



# Social Media Nurse Champion Handbook

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*A GUIDE TO LEADING NURSING FORWARD® ON SOCIAL MEDIA.*

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## NCNA's Guide to being a Social Media Nurse Champion

In this guide you will find resources to help you use social media to its fullest potential to lead *Nursing Forward*®, create awareness for your profession, and advocate for all nurses and patients.

If you have any questions as you get started on this journey of being an NCNA Social Media Champion, please reach out at [NCNA@ncnurses.org](mailto:NCNA@ncnurses.org). NCNA has three main social media accounts, linked below. Each social media platform will be detailed in a different section to give you all the bite sized information you need for each avenue of sharing information!

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## Social Media Policy:

**Please include a prominent disclaimer in your social media bio indicating you do not speak in an official capacity for NCNA.** This is good practice and is encouraged, but users should not rely on the disclaimer to avoid trouble; if social media users act as though they are representing NCNA, their followers may interpret their comments as such. NCNA requests all its members to consider how they are perceived when talking about the association.

**NCNA trusts and expects members to exercise personal responsibility and to act professionally whenever they use social media in any manner related to NCNA.**

Things such as harsh or offensive language, sensitive photos, or other inappropriate content will result in an immediate request to have any NCNA-related content removed from your social media account.

**NCNA members are encouraged to become fans or followers of NCNA's social media.** Members are welcome to comment using their own accounts but should remember that they are being viewed in their professional capacity and should submit their comments accordingly and in accordance with the guidelines in this policy. NCNA reserves the right not to friend, fan, follow, like, or link to any official social media presences accounts for any reason.

# Twitter:

**Step 1** – Create or log in to your [Twitter](#) account.

One quick way to get recognized by other members is to have “NCNA Member” in your Twitter bio, and if you volunteer on a council or in the regions, please note that too. Social media is meant for connecting with one another!

After logging in or creating your account following the steps Twitter provides, please follow the [NCNA account](#) and hit the bell icon (see right) to ensure you never miss an update from us.



**Step 2** – Follow and start tweeting about nursing!

Following nurse-related accounts is the place to start! To easily find those accounts is by seeing who the [NCNA account](#) is following that might be beneficial to you! Also, try searching for hashtags or other accounts that are specific to your practice area or focus. A few accounts that would be great for everyone to follow are listed below.

### Accounts to follow:

[Tina Gordon](#) - NCNA CEO

[NCNA President](#)

[Alex Miller](#) - NCNA Lobbyist

[Ernest Grant](#) - ANA President

[American Nurses Association](#)

[RN Action](#) - ANA's advocacy arm

[NC Department of Health and Human Services](#)

### Pro Tip!

You can use a photo of you in scrubs or a white coat as your profile picture to let fellow nurses know that you will be providing nursing info on your account!

If you are interested in legislative advocacy, the [#NCGA](#) and [#ncpol](#) hashtags will be particularly useful. Many state legislators have their own Twitter accounts. Click [here](#) to find out who represents you in both the NC House and the NC Senate.

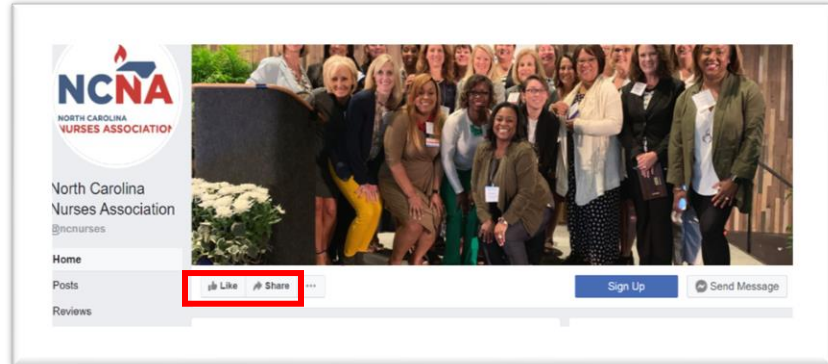
**Step 3** – Please make sure to follow these guidelines to ensure your posts are top-notch:

1. Please use at least three relevant hashtags, like [#NursingForward@](#), [#Nurse](#), [#SAVEact](#), or anything else that might fit with the post you're making.
2. Re-tweet the NCNA account at least twice per week. Feel free to like posts, but sharing is the ultimate signal boost to get the information to other nurses!
3. Retweet or like tweets with relevant nursing information at least four times per week.
4. Please use spell check and proper grammar on all posts and comments.
5. Twitter is mainly used for short text-based posts but using photos or graphics can be beneficial to making your post seen, but make sure they are good quality.

# Facebook:

**Step 1** – Create an account or login to your [Facebook](#) account.

After logging in or creating your account following the steps provided by Facebook, please like the [NCNA account](#) so that you never miss an update from us. If you have friends on Facebook that are NCNA Members, be sure to share the NCNA account with them so they can like our page to stay up to date on all things NCNA, too! (see right).



One quick way to get recognized by other members is to put “NCNA Member” in your bio and if you volunteer on a council or in the regions, please note that too! If you would like to, you can use a photo of you in scrubs or one of the NCNA Facebook Frames to let everyone know you are a nurse and that your account is a place to find nursing information!

**Step 2** – Follow and start commenting and liking posts about nursing!

Following nurse-related pages is a great way to begin filling your newsfeed with relevant nursing information! An easy way to find those accounts is by seeing who the [NCNA account](#) has tagged in recent posts or searching relevant hashtags to see who is joining the conversation! A few other accounts that would be great for everyone to follow are listed below.

### Accounts to Like on Facebook:

[American Nurses Association](#)

[NC Department of Health and Human Services](#)

If you are interested in legislative advocacy, the [#NCGA](#) and [#ncpol](#) hashtags will be particularly useful. Many state legislators have their own Facebook accounts, some of whom post quite frequently. Click [here](#) to find out who represents you in both the NC House and the NC Senate, and use the search function to see if they have active profiles.

**Step 3** – Please make sure to follow these guidelines to ensure your posts are professional and other nurses can find you!

1. Please use at least two relevant hashtags, like [#NursingForward®](#), [#Nurse](#), [#SAVEact](#), or anything else that might fit with the post you’re making.
2. Share posts from the NCNA account at least twice per week. Please like posts but sharing or commenting is a great signal boost to get the information to other nurses!
3. Share or like posts with relevant nursing information at least four times per week.
4. Please use spell check and proper grammar on all posts and comments.
5. Facebook is good for sharing text heavy posts or larger photos, like infographics. Using graphics or photos can be beneficial to making your post seen, but make sure they are good quality.

# Instagram:

**Step 1** – Create an account or log in to your [Instagram](#) account.

After logging in or creating your account following the steps provided by Instagram, please follow the [NCNA account](#) and click the bell icon (see right) so that you get a notification when we post, and you never miss an update from us. If you have friends on Instagram that are NCNA members, be sure to share the NCNA account with them so they can follow to get updates too!

Get recognized by other members by putting “NCNA Member” in your bio and if you volunteer on a council or in the regions, please note that too! If you would like to, you can use a photo of you in scrubs to let everyone know you are a nurse and that your account is a place to find nursing information!

**Step 2** – Follow and start commenting on and liking other nurses and nurse-friendly accounts!

Following nurse-related accounts will begin to fill your newsfeed with relevant information! An easy way to find those accounts is by seeing who the [NCNA account](#) is following, who NCNA has tagged in recent posts, or by searching the relevant hashtags below to see who is joining the conversation! A few accounts that would be great for everyone to follow are listed below.

## Accounts to follow on Instagram:

[@ananursingworld](#) – American Nurses Association

[@ncsbn](#) – National Council of State Boards of Nursing

[@ncdhhs](#) – NC Department of Health & Human Services

[@alexmillernc](#) – NCNA Lobbyist Alex Miller

**Step 3** – Please make sure to follow these guidelines to ensure your posts are high-quality!

1. Please use at least four relevant hashtags, like [#NursingForward@](#), [#Nurse](#), [#SAVEact](#), or anything else that might fit with the post you’re making.
2. Share posts from the NCNA account at least twice per week on your story or by tagging someone who might be interested in the information directly in the comments. Liking posts is great, but sharing is a huge signal boost to get the information to other nurses!
3. Share or like posts with relevant nursing information at least four times per week.
4. Please use spell check and proper grammar on all posts and comments.
5. Instagram is a visual platform, so make sure photos or graphic are good quality!



## Pro Tip!

You can ensure you have notifications on for our Instagram posts by looking for the check mark inside the bell icon on our page. (see above)