Getting Social with GAPNA

A primer on Facebook, Twitter, LinkedIn

GAPNA
care • continuity • connection
Gerontological Advanced Practice Nurses Association

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Summary

Social media is not the way of the future; it is the reality of the present.

Your members expect their association to have an active social media presence where they can join a community of shared interests, concerns, benefits, and opportunities.

The Gerontological Advanced Practice Nurses Association is currently active on Facebook and Twitter, with an emerging presence on LinkedIn. This primer has been developed for you to better understand these platforms, why they are used, and how you can join the conversations happening online.

This primer will cover the basics of Facebook, Twitter, and LinkedIn (platforms). You will be able to:

- Identify the basic profile components for each platform.
- Compose appropriate posts for each platform.
- Understand common social media terms used on each platform.

Contact

I am an active liaison for your social media communities- please take full advantage! I am happy to answer any questions you have regarding social media, and am always open to your suggestions for new content or information to help strengthen and grow our community together.

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Facebook – for community

It can be generally claimed that if you're on social media, you're on Facebook. Posts can be long or short, include photos or links to stories, and can be shared with a network of friends.

Your profile includes as much or as little information as you like, such as your full name, where you live, where you work, your family members, and so on.

Facebook can be personal, professional, or both. You can limit or expand your privacy settings as you like for your profile and for each post.

Once you've created a profile, you can find other "friends" and send "friend requests" to begin to build your network of connections. You can also begin to "follow" pages you like, such as businesses or public figures. The value here is in community.

Basic Anatomy of a Facebook Personal Profile

Private message

Friend status

This column includes personal information, photos, your interests, groups, and other general information you provide that creates your identity on Facebook.

This column is your Facebook "wall" where posts appear. Each entry is a "post".

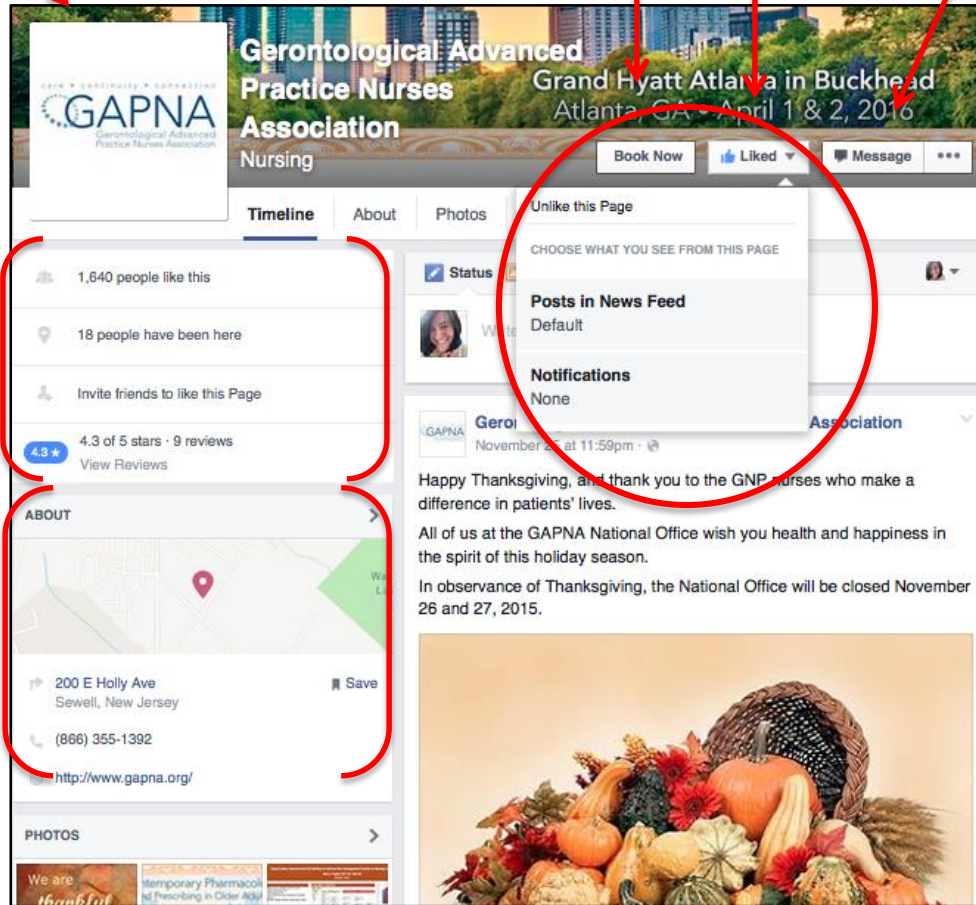## Basic Anatomy of a Facebook Company Profile

Cover photo and profile photo are similar to the personal profile.

Customized call-to-action

"Like" to follow a page

Send a private message to a page

Facebook stats for this page

Information about this company

How to Interact on Facebook

Facebook is like an online journal of daily thoughts and feelings, shared among friends. This is an example of a post that includes a link, tag, likes, and comments.

Privacy setting for this post. This can be seen by my friends and the friends of the person tagged in this post only.

You can change settings on each post- making them public or more private.

Tagged friend

Post text

Rosaria Francesca
October 14 at 11:05am ·

Only $95 to meet her goal, so let's get Concetta LaPergola there and beyond! Please donate if you can, and take a moment to read her story & support her cause.

We'd also love to see you there! Bundle up, grab a coffee, and join us on November 21 for the Rothman 8K!

Shared link

Athletes Vs. Epilepsy: Running the Rothman 8K for the Epilepsy Foundation | Concetta LaPergola's...

I'm raising at least $400 for the Epilepsy Foundation to run in the Rothman Institute 8K at the Philadelphia...

WWW.CROWDRISE.COM

Ways to interact with this post.

👍 Like   💬 Comment   ➤ Share

Interactions with this post.

Liana Mannino, Giuseppe Francesco and 2 others like this.

Comments on this post and interactions on those comments.

Liana Mannino Done!
Unlike · Reply · 👍 3 · October 14 at 5:12pm

Concetta LaPergola THANK YOU SO MUCH! 💗
Unlike · Reply · 👍 1 · October 14 at 5:23pm

Write a comment...   📷 ☺

Glossary – Facebook

Facebook algorithm – a proprietary formula used by Facebook to determine which posts are seen at any given time by a user. This is mostly important for businesses, as this algorithm can determine how many people see a post, regardless of how many people are following that page. The more users view a profile or page, the more it shows up in their Newsfeed.

Friend – a connection on Facebook. You must request permission to become a friend. This can be used as a noun or a verb (she's my friend; I thought about friending her).

Follow – another form of connection on Facebook. You can follow someone even if they do not accept your friend request. You can also 'unfollow' someone, but remain friends. This removes their posts from your Newsfeed.

Like – the positive acknowledgement of a post, or comment on a post. This can be used as a noun or a verb (I liked his post; my post has 10 likes).

Newsfeed – a listing of posts and status updates seen on the homepage. This can be sorted by "top posts" determined by the Facebook algorithm, or "recent posts" in chronological order.

Status update – a post you share on your profile. These can include photos, text, links, etc.

Tagging – connects another person or business to your photo or post. You can tag by clicking on a photo to bring up a list of names or by starting to type a name in a post. You must be friends with an individual to tag them; this is not the case for businesses.

Trending – current topics of conversation, determined by how often they are mentioned in posts.

Wall – the right side column of a Facebook profile where posts appear. This can include your own status updates, posts by others, or notifications of activity you have shared on Facebook (such as being tagged in a photo or liking a page).

Twitter – for momentum

Imagine walking into a crowded networking event. It is impossible to follow every conversation, so you make as many new connections as you can- however tenuous- and join the conversations you can in the moment. This is Twitter.

Your profile includes your photo, a short bio, and a wall of your prior posts. Unlike Facebook, "tweets" (rather than posts) are limited to 140 characters. Within this limitation, you might try to fit in a "mention", "hashtag", and link to more information.

The value of Twitter is real-time interaction. Where you can check into Facebook periodically and feel caught up on the going-ons of your friend network, Twitter is constantly moving. Yes, you can catch up on past tweets and conversations, but the power is in the moment.
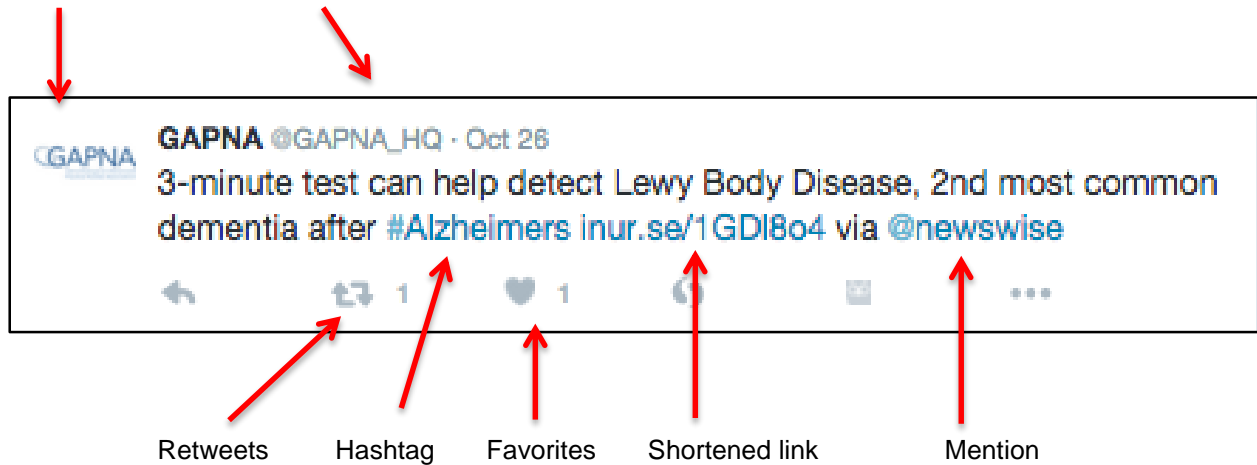
Basic Anatomy of a Twitter Profile – Personal and Business

Tweets and interactions on those tweets

Two Types of Tweets

Native Tweet – a tweet you compose as a user. A native tweet includes your profile photo and your handle.

| Retweets | Hashtag | Favorites | Shortened link | Mention |

Retweet (RT) – a tweet you have shared directly from another user. This appears under your tweets, but with the other user's profile photo and handle. If a tweet from another Twitter user is relevant, the retweet function allows you to forward their message to your network.

| Mention | Retweets | Favorites | Shortened link |

You'll notice some businesses or individuals say in their bio "RT does not imply endorsement". This is because it is easy to characterize a retweet as a thought or comment you share since it appears under your profile.

How to Interact on Twitter

Active: Share your immediate news and thoughts as often as you like.

Passive: Listen in on conversations by following thought leaders, organizations, twitter chats, etc without participating.

Glossary – Twitter

Direct message (DM) – a private message to another Twitter user.

Favorite – the positive acknowledgement of a tweet, the equivalent of a Facebook 'like'.

Handle – a username, such as @CDCgov, @ambcarenursing @AJJInc

*Hashtag – using # before a phrase in a tweet to aggregate a conversation. By adding the '#', the phrase becomes a link. Using a hashtag enables other people to join in a larger conversation on a topic or find information quickly. An example of this is #GAPNA2015 to compile any tweets related to the GAPNA 2015 conference.

Live tweeting – tweets sent as a real-time recording of an event, such as during an award ceremony or speech.

Mention – enables users to automatically link to each other by putting the @ symbol in front of the handle in a tweet, such as @ambcarenursing to mention GAPNA. You do not have to follow (or be followed by) the account you mention to include them in your tweet.

Trending – current topics of conversation, determined by hashtag activity.

Tweet – a post you share on your profile. These can include photos, text, links, etc. They are limited to 140 characters.

Twitter chat – an organized conversation on Twitter happening in real-time using a common hashtag.

Twitter feed – a real-time listing of tweets. Unlike Facebook, there is no algorithm to sort these tweets. You will see everything and anything posted by the businesses or individuals you follow instantly.

*A note about hashtags on Facebook. While hashtags were introduced to serve the same purpose on Facebook as on Twitter- to make finding a conversation faster and easier- it is generally not done. The function is practical in nature, but has not been embraced by the Facebook community.

LinkedIn – for networking

LinkedIn has always been a social media platform for professional affiliations. This is where the contemporary resume lives, where career research begins, and where networks can expand.

LinkedIn has changed substantially over the past few years as it grows and expands its approach as a social media channel. The important takeaway is that any business and business professional would be wise to have something on LinkedIn kept up-to-date with current information.

Basic Anatomy of a Personal LinkedIn Profile

Features – LinkedIn

Language used on LinkedIn is pretty straightforward. What's more important are the following features unique to this platform:

Connections – users you might know based on your network of other users.
- 1st – someone you are already connected with on LinkedIn
- 2nd – someone connected to one of your connections
- 3rd – someone with no connections to you

Education – a network of educational opportunities built around your background and areas of interest.

Jobs – businesses and organizations which may be hiring, and connections to recruiters and networking opportunities.

For Further Learning

GAPNA on Facebook: Facebook.com/GAPNA

GAPNA on Twitter: Twitter.com/GAPNA_HQ

GAPNA on LinkedIn: https://www.linkedin.com/company/gerontological-advanced-practice-nurses-association-gapna-

CDC's Guide to Writing for Social Media:
http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf

Facebook 101: http://www.gcflearnfree.org/facebook101/3

Facebook support: https://www.facebook.com/help

Twitter 101: http://mashable.com/guidebook/twitter/

Twitter support: https://support.twitter.com

8 LinkedIn Tips and Basics that All Users Should Practice:
https://blog.dashburst.com/linkedin-tips-and-basics/

LinkedIn support: https://help.linkedin.com