**Nomination for Innovative Contribution to Family Nursing Award: Wendy Looman, PhD, APRN, CPNP-PC**

Dr. Looman’s innovative contributions to family nursing center around her commitment to encouraging communication among networks of family nurses globally. Through this communication, family nurses will be more effective in disseminating and implementing family nursing theory, research, and practice in their countries and languages. Looman has been a member of the International Family Nursing Association since the organization’s inception in 2009. Prior to IFNA’s becoming an organization, she was a regular attendee at the International Family Nursing Conferences, first attending the 5th International Family Nursing Conference in Chicago in 2000 as a PhD student. She was a core member of the IFNA communications committee from its beginnings in 2010. With Janice Bell and Sharon Denham, Looman was instrumental in helping to develop the organization’s new website in 2011. She worked with a web developer to embed a social networking function for member-to-member collaboration in family nursing in the organization’s early versions of the website. Looman served as co-chair of the IFNA communications committee from 2010 to 2013, and was a contributing member of the communications committee through 2017.

Looman’s sustained leadership in promoting family nursing dissemination through social media is both innovative and impactful. Looman entered the Twittersphere in 2015 with her first tweet, committing to curating and disseminating family nursing content through social media. Since that first tweet, she has tweeted over 1,000 family nursing-related messages to over 700 followers in 36 countries. With the communications committee, Dr. Looman has co-presented two IFNC workshops on using social media to advance family nursing (IFNC12 in Denmark, and IFNC13 in Spain) and published a peer-reviewed article in the *Journal of Family Nursing* on strategies for developing family nursing communities of practice through social media (Isaacson & Looman, 2017). She wrote a guest editorial on using social media to advance family nursing in the Journal of Family Nursing in 2016, noting that “the key to using social media for innovation and connecting to new ideas is assembling the right network—one that is diverse and includes people with strong ties to experts—and being intentional about scouting for useful knowledge that can be transferred into your own network.” Her 2015 LinkedIn blog post, *Confessions of a Reluctant Tweeter: How I Overcame the Fear of Being Followed*, focused on the value of connections in making a worldwide impact on family nursing. In this blog post, Dr. Looman argued that social media is the key for family nurses to grow their networks for the benefit of family nursing. The question we need to be asking, she argued, was not, “what’s in it for me?”, but rather, “what’s in it for family nursing?” In her 2017 publication with Isaacson, Looman used social capital and communities of practice as conceptual frameworks to demonstrate how social media can be leveraged for family nursing knowledge, scholarship, and practice.

Through these innovative strategies, Looman has enhanced family nursing’s impact and relevance globally through social media and traditional scholarly dissemination. Her active presence as a family nursing scholar on social media platforms ensures that family nursing content spreads globally to a broad and diverse network of professionals and families outside of IFNA. In addition, through publishing and presenting about social media at IFN conferences and in the *Journal of Family Nursing*, Looman has contributed to an increased awareness among family nurses of strategies for leveraging our own professional networks to disseminate knowledge about family nursing theory, research, and practice.

**Selected publications:**

Isaacson, K. & **Looman, W. S.** (2017). Strategies for developing family nursing communities of practice through social media. *Journal of Family Nursing, 23*(1), 73-89.

**Looman, W. S**. (2016). Confessions of a reluctant tweeter: Using social media to advance family nursing [guest editorial]. *Journal of Family Nursing, 22*(1), 3-5.

**Looman, W. S.** (2015, August). Confessions of a reluctant tweeter: How I Overcame my Fear of Being Followed [blog post]. https://www.linkedin.com/pulse/confessions-reluctant-tweeter-wendy-s-looman-phd-aprn-cnp.

Anderson, J.G., Bell, J.M., **Looman, W.S.**, & Schroeder, W. *A Social Media Primer for Family Nursing Scholars*. Pre-Conference Workshop, 13th International Family Nursing Conference. June 2017, Pamplona, Spain.

Bell, J.M., **Looman, W.S**., Schroeder, W., & Isaacson, K. *Leveraging Social Media to Create a “Tipping Point” in #familynursing*. Symposium Presentation, 12th International Family Nursing Conference. August 2015, Odense, Denmark.

**Looman, W.S**., Schroeder, W., Isaacson, K., & Bell, J.M. *Leveraging Social Media in #familynursing Education and Research*. Symposium Presentation, 12th International Family Nursing Conference. August 2015, Odense, Denmark.

Schroeder, W., **Looman, W.S**., Isaacson, K., & Bell, J.M. *Leveraging Social Media in #familynursing Practice*. Symposium Presentation, 12th International Family Nursing Conference. August 2015, Odense, Denmark.

Isaacson, K., Schroeder, W., Bell, J.M., & **Looman, W.S.** *Application: Leveraging Social Media to Promote your Work and Ideas in #familynursing.* Symposium Presentation, 12th International Family Nursing Conference. August 2015, Odense, Denmark.

**Nominated by Anne Chevalier McKechnie, PhD, RN**

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