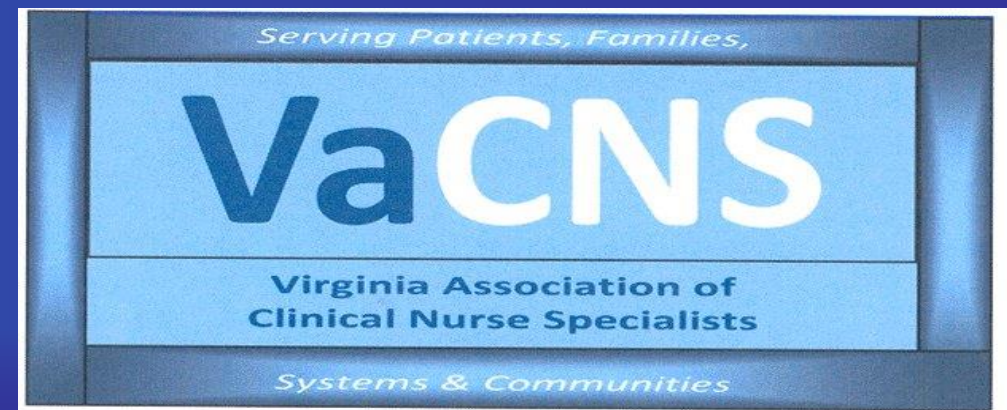
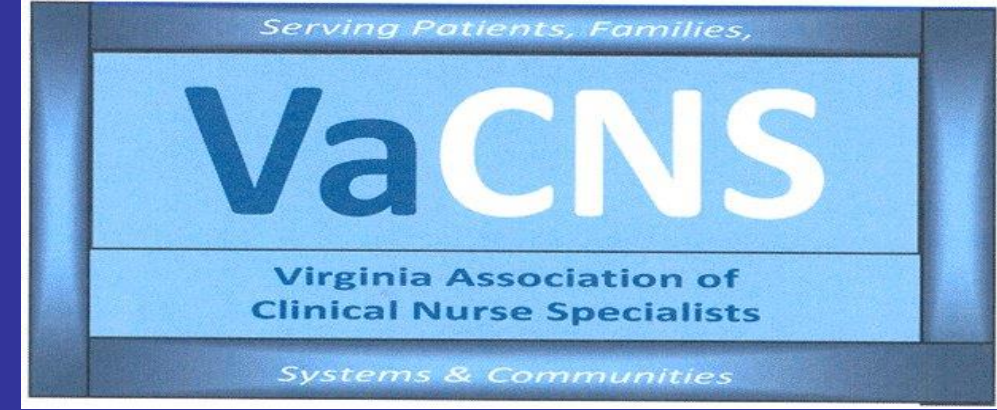


Using Social Media to Increase Engagement in Nursing Organizations

Amy Lucas MSN, RN, CCNS, CCRN-K and Cindy Ward DNP, RN-BC, CMSRN, ACNS-BC
Carilion Roanoke Memorial Hospital



VaCNS

The Virginia Association of Clinical Nurse Specialists (VaCNS) has been an affiliate of the National Association of Clinical Nurse Specialists since 2010.

The mission of the VaCNS is to promote the role of the clinical nurse specialist as an advanced practice registered nurse in Virginia, to improve systems of care, prevent disease, and enhance health and well-being through evidence-based care of populations.

Background & Significance

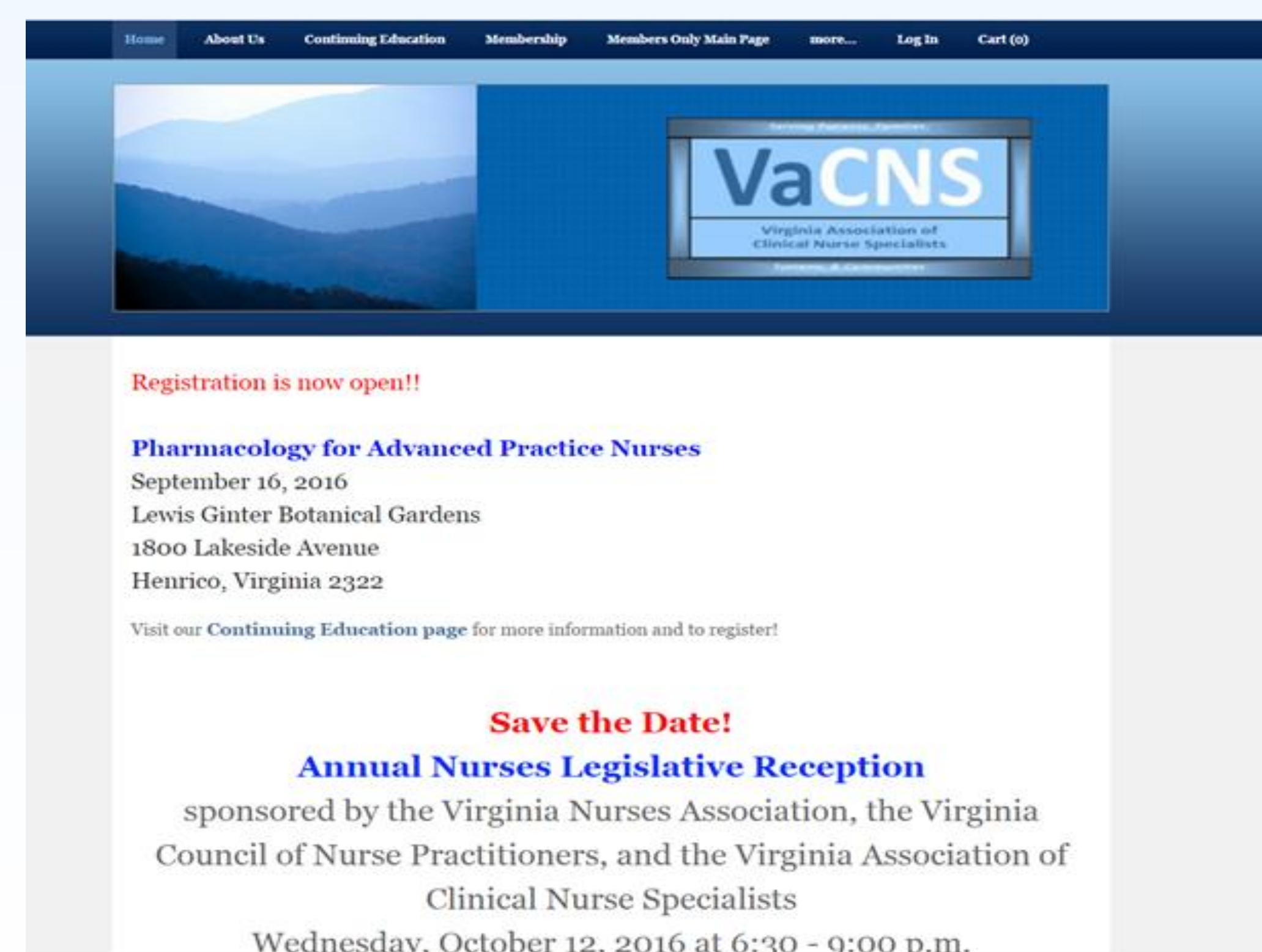
The VaCNS is an example of a small organization (<100 members) that can find recruiting and maintaining membership challenging.

Organizations need to look for ways to measure return on engagement. Individual organizations must identify the type of participation or engagement that is important to them, and this becomes the metric ⁵.

- Social Media can:
- Engage members (with organization and each other)
 - Increase awareness of organization
 - Attract new potential members
 - Increase website traffic
 - Increase revenue
 - Allow nurses to network/share information worldwide^{1,2,5}

Question

How can social media be used to increase membership and member engagement for smaller professional nursing organizations?



VaCNS Social Media Strategy

The Facebook administrator and webmaster collaborated to formulate a social media plan. Facebook posts highlighted website offerings and included links to the website for: conference registration, membership, and a contact us form.

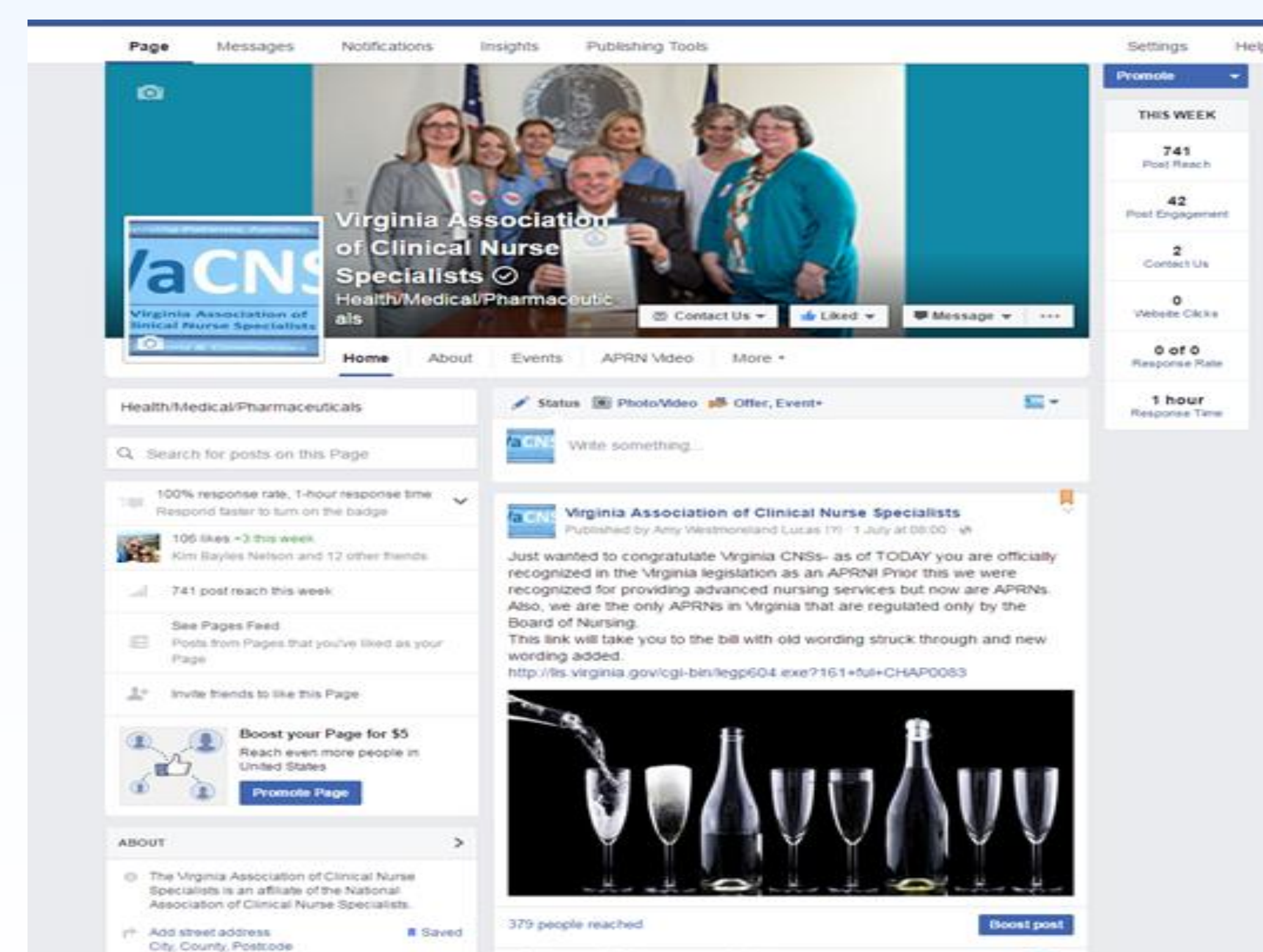
Website Strategies:

- Added ability to pay for membership and conferences online
- Member highlights/recognition
- Conference/Event advertising
- Showcasing Clinical Nurse Specialist (CNS) Recognition Week celebrations and pictures

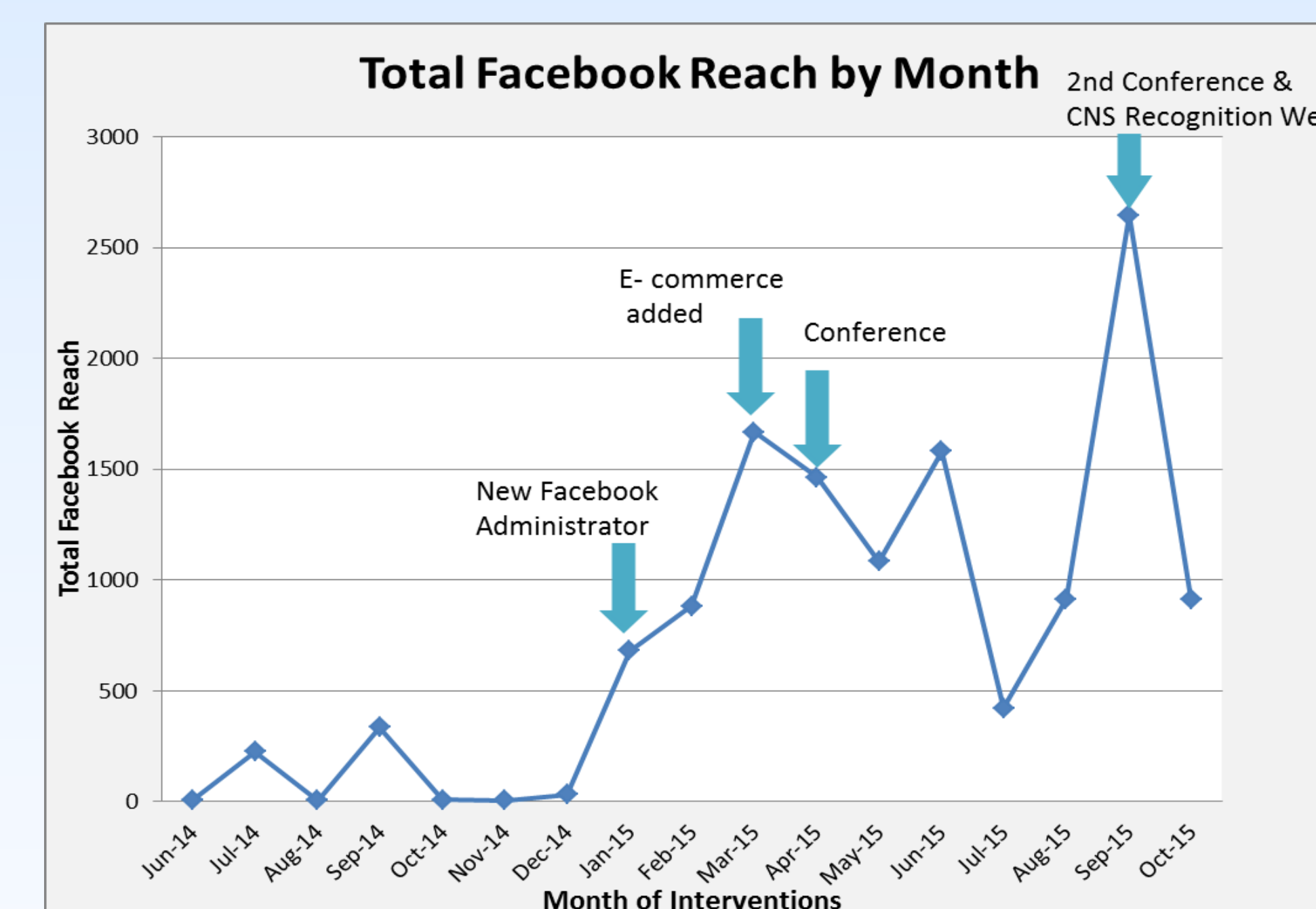
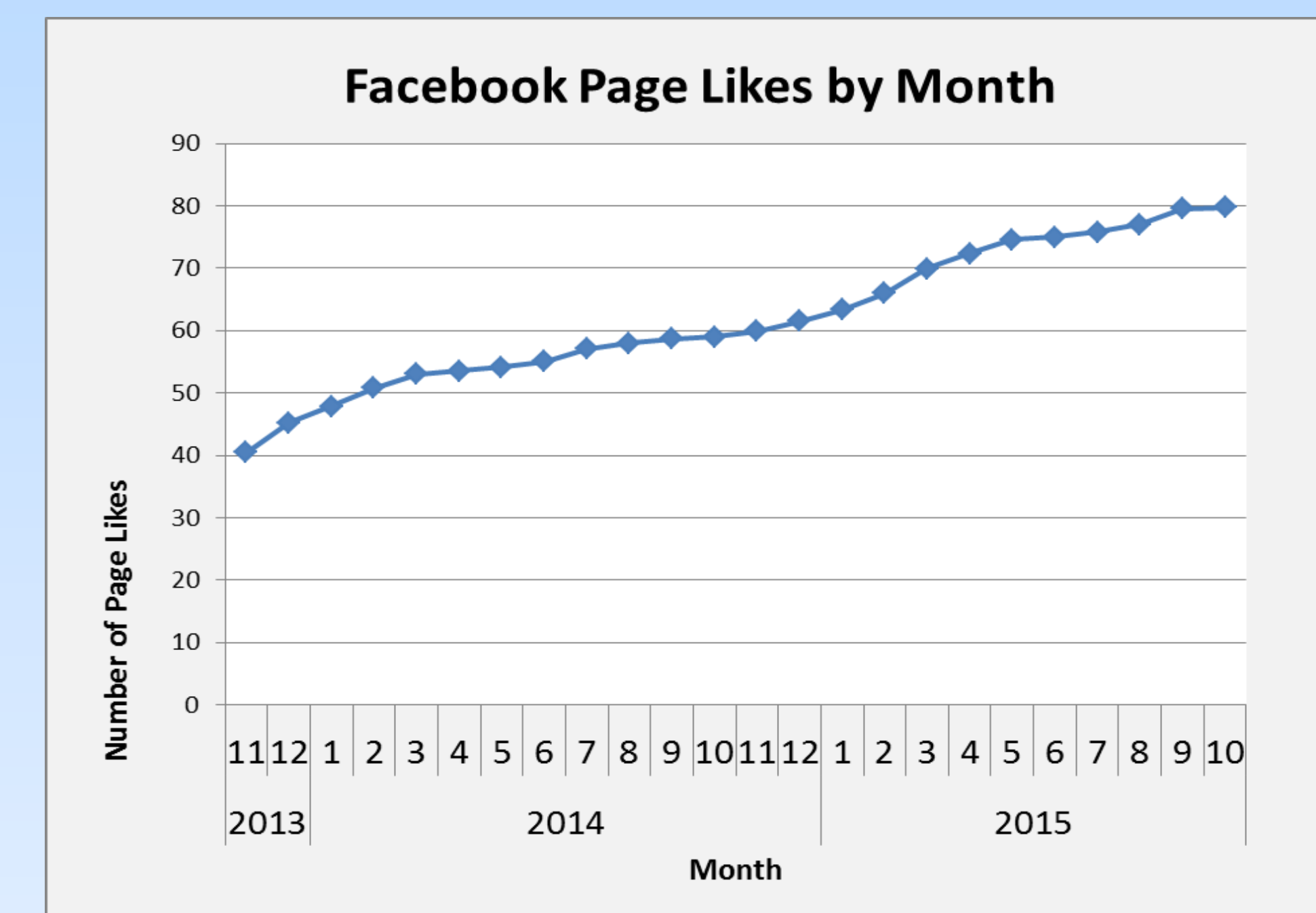
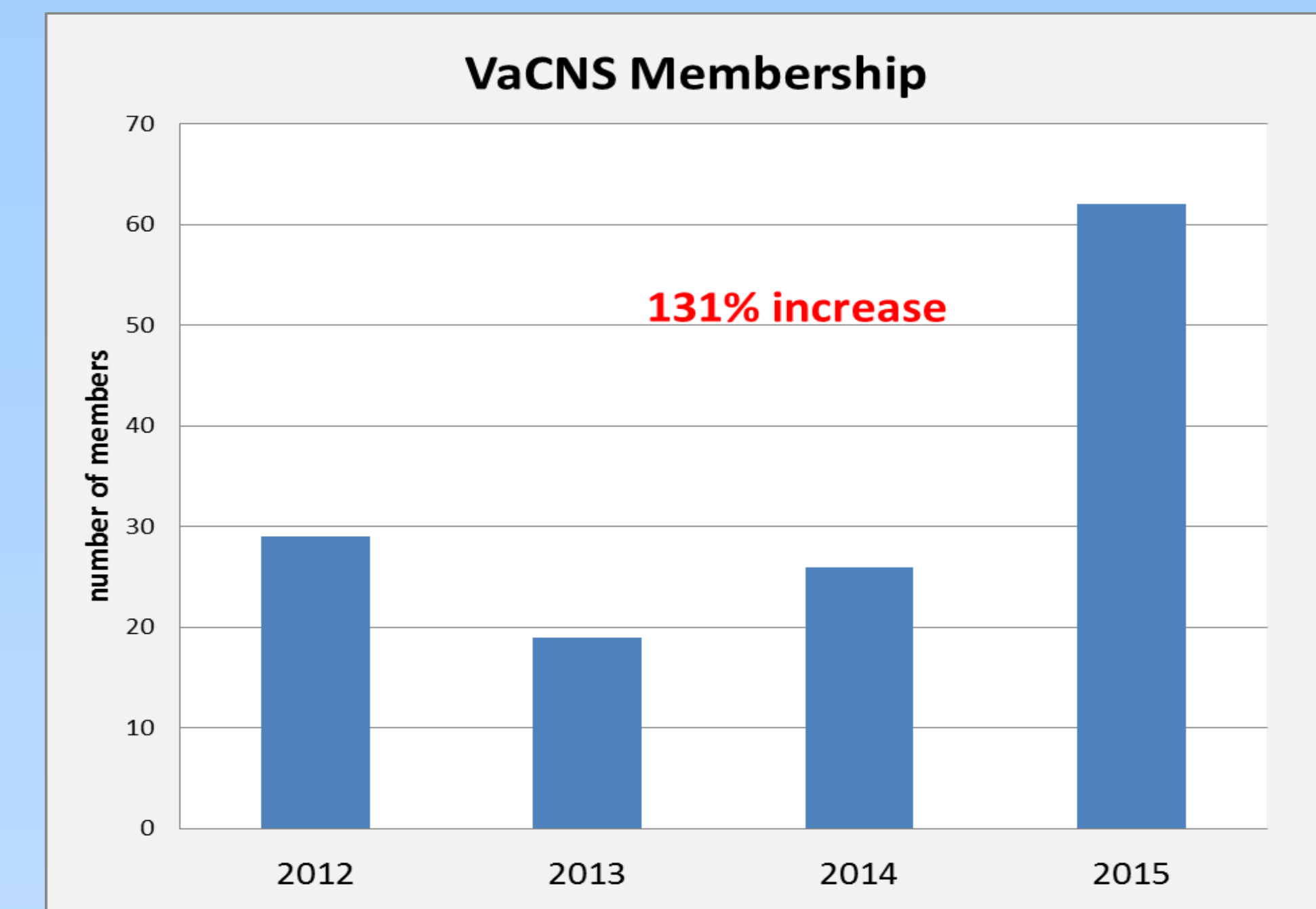


Facebook Strategies^{1,4}

- Liking relevant group pages
- Highlighting member achievements and presentations
- Posting photos
- Sharing relevant information such as information about CNS role
- Posting frequently to maintain interest
- Posting actionable items such as links to surveys or questions for the audience



What We Measured



What We Learned

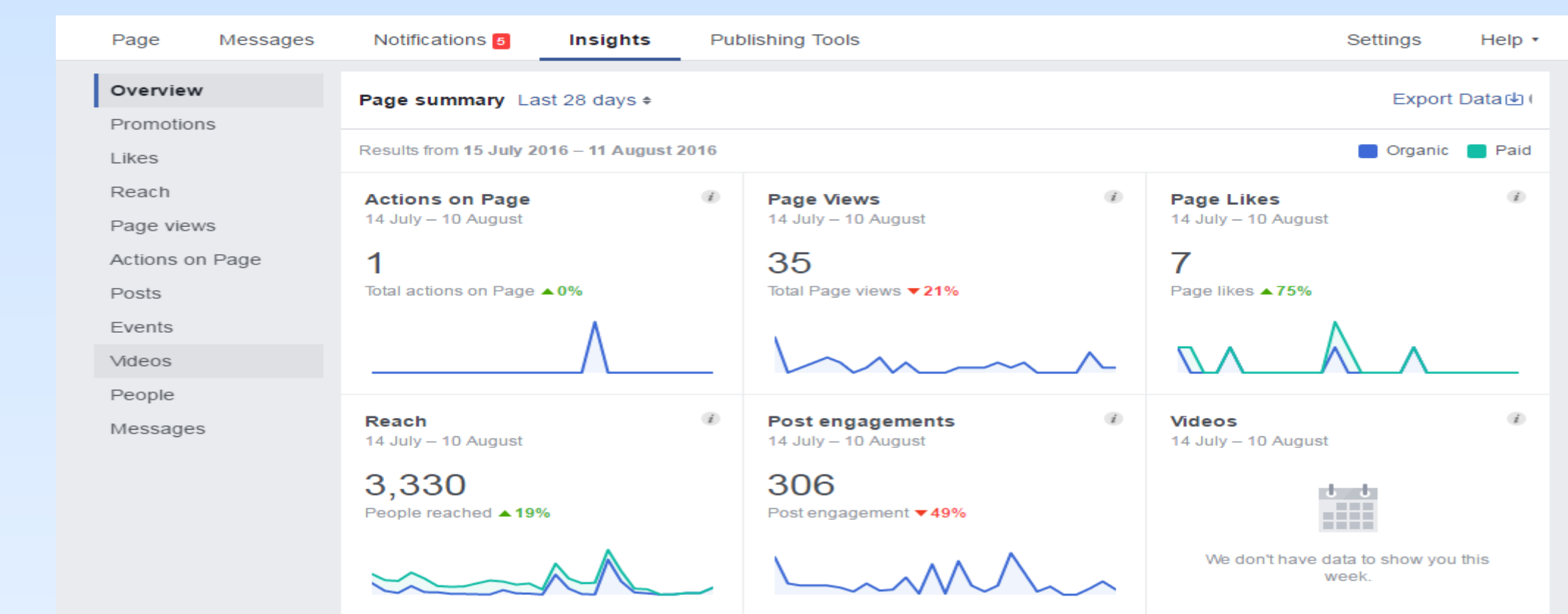
- More unique visitors and views around time of conference and CNS recognition week
- More FB posts were made around those dates suggesting an association between FB posts and visits to the website
- Increase in membership near the conference dates
- Activity on FB page resulted in increased reach
- No association between type of post but obvious that posting something frequently maintained engagement
- Facebook can be scheduled ahead, which worked better for us
- Making frequent posts maintained engagement

Suggestions for Organizations

- Consider which social media platform:
 - Works best for members
 - Administrators are comfortable using
 - Provides data that are useful to organization
- Consider statistics provided by web host when choosing web host provider
- Develop a social media strategy and designate a person to manage
- Create calendar of postings

Conclusions

Even small nursing organizations can reach potential members through strategic use of social media. Although it was hard to determine if a specific type of post was more influential in engaging people, it was clear that making frequent posts maintained engagement. Social media was an effective and inexpensive way for the VaCNS to increase involvement, engagement, and membership. The organization will continue to use coordinated social media strategies to reach and engage current and potential members.



For More Information

Lucas, A. and Ward, C. (2016). Using social media to increase engagement in nursing organizations. *Nursing2016*, 46(6), 47-49.

Acknowledgement

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