Technology-Based Tools to Deliver Quality Programs

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Chair, Global Technology Taskforce
Objectives

• Understand the different technologies available to creating programs that can be accessed by members 24 hours a day

• Learn new tools to assist in reaching a wide geographic area
Tired of the same old chapter events?
Don’t have the time to deliver quality programs?
Want to reach out to a vast geographical area?

Then this is the session for you!
Leadership Forum
20 - 22 September 2012 • Indianapolis, Indiana, USA

Icons
Challenges with Events

• Attendance
• Increase demands for Members
• Same communication style/events
• Unaware of member needs
• Large geographical area
• Members want diverse programs
Types of Technology:

• The Circle
• Facebook
• Twitter
• LinkedIn
• Any Meeting
• YouTube
• Google
• Skype
• PayPal
• Survey Monkey
• Doodle
• HootSuite
Which technology does this describe?

- One of the first social media site just for nurses
- Social media site not just for seasoned nurses but also student nurses
- Directory to find nurses from around the world
- Search for nursing events around the world
The Circle

- List your chapter events
- Post discussions
- Create CEU events
- Can upload documents and video
Firefox is a web browser that you can store your password to the Circle.

Address to the Circle

You can link to your profile 2 ways.

Welcome, Julie
Profile Preferences

Sigma Theta Tau International Honor Society of Nursing

My Profile Chapters Directory Discussions Events Groups FAQs

Welcome to The Circle

List of different chapters
Find a member in the directory-any member in the world :)

Upcoming events
Groups that you belong to

Clicking on the word, "Discussion," will give you a list of all the active discussions of the groups you belong to. It will also give you the number of members that are actively subscribed to your chapter by your members.
• Really important to add a picture
• Make sure that you put in information about yourself to create the most networks
This is where you can set your subscriptions to your groups. That way you can change whether you want real time or daily digest to discussions. It is normally defaulted to no digest.

If you are a chapter office, it will list it here.

List of all the members that you added. Equivalency of add "friends" on your Facebook site.

Click on any of the gear picture to edit your profile.

List of all the groups that you belong to.
My Subscriptions

You can subscribe to RSS feed. RSS stands for Rich Site Summary, which is a format for delivering regularly changing web content to you through email or other delivery options.

Here are the list of eligible discussions that you can subscribe to, my view will differ with what you see in your subscriptions.

<table>
<thead>
<tr>
<th>Eligible Discussions</th>
<th>Real Time</th>
<th>Daily Digest</th>
<th>Legacy</th>
<th>No Emails</th>
<th>Unsubscribe</th>
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Welcome to Kappa Tau!

We are excited to have the Circle as a mode to communicate to our members. Check out our upcoming events and Chapter news. You can also visit us at http://www.uvm.edu/~kappatau/.

Follow us on:

Welcome, Julie

Make sure you add a welcome message to your members

List the wonderful things you are doing for your chapter

Also add a picture of your group

Here you can link your members to any of your Chapter’s Social Media Groups

Start a discussion on the site and have members participate by awarding prizes for the best discussion post. If they do that, a pop window shows up after they click on submit asking if they was a daily or real time digest of this group.
- Update events
- Send link to members
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Kappa Tau Induction 2012

Sunday, October 7, 2012, 3:00 PM - 4:30 PM (Eastern Standard Time)

Kappa Tau Cordially Invites You to Our 2012 New Member Induction. Sunday, October 7, come help welcome our new inductees and share the event.

More information
Fletcher Allen-Davis Auditorium
101 Colchester Avenue
Burlington, VT 05468
Julie Jones
(802)363-2469
julie.jones@vtmednet.org
Download to your calendar

Clicking on view calendar will bring the member to this screen
Here is the description you added
Here is the link for more information
Members can download this event in their calendar
Can you name this tool?

• The average user spends 20 minutes on their account during each visit

• A majority of users log in 3-4 times per week

• Americans spend more time on this site than any other U. S. Website

• Hosts over 7 million apps

• Average age is 38 years old
Most nurse organizations are on Facebook
- Sigma Theta Tau International
- National League for Nurses
- American Nurses Association

Organizations can either have a page or group

Quick to update

Add links & events

Captured audience
Facebook Groups

- Members can post pictures

Administrators of a group log in as themselves and update the Facebook Group. Members get notifications through email if they sign up to recieve notifications. Members can even get text messages if there are new posts.
Facebook Pages
Create a Facebook Account

- I already have a Facebook account
- I do not have a Facebook account

Email: user@example.com
Password: password123
Date of Birth: 01/01/1985
Security Code: 6.63 pyr1

Pick your group, add your name of the page you want to create, agree to Facebook Pages Terms, then select "Get Started".

Here you can add your chapter's email address.
• Update on a regular basis
• Only administrators can post pictures
Which technology has 100 Million Users?

• 40% keep tabs on what people are saying
• 55% access this media via mobile
• 34% have generated leads using this product
• 8 out of 10 most followed on this application are women
• Average age is 39 years old
• 140 characters or less
• Some nursing organizations
  – Sigma Theta Tau International
  – American Nurses Association
• Convention highlights made easy
• Another way to post events
• Quick to update
• CEUs for events
  – Members must be present during entire event or read the complete transcripts and fill out evaluation form
- 64 million user in America
- Professional social media site
- Organizations can create groups
- Create discussions and polls
- Can not upload documents
- Can give links
- Look for employees or post resume
Free program

Presentations
  – Can record presentation & send link to members

Demonstrations

Phone or computer to participate

Troubleshoot computer problems

No mobile apps
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• Upload videos
• Presentations
• Introductions
• Organization’s story
  – Sigma Theta Tau International
• Instructional video
  – Caring for your baby
• Not just a search engine
• Create forms, surveys, registration
• Upload documents
• Create links to documents
• And much more...
Create a registration form in Google Docs

1. Pick a design/theme
2. Event title
3. Description of the event
4. Add a title of your question
5. Add any additional help for the question
6. Question Type: You can pick the question type
7. Click on the pencil to edit the question
8. Click on the double square to make a copy of the question
9. Click on the trashcan to delete the question
10. Link to the form: You can view the published form here: https://docs.google.com/spreadsheets/viewform?formkey=dDHc090WJ0aFlhqViKsV2J5KjNKGv8EE6MQ
• Conference calls
• Video conferencing
• International calls
• Troubleshoot issues
• Screen share
• Chapters can sign up and have direct deposit to bank
• Easy way for payment for events
• Can work internationally
• Only problem: Have to pay 2.9% to use
• Create free survey
  – Need paid subscription to download
  – No mobile app
  – Good functionality
  – Short link
• Easy scheduling
• Simple polls
• Send link to members
• Mobile access
• Time zone
• Members fill in their names
Benefits of Technology

• Communicate in variety of ways
• Transcend geography, time, and social status
• Offer a variety of programs
• Engage new members
• Increase participation
• Find out what members want
• Reach out to vast geography
Benefits of Technology

• Survey members
• Keep them informed of events
• Offer online events
• Offer easy registration for events
• Video introductions
• Offer podcasts of programs
• Decrease speaker costs
Hazards of Technology

• Information overload
• Managing time
• Managing inbox
• Keeping content relevant
• Finding a platform that meets your well-defined needs
  – Should I make a group or a page?
  – Should this be a private group, or open to the public?
Manage all your social media in one site
  – One message
    • Facebook
    • Twitter
    • LinkedIn

Schedule messages
Create statistics
How to use Hootsuite: Hootsuite
Now that you have the tools, how do you find a speaker?

• Post a discussion on the Circle

• Find a speaker on the STTI Speaker Bureau
  – Database to find a speaker for your chapter needs

• Attend one of STTI events and ask a presenter
Questions?
Thank You!
References


References


References
