accessing Guidebook on a Desktop (video)



<http://youtu.be/ZcdQhskiSZM>



# Downloading Guidebook

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

guidebook



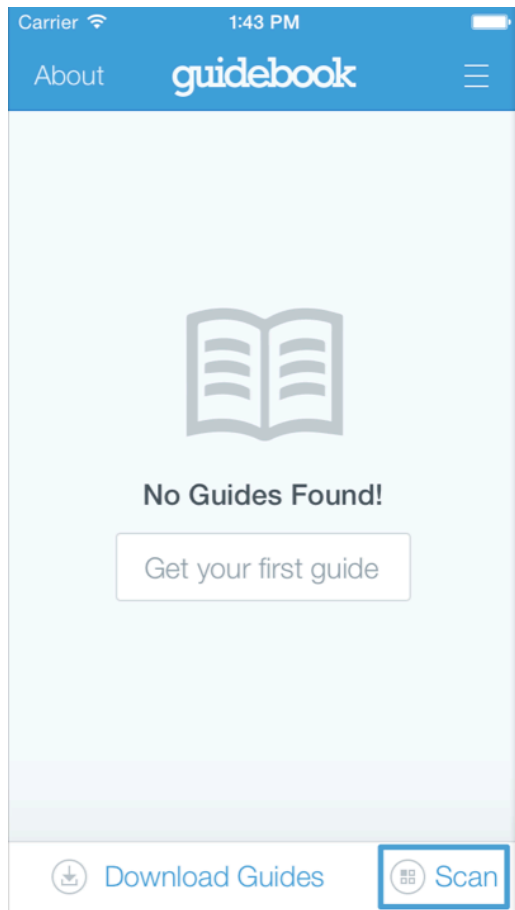
*Free QR reader apps are  
available online for iPhone,  
android, and iPad*

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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)

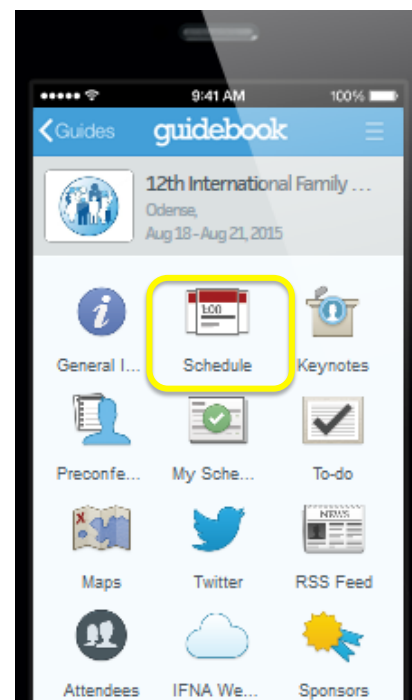
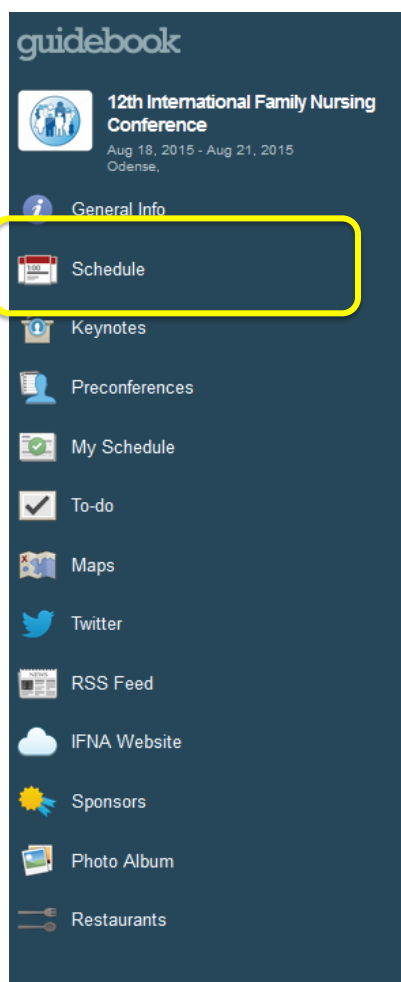


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<http://youtu.be/Z6-k6zektho>  
IFNA Communications Committee

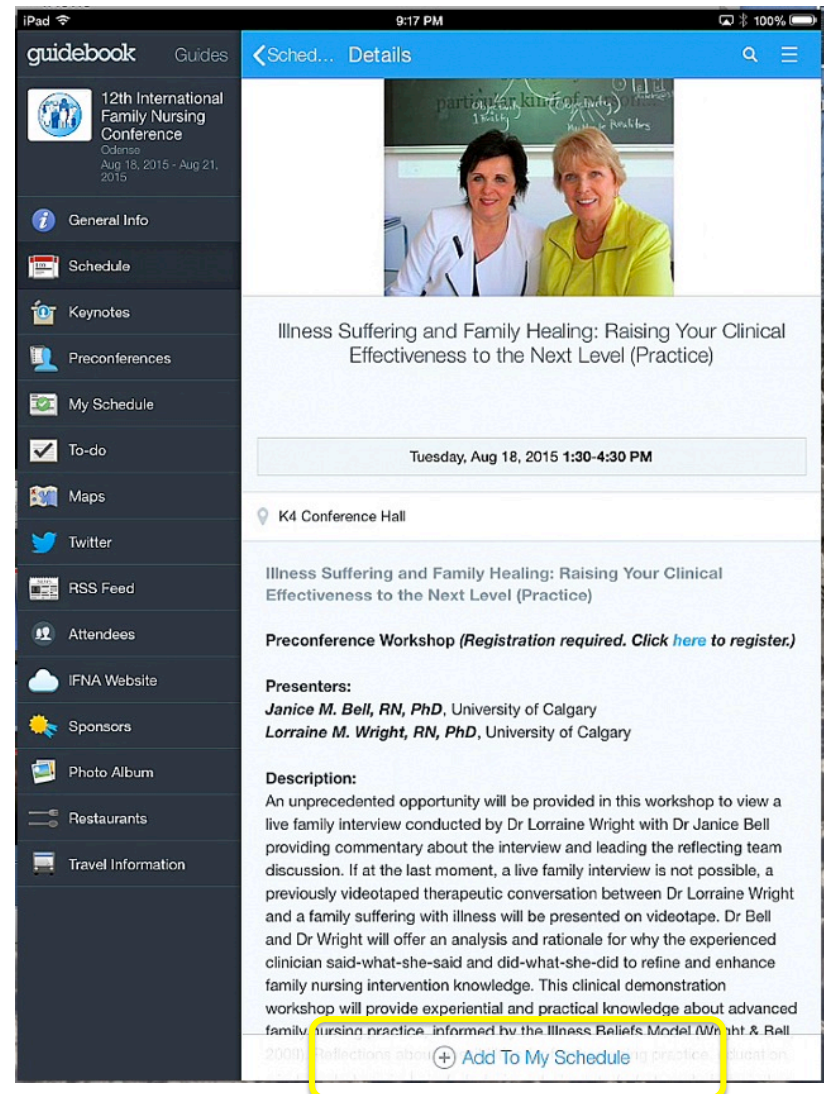
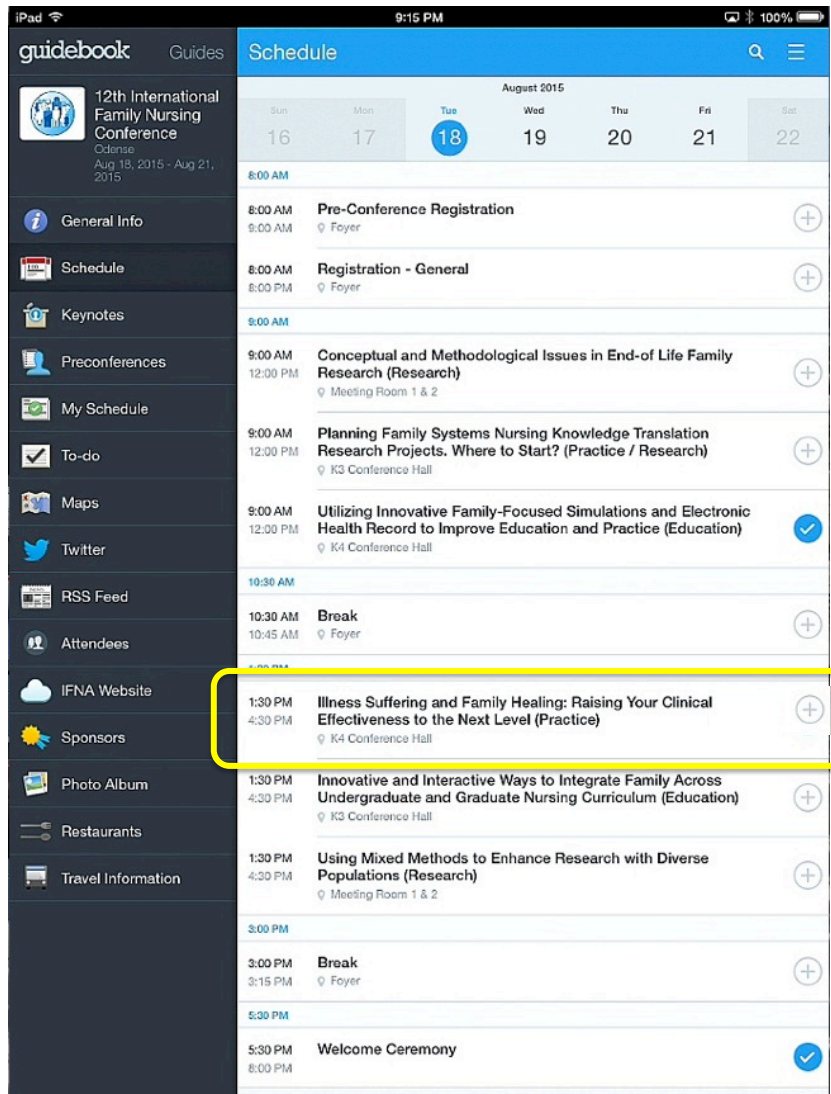


# Using the Guidebook Schedule

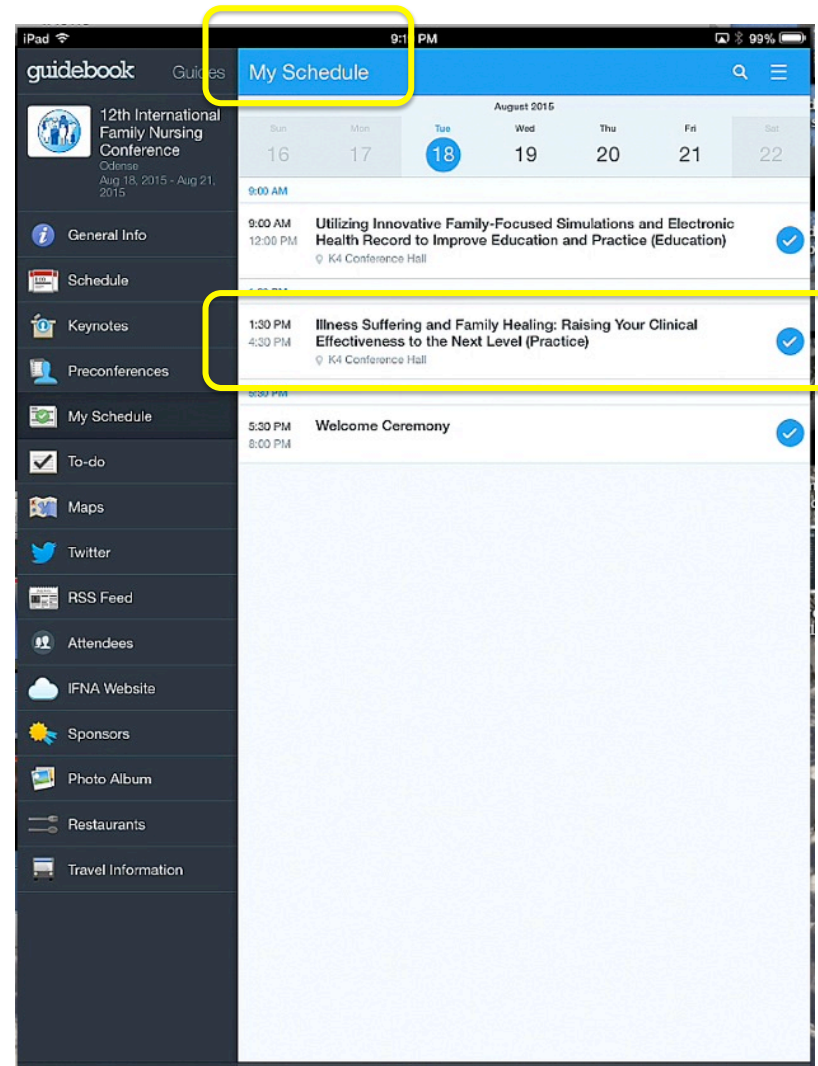
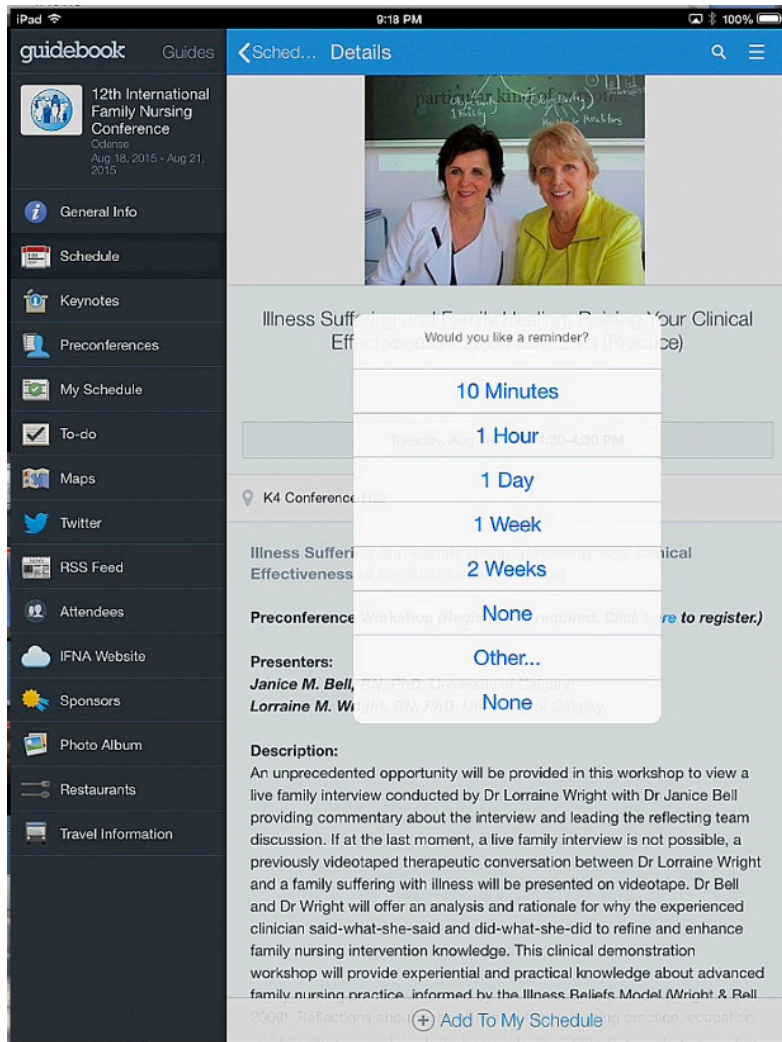


*Use a wireless connection at the conference to ensure your Guide reflects any last-minute schedule changes or updates*

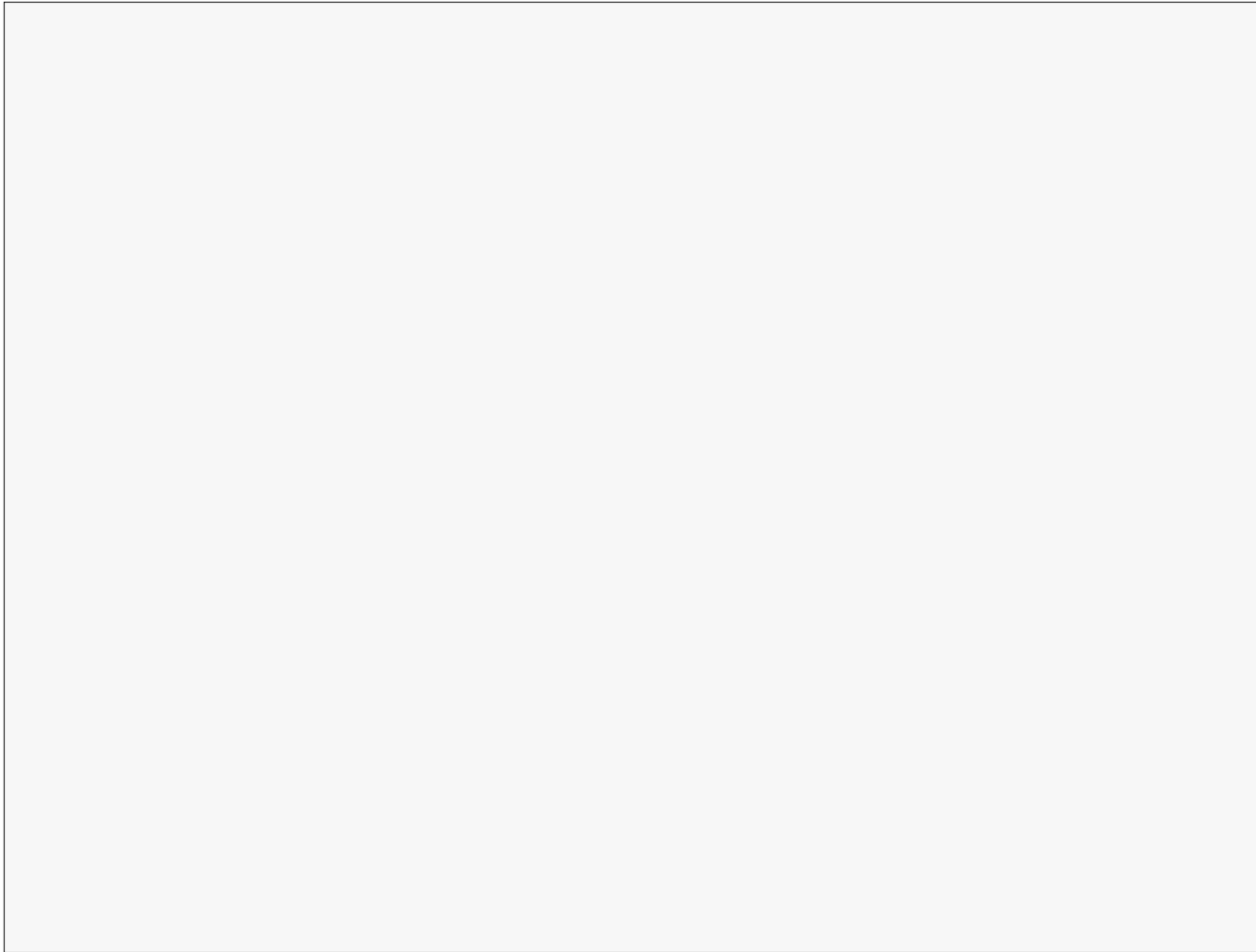








## Adding Events to *My Schedule* (video)



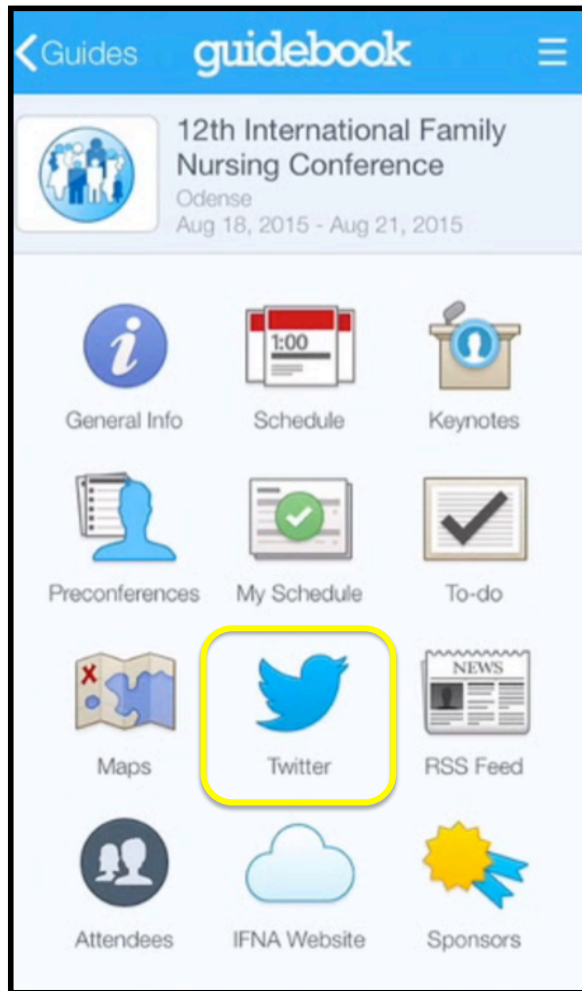
<http://youtu.be/TpUVtiAq3LQ>

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# Using Twitter in Guidebook



 #familynursing

 #ifnc12

 #IFNAorg



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



## Authorize Guidebook.com to use your account?

Remember me · [Forgot password?](#)

Authorize app

Cancel

### This application will be able to:

- Read Tweets from your timeline.
- See who you follow.

### Will not be able to:

- Follow new people.
- Update your profile.
- Post Tweets for you.
- Access your direct messages.
- See your Twitter password.



Guidebook.com

By Guidebook

[guidebook.com/](http://guidebook.com/)

Guidebook helps you find your way around events and places.



*To learn how to set up a Twitter account, go to the Help Center on <http://twitter.com>*



## Enabling Twitter (video)



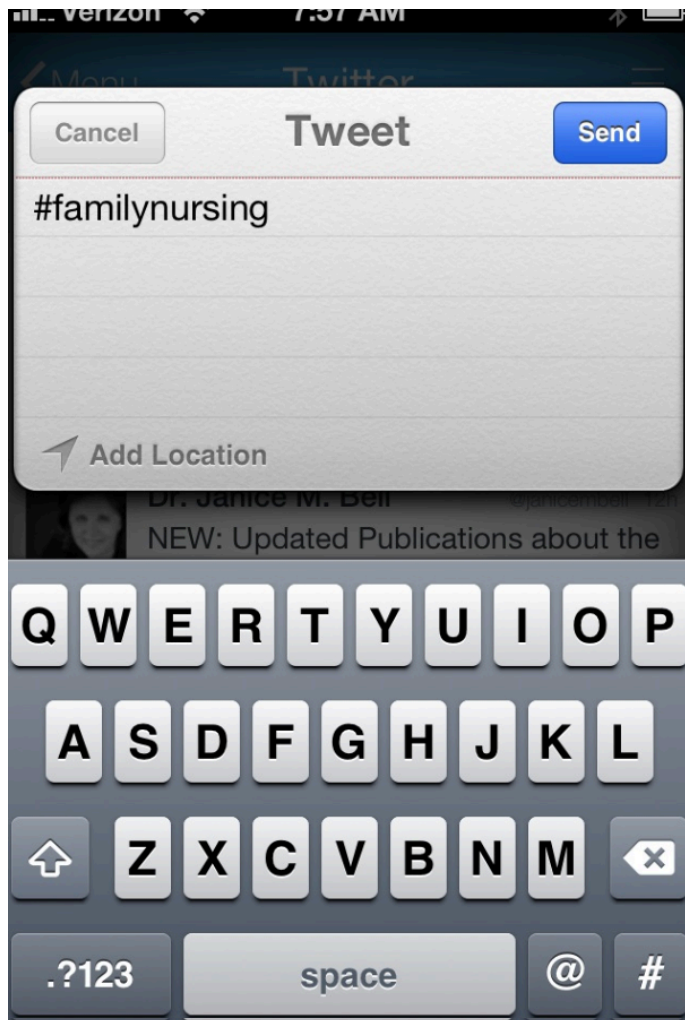
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<http://youtu.be/wTUIy90Y-Oc>  
IFNA Communications Committee



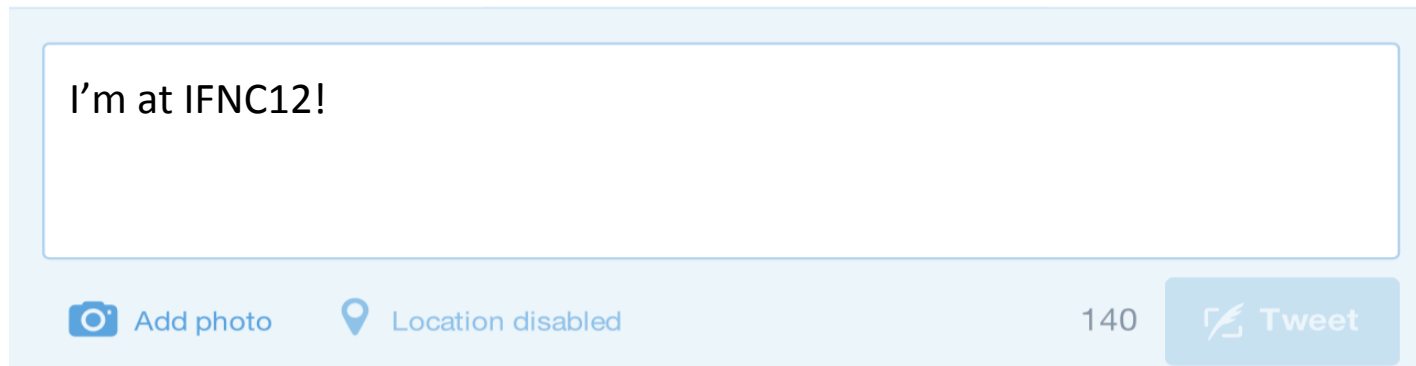


 Compose Tweet

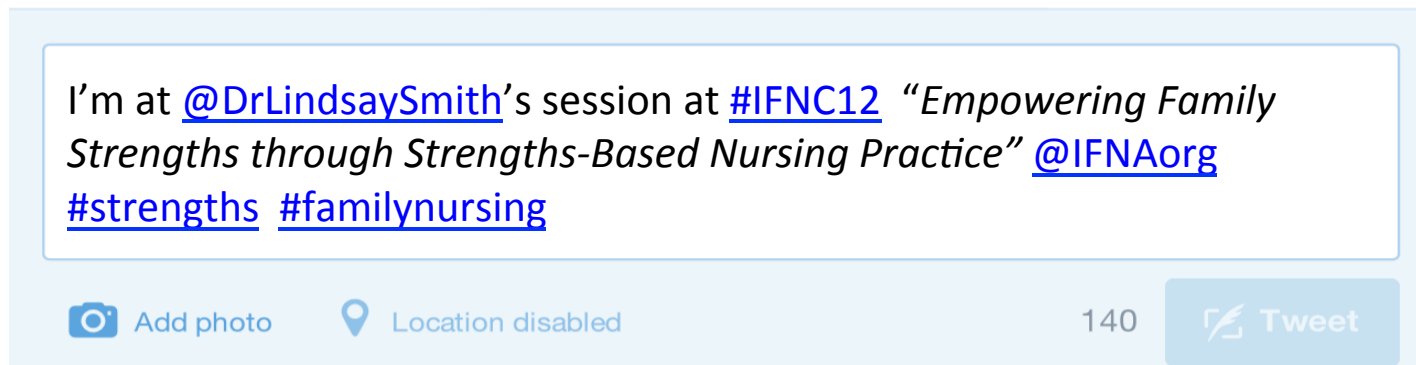


# Thick and Thin tweets

Thin Tweet: Conveys one layer of information



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



David Silver (2009) "the difference between think and thick tweets"  
<http://silverinsf.blogspot.com/2009/02/difference-between-thin-and-thick.html>





# Anatomy of an Effective Conference Tweet



# 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](#)

 Add photo

 Location disabled

140

 Tweet



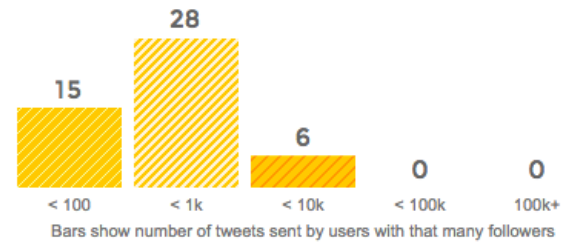
# TWEETREACH SNAPSHOT FOR familynursing

## ESTIMATED REACH

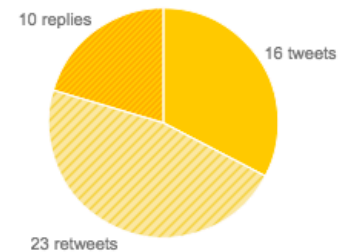
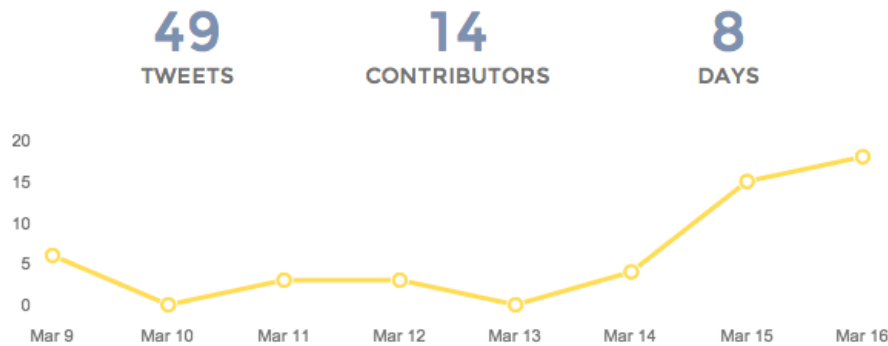
**9,076**  
ACCOUNTS REACHED

## EXPOSURE

**20,282** IMPRESSIONS



## ACTIVITY



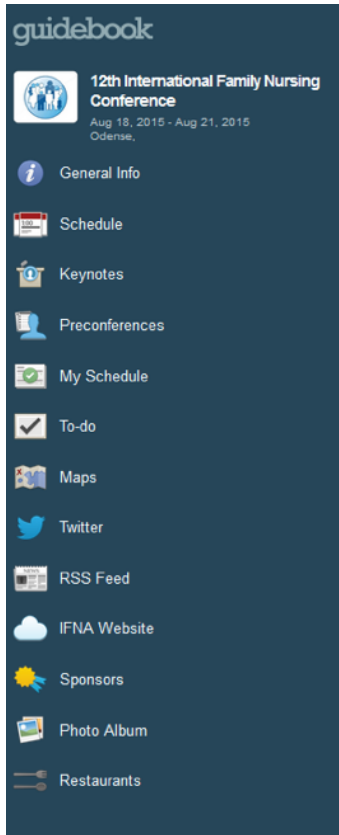


You've Tweeted...

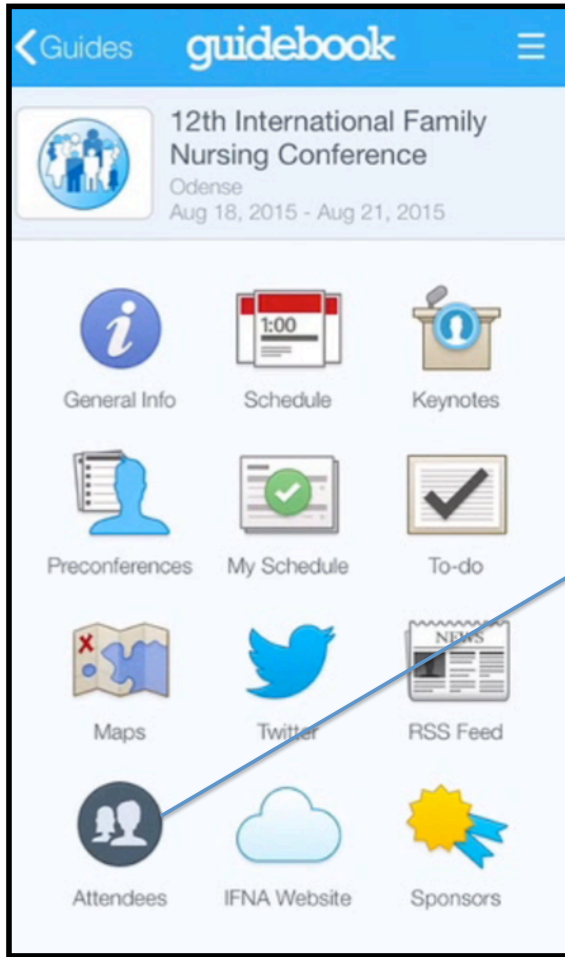
...now Link!



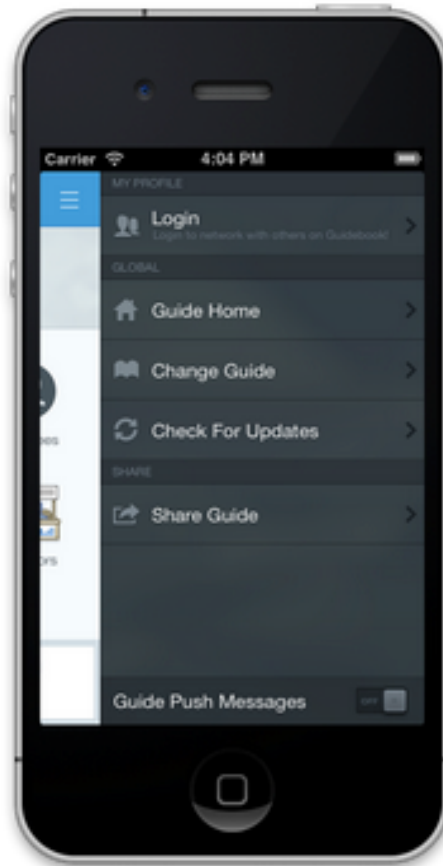
# Personalized virtual contact cards for networking



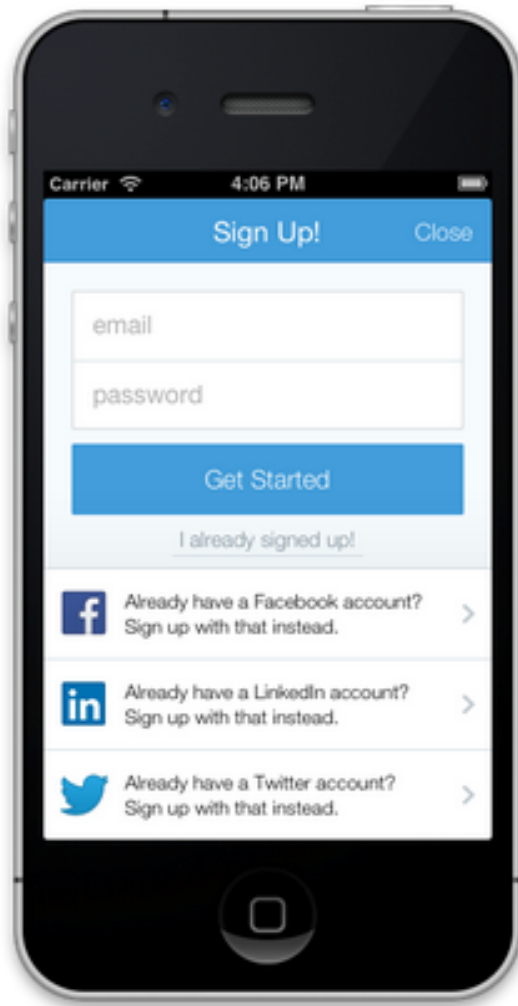
*Not available  
on desktop portal*



# Accounts feature: Create a profile in Guidebook



# Accounts feature: Create a profile in Guidebook

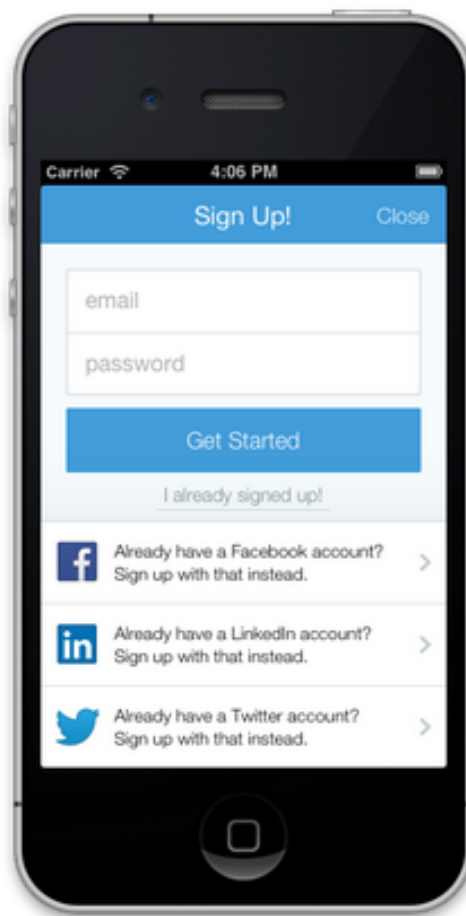


## Why should I create a profile?

- 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

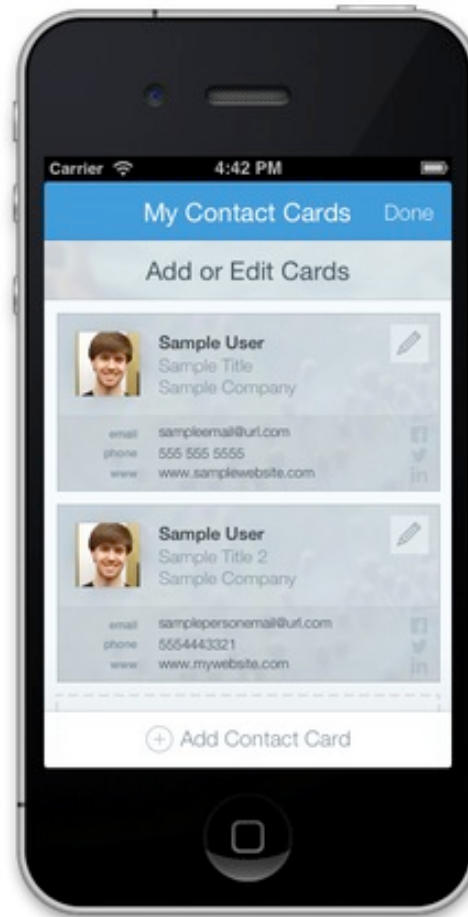


# Sign up with email or use Facebook, LinkedIn, or Twitter





# Create contact cards and invite others to connect

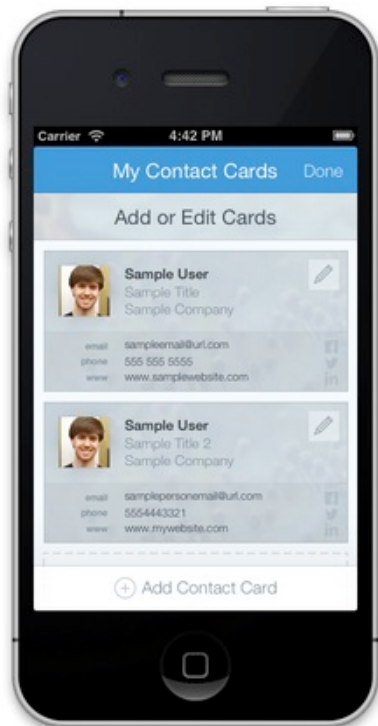


*Include a link to your  
personal web page, Twitter  
and LinkedIn*



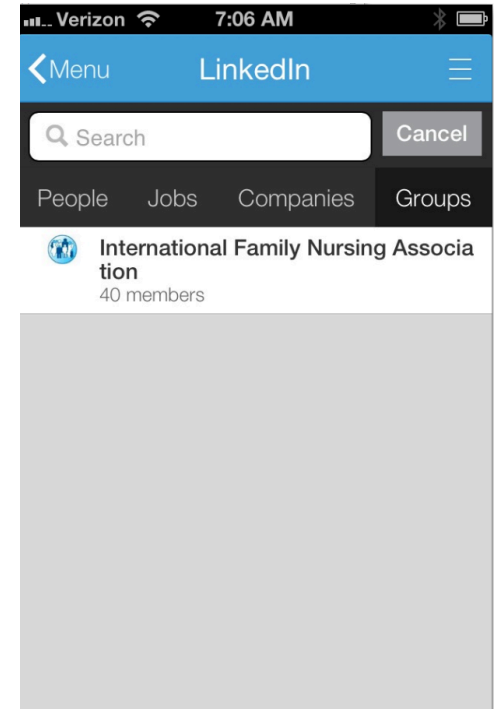
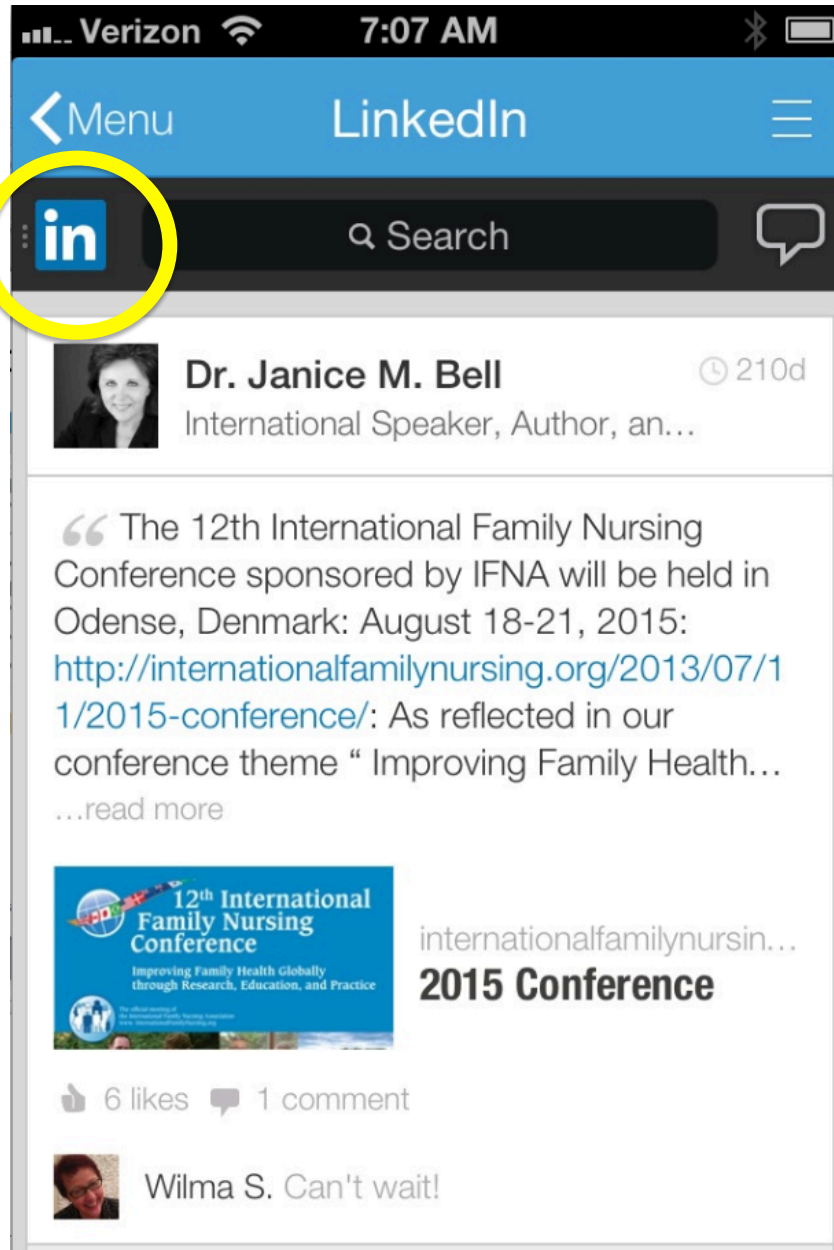
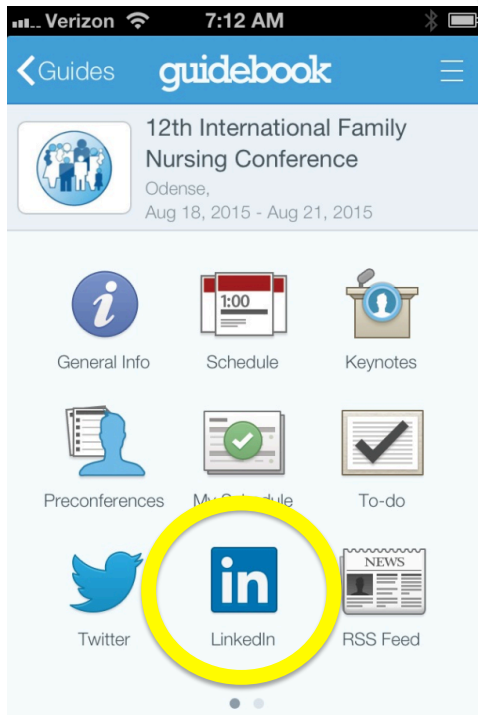
# Create contact cards and invite others to connect

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*



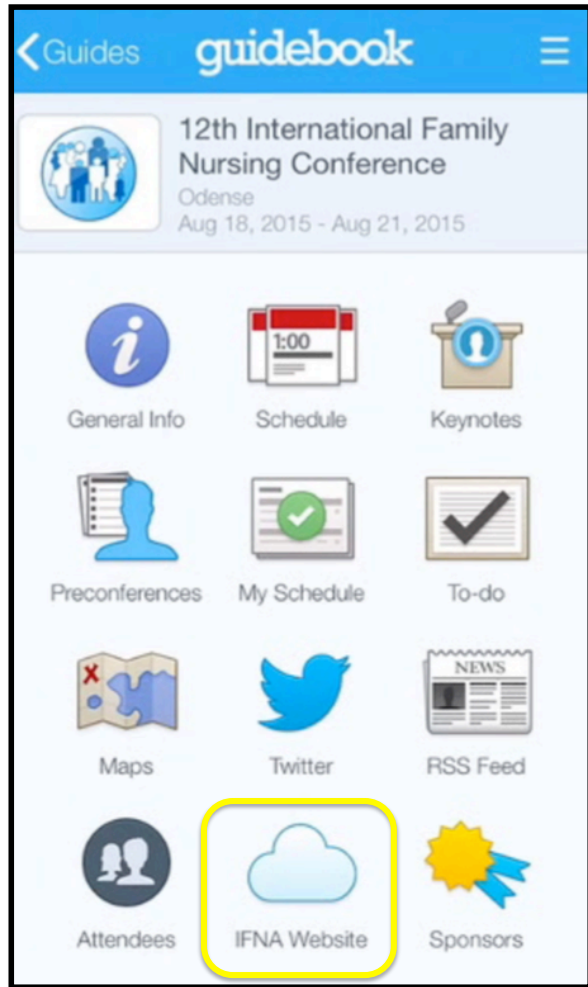


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# Connect to the IFNA website



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# Additional Resources for Guidebook

- Guidebook information: <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:

[looman003@umn.edu](mailto:looman003@umn.edu)



Scan for Guidebook help



**“We don’t have a choice on whether we DO social media, the question is how well we DO it.”**

**– Erik Qualman**

Image from Microsoft PowerPoint ClipArt

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# “Live” Tweeting at the Conference



Image from Microsoft PowerPoint ClipArt



# 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

Ferguson, C. & Jackson, D. (2014). If it's posted, is it published? Intellectual property, conferences and social media. *Collegian*, 21(2), 79-80.



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# Respecting Intellectual Property

## Attendees:

- Do not take photos of slides during presentations
- Differentiate your comments on social media from the speaker's own words

Ferguson, C. & Jackson, D. (2014). If it's posted, is it published? Intellectual property, conferences and social media. *Collegian*, 21(2), 79-80.



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# Social Media & Boundaries

- Respectful communication
- Privacy & confidentiality



Image from Microsoft PowerPoint ClipArt

Lachman, V. D. (2013). Social media: Managing the ethical issues. *Med-Surg Matters*, 22(5), 326-329.



# 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](#)



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