

Helping Your Hashtags: Strategic Social Media Messaging

Kailee Bennett
Noelle Pickler

Faculty Disclosure

Faculty Name: Kailee Bennett

Conflicts of Interest: None

Employer: Sigma Theta Tau International

Sponsorship/Commercial Support: None

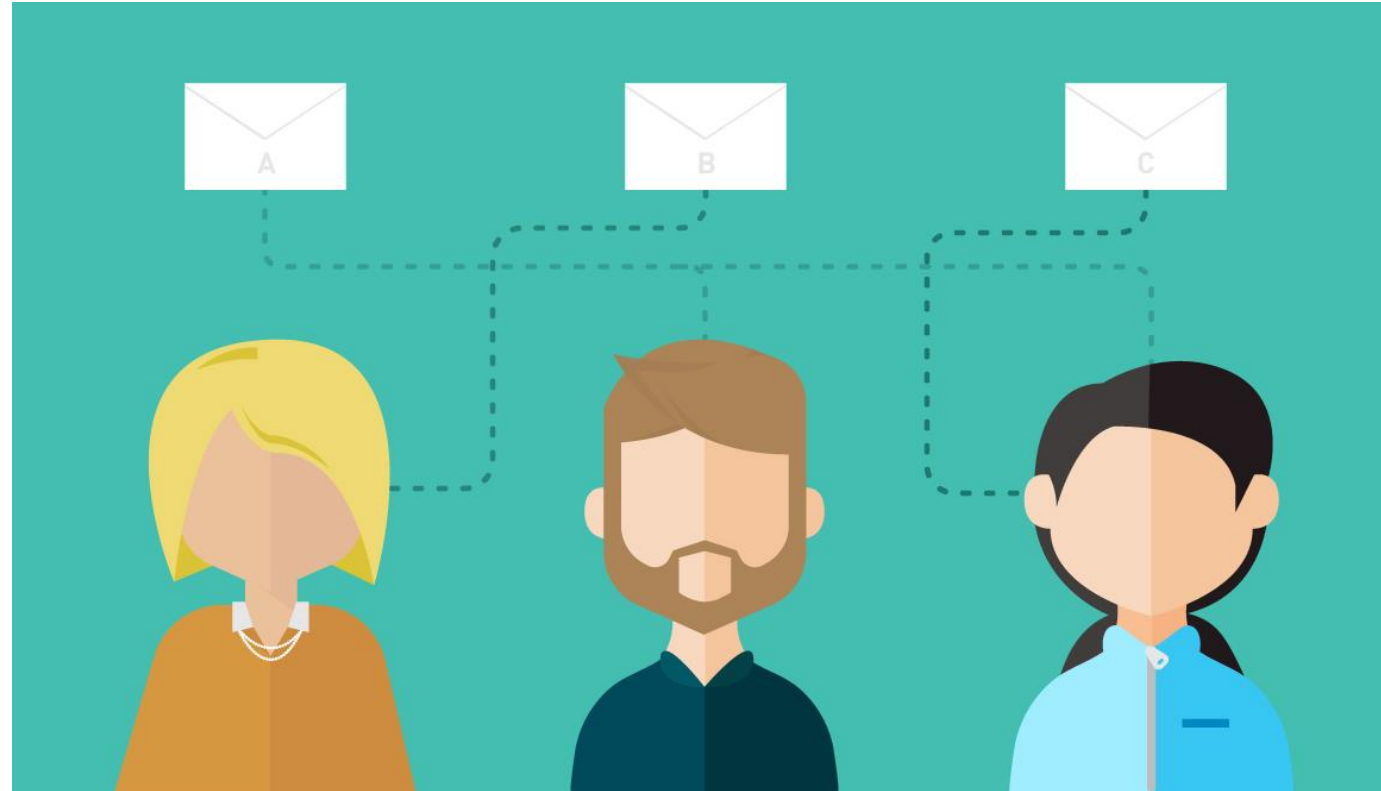
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Segment Your Messages



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Chapter Scenarios

-Student Recruitment Event titled “Crafting Your Resume: Tips from the Top.”



-Release of a quarterly chapter newsletter.





Student Recruitment Event - “Crafting Your Resume: Tips from the Top”





Student Recruitment Event - “Crafting Your Resume: Tips from the Top”



- 90% say video helps make purchasing decisions
- Mentioning “video” in a subject line increases open rates by 19%
- 74% of all Internet traffic is video



Student Recruitment Event - “Crafting Your Resume: Tips from the Top”



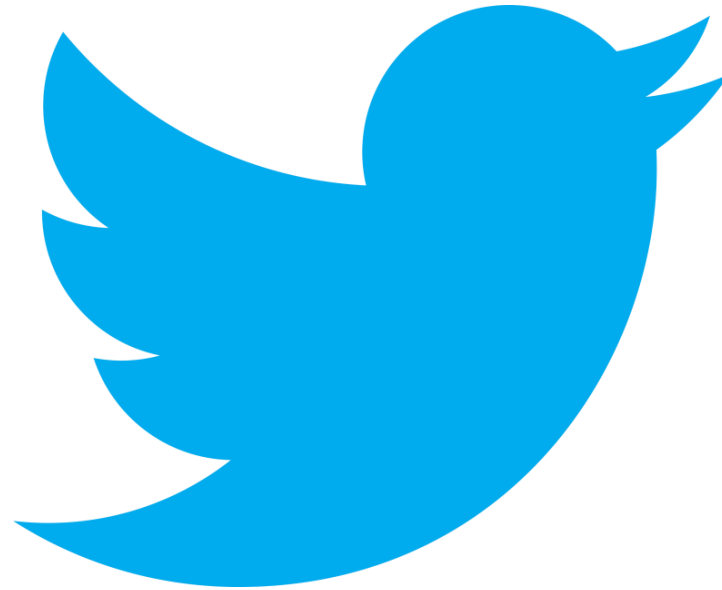
Idea 1: Speaker introduction

Idea 2: Post-event testimonial

Idea 3: Sneak peak of tips

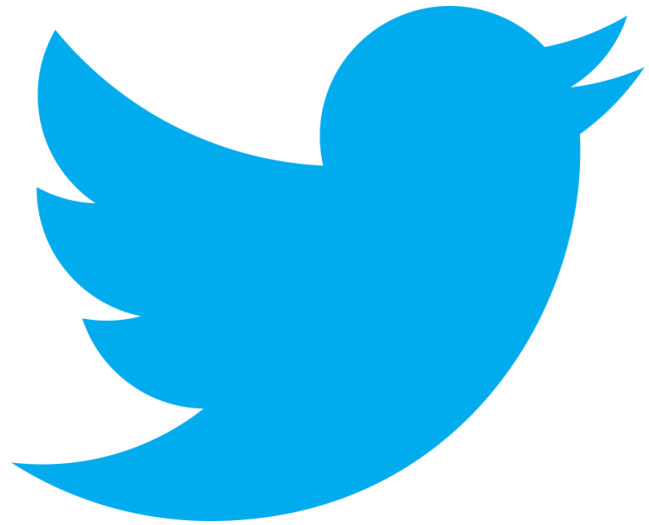


Student Recruitment Event - “Crafting Your Resume: Tips from the Top”





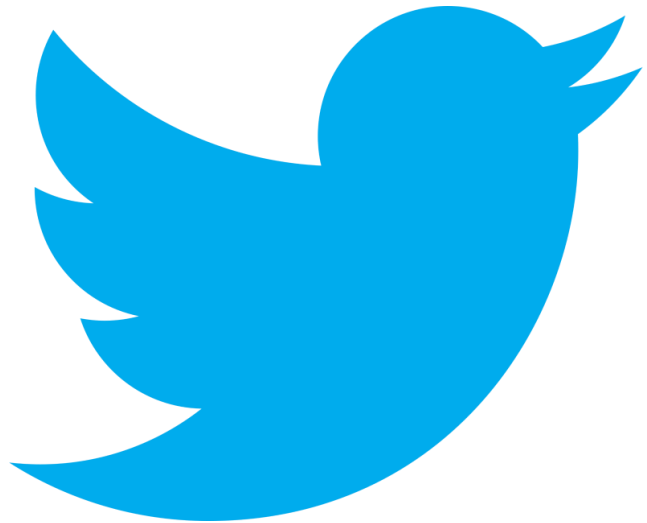
Student Recruitment Event - “Crafting Your Resume: Tips from the Top”



One clear call
to action.



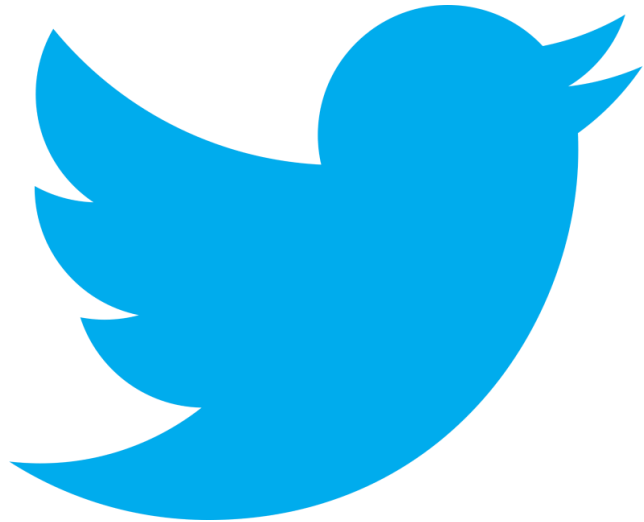
Student Recruitment Event - “Crafting Your Resume: Tips from the Top”



“Alpha Chapter is ready to help you craft the perfect #nursing resume! Meet the experts: [Video Link]
#AlphaResumeNight @SigmaNursing”



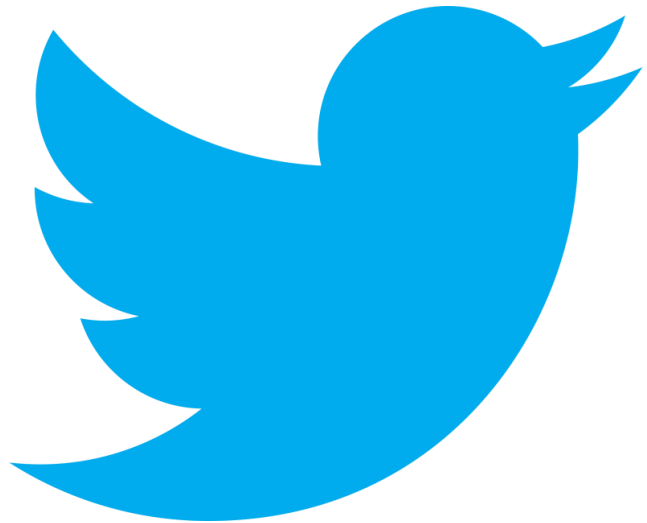
Student Recruitment Event - “Crafting Your Resume: Tips from the Top”



“Seating is limited for ‘Crafting Your Resume: Tips from the Top!’ Register now to save your spot: [Link to Registration]” #AlphaResumeNight #resumehelp #careeradvice”



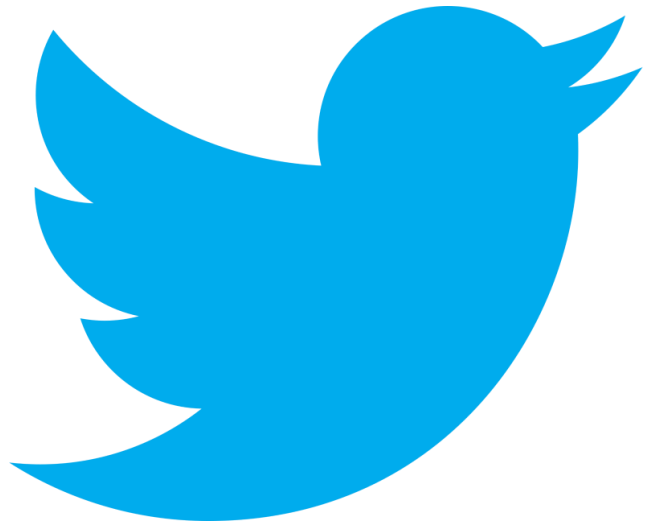
Student Recruitment Event - “Crafting Your Resume: Tips from the Top”



“If you’re a nursing student thinking about your first career move, you don’t want to miss this! [Link to chapter website event information]
#AlphaResumeNight”



Student Recruitment Event - “Crafting Your Resume: Tips from the Top”



- Live tweet during the event
- Thank people afterward



Student Recruitment Event - “Crafting Your Resume: Tips from the Top”





Student Recruitment Event - “Crafting Your Resume: Tips from the Top”



Create an event page.



Student Recruitment Event - “Crafting Your Resume: Tips from the Top”



Update profile
and cover
photo.



Student Recruitment Event - “Crafting Your Resume: Tips from the Top”



“The Alpha Chapter of Sigma Theta Tau International Honor Society of Nursing is your resume resource! Join us for our next event that can help you land your dream job. [Event Details] Meet the experts [Tag Presenters] who will help you perfect your resume! [Link to Video]”



Student Recruitment Event - “Crafting Your Resume: Tips from the Top”



“Have you registered yet for “Crafting Your Resume: Tips from the Top?” There are only a few spots left! Don’t miss tips like [Insert Tip] that will make or break your job search. Be sure to share this post with your nursing peers! [Include link to event information]”

“What do font size, paper type and your high school Spanish class have in common with your first job search in the nursing industry? Come find out! [Link to event information]”



Student Recruitment Event - “Crafting Your Resume: Tips from the Top”



“What keeps you up at night when you think about your first job? Alpha Chapter wants to be the bridge between graduation and your dream job! Let us know, so we can help. [Include link to event]”

Chapter Scenarios

~~-Student Recruitment Event titled “Crafting Your Resume: Tips from the Top.”~~



-Release of a quarterly chapter newsletter.





Release of quarterly chapter newsletter





Release of quarterly chapter newsletter

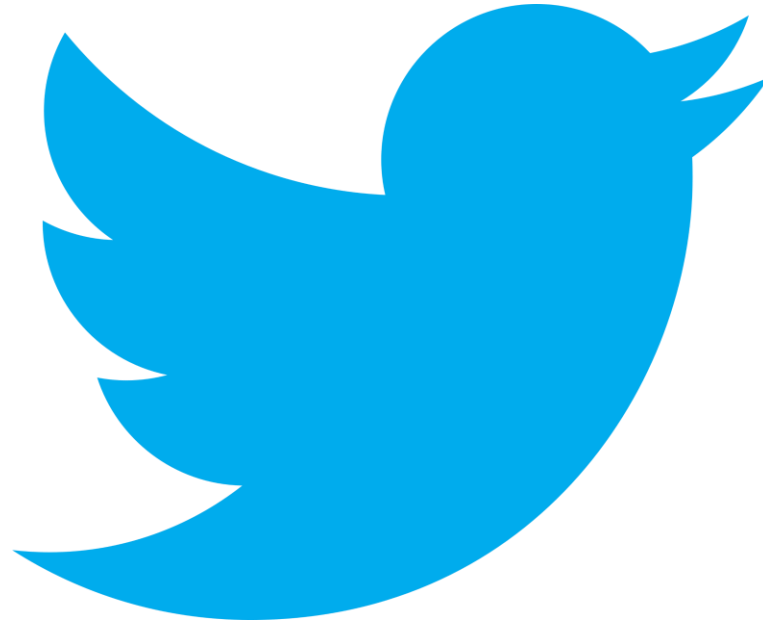


Idea 1: “Unboxing” video

Idea 2: Supplementary interview

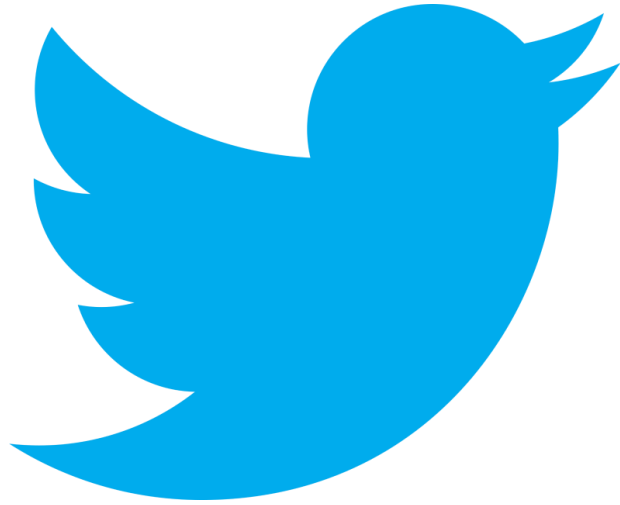


Release of quarterly chapter newsletter





Release of quarterly chapter newsletter



“Meet [Tag Member], who just received a scholarship to pursue her DNP at XYZ graduate school! Read her full story in our quarterly newsletter, out now. [Link to video]”

“Quarterly newsletter out now! Thanks to our incredible Publicity Team [Tag Team Members] for putting this great resource together – read it now! #WeAreAlpha [Link]”

“It’s all things fun, new and Alpha related. Check it out! [Link] #WeAreAlpha”

“First semester grant deadlines are quickly approaching – don’t miss out! Find our more in our quarterly newsletter [Link] #WeAreAlpha”



Release of quarterly chapter newsletter





Release of quarterly chapter newsletter



“[Tag Member] is well on her way to receiving her DNP thanks to a scholarship she received from XYZ University. How did she make this dream a reality? Learn more about her story and the steps she took to financially support her education goals in our quarterly newsletter. [\[Link to Video\]](#)”

“What’s your favorite thing about an Alpha Chapter newsletter release? President [\[Tag Chapter President\]](#) loves reading our ‘Clinical Spotlight’ segment! Comment below with your answer and be entered to win some Sigma swag! [\[Link to Newsletter\]](#)”

“Our Publicity Team did such a fantastic job highlighting Alpha Chapter’s successes over the past three months. Like and share this status to tell our Publicity Team – job well done! [\[Link to Newsletter\]](#)”

Additional Considerations

- Make your members shine
- Detail your Facebook events
- Tag with gusto
- Pre-schedule your messages
- Use a free design service
- Always follow up
- Don't go dormant



Questions?