

National Nurse-Led Care Consortium

SOCIAL MEDIA & MEDIA TRAINING WORKSHOP



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The National Nurse-Led Care Consortium (NNCC) is a non-profit membership organization that supports nurse-led care and nurses at the front lines of care.

NNCC supports comprehensive, community-based primary care and public health nursing through policy and advocacy, program development and management, technical assistance and support, and direct, nurse-led healthcare services.

Learn more at NurseLedCare.org

COVID Vaccine Project Goals



Q: Can I get the vaccine if I don't have insurance?

A: Yes, Covid-19 vaccines are 100% free in the United States.

- Empower nurses with necessary information to engage care teams and communities about COVID-19 vaccines.
- Provide learning opportunities to share up-to-date guidance, support peer engagement among nursing colleagues, and strengthen the nursing role.
- Amplify the nursing voice by featuring nurse champions through our podcast and other media outlets.

Learn more at NurseLedCare.org

Who We Are



Sarah Dudzic

Global Head of Social Media, Cigna



Emily Charles

*Media Relations Specialist, Maven
Communications*

Media Training



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Understanding Today's Media Landscape



Understanding The Journalist's Motive



- **Most reporters want to tell a fair story.** Not promote your agenda or make you look bad.
- **Reporters are not friends – or enemies.** Just because they laugh at your jokes doesn't mean they won't write a negative piece.
- **Good reporters ask tough questions.** Be prepared and have the facts.
- **Reporters are looking for news.** They want a full story, fresh quotes and more than basic information available online.

Interview Groundwork & Prep

Before Scheduling

- What is the benefit of doing the interview? If none, respectfully decline
- Follow all employer media policies
- Schedule media interview using employer processes

Basic Groundwork

- Has the reporter covered the issue before?
- Who else are they interviewing?
- Will the reporter share questions in advance?
- What type of story is the reporter doing?
- Who is the audience?

Interview Prep

- Define your goals
- Determine 3-4 key messages

Define Goals

Set goals before every interview to ensure you stay on track.



Who is your target audience, and ultimately, what do you want them to know or do?



- Raise awareness of services and resources?
- Reach potential patients or partners?
- Drive community visibility?
- Position specific expertise?
- Spotlight an issue/concern?

Key Messages

Key messages drive the story you want told.

Key messages are:

- The easiest way to create your message points is to establish the goal of the interview
- Concise thoughts, ideas or impressions you want your audience to know
- Must be provable assertions you can back up with facts

Know your stuff:

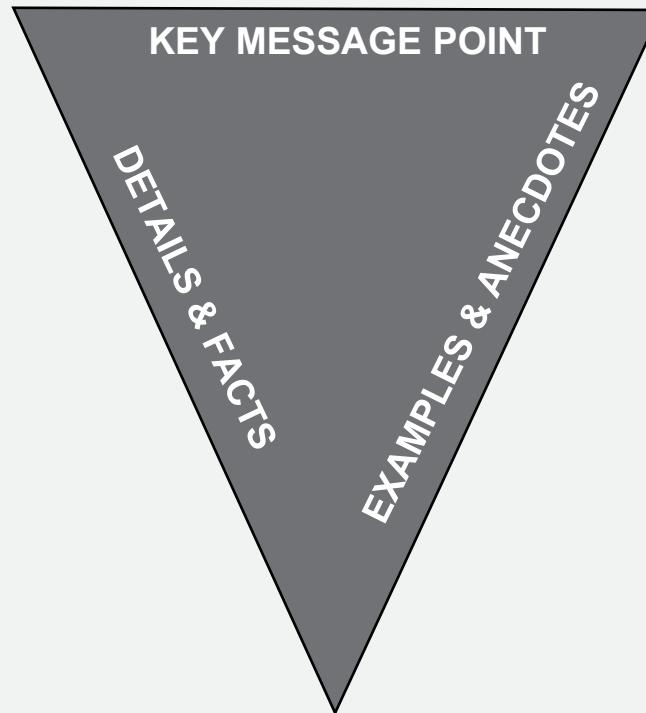
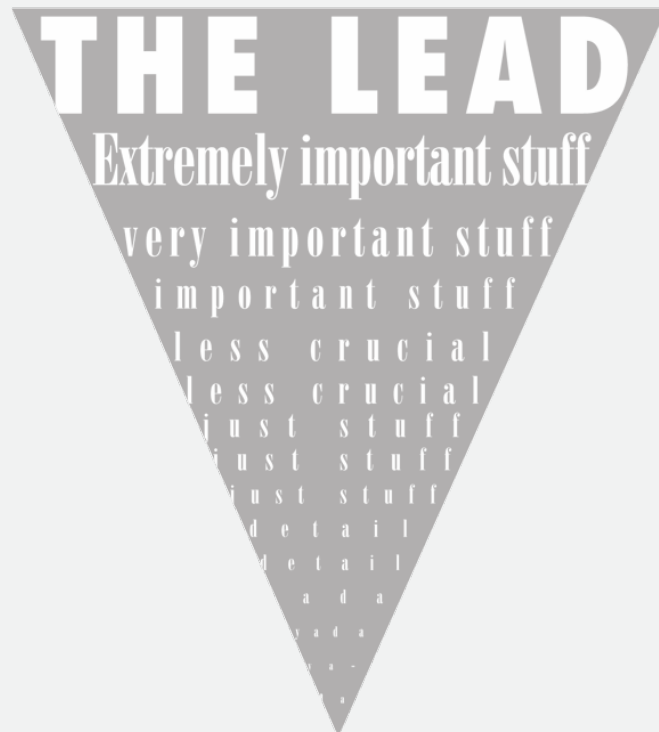
- Make a list of Q&As
- Practice, practice, practice!

Good messaging reflects the five Cs...

- Clear
- Compelling
- Convincing
- Consistent
- Concise

Inverted Pyramid

- Inverted pyramid: how reporters are taught to write news stories
- Most important information first
- Details to follow



Delivering Your Message

Message

**What you want the audience to remember.
Short and concise.**

The COVID-19 vaccine is safe.

Proof

**Just the facts. These tell WHY the audience
should believe you.**

The COVID-19 vaccine was tested in clinical trials with more than 100,000 participants.

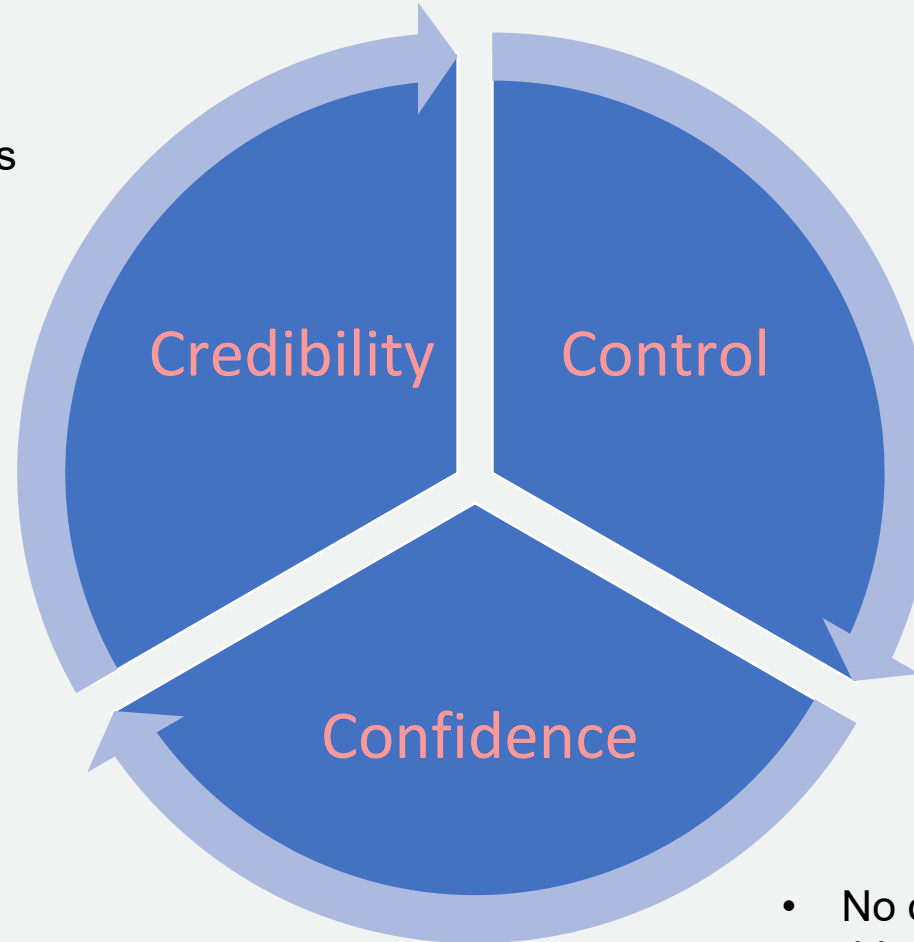
Supporting Information

**Additional anecdotes that help tell a larger
story.**

Many patients I've talked to are worried that the vaccine was developed too quickly. But researchers actually began developing the science behind the COVID-19 vaccine in the early 2000s.

Your Game Plan

- The reporter is speaking with you as an expert.



- Stay on topic
- Steer the interview
- Always bring answers back to key messages

- No one knows this topic better than you

Interview Techniques

Building the Bridge

Tips for transitioning

Definition

Moving from one aspect of an issue to another

Technique

Answer briefly, then move to your message

Examples

That's a good question, but I really want to emphasize...

You may also want to consider...

Point well taken, but it's also interesting that...

Some of the other important aspects on this include...

Raising the Flag

Tips for emphasizing

Definition

Help the audience remember your message with "signposts"

Technique

Emphasize or prioritize what you consider to be important

Examples

Allow me to make one final point...

The most important thing to remember is...

The bottom line is...

If you remember one thing it should be...

For us, the biggest issue...

When You Can't Answer

- Employer policies
- Patient confidentiality
- You don't know the answer
- Not your area of responsibility or expertise



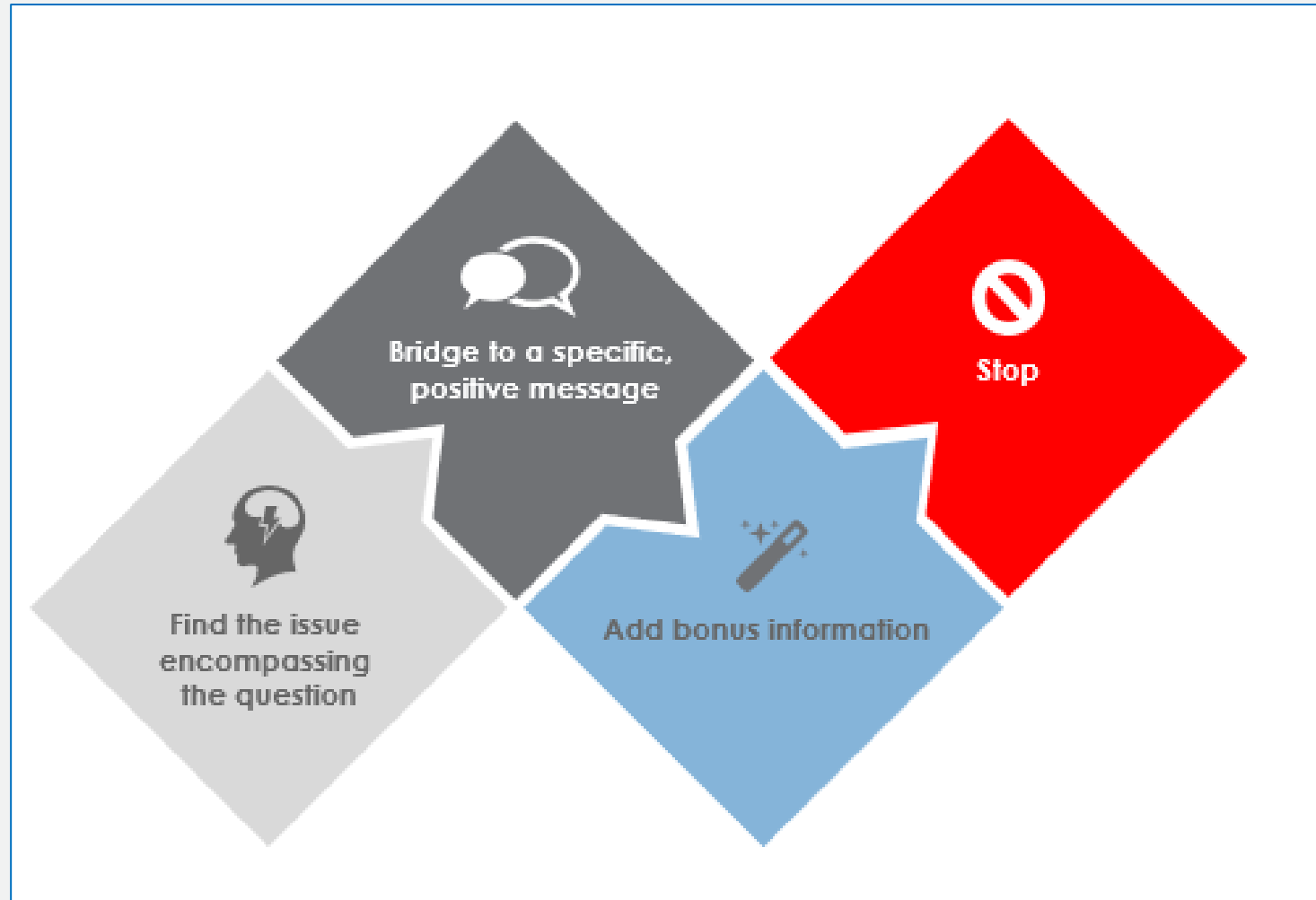
Mention your reason & bridge back to a talking point.

Caution Areas



- × Don't speculate or comment on speculation
- × Avoid "no comment"
- × Beware of "off the record"
- × Don't repeat negative language
- × If you disagree, say so
- × Avoid jargon, buzzwords, acronyms (especially in health care!)
- × Silence is OK – don't fall for the "pregnant pause"
- × It's okay to take a minute to gather your thoughts

Four Steps to an Effective Answer



Just Remember



- To be successful, always have a firm idea of what you want to say.
- Do your homework.
- Have your talking points, go back to them again and again.
- Everything communicates – not just what you say, but also how you say it.
- Breathe and relax!

Social Media

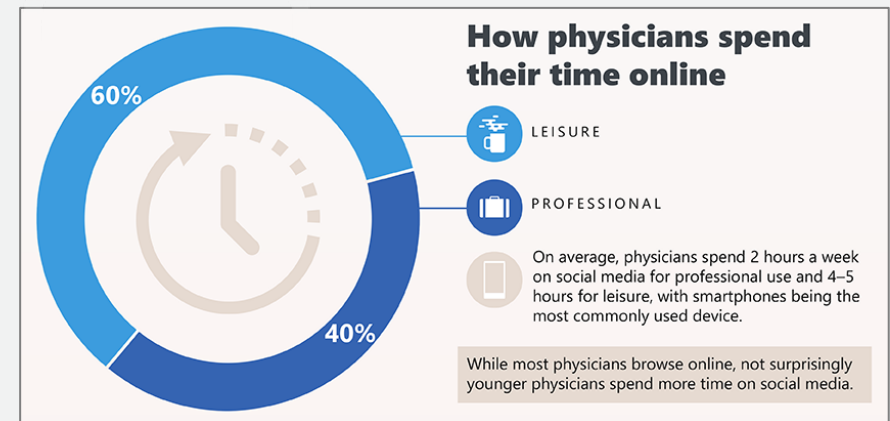
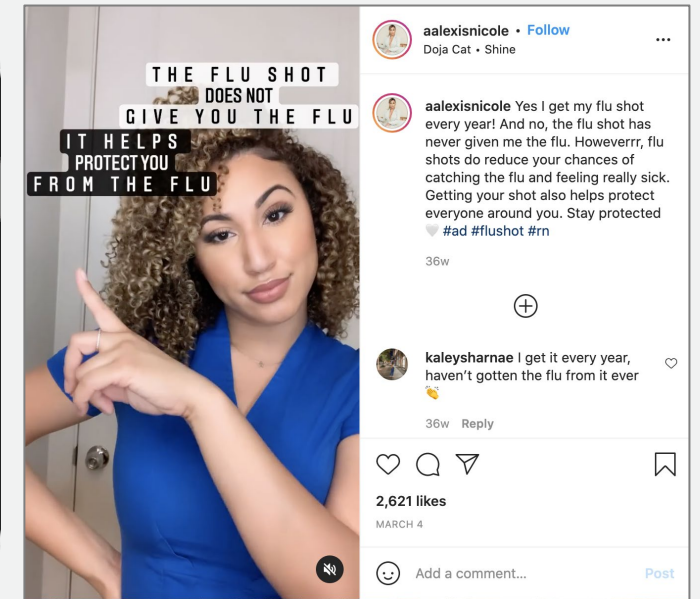
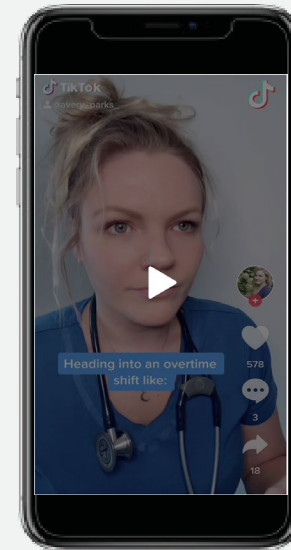


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Nurse & Health Community On Social Media

The online nurse community has boomed with COVID-19 highlighting the real-life struggles, joys and challenges of working in the industry.

- 42.8K mentions of #NurseLife on social media in the past 3 months with 33K on IN (Source: Synthesio pulled 2/22). 4.9B views of #NurseLife content on TikTok.
- 60% of people who use social media trust posts by their doctors and 55% trust hospital posts. ([Source](#))
- 54% of millennials and 42% of all adults want to be friends with/follow their doctor on social media. ([Source](#))
- 88% of physicians use the Internet and social media to research pharmaceutical, biotech and medical devices. (Source: Master of Health Administration). There's a split between 60% using for leisure and 40% for professional purposes.
- 42% of consumers on social media view health-related consumer reviews and 32% post about their friends' or family's health experiences. ([source](#))
- On vaccine hesitancy, 40% said they were hesitant to get vaccinated, while 50% said no. (Source: Digimind, 2021)



Social Media & YOU

Personal Networks

- Consider your social media privacy settings – personal networks tend to be private
- Remember private isn't always private
- Who is your network made up of (friends, family, coworkers, etc.)
- Content on personal networks includes your daily life, milestones, family, travels, hobbies, quotes, etc.

Social Ethics

- Breaches of patient privacy and confidentiality
- Unprofessional behavior or reflect unethical content
- Online posts live forever, and even if you think they are private, they can affect your license and ability to practice
- Check hospital / practice social media policy
- Consider jurisdiction / employer policies around advocacy

Professional Networks

- LinkedIn is considered the professional network
- Content includes:
 - Shares from your employer (reference social media policy)
 - Content related to being a nurse (educational, informative for other nurses)
 - Conversations about advancing health care and the nursing profession
 - Career advancement and/or job postings

Nursing Code of Ethics: A Social Media Perspective

Social Media & the Nursing Code of Ethics

- “The nurse’s primary commitment is to the patient, whether an individual, family, group, community or population.”
- Effective nurse/patient relationships are built on trust.
- Although a valuable tool, social media can pose a risk when failing to consider guiding principles.

ANA Guiding Principles

- Nurses must not transmit or place online individually identifiable patient information.
- Nurses must observe ethically prescribed professional patient-nurse boundaries.
- Nurses should understand that patients, colleagues, organizations and employers may view postings.
- Nurses should take advantage of privacy settings and seek to separate personal and professional information online.
- Nurses should bring content that could harm a patient’s privacy, rights or welfare to the attention of appropriate authorities.
- Nurses should participate in developing organizational policies governing online conduct.

Three Steps to Get Started



Create a profile that will get you noticed and highlight you as a person and professional.

Remember, individuals may be searching you, just like you're looking for them.



Engaging, commenting and sharing is the heart of social media.

Take steps to source and share quality content and offer your POV on relevant nursing articles, trends and content shared by others in your networks.

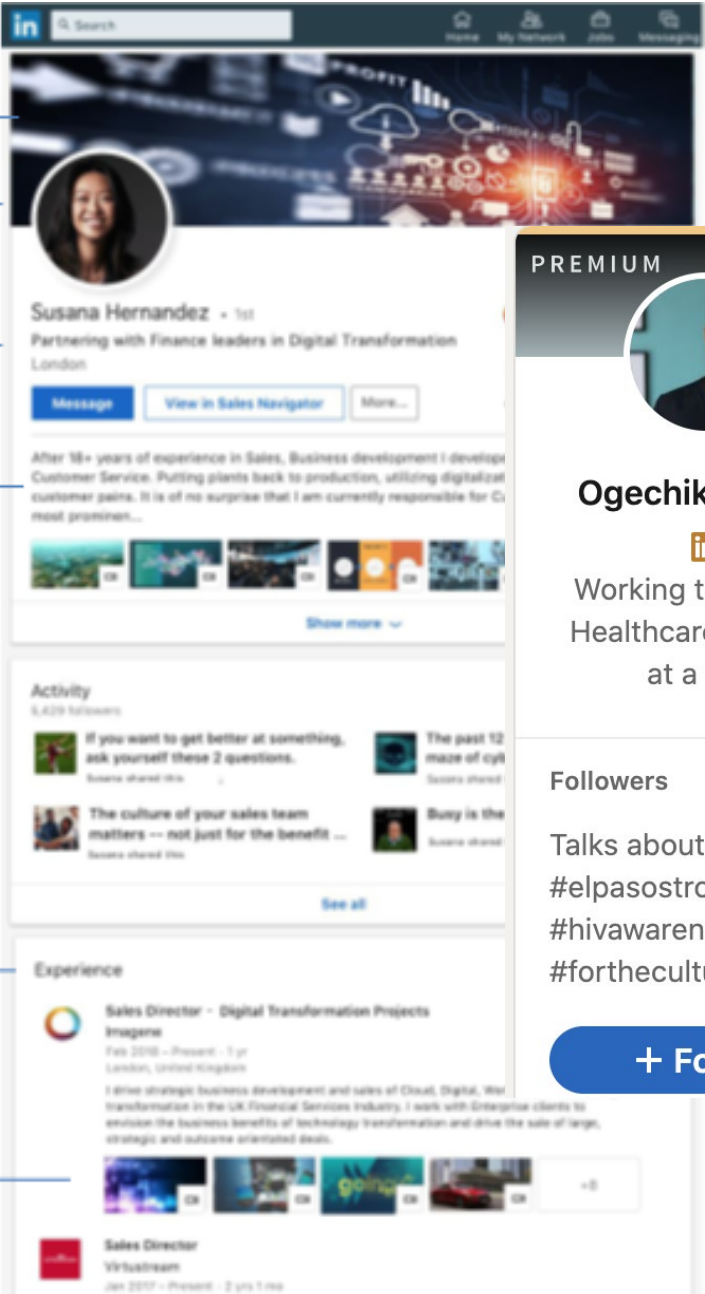


NNCC produces content for our nurse community distributed through our social media channels.

We also designed a COVID-19 toolkit with pre-written content to share across your channels for friends, family and professional audiences to encourage vaccination.

Build your Profile

- 1 **PROFESSIONAL PHOTO**
Upload a high-quality, professional headshot that captures you at your best.
- 2 **BACKGROUND PHOTO**
Upload a photo that reflects your brand, your industry, or a professional interest.
- 3 **HEADLINE**
Write an attention-grabbing headline – a one-liner that states the value you bring to patients.
- 4 **SUMMARY**
Use this space to make yourself memorable. Talk about your expertise and why you are passionate about nursing.
- 5 **EXPERIENCE**
Use a tone that speaks to your personality and attributes you bring to patient care, avoid a bullet point copy-paste of your resume. Include licenses, education, etc.
- 6 **RICH MEDIA**
Add relevant content like videos, whitepapers, infographics, presentations that showcase value you bring.
- 7 **RECOMMENDATIONS**
Ask for recommendations from happy patients, coworkers or managers to enhance your profile by adding third-party credibility.



PREMIUM

Ogechika Alozie

Working to improve Healthcare...one life at a time

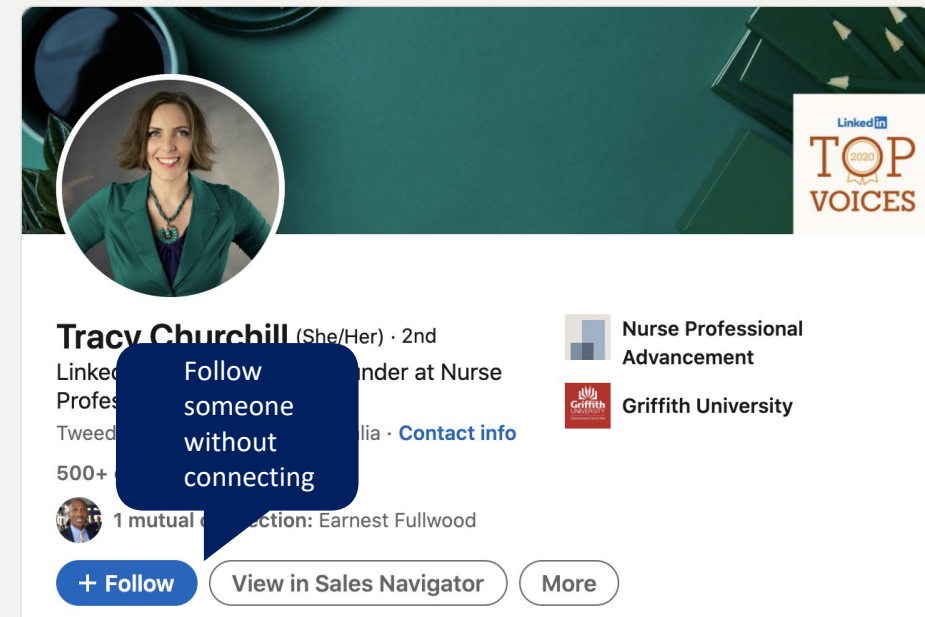
Followers 3,657

Talks about #elpasostrong, #hivawareness, and #fortheculture

+ Follow

Build A Strong Network

- **Employees / Coworkers:** When people feel that you care about them and the work they do, engagement increases. Celebrate your co-workers.
- **Influencers:** A nurse influencer is someone with a background in nursing, experience with public health and has an engaged following on social media – including Instagram, LinkedIn, Twitter, TikTok and Facebook. They are a credible voice in the industry and are trusted by their followers.
- **News Outlets:** Local news, nurse or health care industry publications.
- **Companies:** Follow your company, local health care organizations, partners, hospitals, etc. to receive their latest posts and announcements.
- **Organizations:** Local community centers that you visit, community public entities (ex. health services), nonprofit organizations you admire or volunteer with.
- **Schools:** Institutions you attended, support or have a connection to.
- **Hashtags:** Follow hashtags to join conversations that align with your personal interests and business goals. Don't forget to follow #NursesMakeChangeHappen (NNCC hashtag).

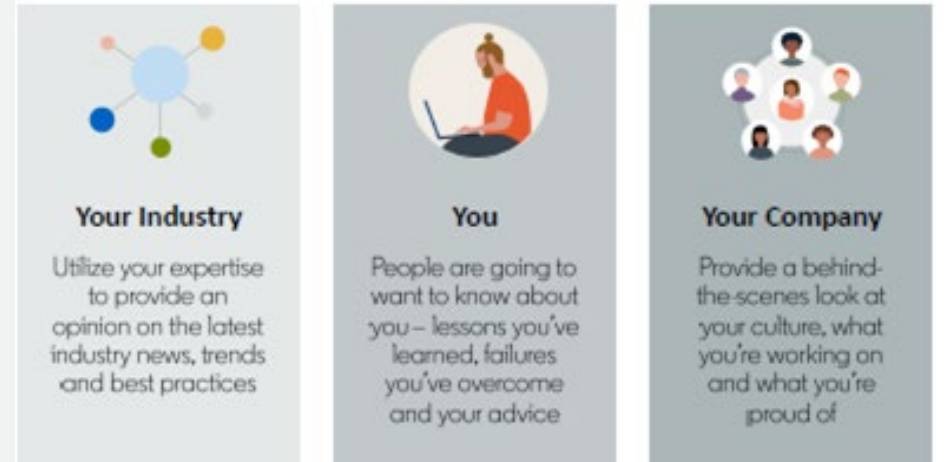


Participate: Post, Share, Engage!

Engagement is the heart of social media.

- **Share** recommended articles, presentations and relevant industry news to demonstrate your thought leadership. Always read the FULL article before you share it!
- **Balance** a mix of 1 brand / company post for every 3.
- **Post** 1-2 times a week (LI, FB) & 3-5 times a week (TikTok, IN)
- **Write** your own post (+ hashtags / @ mentions) or share others' content with your perspective.
- **Grow** your influence by sharing your insights with your followers. Give them your perspective on topics they care about, like management, leadership, disruption, patient experience and more.
- **Amplify** one-to-one content via LinkedIn InMail, Facebook Messenger or Instagram / TikTok DMs
- **Showcase** your place of work. When people feel a personal connection to their employer or an organization (like NNCC!), they're also more likely to be brand advocates. Shine a spotlight on your company's culture, values and success.

Balance your content across these categories:



Your Industry
Utilize your expertise to provide an opinion on the latest industry news, trends and best practices

You
People are going to want to know about you – lessons you've learned, failures you've overcome and your advice

Your Company
Provide a behind-the-scenes look at your culture, what you're working on and what you're proud of

4 ways to amplify your reach



Hashtags
Incorporate relevant hashtags

Groups
Participate in groups to have meaningful conversations

Network
Leverage your employees and peers

Mentions
@mention people and companies when appropriate

Follow NNCC!

Follow us for the latest nurse and health care news, webinars, events, professional updates, vaccine awareness, health awareness days and more.

Vaccine Toolkit Designed for Nurses

Nurses are the most trusted professionals in the U.S. and have been for nearly two decades. Help NNCC increase vaccination rates by sharing facts and offering to be a resource to your patient community and personal network.

- ✓ Tools to navigate individual questions and situations, especially for individuals who may be vaccine hesitant
- ✓ Pre-written and designed graphics to share directly to your social pages
- ✓ Website Link: <https://thesocialpresskit.com/ncc>
- ✓ Hashtag: #NursesMakeChangeHappen



[@nursingclinics](https://www.facebook.com/nursingclinics)



[@NurseLedCare](https://twitter.com/NurseLedCare)



[National Nurse-Led
Care Consortium](https://www.linkedin.com/company/national-nurse-led-care-consortium)



[@nurseledcare](https://www.instagram.com/nurseledcare)



[National Nurse-Led
Care Consortium](https://www.youtube.com/channel/UC...)

Q&A

Thank you!



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Nurses make change happen.

Be a part of history.

This toolkit was created to give nurses the tools to do their part in the national vaccine effort. It is designed to help you decrease vaccine hesitancy and increase vaccination rates in your community.

<https://vaccinetoolkkit.phmc.org/>

Nurse-Led Forum for Vaccine Confidence

Nurse-Led Advocacy Learning Collaborative

Four Part Series

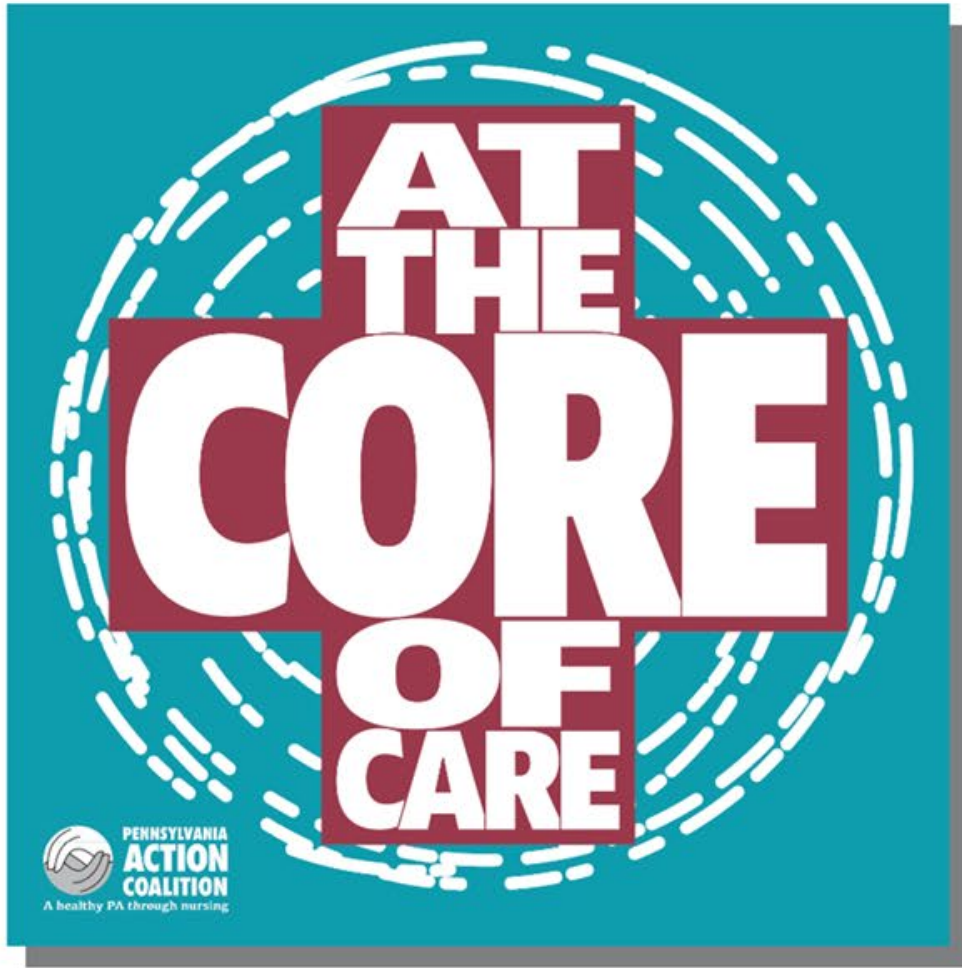
Every other Thursday starting April 14th

1.5 CEUs per session



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[Register
Here](#)



***NURSING
PODCAST***

COVID-19
EPISODES



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Apple Podcasts

Find more free continuing education opportunities

NurseLedCare.org

THANK YOU

Special thank you to all our NNCC members who make exceptional nurse-led programming possible.



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Social Media Appendix



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Build Your Profile

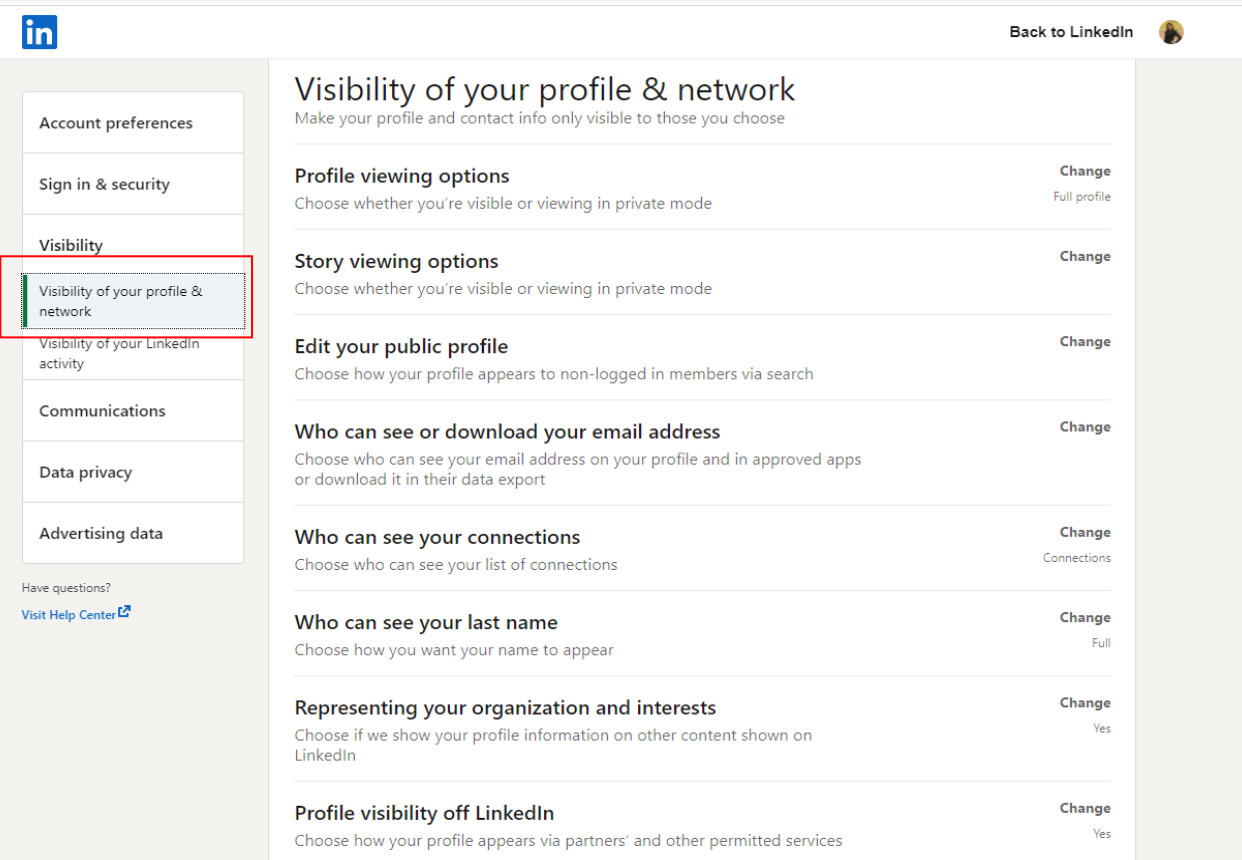


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Tip 1 – Privacy

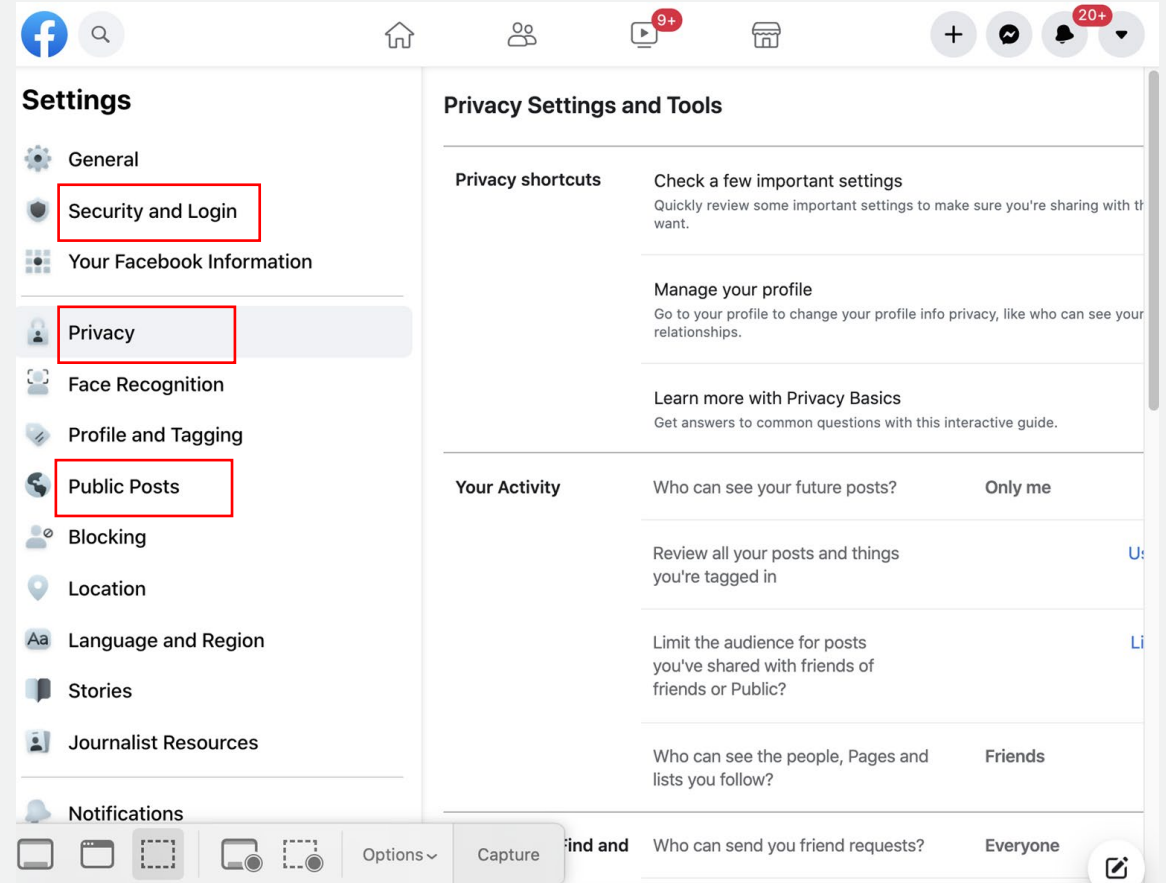
Cultivate trust and maintain your privacy.

You're in charge of your experience and how you present yourself on social media. And you get to control the flow of information that comes your way. For example, choose how much of your profile you want LinkedIn users to see if they are not connected. Privacy settings are similar across all social media networks.



The screenshot shows the LinkedIn 'Visibility of your profile & network' settings page. The left sidebar contains a menu with 'Visibility' highlighted in a red box, and 'Visibility of your profile & network' selected. The main content area lists various settings with 'Change' links:

- Profile viewing options** (Change Full profile): Choose whether you're visible or viewing in private mode.
- Story viewing options** (Change): Choose whether you're visible or viewing in private mode.
- Edit your public profile** (Change): Choose how your profile appears to non-logged in members via search.
- Who can see or download your email address** (Change): Choose who can see your email address on your profile and in approved apps or download it in their data export.
- Who can see your connections** (Change Connections): Choose who can see your list of connections.
- Who can see your last name** (Change Full): Choose how you want your name to appear.
- Representing your organization and interests** (Change Yes): Choose if we show your profile information on other content shown on LinkedIn.
- Profile visibility off LinkedIn** (Change Yes): Choose how your profile appears via partners' and other permitted services.



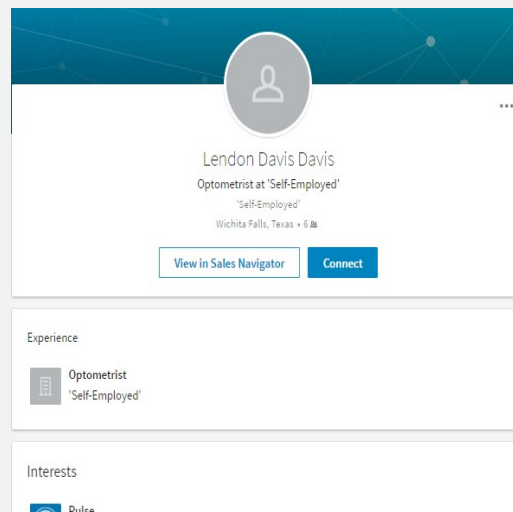
The screenshot shows the Facebook 'Settings' page with 'Privacy' and 'Public Posts' highlighted in red boxes. The right sidebar shows 'Privacy Settings and Tools' with a table of activity settings:

Your Activity	Who can see your future posts?	Only me
Review all your posts and things you're tagged in		U:
Limit the audience for posts you've shared with friends of friends or Public?		Li
Who can see the people, Pages and lists you follow?	Friends	
Who can send you friend requests?	Everyone	

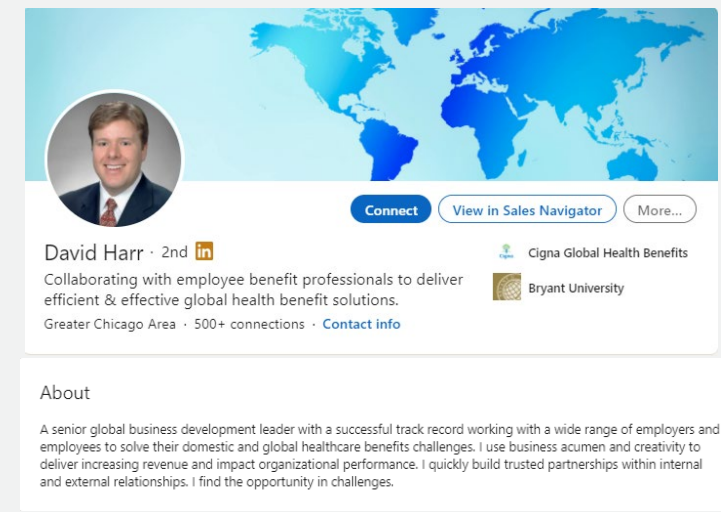
Tip 2 – Update the Basics

- **Headline:** This is the first thing people see after your name and photo. Write a compelling headline (make it descriptive – who you are, what you do and the value you provide).
- **Profile Photo:** One of the most important elements. Use an up-to-date, high-quality picture to increase credibility and build a stronger connection with members. Profiles with photos are **14x** likely to be viewed.
- **Public URL:** Customize it with your name and last name (www.linkedin.com/in/yourname). This will make it easier for you to include it on business cards, resumes and email signatures.
- **Contact Info:** Edit your contact and public information and identify your location. Adding your location boosts your visibility in searches by up to **23x** and helps potential partners find you.
- **Industry:** Members with industry information receive up to **9x** more profile views

FROM



TO



Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.

Edit URL
Personalize the URL for your profile.
www.linkedin.com/in/jflodr

Edit Content
This is your public profile. To edit its sections, update your profile.
[Edit contents](#)

Edit Visibility
You control your profile's appearance for viewers who are not logged-in members. Limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.



Tip 3 – Write Your Summary

- Your first impression. What people will read about you once they've clicked on your name
- Provide a more personal overview of your career and highlight your areas of expertise
- Write a summary that can be skimmed in 30 seconds or less
- Includes industry-related keywords, core skills, strengths, talents and interests - keywords that your clients/prospects might search for
- Description answering why someone should work with you or be your patient
- Add something personal – you're human, not a robot

Summary

I am a dedicated finance professional with **15+ years of experience in all aspects of sophisticated wealth management**. My customers can count on my strategic and focused approach as well as an unwavering commitment to delivering results.

I have been fortunate to **work with leading banks and financial institutions in the MENA region, developing extensive expertise in Derivatives, Commodities, FX, Equities, as well as Hybrids and Algorithmic strategies**

I take pride in my reputation built on quality, service and uncompromising ethics. My professional goal is to be an industry leader in building a **best-in-class team of financial experts**. **At GC National Bank, I have the opportunity to provide our customers with trusted advice on how to best grow their wealth**. As a leader, I strive to provide a fulfilling career in which my relationship managers and financial advisors enjoy waking up each day knowing that they **are the business of helping people**

Your passion

Your background & expertise

Your company & the value you bring

Tip 3 – Write Your Summary

Ashley McGirt, MSW, LICSW · 2nd

Leading Racial Trauma Expert | Trauma Therapist | LinkedIn Top Voice | Keynote speaker | Tedx speaker | Author | Founder of WA/CA Therapy Foundation

Greater Seattle Area · [Contact info](#)

500+ connections



1 mutual connection: Rosanna Durruthy

+ Follow

View in Sales Navigator

More



WA/ CA Therapy Fund
Foundation



University of Washington
Tacoma

About

Ashley McGirt is a psychotherapist, international speaker and author. Ashley has received a Masters of Social Work from the University of Washington. She also holds a Bachelor of Science in Psychology. Ashley has over ten years of extensive experience working with vulnerable populations. She has worked in prisons, medical and psychiatric hospitals, homeless shelters, schools, and long term care settings, where she served as the Director of Social Services. Ashley currently owns and operates her own private practice. In her private practice she focuses primarily on racial trauma, depression, and anxiety.

Ashley is the founder and president of the WA Therapy Fund Foundation. She also serves on the board directors for the International women's resource network where she focuses on global wellness. Ashley has traveled to over 3 dozen countries connecting with individuals from all walks of life spreading the importance of mental wellness.

Ashley actively works toward de-stigmatizing mental illness, and reducing high rates of recidivism in American prisons. In an attempt to create a more socially just society for all

Ashley offers presentations, workshops, group facilitation, and consultation specializing in crisis response, racial trauma, social justice and racial equity. Ashley strives to help others find happiness and healing within themselves through unpacking their baggage, resting, reflecting, and restoring themselves to be who they were intended to be on this earth.

To find out more and book Ashley to speak visit www.AshleyMcGirt.com/speaking



K.Kelly Hancock, DNP, RN, NE-BC, FAAN · 3rd

Chief Caregiver Officer at Cleveland Clinic

Talks about #healthcare, #clevelandclinic, #caregiversupport, #diversityinclusion, and #healthcareleadership

Cleveland, Ohio, United States · [Contact info](#)

5,439 followers · 500+ connections

+ Follow

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Cleveland Clinic



Chamberlain College of
Nursing

About

Currently serving as the Chief Caregiver Officer for Cleveland Clinic health system. I am responsible for leading the development and implementation of all aspects of caregiver engagement for Cleveland Clinic's 70,000 caregivers. My focus is on enhancing the health system's unique team-based culture, by providing strategic direction and expertise for the organization's human resources function, domestically and internationally.

I also consistently work to build and retain exceptional caregiver teams through the optimization of human resources policies and programs. This includes delivering advisory services in areas such as leadership, coaching, employee relations, talent acquisition, compensation, organizational design and change, performance management, learning and development, and more.

I work to continuously collaborate with fellow executive leaders to ensure Cleveland Clinic caregivers embody the organization's culture, vision and values. Additionally, I provide direct oversight of daily operations for the human resources and nursing teams.

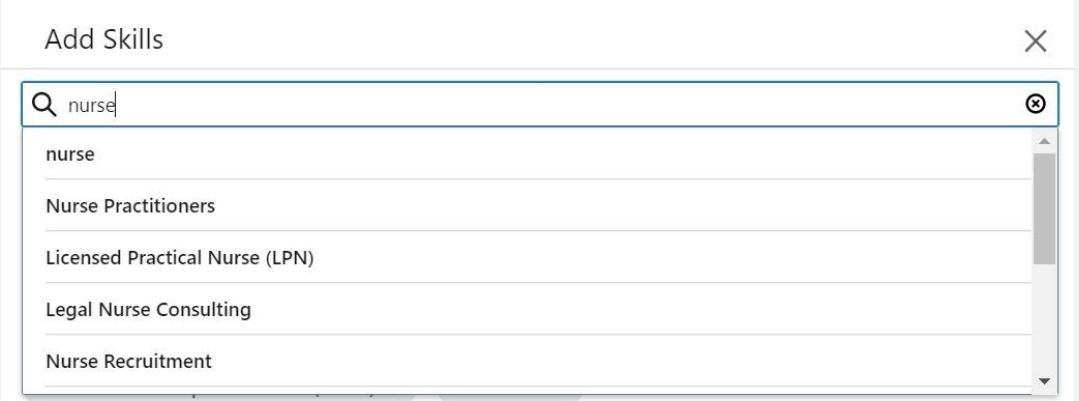
Tip 4 – Update Experience & Additional Information

Experience / Work History

- Opportunity to demonstrate how you care for patients, passion for nursing and showcase your career trajectory
- Be a brand ambassador – talk about your role and positive experiences
- Use targeted keywords and highlight key achievements for each position (actionable + quantifiable) and how you helped your clients and in what ways
- Give a dynamic, visually appealing representation of your professional story (public information only)

Additional Information

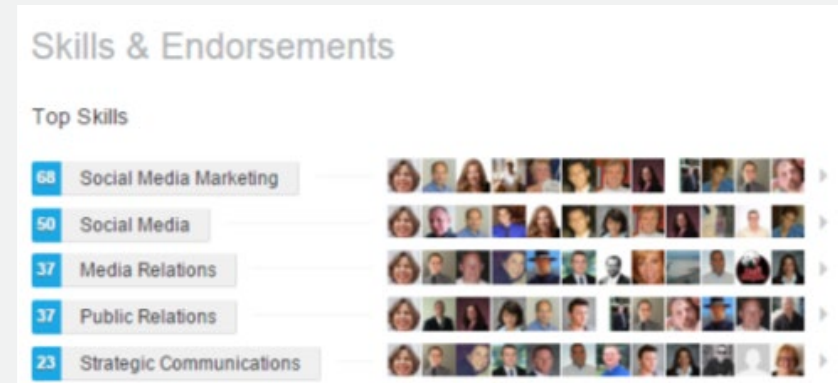
- **Education:** Completing the education section not only ensures up to **11x** more profile views, it helps you more easily build trusted relationships with alumni
- **Volunteer / charitable participation:** Members who add volunteer experience and causes get up to **6x** more profile views than those without
- **Skills:** List as many as you can, ideally 5-10
- **Other:** Boards, member organizations or other industry related appointments, languages spoken, interests



The screenshot shows a modal window titled "Add Skills" with a search bar containing the text "nurse". Below the search bar, a list of suggestions is displayed, including "nurse", "Nurse Practitioners", "Licensed Practical Nurse (LPN)", "Legal Nurse Consulting", and "Nurse Recruitment". A blue "Add" button is located at the bottom right of the modal.

Tip 5 – Endorsements / Recommendations

- Recommendations reflect trust, showing that a member has earned the respect of their colleagues and customers.
 - Ask current or former managers, colleagues
 - Satisfied clients
- Endorsements are skills that others validate you have. This is an action done for you typically by users without asking, as a sign of networking.
- Follow popular etiquette. If someone recommends or endorses you, do you the same in return.



Recommendations

Received (2)

Given (3)



Brenda Motheral

CEO and Co-Founder at Archimedes

April 20, 2009, Brenda managed Matthew directly

Matthew has an incredible understanding of medical claims data and has been very successful in leading both informatics and research evaluation in client-facing roles.



LeAnna J. Carey

Strategic, Crisis, and Digital Communications Executive. Digital Transformation Leader. Keynote Speaker. Design Thinking. Brand Driven Innovation. Five Healthcare Start Up Teams.

April 16, 2009, LeAnna J. was senior to Matthew but didn't manage directly

I worked with Matthew while at Healthways and would consider it a privilege to work with him again. He has a very strong work ethic and sets the finest example of a team player and leader. His work in research and informatics/analytics is solid, reliable, well-structured, and objective. One of Matthew's most ... See more

Tip 6 – Content: Share & Create An Active Community

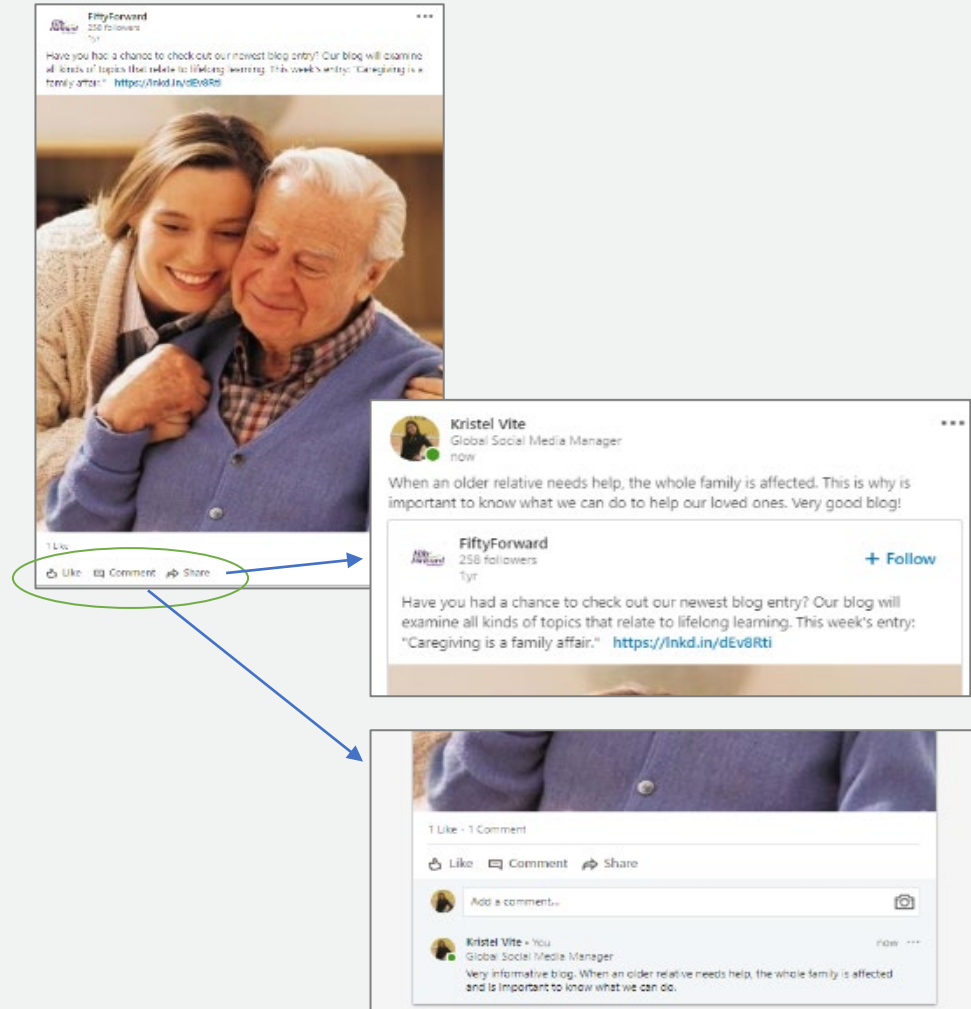
- **Post & Share Updates:** Share recommended articles, personal insights and relevant industry news to demonstrate your thought leadership. Recommendation is to share 1-3 times a week.

Facebook and LinkedIn users are most active on weekdays. Facebook users are most active between 9 a.m. - 5 p.m., while LinkedIn users are most active between 7 a.m. - 2 p.m.

- **Engage with Others:** Liking, sharing and commenting are great ways to get your name out there.

- **What makes good content and shareable content?**

- ✓ Statistics (short, ready made sound bites)
- ✓ Trending news
- ✓ Video (shorter than 1 minute)
- ✓ Company news connected to your industry / department
- ✓ Volunteerism, community charitable work



Tip 7 - Join & Participate In Groups

How To Search For & Join Groups:

- Use search to narrow list of groups to your industry, interest
- Read group's profile, find common connections

Group Participation Tips:

- Join 1-2 groups to get started
- Plan to visit each of your top groups 1-2 times a week
- Start a new discussion. Write succinctly in 2-4 sentences the message you want to convey, make sure it's relevant.
- Check back on discussions you started or commented on. This back-and-forth engagement builds your credibility as a thought leader.
- Like or comment on a group posting. Target the most popular discussions in each group to comment on. This will give you maximum visibility.

SHRM Networking Group
102,025 members

[✓ Ask to join](#)

ADMINS

David Moskowitz, CFA, CPA, MBA, S
Sr. Financial Risk Analyst & Investmen...

YOUR CONNECTIONS

Lauren Kushner
Human Resources Professional

Meghan Lapides SPHR, SHRM-SCP
VP, Human Resources at Foursquare

Michelle Goldblum, M.S. HRM, PHR
Compensation Consultant at AmeriHe...

Katie Donnelly, PHR
Manager, Diversity & Inclusion

Penny Coppen
Learning Manager, US HealthCare at C...

Sandy Charet
Experienced recruiter for Public Relati...

Annie Bauer
Client Success Manager at Roadie Inc

Brent Hemstreet
Fortune 100 Talent Acquisition and M...

Julia Missaggia
Sr. Director, Human Resources at CMI/...

Sean Kane
Sr. Director Talent Acquisition at Aetna

ABOUT THIS GROUP

This is a networking group for human resource management professionals who are members of SHRM.

This site/group is not operated by the Society for Human Resource Management.

Promoted

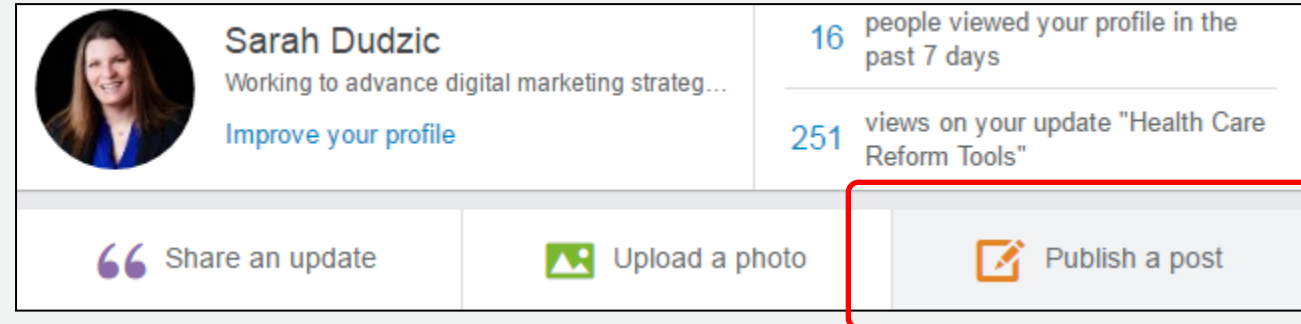
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Tip 8 - Write Your Own Content

- > **LinkedIn's Publishing Platform:** share long-form posts to your network and beyond: your posts become searchable, can be distributed through LinkedIn Pulse, and permanently live as an extension of your professional reputation on your profile.
- > **Best practices for publishing on LinkedIn:**
 - Share your observations, impressions and firsthand experience with your job, company or industry
 - Write about what inspires you
 - Remember your audience: be conversational but keep the conversation focused on the professional sphere
 - Write 2 to 3 times per month, increasing frequency as you gain an audience
 - Use catchy headlines
 - Add images to your post, embed YouTube videos
 - Always attribute sources with citations or hyperlinks
 - Remember if you're mentioning or discussing anything related to your company, check with your social media and communications policy first

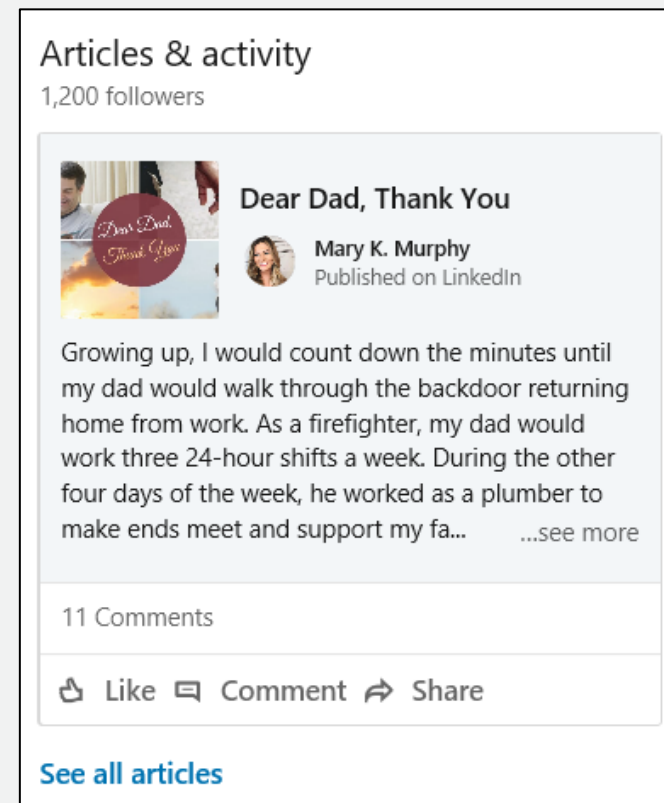


Sarah Dudzic
Working to advance digital marketing strateg...
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16 people viewed your profile in the past 7 days

251 views on your update "Health Care Reform Tools"

Share an update Upload a photo Publish a post



Articles & activity
1,200 followers

 **Dear Dad, Thank You**
Mary K. Murphy
Published on LinkedIn

Growing up, I would count down the minutes until my dad would walk through the backdoor returning home from work. As a firefighter, my dad would work three 24-hour shifts a week. During the other four days of the week, he worked as a plumber to make ends meet and support my fa... [...see more](#)

11 Comments

Like Comment Share

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- [Newsweek](#)
- [NPR](#)
- [New York Times](#)
- [USA Today](#)
- [Wall Street Journal](#)
- [Washington Post](#)

Industry News

- [American Nurse](#)
- [FierceHealthCare](#)
- [Modern Healthcare](#)

Nurse Groups

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- [Medical Information Group](#)
- [NursingCrossing](#)
- [American Nurses Association](#)
- [Healthcare Executive US Networking Group](#)
- [Healthcare Executives Network](#)
- [Healthcare Industry Professionals Group](#)
- [Modern Healthcare: The leader in healthcare business news, research and data](#)
- [National Association for Healthcare Quality \(NAHQ\)](#)

Donna Cardillo, RN



Donna Cardillo, MA, RN, CSP, FAAN is The Inspiration Nurse. She is a powerhouse of energy, wisdom, humor, and solid content and has been referred to as a positive force of nature who lights a path for others to follow. Her accomplished career combines over 25 years of clinical, managerial, and business experience, not to mention her stint as a professional singer! Donna's clinical experience includes emergency and psychiatric nursing. She holds a diploma in nursing, a BS in Health Care Management, and an MA in Corporate and Public Communication. She is the original 'Dear Donna' columnist at Nurse.com. Based in New Jersey.

- [Facebook](#) (7K+ followers)
- [Instagram](#) (2K+ followers)
- [Twitter](#) (22K+ followers)
- [YouTube](#) (100+ subscribers)

Keith Carlson, RN, BSN, NC-BC



Nurse Keith has over two decades of experience in nursing and health care as a clinician, administrator, and entrepreneur. As an accomplished speaker, writer, blogger, podcaster, consultant, and holistic career coach for nurses, Keith has his finger on the pulse of 21st-century nursing and keenly understands the challenges faced by nursing professionals and healthcare organizations. Keith's well-known nursing podcasts – The Nurse Keith Show and RNFM Radio – reach listeners on six continents. Based in New Mexico.

- [Facebook](#) (3K+ followers)
- [Instagram](#) (2K+ followers)
- [Twitter](#) (10K+ followers)

Nacole Riccaboni, APRN



Nacole is an RN in Orlando, FL. She worked her way up after not getting the position she wanted in the acute care setting to work on a progressive care unit as a graduate nurse and today in the ICU. Her content is real stories, very raw and emotional. She has a husband and three sons (one diagnosed with ASD) which she sometimes features in her content. Nacole's goal is to bring back passion to other nurses' lives and provide guidance for professionals. She does events, speaking engagements and blogs frequently. Also, hosts a podcast.

- [Facebook](#) (32K+ followers)
- [Instagram](#) (45K+ followers)
- [Twitter](#) (3K+ followers)
- [YouTube](#) (44K+ subscribers)
- [Podcast](#)

Alexis Nicole, BSN, RN



Alexis' YouTube channel, The Nurse Nook, covers everything from nursing salaries, working at home, NICU topics to career advice. She's a pediatric nurse who focuses on nurse lifestyle and wellness.

- [Instagram](#) (74K+ followers)
- [YouTube](#) (275K+ subscribers)
- [TikTok](#) (4K+ followers)