IFNA Agenda Communications Committee Conference Call Date: November 21 2019 Time: 12 noon to 1:30 pm Eastern Daylight Time	**IFNA Communications Meeting** Please join my meeting from your computer, tablet or smartphone. https://global.gotomeeting.com/join/202249366 You can also dial in using your phone. (For supported devices, tap a one-touch number below to join instantly.) United States: +1 (213) 493-0014 - One-touch: tel:+12134930014,,202249366# Access Code: 202-249-366 More phone numbers: (For supported devices, tap a one-touch number below to join instantly.) Canada: +1 (647) 497-9373 - One-touch: tel:+16474979373,,202249366# New to GoToMeeting? Get the app now and be ready when your first meeting starts: https://global.gotomeeting.com/install/202249366

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.

Committee Duties and Responsibilities (per the IFNA Bylaws)

- Responsible for the development of the infrastructure that assures effective communication among members and timely dissemination of information
- Oversee and update the various IFNA communication and social media channels
- Shall be in frequent communication with the Board of Directors, or its Board liaison, regarding on-going work of the committee.

Terms of Reference (2018)

Attendees:	Janice Bell, Joel Anderson, Debbie Zaparoni, Paula Nersesian, Michelle Franklin, Tracie Risling, Wendy Looman,
Unable to Attend:	Wilma Schroeder, Damien Stewart
Guests:	
Minutes compiled by:	Tracie Risling

Agenda Topic:	Approval of minutes Completed by consensus

Agenda Topic:	Since our last meeting, the following IFNA Communications Committee activities/decisions have occurred:
	a. A more robust presence has been observed on IFNA Twitter, thanks to the shared schedule developed by Joel on October 3, 2019 (Wilma, Joel, Wendy, and Janice are participating in this shared responsibility.) b. Wilma uploaded all of the IFNC14 video snapshots to the IFNA YouTube channel and developed an accompanying description. These video snapshots were generously created by Paula during IFNC14 (21 video snapshots of IFNA members from 9 countries). c. Janice finalized development of the IFNA 2019 Awards Recipients page and Damien tweaked the format. e. Janice developed several updates to the IFNA LinkedIn channel: https://www.linkedin.com/groups/6664854/. Need to talk with Debbie about this as another IFNA LinkedIn account has been created by Kasselen and I am having trouble accessing the original account. f. Janice invited incoming IFNA President, Sonja Meiers to draft a message which was posted on the IFNA homepage: https://internationalfamilynursing.org/2019/11/08/message-from-the-ifna-president-dr-sonja-meiers-usa-make-family-nursing-visible-worldwide/. g. Janice asked IFNA BOD if they would be interested in creating an IFNA Response to Climate Change given the number of family organizations who are developing statements about this concerning issue (see new business of a draft submitted by Wendy Looman below). h. Janice updated family conferences page on the IFNA website: https://internationalfamilynursing.org/resources-for-family-nursing/family-nursing-links/family-nursing-conferences/. i. Damien updated content on homepage of the IFNA website, including the current IFNA member count (461 members from 30 countries and posted the Message from the incoming President. j. Debbie created a HighTail repository for IFNC14 photos taken by volunteer IFNC14 photographers Bill Meiers and Gord Holtslander. Janice sent a thank you email to both photographers for their considerable help and involvement in documenting IFNC14. Plans are underway for Janice to work with Damien to enhance the Conference Photo Gallery: IFNC1 to IFNC14. k. Two new IFNA Blog Posts developed: Making a Ruckus for #FamilyNursing #FamilyHealth (Janice); Innovative Data Collection Methods for Caregiving Research (Joel) l. Japanese translation of the IFNA membership video added to IFNA website. m. Discussion has begun about the possibility of a new IFNA Newsletter template. n. Collaborative work with the Research Committee is currently in progress to update the extensive research bibliographies on the IFNA website which have been updated by Dr. Kathy Knafl. Formatting of this bibliographies is being done by Helene Moriarty and Janice. n. Discussions about the possibility of an IFNA social media manager have stalled.
Discussion:	The incoming president Sonja Meiers sent a note of appreciation to the committee, which Janice expressed appreciation for and shared thanking committee members for their working in advancing the communication needs of IFNA. Check in with group members. The tweeting schedule is working very well to increase communication and traffic. Thanks to Joel and all those are taking weeks to help to make this happen.
Follow up:	N/A
Deadline:	

Agenda Topic:	Reports: IFNA BOD – Wendy; Debbie; Damien re: IFNA website metrics reach statistics; suggestions to improve appearance and function of the IFNA website; Tracie Risling re: findings of 1 million nursing tweets.
Discussion:	Wendy: The BOD is reviewing the strategic plan in preparation for moving ahead into the future. Review of what has been achieved in relation to the plan and what goals will shape the future plan.

| | Logo contest is in the works. More details to come.

Debbie: Office is busy, save the date for IFNC15 is out 2021 in Dublin, graphic design work is being done to brand the conference. Conference planning committee is being formed. Membership dues will be increasing.

Damien: not in attendance

Tracie: Update on social media research. Will attach slides of presentation to minutes. |
|---|---|
| Follow up: | N/A |

| Agenda Topic: | Old Business:

Urgent Need to recruit a new co-chair for this committee

IFNC14 Reach statistics - Joel will research this issue - Findings?

Twitter Assignment - Joel to follow-up use with a survey - Findings?

New shared Twitter responsibility - review and feedback

Review of IFNA Facebook sites and use - Australia/New Zealand IFNA chapter, IFNA office, RAC Committee (Japanese Facebook site?)

IFNA Communications Plan 2020/2021

Request from Eric Hodges, IFNA Research Committee to develop a mentoring page - no further action reported. |
|---|---|
| Discussion: | Co-Chair – Wilma has done wonderful work in this role over the years, is moving into retirement. Need to think about ideas for selecting or recruiting a new co-chair. Wilma is going to continue to take the minutes.

Twitter assignment/responsibility: Twitter schedule is very effective to date. |
| Follow up: | Michelle will follow-up with Janice on the co-chair opportunity.

INC14 research statistics update: Keep on future agenda – Joel is still pursuing.

IFNA Facebook pages – these are not active site – and we are still waiting on information on the RAC Committee

Janice is going to develop a first draft of communication plan for next meeting. |
| Deadline: | Ongoing. |

| Agenda Topic: | New Business:

IFNA response to Climate Change: draft developed by Wendy Looman (see attached) |
|---|---|

Discussion:	Wendy presented overview of document. Planetary health position statement for IFNA: who are the key stakeholders, how can we include people from around the world in having a voice in this. Connect with other IFNA committees, and then over the next 6-9 months produce a global document to speak to this essential issue. Wendy would like to do this work within the communication committee, Janice asking for more information about the location of this work within this committee. Do we have the time to devote to the development of this statement? Perhaps an ad hoc committee can be formed.
Follow up:	People are interested in working on this within the group. Discussion about response statement versus position statement. Paula and Wendy will connect to talk about next steps.
Deadline:	Will bring information back to January meeting on how to move this forward.

Agenda Topic:	Future Meetings. Decision to hold IFNA Communications Committee meetings on the 3rd Thursday of the month. **Meeting schedule for 2020:** **January 16**, **2020** 12 noon-1:30 pm Eastern Standard time **February 20**, **2020** 12 noon-1:30 pm Eastern Standard time **March 19, 2020** 12 noon-1:30 pm Eastern Daylight time **April 16, 2020** 12 noon-1:30 pm Eastern Daylight time No meetings May 2020; June 2020; July 2020; August 2020 September 2020-meeting time TBA

Exploring our collective impact on #nursing

INTRODUCTION

Tracie: Nursing Researcher & Educator

Derek: Computer Science & Program Manager

Disclosures: None

Trivia: We *are* married; Live in Saskatchewan; Prefer research to wallpapering together

This is work I do as part of a larger program of informatics research and in partnership with Derek who is a computer scientist.

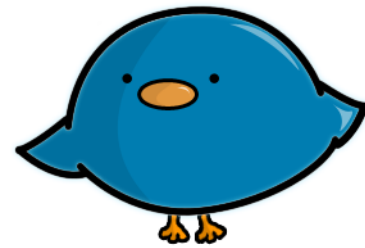On behalf of this team I have no financial disclosures to share this morning.

Objectives for the next 15 minutes

NURSING ON TWITTER

Nursing voice is being amplified on social media. However, a lack of consensus on principles to direct these efforts contributes to persistent challenges with diluted or unfocused messaging.

So how can we address this to truly advance #GlobalNursingExcellence?

How many folks in the room are Tweeters?
Keep those hands up….
And for how long have you been tweeting…

6 months or less
1 year
2 year
3 year
4 year
5 year

More…..how long

Any new this week?

Non-Tweeters

Does your organization ????

OUR APPROACH: DATA COLLECTION & PROCESSING

Let's take a minute to provide a foundation on how you collect and analysis social media data.....

In our work....A Twitter-stream monitoring application was developed using Python and the Tweepy library. The app was then hosted on a Digital Ocean cloud server.

The app saved the raw tweet data, every time one of the hashtags was mentioned.

Processing the data was accomplished using both python and a natural language toolkit, as well as R (using the tidyverse) package, for statistical analysis and graphing.

We choose a comprehensive set of hashtags to construct a global data set, which will be reviewed in detail when I share our results. A few included that may be familiar:
Generic: nurse, nurses, nursing (this was very high for adult content and job bots)
Sigma: globalnursingexcellence, sigmaglobal
WHO: nursingnow2020
UK: wenurses
CAN: yesthisisnursing, canadiannurse
US: bedsideandbeyond

DATA

1,457,067
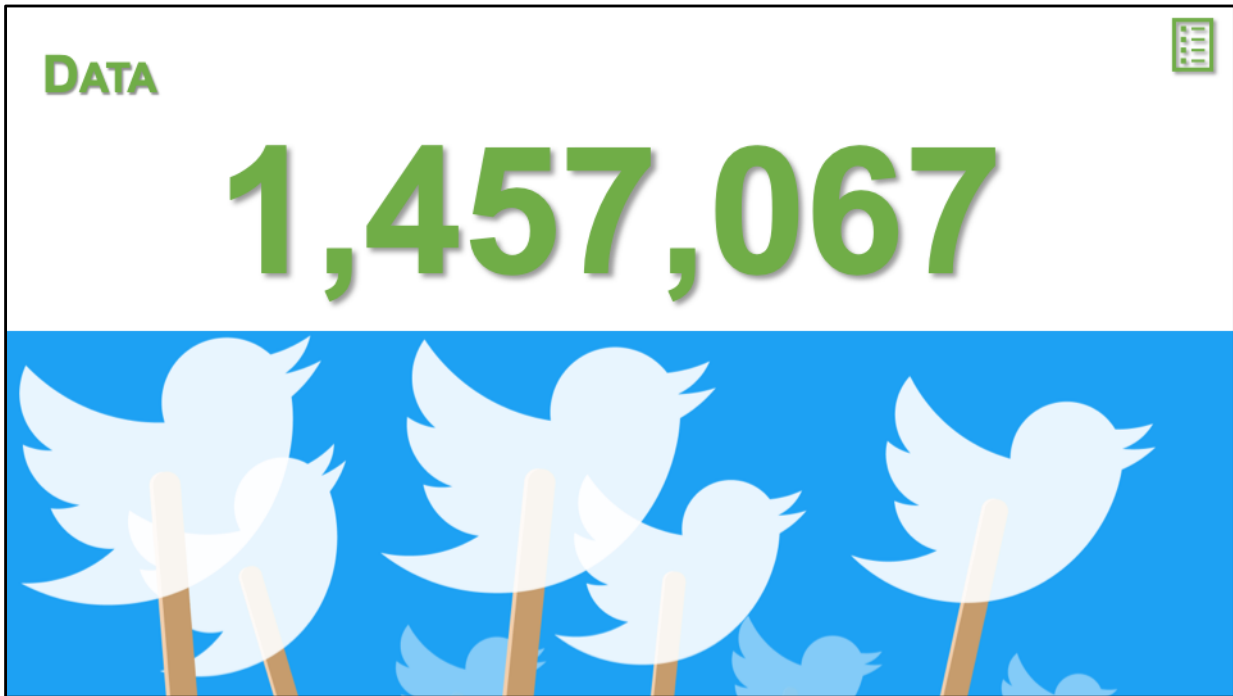
We Collected data from late September to early June 2019

Typically when we engage in this work we try to deliver as near-real-time analysis as possible to the conference data

Ran the data as close to the required submission of the presentation slides as we could and still complete the analysis
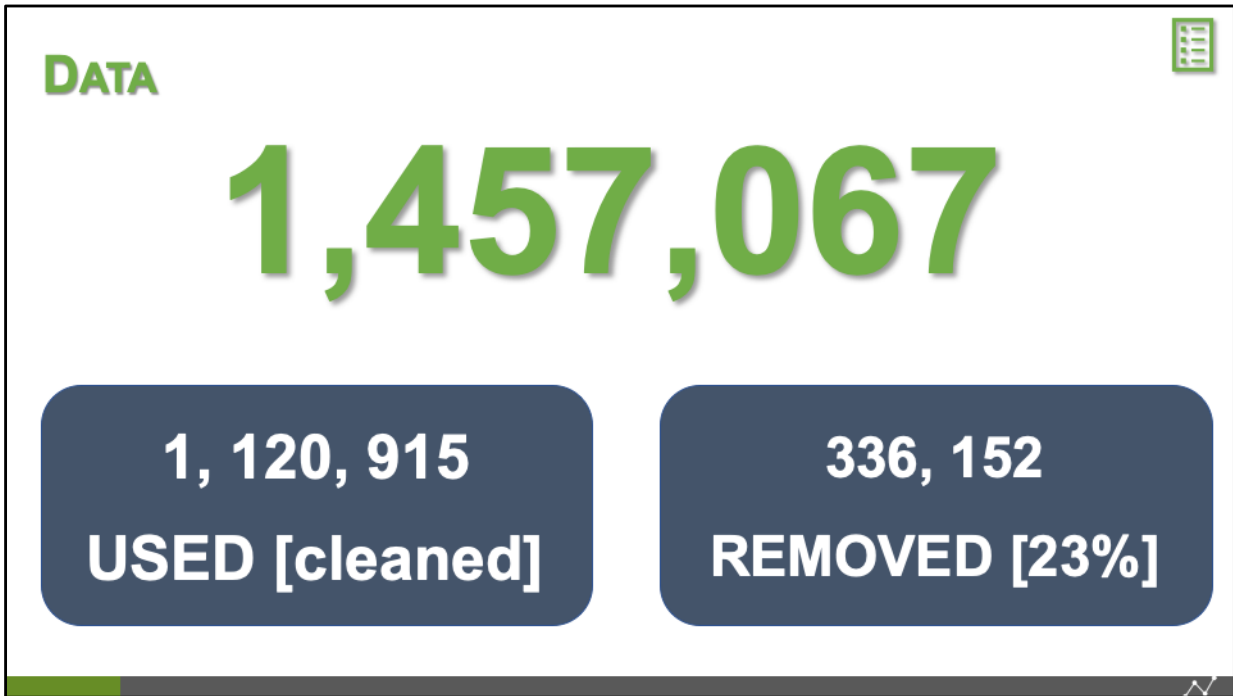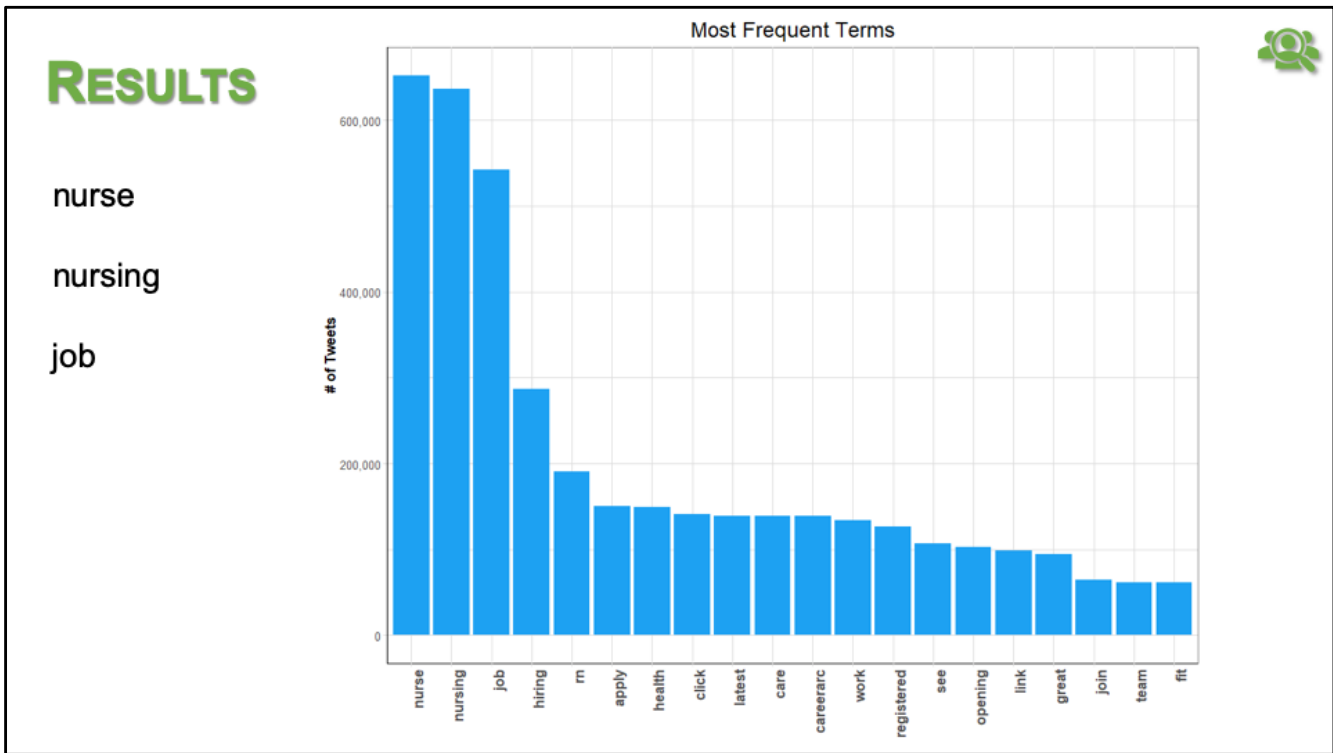
We did some work to clean the data set....

And in doing that removed 23% or just over 300, 000 tweets, these were generated from only a few accounts and the volume of these tweets over this time period was strongly suspect of bot activity.

14% - job-posting or employment bots

9% - Adult ONLY content

That left us with 1.1 million – giver or take

RESULTS – We are going to start with Most Frequent Terms

But first – a crash COURSE on NLP (natural language processing)

A basic dimension of natural language processing is to track which terms occur most frequently within what is termed the text corpus. These n-grams (1-gram for single word terms, 2-gram for 2 word terms, etc.) provide a sense of the topics which feature most prominently.

2 pre-processing steps are performed before term counting:
1) Common words, with low 'information signal' are removed (these are often called stop-words. Examples are: the, a, of, is…). These terms are so common in English that if they are included, they typically overwhelm all topic-specific words.
2) Words are reduced to their lemmas (root term); runs, run, ran -> all become run.

The most common terms are….within this tweet #hashtag data set are noted here

Another important finding that surfaced in this analysis and is displayed here is that EVEN with the obvious BOTs removed the JOB posting tagging is still overwhelming other hashtags and campaigns – with ALL of these 1-grams representing job language
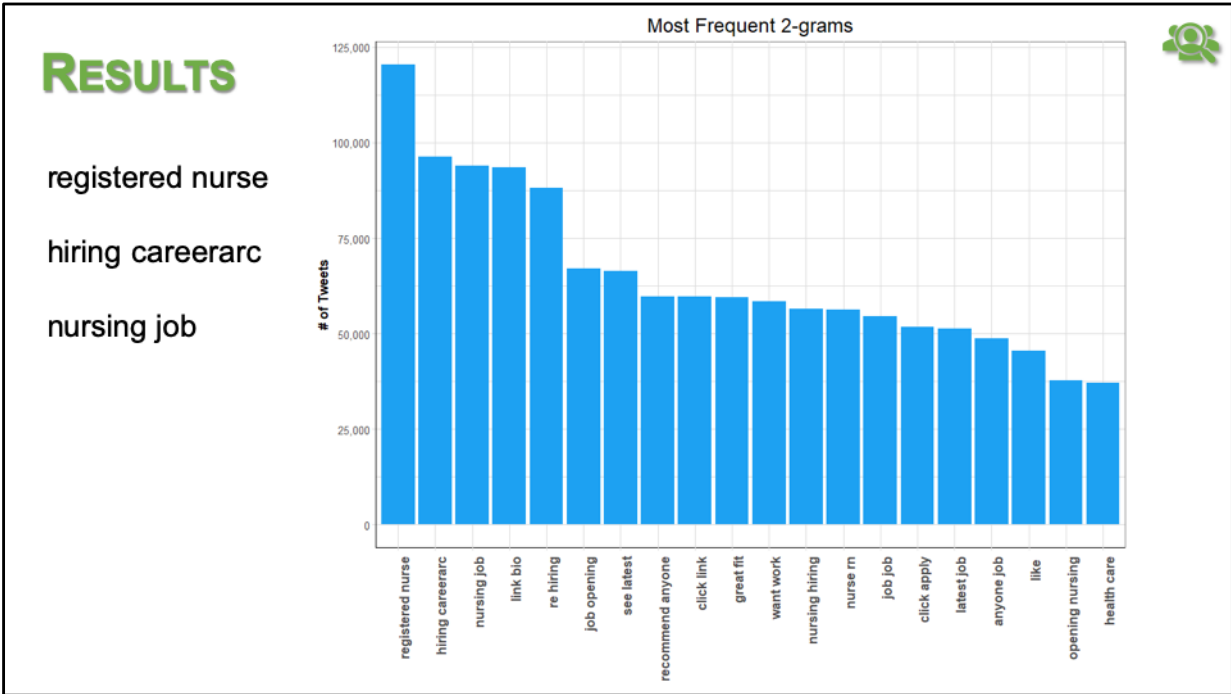
PERHAPS we fair better with 2 GRAMS

You can see the top three on the side here…..

SO….Unfortunately NOT really…..The last entry represented on the graph is health care – which potentially good result from messaging other than job postings, but of course also is likely a feature of many of those tweet-vertisements

HashTag Reach

Number of # TWEETS + Number of FOLLOWERS = REACH

Sigma: #globalnursingexcellence & #sigmaglobal

USA: #bedsideandbeyond

CAN: #yesthisisnursing & #canadiannurse

Generic: #nurse #nurses #nursing (post bot removal)

Other: #niunleashed, #Nurses4HIT, #nursinginformatics, #hcsm, #hcsmca, #hcldr, #whynursing, #nursesrock, #nurselife, #nursetoknow

UK: #wenurses

WHO: #NursingNow2020

For the tweet dataset, in order to determine a normalized score for the 'potential reach' of each tweet, we calculated the number of followers of each 'tweeter', each time they tweeted with a given set of hashtags.

Because tweets are generally shown to all the followers of a particular account, this provides us with a rough estimate of how many viewers a given tweet is likely to have

Another way to look at this….reach measures how many people see your content, **impressions** measures how many times this content is displayed.

Hashtags were categorized globally as noted here: (SLIDE)

Generic: nurse, nurses, nursing (this was very high for adult content and job bots)

Note: misspellings of hashtags was reasonably common, and so may skew the counts slightly, but did not seem significant

ANY GUESSES on the REACH RESULTS ????? Okay well remembering that we had no disclosures and were already accepted to present BEFORE we did this analysis….
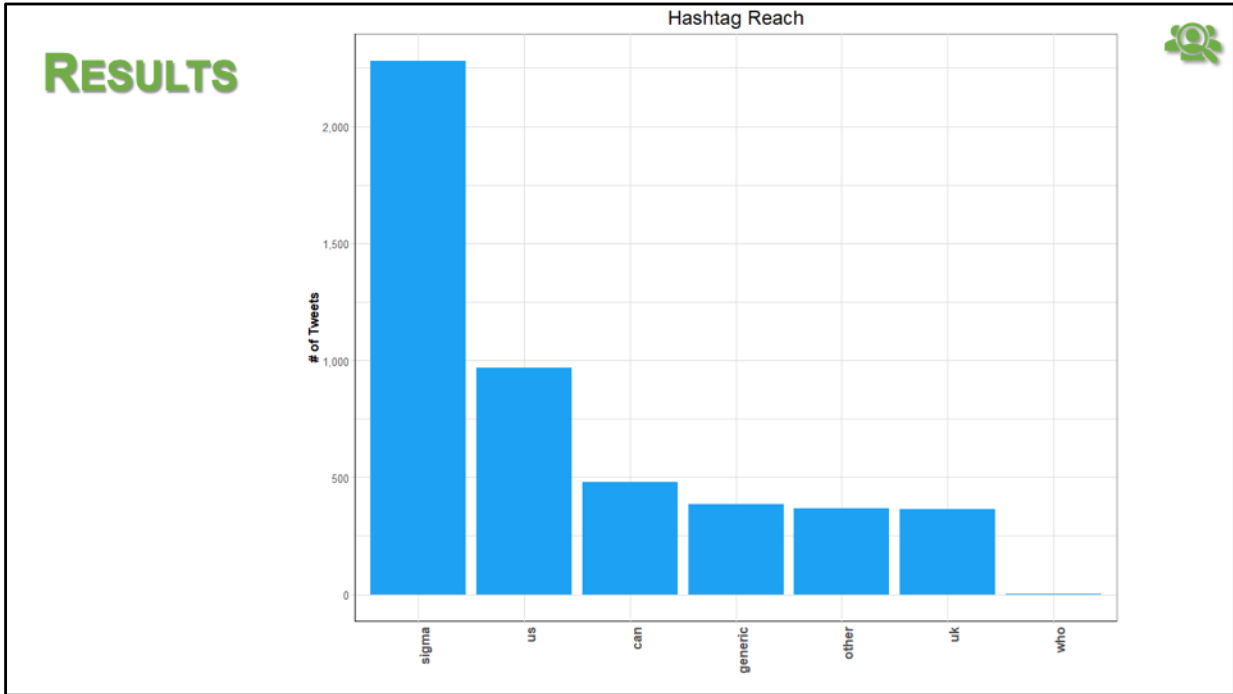
SIGMA came out on top in terms of reach – quite significantly with the global hashtags – clearly reaching a GLOBAL audience

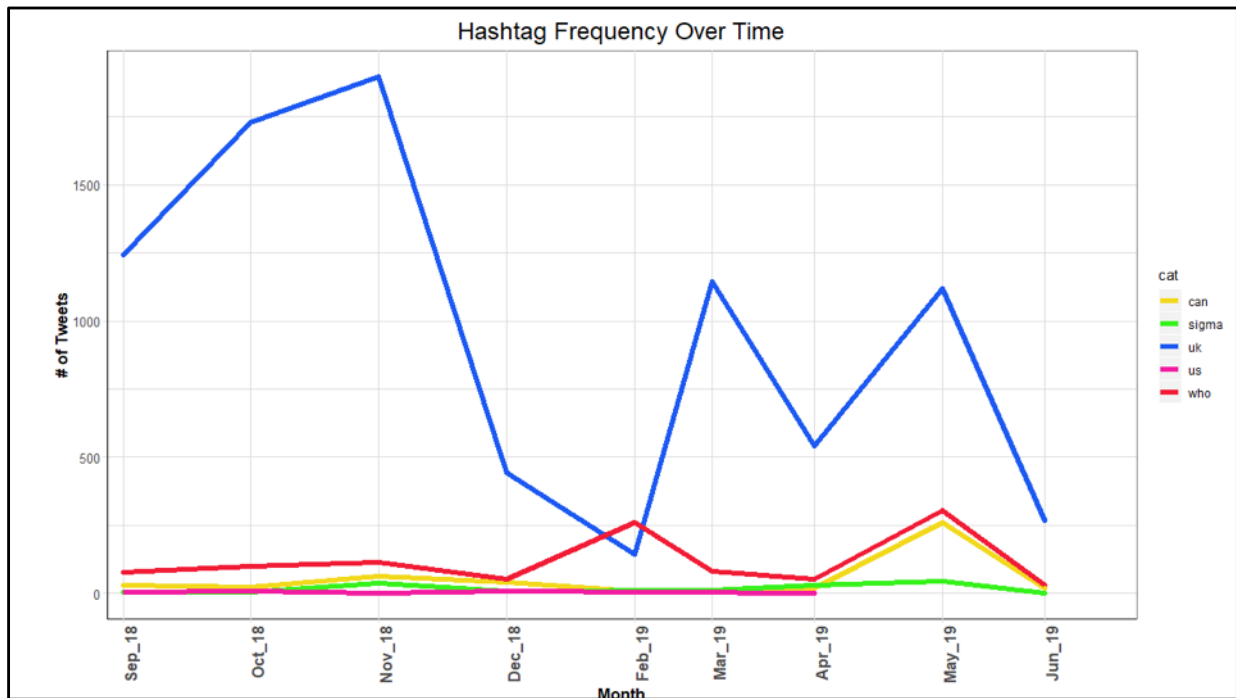US number 2 – bedside and beyond demonstrating a strong REACH

CANADA –

GENERIC - #Nursing collective

OTHER – a large collection of tweets

UK -

WHO – likely partially do the timing of the launch of the Nursing2020 campaign

Hashtag Frequency Over Time

This is the frequency of 'raw' tweets (grouped by the country categories) over the months of the collection period

UK is the BLUE
The US is the RED
CANADA just underneath in the YELLOW
SIGMA fairly consistently over time in the GREEN
US in the PINK with A DROP off

You can examine this frequency through a contextual lens of global events

Note the spikes – here in May – why might this be>>>> nursing week celebrated around the world

Also bedside and beyond drops off in April – so was likely not featured in US Nursing Organizations – campaigns for nursing week

FREQUENCY and REACH are distinct – let's go back to rEACH for a moment
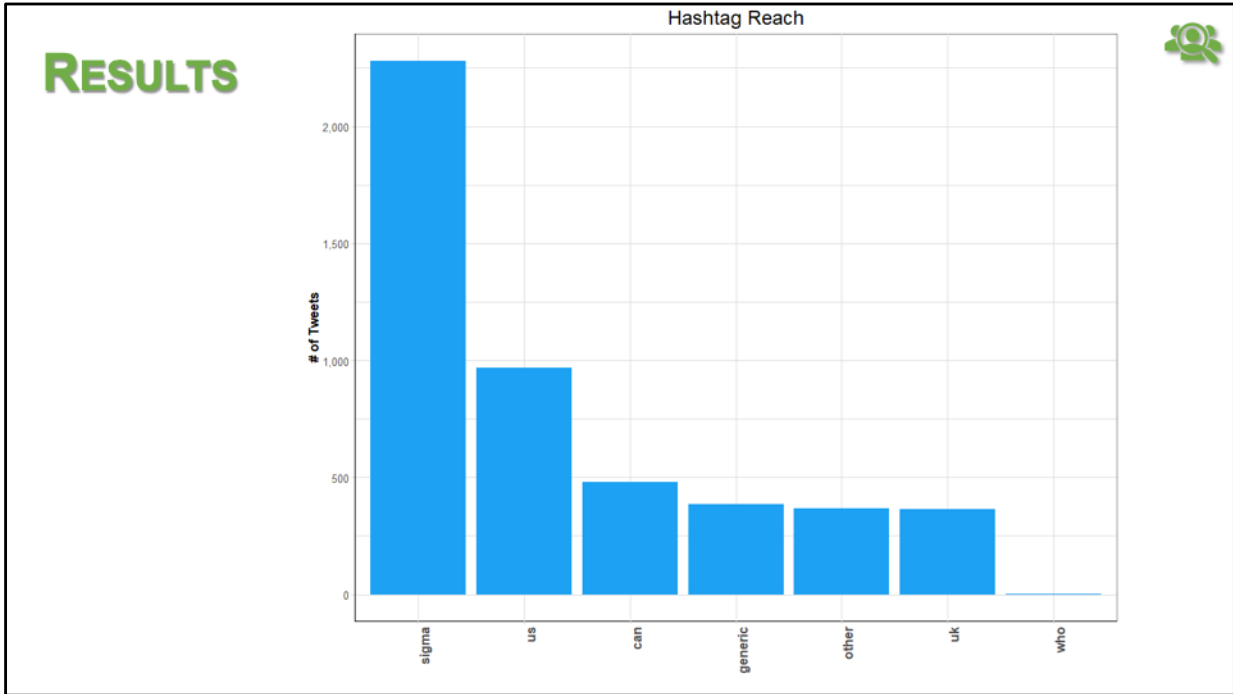
while number of followers impacts REACH – FREQUENCY is influenced not only by the volume of original content put out with the hashtag, but how often IT is retweeted by others – so not only followers but active followers – followers who can engaged with your contact or hashtags through tweetchats or other campaigns

Could not complete the sentiment analysis in time for the pre-conference deadline for these slides – but it will included in the publication.

Gives more information on the tone of messaging and on influencers

CONCLUSION & RECOMMENDATIONS

Nursing Twitter is often dominated by 🤖 for job placement purposes (legitimate) and adult entertainment (not so legitimate).

The use of hashtags can help drive campaigns, but follower numbers are also critically important to increase.

Ongoing analysis of effectiveness and reach of SM campaigns and posting will be essential in increasing global connectivity potential of these platforms.

More targeted nursing # campaigns are warranted and should maybe be paired with #nursing or #nurses to impact the professional visibility associated with these tags.

In our opening keynote we heard about the critical importance of our social movement – BUT also that it can be an UNRULY and sometimes chaotic space

And this data plays that out…..NOW…WHAT NEXT --- how can we get our SOCIAL movement MOVING

FIRST we take AWAY some important realizations OR lessons LEARNED
(SLIDE)

Role of nurses and nursing organizations to report accounts misappropriating nursing hashtags

And we CONTINUE to connect and learn from EACH other – for EXAMPLE you tell me what GLOBAL hashtags should we add to this SET – TWEET them at US

PLEASE FEEL FREE TO CONTACT ME IF YOU HAVE FURTHER QUESTIONS:

DR. TRACIE RISLING

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@traciewashere

INTRODUCTION

Tracie: Nursing Researcher & Educator

Derek: Computer Science & Program Manager

Disclosures: None

Trivia: We *are* married; Live in Saskatchewan; Prefer research to wallpapering together

OBJECTIVES

1   To review the frequency of nursing dialogue on twitter over a specific time period using a set of established #hashtags.

2   Compare and contrast the frequency, influence, and reach of generic #nursing tweets as opposed to targeted campaigns.

3   Create a set of recommendations for improving professional nursing voice and representation on Twitter.

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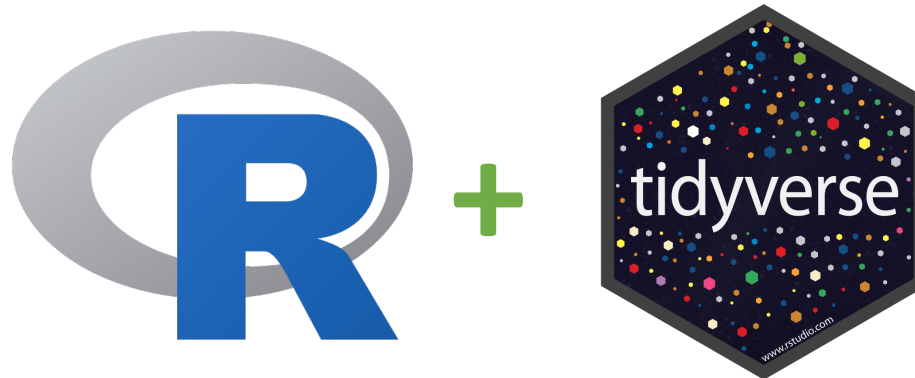
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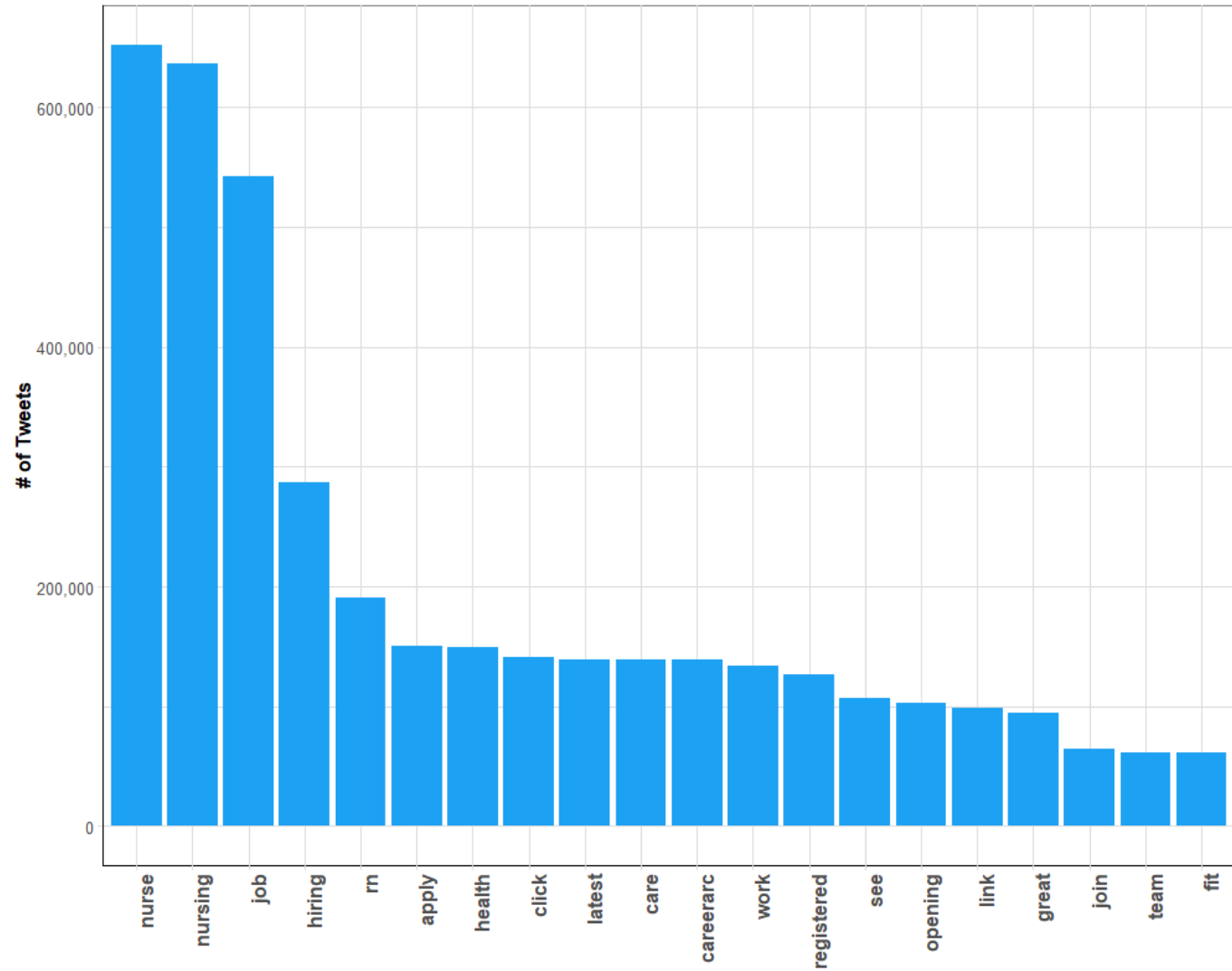
Data

1,457,067

1, 120, 915
USED [cleaned]

336, 152
REMOVED [23%]

RESULTS

nurse

nursing

job

Most Frequent Terms

RESULTS

registered nurse

hiring careerarc

nursing job

Most Frequent 2-grams
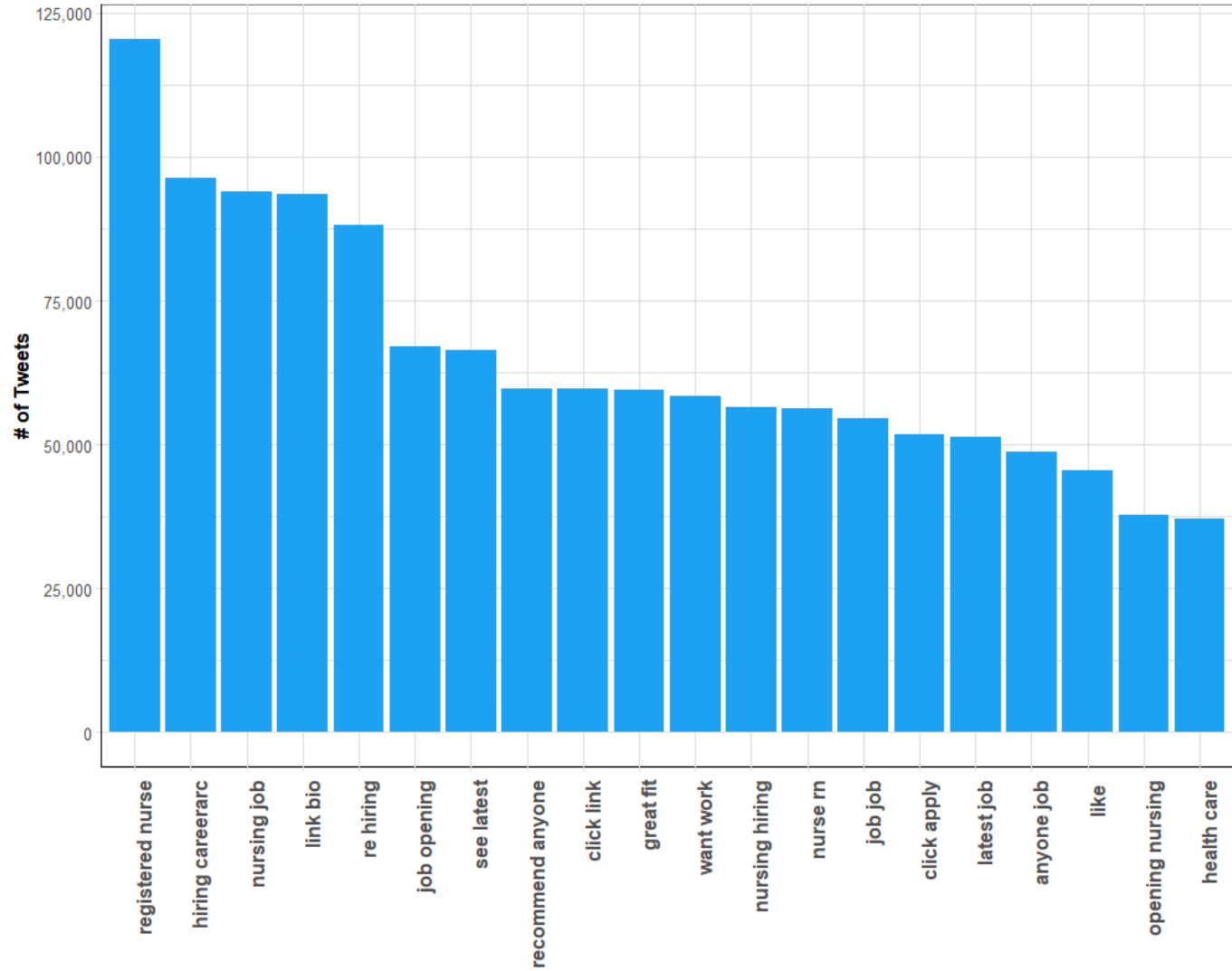
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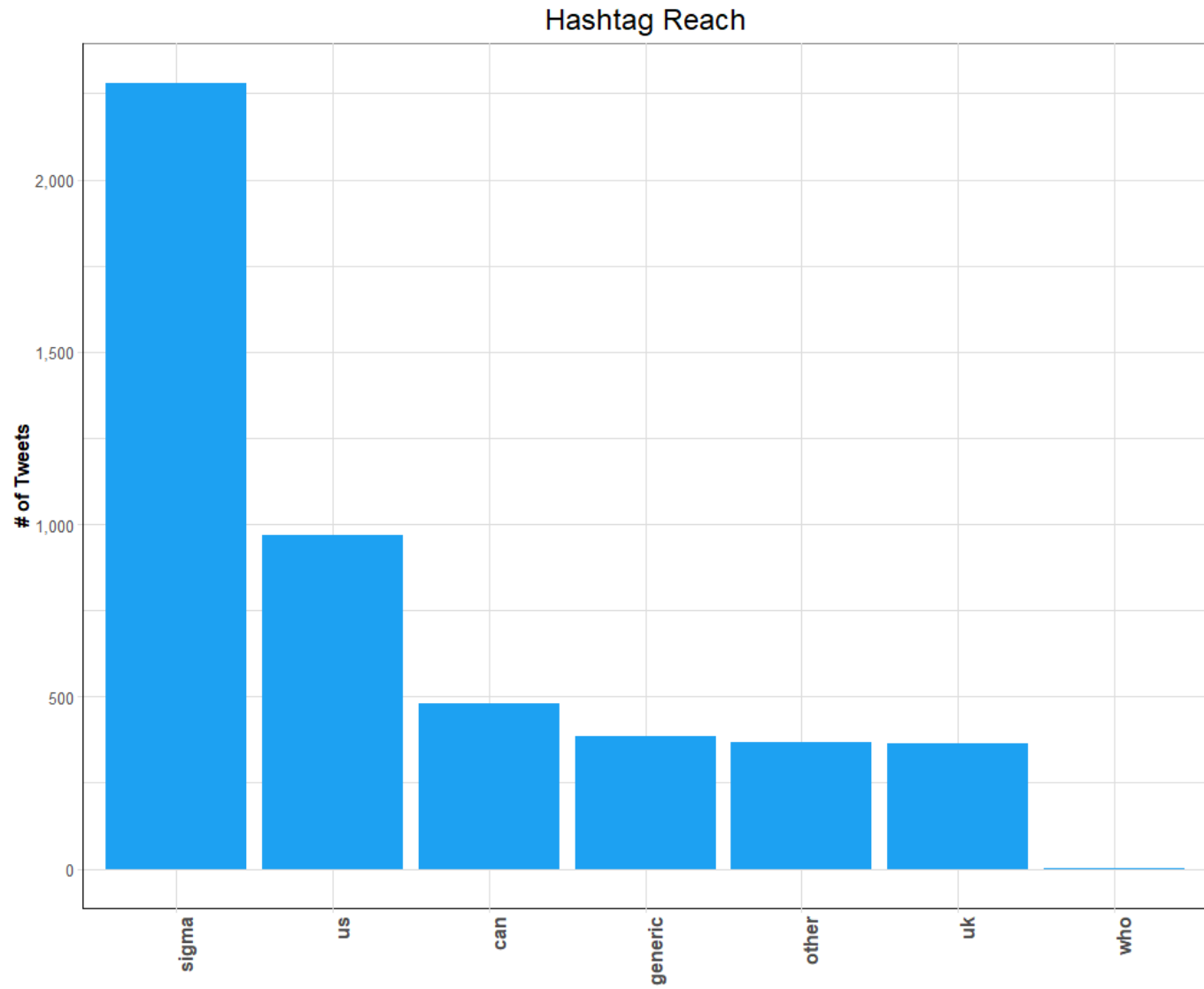
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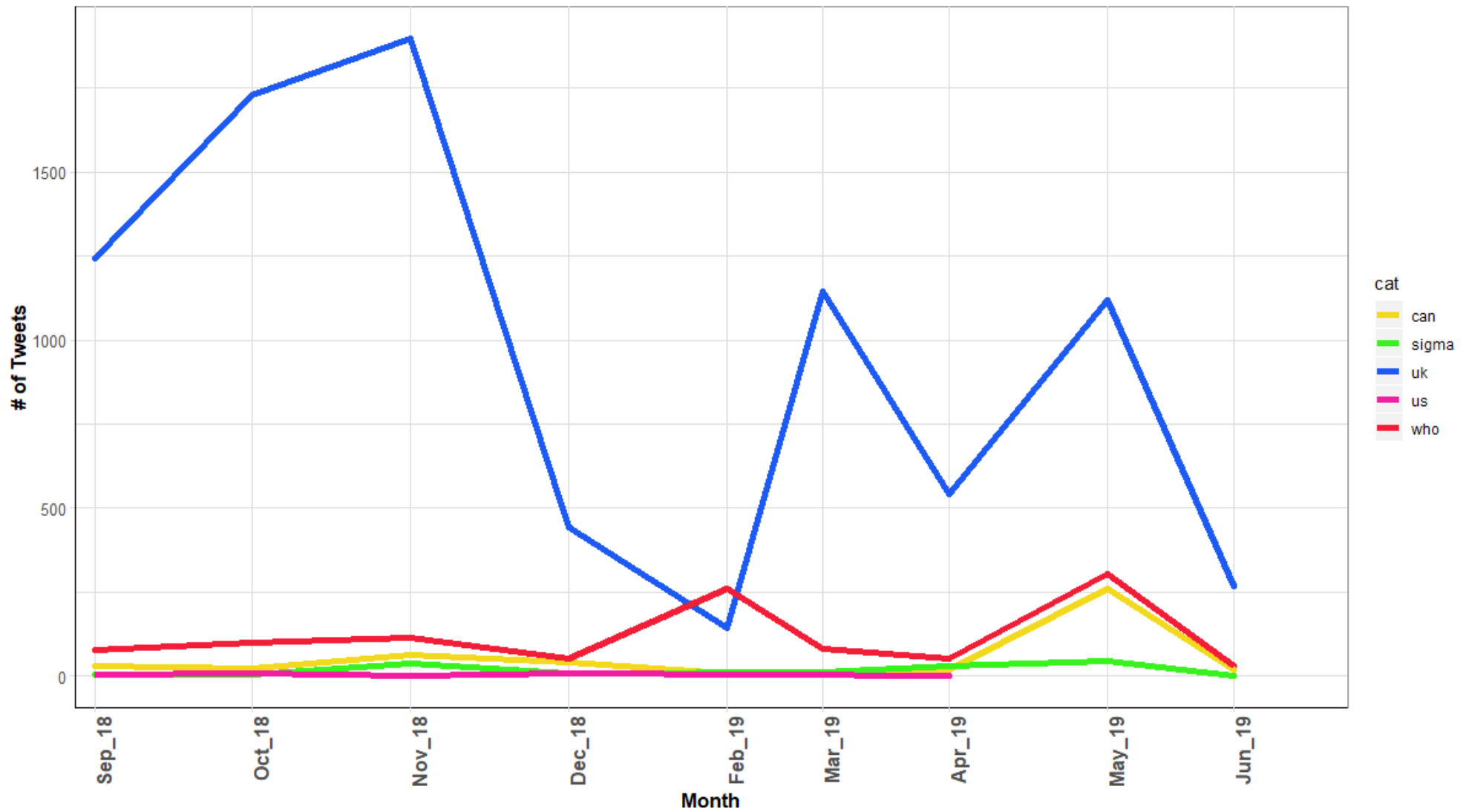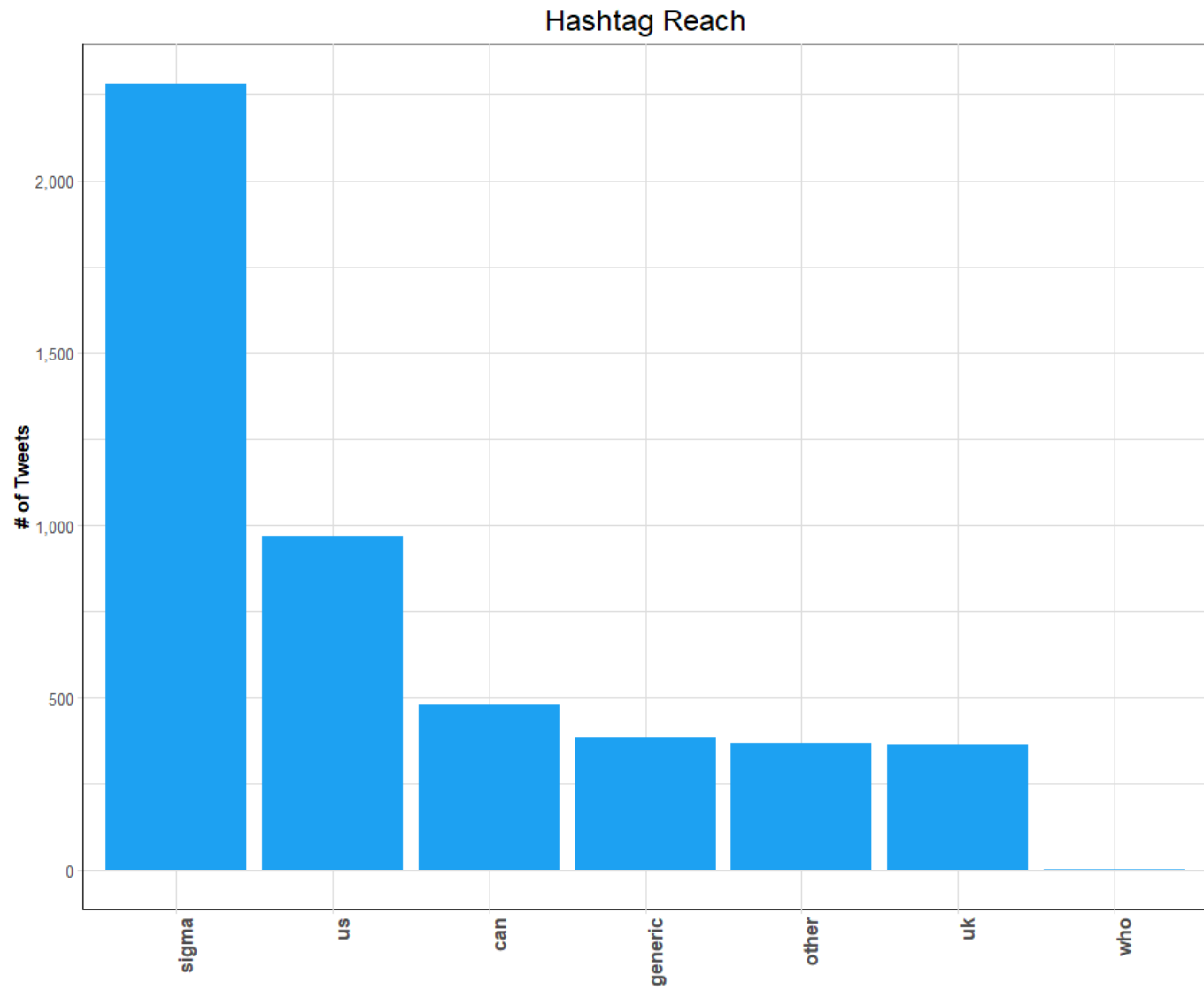
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RESULTS

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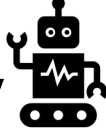
Hashtag Frequency Over Time

RESULTS

Hashtag Reach

Conclusion & Recommendations

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THANK YOU

PLEASE FEEL FREE TO CONTACT ME IF YOU HAVE FURTHER QUESTIONS:

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