Faculty Disclosure

• Faculty Name: Michelle Lilly
• Conflicts of Interest: None
• Employer: Sigma Theta Tau International
• Sponsorship/Commercial Support: None
Objectives

• Understand the features and advantages of a few popular social media platforms

• Learn basic skills to utilize these platforms

• Develop a social media campaign
What is social media?

• If media is an instrument of communication …

• Provides information AND interaction

• Two-way street where YOU get to communicate, too!
1.15 BILLION +: FACEBOOK
500 MILLION +: TWITTER
238 MILLION +: LINKEDIN
130M +: INSTAGRAM

4.2 billion people use a media device to access social media sites.

Social media generates almost double the marketing leads of trade shows, telemarketing, or daily mail.

More than 23% of marketers are investing in blogging and social media.

Women check out a brand’s social page more often than men.

60% of consumers say the integration of social media makes them more likely to share products and services.

Around 46% of Web users turn to social media for making purchases.
What is Twitter?

http://twitter.com

• “Start telling your story”

• Asks “tweeps” to make posts that are 140 characters or less:
  
  ➢ What does 140 characters look like?? It isn’t much!! Especially if you share a complete hyperlink with followers: www.nursingsociety.org

• This forces you to share only the most important aspects of your message

• Your profile can be for an individual or an organization
Twitter Statistics

• 255 million monthly active users; 1 billion + total users
• 500 million Tweets are sent per day
• 78% of Twitter's active users are on mobile
• 46% of Twitter users tweet at least once in a day
Constituent Engagement and Training Specialist at the Honor Society of Nursing, Sigma Theta Tau International (STTI)

Indiana

https://thecircle.nursingsociety.org

23 Photos and videos

Who to follow · Refresh · View all

Tweets
Photos/videos
Following
Followers
639
23
2,000
716

Tweets
Tweets and replies
Michelle Lilly @MichelleAlSTTI
42m
Any @STTI chapters willing to share tips for an internal audit of finances? Please sign in and reply: ow.ly/Au2eU

Michelle Lilly @MichelleAlSTTI
52m
Profile photos inspire trust online. Give your name a face in #TheCircle!
tinyurl.com/ovdij8ay

Give your name a face.
Update your profile to include your photo.
NPR Health News @NPR
ICYMI: Results From Screening Tests Can Be High In Anxiety by @GlassHospital n.pr/1I5G5m0 ow.ly/i/6Kl05

Followed by IxeKidum Law.
RelateIQ @relateiq · Jul 21
Relationship management is broken, especially for start-ups. Read our take on the 3 biggest problems.

View on web
Promoted by RelateIQ
Expand

NASN, Inc. @schoolnurses · 28s
Ebola: Separating Fact from Fiction. Check out the latest NASN Radio schoolnursenest.nasn.org/NASN/NASNRadio
Expand
Results for Nursing Organizations

AMSN @MedSurgNurses
The Academy of Medical-Surgical Nurses (AMSN) is the only national professional nursing specialty organization dedicated to medical-surgical nurses

Nursing Standard @NScomment
The UK’s best selling nursing magazine. Keep up to date with news, views, clinical practice & careers.
facebook.com/pages/Nursing-...
nursingblog.rcnpublishing.co.uk

Amer Jnl of Nursing @AmJNurs
American Journal of Nursing, the leading voice of nursing since 1900. Peer-reviewed, evidence-based, the most trusted source for nursing.

Nursing First @Nursing_First
We are a nursing organization that focuses on the education, enhancement, and empowerment of the nursing team.

Connecting Nurses @connectingnurse
Connecting Nurses is an initiative for nurses supported by Sanofi and nurses organizations. Our mission is to bring nurses together online and IRL. Join us!
Followed by NurChat and 108 others
Sarah Amani @S_Amani · 17 mins
NHS takes action to tackle race inequality across the workforce via @NHSEngland #wenurses #equality #ccio zite.to/1ADRskA

HealthLeaders Media @HealthLeaders · now
Handshaking Spreads Germs. Get Over It. hlm.tc/1n7kZZU

UN Women @UN_Women · now
What's next for women and girls in the #post2015 agenda? ow.ly/zNC7y via @devex #gender

Andrew Lopez, RN @nursefriendly · now
Becoming a Published Author: Writing, Producing and Promoting Your Book - Dan Poynter, Author, Publisher, ow.ly/zNJM9

Retweeted by June Girvin
TimesHigherEducation @timeshighered · 2 hrs
Janet Beer has been named as the next University of Liverpool vice-chancellor: ow.ly/zN1vl
If only Bradley's arm was longer. Best photo ever. #oscars
pic.twitter.com/C9U5NOtGap
Comment on a Tweet and join the conversation. You can even add your own thoughts before you share it.

Hashtags assign a topic to a Tweet. Click on a hashtag to see Tweets related to a topic.

This is their handle, and how you can tag them in your own posts. “Hey, @chamberlainedu, I am a proud graduate!”
Results for #nursing

GetWellNetwork @GetWellNetwork · Jul 9
How can IPC help you on your Magnet Journey? #ONeilCenter #PatientEngagement #HITsm info.getwellnetwork.com/Magnet-Patient...

Chamberlain College @chamberlainedu · 26 mins
As healthcare shifts from reactive to proactive, learn what #nursing students are doing to combat a national epidemic ow.ly/zLDcw

NurseTogether.com @NurseTogether · 50 mins
Are you intimidated by your first #nursing job? Don't worry! Follow these tips from educators: ht.ly/zMwli

Retweeted by Penn Nursing
RWJF Human Capital @RWJF_HumanCap · 2 hrs
#nurses make #hquality reality. Learn how @campaign4action is improving #nursing #RWJF1stFri Aug 1 rwjf.ws/1jPglj0 #futureofnursing
The rules of hashtagging

• Use – Don’t Abuse
  ➢ Multiple tags look messy and are difficult to retweet

• Don’t make them too long
  ➢ You only have 140 characters!

• If you created it – follow it
  ➢ Retweet those who are using your tag
Hashtag Huddle

Take a few minutes to talk to those in your immediate vicinity about an event or program that will occur for your group in the next year. Brainstorm hashtag suggestions for that event.
Make this space yours. Add a photo!

Michelle Lilly
@MichelleAtSTTI
Constituent Engagement and Training Specialist at the Honor Society of Nursing, Sigma Theta Tau International (STTI)

Indiana
thecircle.nursingsociety.org

TWEETS: 670
PHOTOS/VIDEOS: 25
FOLLOWING: 1,997
FOLLOWERS: 718

Lists

There are two webinar opportunities in September to talk about the @STTI membership benefits. Join us! ow.ly/AzXcG
STTI Chapters
Chapters of the Honor Society of Nursing, Sigma Theta Tau International
33 Members

Association Professionals
Those working in/for associations
8 Members

Nursing
Nursing groups/organizations and individual nurses
43 Members
Beta Delta Chapter @BetaDeltaSTTI · Sep 1
#LaborDay means true labor for many nurses. Thanks for your hard work & dedication!

Retweeted by Tau Upsilon STTI
CBC News @CBCNews · Aug 30
More doctors, nursing homes needed to improve health system cbc.sh/QAACLyV pic.twitter.com/ecOyFzHzLu

Retweeted by Beta Delta Chapter
AmericanHospitalAssn @ahahospitals · Aug 29
Terri Fontenot @WomansHospital discusses the need for cultural competence in #healthcare #EquityofCare ow.ly/ACZBZ

Beta Delta Chapter @BetaDeltaSTTI · Aug 29
Fall Newsletter is out! fb.me/4i1KMBKGS
Additional Twitter Tips

• Use URL shorteners to free up space in your tweet. There are many free programs (Bitly, TinyURL)
  ➢ Converts your original link into a much shorter one

• Retweet your followers tweets.

• Tag people! When tagging others (using the @), putting a period in front of it will allow all of your followers to see the message
  ➢ Otherwise, only people who follow you AND the person you tagged will see the message.
  ➢ People love photos!
What is Facebook?

www.facebook.com

• People use Facebook to stay connected with friends and family, to discover what’s going on in the world, and to share/express what matters to them.

• You have a profile as an individual

• Individuals can also manage pages or groups for organizations
Life Events

2012
- More Than 1 Billion Active Users
- Hacked the NASDAQ Button

2011
- Moved to New Home

2010
- Launched Like Button

2006
- Facebook Opens for Everyone

2005
- High School Students Join Facebook

2004
- College Students Join Facebook
Facebook Statistics

• 1.01 billion mobile monthly active users as of March 31, 2014

• 72% of online adults visit Facebook at least once a month

• There are more than 50 Million Facebook pages

• Most common reason to unlike a Facebook page is uninteresting posts
Individual Profiles

Non-commercial space to share personal stories and photos and interact with family and friends.

• **Privacy:** Set by each individual. You can have customized privacy groups (i.e., these people can see my photos, but these people cannot).

• **Audience:** People you have indicated as a friend (through friend requests). Some components may be open to the public, and can be adjusted through privacy settings.

• **Communication:** You will receive a notification when someone interacts with you or something you’ve done. This includes posting to your wall (profile), commenting on something you have posted, tagging you in a photo or their own status, or commenting on something you have also commented on.
Michelle Lilly

- Constituent Engagement and Training Specialist at Honor Society of Nursing, Sigma Theta Tau International
  - 2007 to present
- Studied Journalism at Franklin IN Alumni
  - Past: Greencastle Senior High School
- Lives in Indianapolis, Indiana
- From Greencastle, Indiana
- Engaged to Matt Coburn

What's on your mind?

Michelle Lilly shared a link via Sigma Theta Tau International.

Leadership Succession Committee
www.nursingsoceity.org

The 2013-2015 Leadership Succession Committee (LSC) is seeking your assistance to identify individuals who might be interested in holding an elected office with STTI during the...
Groups

Groups are private spaces where you can keep in touch with people by sharing updates, photos or documents.

• **Privacy:** In addition to a public setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.

• **Audience:** You can adjust group privacy to require members to be approved or added by admins. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.

• **Communication:** In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events.
Pages

For businesses, brands, and organizations to connect with users, members, or consumers.

- **Privacy**: Page information and posts are public and generally available to everyone on Facebook.

- **Audience**: Anyone can like a Page to connect with it and get News Feed updates. There is no limit to how many people can like a Page.

- **Communication**: People who help manage a Page can share posts from the Page. Page posts can appear in the News Feeds of people who like the Page. Page owners can also create customized apps for their Page and check Page Insights to track the Page’s growth and activity.
Leadership succession is an integral part of each chapter and is important to the overall vitality of STTI. Please join the members of the Leadership Succession Committee (LSC), to discuss the importance of leadership succession planning on... See More
News Feed

• The stories that show in your News Feed are influenced by your connections and activity on Facebook.

• You see stories in your News Feed about your friends’ activity on Facebook, including when your friends like or comment on posts from people you’re not friends with.
Kelly Lord
9 hrs

Getting excited to see my family this weekend!!! Sheila O'Connor Michael O'Connor Ryan Langen

Like · Comment · Share

Kathy O'Connor Wiebell and Jay McIntosh like this.

Stephanie Mario And the rest of us!
3 hrs · Like · 1

Write a comment...

Sharon Starr-Lezzer shared The Movement’s video: PARENTS need to see this... please share!
1 hr · 1

I just watched this and turned mine off!!!

Ave's Auto Repair
Free tow or Free checkout when we do the repairs.

Like Page · 171 people like this

INDYPROV
INDYPROV - We are the Emmy® nominated INDYPROV Indy’s only independent improvisational co...

Like Page · 7,696 people like this

Conner Insurance
Rachel is here to help!

Home, Auto, Life, or Health? I can help you save money and get better coverage.

Like Page · 572 people like this

Earthbound Farm
Cheers! Going organic has never been easier or more delicious.

Like Page · Lindsay Patterson likes this page
Additional Facebook Tips

• You can also have hashtags on Facebook.
• Facebook allows for targeted advertisements that are fairly inexpensive
• Facebook has an extensive “Help” section for new users & administrators:
What is LinkedIn?

www.linkedin.com

• World's largest professional network

• Allows users to connect with company news, discover new job opportunities, and connect with employees

• You can connect with individuals through their profiles, as well as companies and professional groups
LinkedIn Statistics

• 300 million members in over 200 countries and territories around the globe

• Supports 19 languages

• 3 million companies are on LinkedIn

• Executives from every Fortune 500 company are on LinkedIn
Individual Profiles

• Allows individuals to highlight their experience and professional strengths

• Your connections can give you endorsements and recommendations

• The quickest way to edit and enhance your profile is to click the **Complete Your Profile** button in the top section of your profile.
Michelle Lilly
Constituent Engagement and Training Specialist at The Honor Society of Nursing, Sigma Theta Tau International
Indianapolis, Indiana Area | Professional Training & Coaching

Previous
The Honor Society of Nursing, Sigma Theta Tau International, Honor Society of Nursing, Sigma Theta Tau International

Education
Franklin College

www.linkedin.com/pub/michelle-lilly/a/632/318/

Experience

Constituent Engagement and Training Specialist
The Honor Society of Nursing, Sigma Theta Tau International
February 2012 – Present (2 years 7 months)
I specialize in developing engagement and training resources for members of the organization.

Chapter Training Specialist
The Honor Society of Nursing, Sigma Theta Tau International
August 2011 – February 2012 (7 months)
I specialize on providing resources and training opportunities to chapter leaders to support chapter leadership and operations.

Marketing and Communications Specialist
Honor Society of Nursing, Sigma Theta Tau International

Contact Info
Volunteer Experience & Causes

Opportunities you are looking for:
- Joining a nonprofit board

Causes you care about:
- Children
- Education
- Human Rights
- Disaster and Humanitarian Relief

Skills & Endorsements

Top Skills

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<th></th>
<th>Skill</th>
<th>Endorsements</th>
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<td>17</td>
<td>Nonprofits</td>
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<td>Social Media</td>
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<td>Connect with <strong>Elizabeth G.</strong>, Accountant</td>
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<tr>
<td>Connect with <strong>Jackie Michael</strong>, Clinical Assistant Professor at University of Texas at Arlington</td>
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<td>Connect with <strong>Alma Allen</strong>, Dir of Case Management at Inova Alexandria Hospital</td>
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<td>Connect with <strong>Ashley H.</strong>, Finance Specialist at Roche</td>
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<td>Connect with <strong>Carolyn E.</strong>, QA</td>
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<td>Connect with <strong>Suzanne Lane</strong>, Owner/President at Hittel Lane</td>
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A healthy professional life starts with healthy relationships
Groups

• Provide a place for professionals in the same industry or with similar interests to share content, post and view jobs, make business contacts, etc.

• Find groups to join by using the search feature at the top of your homepage or viewing suggestions of groups you may like. You can also create a new group. A few types of groups that are currently on LinkedIn:

  ➢ Corporate
  ➢ College alumni
  ➢ Nonprofit
  ➢ Trade organizations
  ➢ Conferences
  ➢ Industry-specific
2014 Annual Convention

Katie Riggs, CAE, CMP
Meeting & Event Professional


Visit FortWayne 2014 Convention hub am

Like · Comment · Follow · 1 month ago

This pinpoints great moments, big and small, to display leadership.

Ashley Kirkman
Membership Services Coordinator at National Dart Association

Six Moments That Can Make A Leader Out Of Anyone - Forbes

forbes.com

It has often been remarked – including by this writer and in this space – that leaders are not just those people who find themselves in leadership positions. Just as captains of sports teams are not the only ones who make the decisions that can create...
Jobs

• LinkedIn offers the ability to create online job postings to advertise open positions.

• These can be searched by job seekers throughout the LinkedIn network and will be recommended to potential candidates through the Jobs You May Be Interested In feature.
Jobs you may be interested in

Your job activity is private.

UBC
UBC-Training Specialist
US-Tennessee-Memphis

Canon
Training Specialist
Houston, TX

NAMIC
Vice President of Public Affairs
Indianapolis, Indiana Area

NACA
Training Specialist
Washington D.C. Metro Area

HLT
Training Specialist
Greater Minneapolis-St. Paul...

SAIC
Communications and Training Specialist
Washington, DC

Angie's list
Director of Corporate Communications
Indianapolis, IN

Training Specialist
Baltimore, Maryland Area

District Manager in Training - Indianapolis, IN

A link to "Get smarter with your space." is present.

Are you hiring?
Reach the right candidates with LinkedIn Jobs

Post a Job

Saved jobs (0)
Save jobs you're interested in and get back to them later.
See all saved jobs

Saved searches (0)
Save your searches and we'll let you know when new results match your criteria.

Applied jobs
Review your past job applications here.
See all applied jobs

Move to the top of the list
Get special placement as a featured applicant
The District Manager in Training (DMIT), is a position designed to train and develop a management member to become a District Manager within 2-3 months. The candidate selected will complete a mentor-guided training program to expose him/her to all the responsibilities of a District Manager.

**POSITION SUMMARY**
The District Manager is responsible for managing, maintaining and improving the operational effectiveness of a district office. The District Manager will drive and create top-line sales and deliver bottom-line profits while ensuring that business operations are conducted in accordance with RGIS guidelines. They will secure new clients, expand our service offerings to existing clients, and ensure the quality of service to consistently exceed customer expectations. Additionally, they will create and sustain a robust people development effort, as well as plan and coordinate the schedules of managers and inventory events to optimize productivity. The District Manager shall perform all such responsibilities in accordance with RGIS policies and procedures.
Additional LinkedIn Tips

• Use your homepage to find network updates (similar to a newsfeed on Facebook or a Timeline on Twitter)

• People are able to see who has looked at their profile, unless the viewer has edited their privacy settings to hide this information.

• Take advantage of LinkedIn Learning Webinars to get started
What else?
Know Your Audience on Each Platform

• Members
  - Upcoming events and opportunities for involvement
  - Member benefits
  - Photos

• Non-members
  - Why your members are special
  - Products or Events open to non-members
  - How to become a member
Manage Multiple Accounts in One Place

• Bitly
• Everypost
• Buffer
• SocialOomph
• Hootsuite
Make me a hero!
<table>
<thead>
<tr>
<th>Goal</th>
<th>Timeline</th>
<th>Message/Call to Action(s)</th>
<th>Audience</th>
<th>Delivery Method</th>
<th>Responsible Party</th>
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<tbody>
<tr>
<td>Increase attendance at chapter events during the fiscal year</td>
<td>The Big Event is our 25th anniversary on 15 February 2015</td>
<td>Thank you for being a part of this chapter milestone</td>
<td>Members and Shareholders</td>
<td>Email, Web, Print</td>
<td>Secretary and Webmaster</td>
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<td></td>
<td></td>
<td>Don’t miss out</td>
<td>Members</td>
<td>Facebook</td>
<td>Publicity Committee</td>
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<tr>
<td></td>
<td></td>
<td>Get a sneak peek at our membership benefits</td>
<td>Non-members</td>
<td>Twitter</td>
<td>Publicity Committee</td>
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SIGMA THETA TAU INTERNATIONAL
LEADERSHIP CONNECTION
25th anniversary social campaign

• Publicity Committee will then determine:

  ➢ Frequency of posting
  ➢ Which committee person will be posting
  ➢ What the message will be on each platform
    • Could do a fun theme like “25 facts in 25 days”
    • Share photos of the first members/officers, chapter charter, etc.

  ➢ Develop a hashtag and share with all the leaders
    • #25YearsYoung
    • #Etais25
References


Questions?
Upcoming Sessions

• Five Easy Ways to Create a Sense of Community

• Clear Channels: A Communications How-To

• Strategic Planning Workshop

• Board Boot Camp: How to Effectively Orient Your Board of Directors