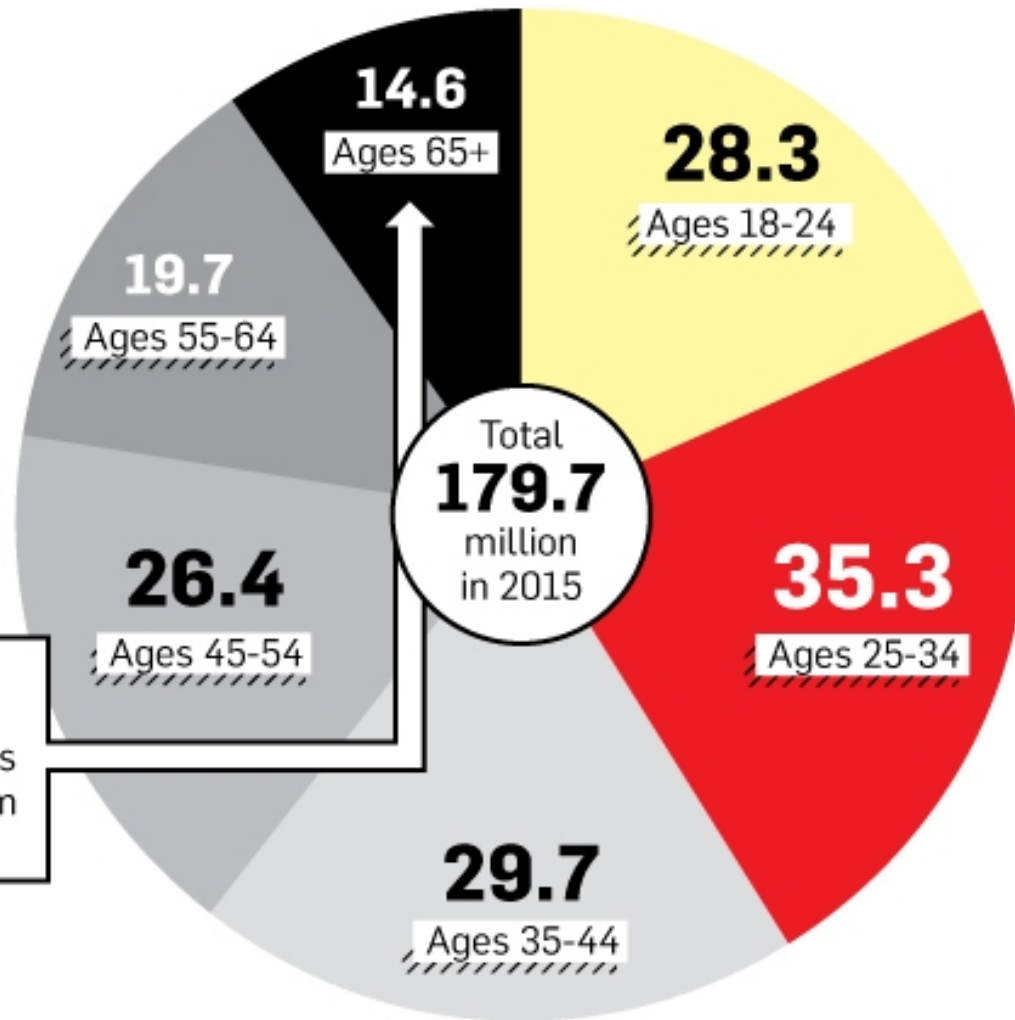


Getting Social with GAPNA

A Primer on Facebook and Twitter

Total social network users in 2015

Millions



This demo will see the largest increase in social media users (to 16.6 million) from 2015-2016.



Facebook: 156.5 million users

- 26.2M are ages 18-24
- 32.1M are ages 25-34
- 25.2M are ages 35-44
- 22.5M are ages 45-54

www.facebook.com/GAPNA

Building a Community on Facebook

Friends and Followers: Choosing your community

- You can choose your friends
- You control who can see your posts and profile

Posts and Status Updates: Speaking your mind

- An online journal
- Plenty of room for lengthy posts

Likes, Comments, & Shares: Broadening your reach

- Interactions determine your newsfeed
- Interactions expand the reach of a post

Follow us on
twitter 

Twitter: 52.9 million users

- 11.7M are ages 18-24
- 11.3M are ages 25-34
- 8.7M are ages 35-44
- 6.7M are ages 45-54

www.twitter.com/GAPNA_HQ

Building Momentum on Twitter

Active or Passive: Choosing your preference

- Post as often as you like about as much as you like, or
- Sit back and listen into conversations happening live

Tweets and Retweets: Having an opinion

- A soapbox for your thoughts
- Who you follow can say a lot about you

Live tweets and Twitter chats: Staying in the moment

- Be there in real time
- Meet up with friends same time each week

Best Practices:

- Follow individuals and organizations you already know to help you see how they interact online.
- Do not link your accounts. Keep Facebook and Twitter separate.
- Check in once a day to see what's new.

HIPAA & Social Media: Use Common Sense

Nurses should not be afraid of interacting on social media.

Facebook, Twitter, LinkedIn and other platforms are a great way for nurses to connect with colleagues across the country and around the world.

If you wouldn't want the wrong person to hear it real life, don't post it online.

Who to Follow:

- ▶ GAPNA
@GAPNA_HQ
- ▶ Anthony J Jannetti, Inc
@AJJInc
- ▶ CDC
@CDCgov
- ▶ American Geriatrics
@AmerGeriatrics
- ▶ Gerontological Society
of America
@geronsociety
- ▶ The Joint Commission
@TJCommission

Contact Me:

- ▶ Rosaria Mineo
- ▶ 856-256-2300 x 2311
- ▶ rosaria@ajj.com
- ▶ 8:30am to 5:00pm EST
- ▶ @RosariaMineo