ESPO Professional Development Webinar Series

Supported by the GSA Innovation Fund

More Than Just Memes: Using Social Media and Technology to Boost Your Career

Melissa Batchelor-Murphy, PhD, RN-BC, FNP-BC
Assistant Professor, Duke University School of Nursing
Social Media Connections

Melissa Batchelor-Murphy, PhD, RN-BC, FNP-BC
melissa.batchelor-murphy@duke.edu

-----------------------------------

Follow me on Twitter @DementiaCareNP

You Tube DementiaCareNP
Social Media: So Many Options!

My Start…

Personal/ Professional Network

• Facebook

Educator

• GNEC Podcasts

Scientist

• Facebook, Twitter, You Tube
• Next step: Website/ Blog
Get SMART*

- Specific
- Measurable
- Attainable
- Realistic
- Time-bounded

Develop a Plan

- Be strategic
- Be deliberate
- Identify training opportunities
- Develop a plan
- Work your plan
Why Use Social Media

- Be part of conversations
- Stay current
- Build professional relationships
- Recruit for studies
- Promote services & programs
- Find funding opportunities
- Drive change!

Advancing the study of aging through research, education, and practice.
Use Facebook to:

- Post photos of staff, events, etc. to give consumers a visual representation of your organization
- Post comments on current activities, upcoming events, and other timely information
- Link to current articles to demonstrate knowledge of the field and introduce your work to colleagues
- Individuals can “Like” an organization or a cause and see others who are connected to these issues
- Create or join groups of other nursing professionals
- Build a volunteer or fan base by tapping into the vast network of Facebook users

Use LinkedIn to:

- Get connected with other colleagues, peers, and thought leaders in your field

- Create an easily accessible profile page

- Raise awareness of your organization by sharing insights and ideas through discussions within various groups

- Pose a question to a group and get instant feedback

James Appleby
Executive Director at Gerontological Society of America
Washington D.C. Metro Area | Executive Office
Current: Gerontological Society of America
Previous: American Pharmacists Association
Education: Temple University

Connect
Send James InMail
500+

Experience
Executive Director & CEO
Gerontological Society of America
October 2008 – Present (8 years) | Washington, DC

1 recommendation

Martye Carlin
Statistician at Women in Need

https://www.linkedin.com/in/james-appleby-43595211
Twitter...

- Is a micro-blogging platform (140 characters)
- Allows you to link to content on the Web
- Collects comments in real time
- Reaches a wide audience

Why use Twitter?

- Reach broadly
- Build relationships
- Get immediate feedback
- Stay current/discover new conversations
- Find collaborators

Use Twitter to...

- Listen to & monitor your audience/the field via a newsfeed
- Research topics & events
- Build relationships & establish your thought leadership

Use YouTube to:

• Create a channel to house videos

• Post a video of a special event, conference to share with those who could not attend

• Post a video of a training session you wish others to emulate

• Share a link to your videos on other social networking sites

• Broadcast training or events live

Blogs

Caregiving From Another Continent

Verna Pinto, left, and her daughter, Erica Dhar, in September 1979, on the night Ms. Dhar came to the United States. Credit Courtesy of Erica Dhar

Sometimes, caregiving for family members becomes even more difficult when members are living in different countries or even different continents. Read this New York Times Article on a problem more and more people are facing with the increase of globalization. Read Here.

Use blogs to:

• Create another outlet to serve as a voice for you or your organization to share news, or updates
  o Provide analysis, insights, and updates

• Update your community about a recent event or ask for volunteers for an upcoming event

• Comment on other blogs to share your thoughts or opinion to gain exposure as a thought leader in your field

• Include a blogroll (list of other blogs) on your own blog. These blogs may include your blog on theirs, and help attract new viewers.

Steps to Creating a Plan to Get the Word Out

1. Objective/ Branding
2. Audience
3. Message
4. Experience/
   Resources
5. Vehicles/Tactics

Objective

Why do you want to get in the social media game?
Branding

• Know Yourself
• Strategically develop your personal brand
• Anchor your personal and company brand
• Develop evidence base branding that shows and tells your value
• Build and deliver your brand promise in person & online
• Maintain and grow your impact

Branding

Nurses Optimizing Supportive Handfeeding

The Gerontological Society of America

# professionalmedia
@geronsociety
Branding: Areas of Expertise

Branding: Taglines

Improving care for older adults with dementia, one meal at the time

Branding: Sound Bites

- Handfeeding techniques 
  *Over Hand, Under Hand, Direct Hand*

- “Feeding behaviors should be seen as a form of *communication* and *control*, not necessarily resistance or refusing to eat”

Audience

Are they ready?
"If you were to boil your book down to a few words, what would be its message?"
Creating a message

A good message* completes the following four statements:

- The one thing your audience needs to know is...
- The reason this is important to this audience is...
- What this audience should do is...
- It is urgent for this audience to act now because...

*Courtesy of Valerie Denney, Denney Communications

Honing your message

ESCAPE FROM THE IVORY TOWER: A GUIDE TO MAKING YOUR SCIENCE MATT...
Honing your message

ESCAPE FROM THE IVORY TOWER: A GUIDE TO MAKING YOUR SCIENCE MATT...

Problem?
There is a large regional difference in disease burdens due to global warming.

Benefits?
Reduce the adverse health effects of global warming (w/ co-benefit of cleaning up air quality).
Take care of current populations without compromising health for future generations.

Climate change is triggering disease epidemics

So What?
Those most at risk from global warming are also the least responsible for causing the problem. Herein lies an enormous global ethical challenge.

Solutions?
The US should sign the Kyoto protocol and join the rest of the world in confronting climate change. Personally, I’ve made easy choices as a first step (e.g. hybrid car, mini-fluorescents, etc.)
Experience/Resources:
Budget/Time
Experience/Resources: Relationships/Networks

• Make a plan
• Be strategic
• Low-lying fruit first
• Boundaries – personal vs. professional; HIPPA (know HPI and don’t share any of them 😊)

– ANA: 6 Tips for Nurses Using Social Media

Experience/
Resources:
Knowledge
and Skills

University Settings

• Can do on your own – benefits/ drawbacks
• University Setting
  – Technology Transfer
  – Marketing & Communications
  – Innovation & Entrepreneurship
  – Duke SciComm Course
  – Op-Ed Training
  – Media Training
References & Resources


Thank you! Questions?

Melissa Batchelor-Murphy, PhD, RN-BC, FNP-BC
melissa.batchelor-murphy@duke.edu

Follow me on Twitter @DementiaCareNP

You Tube DementiaCareNP

---

geron.org # professionalmedia @geronsociety
Questions?

Supported by the GSA Innovation Fund

GSA

• The nation's oldest and largest interdisciplinary organization devoted to research, education, and practice in the field of aging.
  – 5,500+ interdisciplinary members around the world touching all facets of aging

• Mission
  – Promote multi- and interdisciplinary research in aging
  – Translate and disseminate research findings
  – Promote/advocate for education/awareness on aging across disciplines
  – Foster application of research into policy development

• To view past ESPO Professional Development webinars, along with other GSA webinars, visit geron.org/webinar.

• Email espo@geron.org for additional questions.