

Nurses, here's why (and how!) you should be using social media - A work

Sydnee Logan

Johns Hopkins University, USA

Abstract

Of the 7.676 billion people on the planet, nearly half of them are on social media. This is the space to make yourself known to healthcare leaders, build relationships that further your research, and raise awareness of evidence-based practice. In this workshop nurses will create a professional social media presence and learn to navigate the industry's digital landscape. Participants will set up their social media profiles on Twitter and LinkedIn, learn how different sites are used, participate in a Twitter chat, and learn to navigate tricky online situations -- like promoting your work, managing public and private on social media, and dealing with online bullies. Participants should bring a smartphone (mandatory) and a laptop (optional). They should have a digital headshot to use for their social media profiles and general work history on hand to fill out their LinkedIn profile. Participants should already have a Twitter and a LinkedIn account established, but if they do not we can set them up in the workshop.

Biography

Sydnee Logan is the Social Media and Digital Content Coordinator for Johns Hopkins School of Nursing. She shares what's going on with the world

