

**Title:**

Helping Your Hashtags: Strategic Social Media Messaging

**Keywords:**

social media, social media messaging and using social media for chapters

**Summary:**

Now that you have your social media platforms set up, are you communicating on each one appropriately and effectively? This session will discuss the types of messages you should have on each platform.

**Abstract Text:**

Now that you have your social media platforms set up, are you communicating on each one appropriately and effectively? This session will discuss the types of messages you should have on each platform, such as Facebook and Twitter, to maximize your impact.

**References:**

All Chapter Officers Workgroup, Sigma Theta Tau International

**Content Outline:**

Now that you have your social media platforms set up, are you communicating on each one appropriately and effectively? This session will discuss the types of messages you should have on each platform.

**Moderator**

Lucine P. Francis, PhD

Johns Hopkins University School of Nursing

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Postdoctoral Fellow

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**Professional Experience:** 2017-present Morton K. and Jane Blaustein Post-Doctoral Fellow in Mental Health and Psychiatric Nursing, Johns Hopkins University, School of Nursing, Baltimore, MD 2017-present Community Health Nurse House of Ruth Maryland 2012-2017 Research Nurse/PhD Student, Johns Hopkins University, School of Nursing, Baltimore, MD 2018 Sue K. Donaldson Dissertation Award for an Outstanding PhD Dissertation at the Johns Hopkins University School of Nursing 2014-2017 Examining Food Environments of Family Child Care Homes, Role: Principal Investigator, 100% effort, National Institute of Health/NINR (1F31NR015399), \$81,372 2013-2014, Interdisciplinary Training in Cardiovascular Health Research (PI: Jerilyn K. Allen), Role: Predoctoral Research Fellow, 100% effort, National Institute of Health/NINR (5T32NR012704), Tuition, Stipend, Research, and Development

**Author Summary:** Dr. Francis is the Morton K. and Jane Blaustein Postdoctoral Fellow. Her research expertise is in early childhood health at the intersection of childhood obesity prevention, nutrition policy, and health disparities. With the understanding that behavior change is difficult, her ultimate goal is to develop a program of research that involves using a multi-level approach to preventing obesity in children, with an emphasis on building collective self-efficacy among parents and thereby improving children's cardio-metabolic health.

**Organizer**

Noelle Pickler, BA

Sigma Theta Tau International Honor Society of Nursing

Community Training Specialist

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**Professional Experience:** Noelle Pickler is the Community Training Specialist for Sigma Theta Tau

International. She specializes in chapter communication tools and tips, especially for their chapter websites hosted in The Circle.

**Author Summary:** Noelle Pickler is the Community Training Specialist for Sigma Theta Tau International. She specializes in chapter communication tools and tips, especially for their chapter websites hosted in The Circle.

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**Professional Experience:** Kailee graduated from Franklin College with a journalism degree. She has worked in various marketing and PR positions, including her current position as a Marketing Communications Specialist at the Honor Society of Nursing, Sigma Theta Tau International

**Author Summary:** Kailee is the Marketing Communications Specialist at Sigma Theta Tau International, and works primarily with Nursing Knowledge International, a subsidiary of STTI. She also manages all of STTI's social media.