

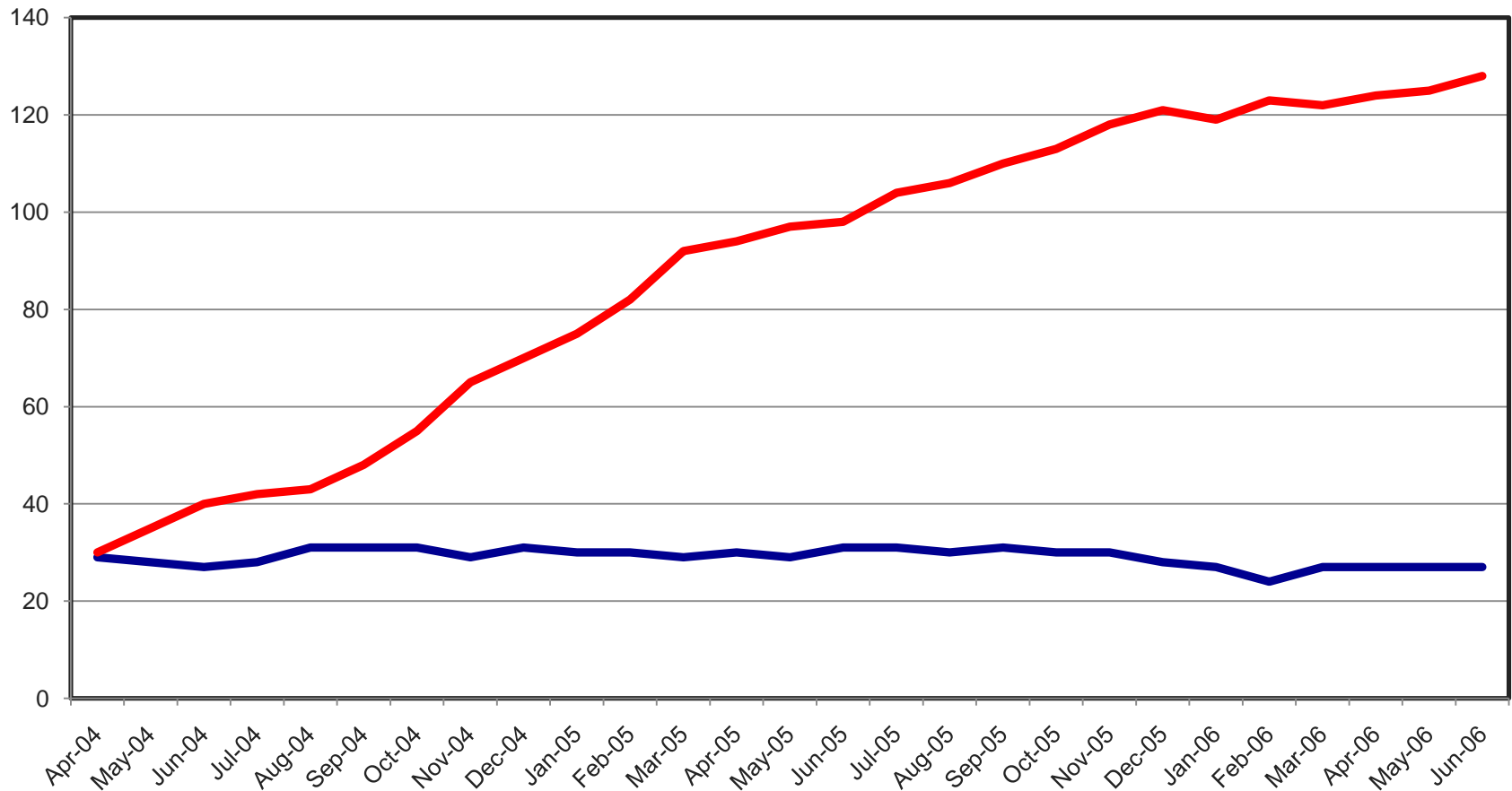


ADC Education Cores: **Using Social Media for ADC** **Collaboration and Recruitment**

September 2010

Jim Cashel MD, MPP – Forum One Communications

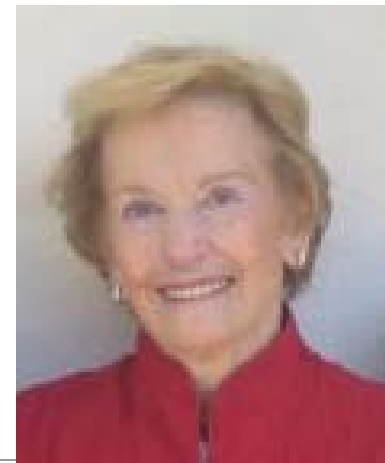
Name These Websites



- What's going on here?
- What implications does it have for the ADCs?
- New opportunities?

What's Going On Here?

- 10,000 BC: One to one communications
- 1450: One to many communications
- 2008: Many to many communications



The Way We Use the Web Has Changed



2005

Search
Read

2010

Search
Read
Tag
Comment
Link
Share
Follow
Friend
Like
Post
Collaborate

TIME

PERSON OF THE YEAR



You.

Yes, you.
You control the Information Age.
Welcome to your world.

Survey Results

- At Work: 60% use social media
- At home: 85% use social media

A Few Social Media Sites







Approaching Social Media

- Step 1: Define Goals



- Step 2: Find Partners



- 27% of you use social media ***every day*** at home

- Step 3: Experiment / Measure
- *“Senior management and staff need to understand the risk profile of social media efforts”*

-- Fred Smith, CDC



Tools and Sites

A Few Social Media Sites



twitter

"nursing school"

0.03 seconds

[Feed for this query](#)
[Twitter these results](#)

Show tweets written in:
Any Language

[Translate](#) to English

Trending topics:

- [Obama](#)
- [Chinese New Year](#)
- [Woodfield](#)
- [Valentine's](#)
- [Super Bowl](#)
- [Tweetdeck](#)
- [Woodfield Mall](#)
- [iPhone](#)
- [#OKice](#)
- [AT&T](#)

Nifty queries:

- [cool filter links](#)
- ["is down"](#)
- [movie :\)](#)
- ["happy hour" near:SF](#)
- [#haiku](#)
- ["listening to"](#)
- [obama OR mccain](#)
- [flight :\)](#)

Blogs & Microblogging

Realtime results for "nursing school"

[CarlosAmaral](#): Getting a tour of the ball park and broke grounds for a new nursing school! Just a days worth of fun suff.
13 minutes ago · [Reply](#) · [View Tweet](#)

[JesseS](#): Hospitals for fools... Applying for nursing school today or Wednesday, I guess.
about 4 hours ago · [Reply](#) · [View Tweet](#)

[sharpcheddar](#): Really needs to do well on this test... day since it's the last step to getting into nursing school "crosses fingers"
about 8 hours ago · [Reply](#) · [View Tweet](#)

[lindsayz](#): [@educazione](#) im in nursing school -all the way in delaware though. i imagine you program mannequins for simulation labs? im rather familiar...
about 15 hours ago · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

[alime](#): I need to go to bed... They say you should get a good nights sleep before a test... psh, not in nursing school.
about 17 hours ago · [Reply](#) · [View Tweet](#)

[malfry20](#): Just filled out the FAFSA for nursing school...I feel good about getting some money.
about 20 hours ago · [Reply](#) · [View Tweet](#)

[jive](#): [@janshimano](#) no, my sister is already back at nursing school with her...
about 20 hours ago · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

Starting a Blog

- **Listen**
- **Participate (via Comments)**
- **Decide**
 - Goals
 - Name
 - Approach
 - Editors
 - Schedule
 - Metrics of Success



Microblogging & Twitter

Short (140 character) status updates.

Getting Started

- Find & follow the leaders
- Add your contacts
- Retweet
- Reply
- Ask questions
- Post links / original thoughts



The screenshot shows the Twitter profile of the Robert Wood Johnson Foundation (@rwjf). The profile includes the name, location (Princeton, NJ), website, and bio. It shows 67 following and 1,360 followers. The main content area displays several tweets, including a tweet about a \$1.6 trillion sticker shock and a link to a health reform page, a tweet about a webinar on Early Childhood Recommendations, and a tweet about finding money for health care reform. The right sidebar shows the user's updates, favorites, and a list of people they are following.

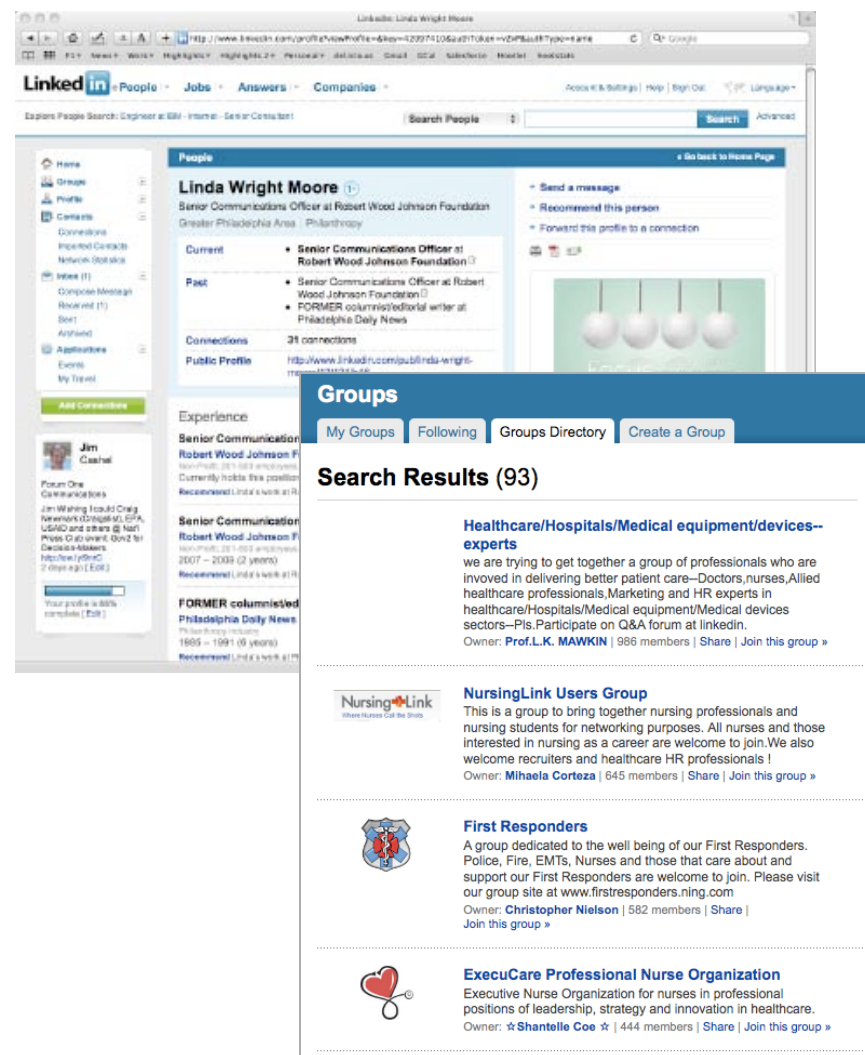


Social Networks

De-facto online professional network

Getting Started

- Create your profile
- Add connections
- Creating a group is low cost / low impact way to experiment



The screenshot shows a LinkedIn profile for Linda Wright Moore, Senior Communications Officer at Robert Wood Johnson Foundation. The profile includes sections for Current, Past, and Connections. Below the profile, there is a 'Groups' section with search results for 'Healthcare/Hospitals/Medical equipment/devices--experts', 'NursingLink Users Group', 'First Responders', and 'ExecuCare Professional Nurse Organization'.

Groups

My Groups | Following | Groups Directory | Create a Group

Search Results (93)

Healthcare/Hospitals/Medical equipment/devices--experts
we are trying to get together a group of professionals who are involved in delivering better patient care--Doctors,nurses,Allied healthcare professionals,Marketing and HR experts in healthcare/Hospitals/Medical equipment/Medical devices sectors--Pls.Participate on Q&A forum at linkedin.
Owner: **Prof.L.K. MAWKIN** | 986 members | Share | Join this group »

NursingLink Users Group
This is a group to bring together nursing professionals and nursing students for networking purposes. All nurses and those interested in nursing as a career are welcome to join.We also welcome recruiters and healthcare HR professionals !
Owner: **Mihaela Cortez** | 645 members | Share | Join this group »

First Responders
A group dedicated to the well being of our First Responders. Police, Fire, EMTs, Nurses and those that care about and support our First Responders are welcome to join. Please visit our group site at www.firstresponders.ning.com
Owner: **Christopher Nielson** | 582 members | Share | Join this group »

ExecuCare Professional Nurse Organization
Executive Nurse Organization for nurses in professional positions of leadership, strategy and innovation in healthcare.
Owner: **Shantelle Coe** | 444 members | Share | Join this group »

Largest Social Network

Getting Started

- Create your FB profile, add friends
- Review groups and fan pages
- Fan page a low cost / low impact way to experiment



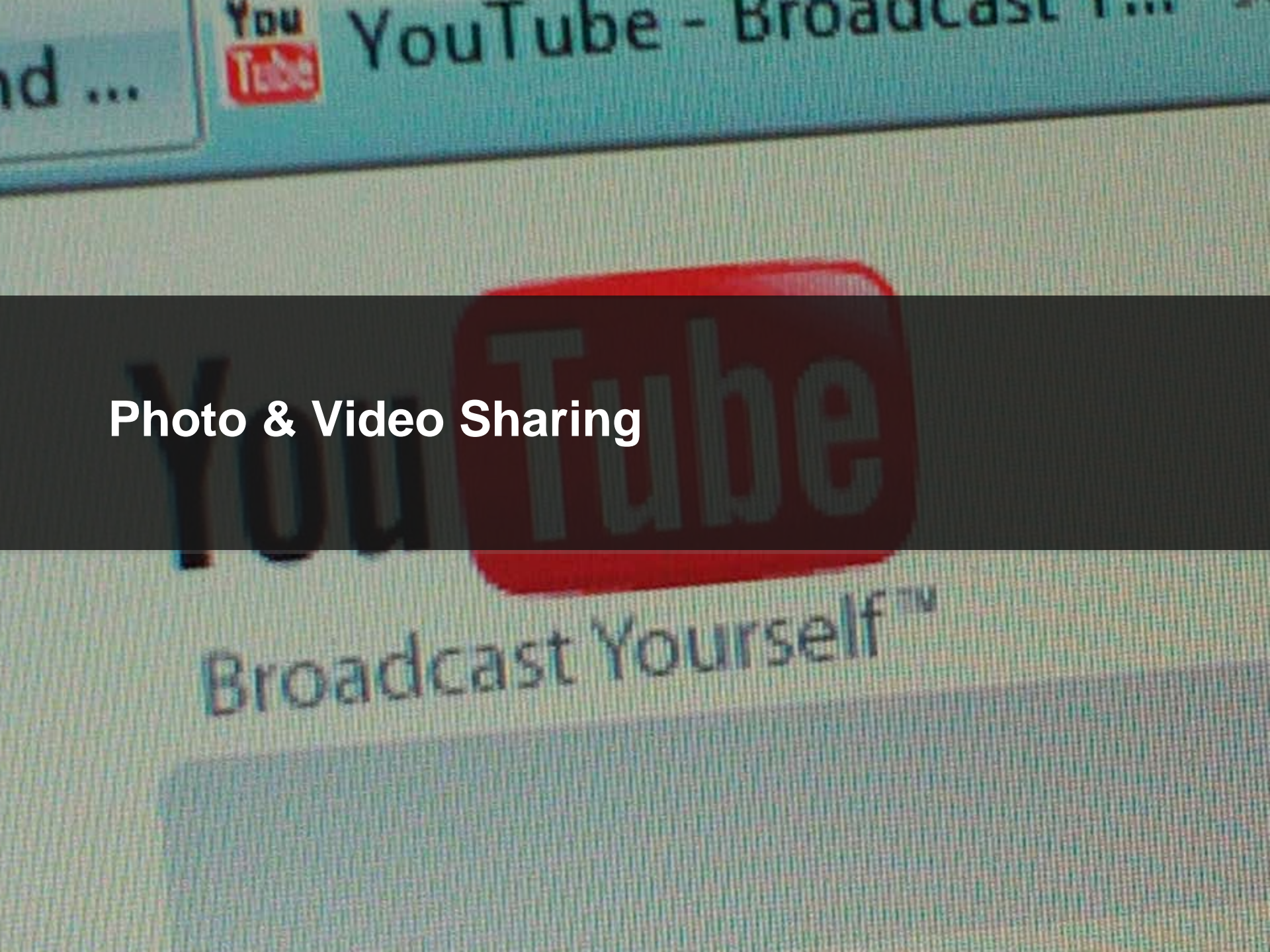


Photo & Video Sharing

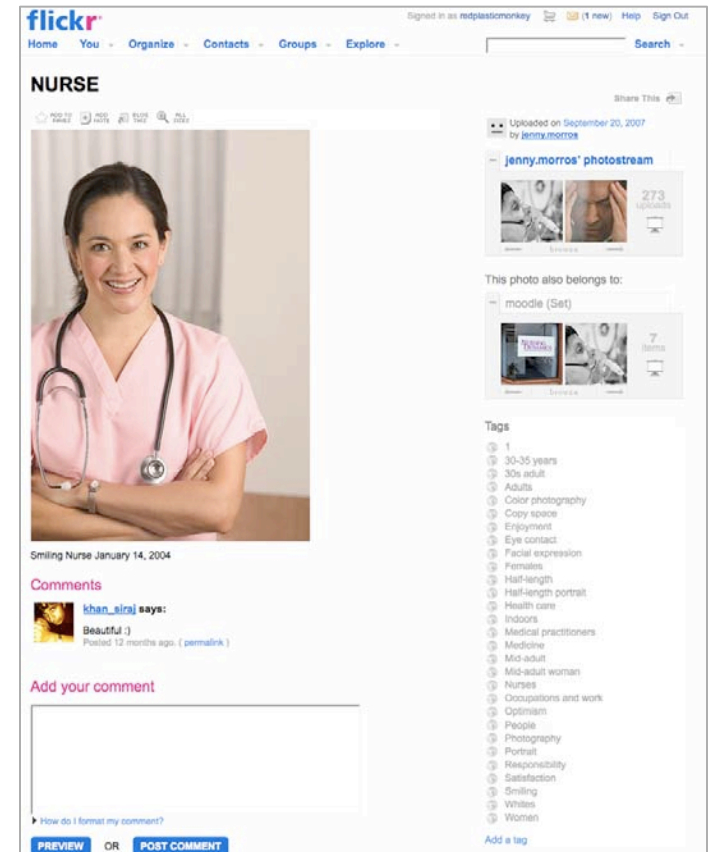
Video sharing category leader

A screenshot of the YouTube website showing search results for the query "nursing school". The page displays a list of videos with their thumbnails, titles, and view counts. The top video is "Nursing School: Week 2" by a user named "redplasticmonkey", which has 4,021 views. Other videos include "Footloose: Nursing School Style" and "Nursing school tips/study tips". The interface includes navigation tabs like Home, Subscriptions, Videos, Shows, and Channels, along with search and upload buttons.

Confessions Of A Nursing Student (1)

A screenshot of a YouTube video player. The video is titled "Confessions Of A Nursing Student (1)". The video frame shows a young woman with dark hair, wearing a light blue t-shirt, sitting in front of a bulletin board. The video player interface includes a progress bar at the bottom showing 0:16 / 3:03, a volume icon, and a rating of 48 ratings. The view count is 31,906 views.

Photo sharing category leader



Test Taking Strategies For Nursing Students

Share Favorite More...

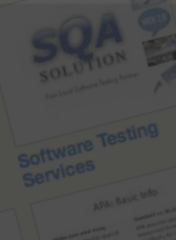
Social Documents

Test taking strategies for Nursing Students
Caralee Bromme', RN , MSN CCRN

Nurse Reviewdotorg, 2 years ago custom
Embed `<div style="width:425px; height:350px;"></div>`
6832 views, 19 favs, 2 embeds more stats
Test Taking Strategies For Nursing Students

More by user

Related Presentations



Software Testing Services

Software Testing Services

Sponsored



Use the Internet Archives



How organisations can harness the power of data

Categories

Health & Medicine

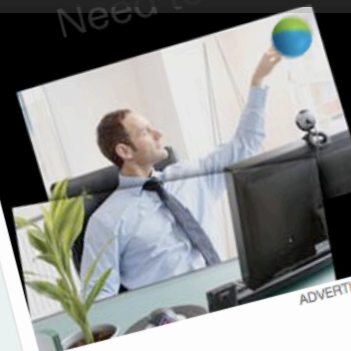
Tags

test taking strategies for nursing students
nclex thinking critical assessment

Ads by Google

[Study Skills](#)
[Nurse Salary](#)
[Nurse Uniform](#)
[NCLEX RN](#)

Need to share it?



ADVERTISE ON SLIDESHARE

share

Post to



Delicious
more share options

4 comments

Notes on slide 1

Comments 1 - 4 of 4

guest94c0ae 1 month ago
where are the ans so we will know if we answered it correctly.tnx



guest2806caf 3 months ago
just me... Where are the answers??

Post a comment
mark as spam

mark as spam

More Info

© All Rights Reserved

Presentation sharing leader

The screenshot displays a SlideShare presentation page. At the top, the SlideShare logo and navigation links (Home, Browse, My Slidespace, Upload, Community, Widgets) are visible. A banner for LeadCaster is present. The main content area features a presentation titled "Test Taking Strategies For Nursing Students" by Caralee Bromme, RN, MSN CCRN. The presentation player shows a slide with the title and author. Below the player, there are sharing options (Blogger, WordPress, Twitter, Facebook, Delicious) and a comments section with 4 comments. The right sidebar includes a search bar, a "Sponsored" section, "Related Presentations", "More by user", "Use the Internet Archives", "Categories", "Tags", and "Ads by Google".

Largest social publisher of documents.





Case Studies

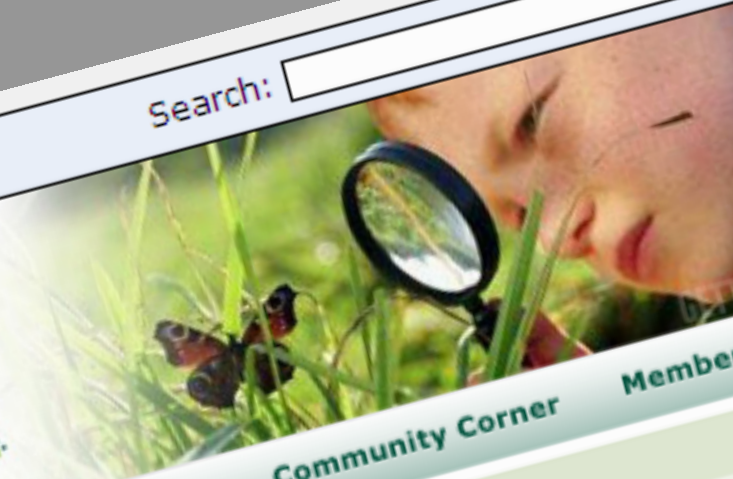
Already a member: [Sign In](#) | Become a member: [Sign Up](#)

GREEN HOUR®

The parents' place for nature, play & learning



Search:



■ Home About Green Hour

Discovery Journal & Activities

Green Hour Blog

Community Corner

Member

Get out there

[Issue #112: Common Scents](#)

Get the gist

Giving our kids unstructured outdoor time makes them happier, healthier, smarter. Learn more [About Green Hour](#)

Get involved

- Find nature nearby - [NatureFinder](#)
- Join in - [Member Spaces](#)
- Sound off - [Community Corner](#)
- Subscribe - [Green Hour e-News](#)
- Get social - [Flickr](#), [Facebook](#), [Twitter](#)
- Show your support - [Green Hour](#)
- Spread the word - [Green Hour](#)

Get informed

[Behind the Photo: Shadow](#)



A mother shares the few favorite

Case Study: Green Hour

[Suggest to Friends](#)[Add to my Page's Favorites](#)[View Updates](#)**Fans**

6 of 536 fans

[See All](#)

Tim Shaw



Kimberly Anderson



Oya Simpson



Danielle Brigida



CJ May



Becky Holmes

Flickr Badge[Photos from group greenhour](#)

Green Hour We're looking for tree-house stories. Anyone have one, either as a kid or now? Describe! on Monday

[Wall](#)[Info](#)[Photos](#)[Boxes](#)

Write something...

[Share](#)[Green Hour](#)[Just Fans](#)

Green Hour Less than 2 months until the Great American Backyard Campout, folks. Is there anything we can do to help make a backyard campout easier?



Great American Backyard Campout - National Wildlife Federation

Source: www.nwf.org

The Great American Backyard Campout is a national event that encourages individuals, youth, friends and families to camp out together for one night in June.

Mon 11:39am · [Comment](#) · [Like](#) · [Share](#)

3 people like this.

Write a comment...



Green Hour We're looking for tree-house stories. Anyone have one, either as a kid or now? Describe!

Mon 11:30am · [Comment](#) · [Like](#)



Green Hour Another "Behind the Photo" entry in the Green hour blog: "Shadows and Seashells."



Blog - NWF Green Hour

Source: www.greenhour.org

Green Hour is a resource for parents and caregivers who want to

[Suggest to Friends](#)[Add to my Page's Favorites](#)[View Updates](#)

Information

Founded:
1967

Fans

6 of 358 fans

[See All](#)

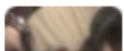
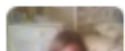
Theresa
Hamilton



Miriam
Mowris



Danielle
Brigida



Ranger Rick

[Wall](#)[Info](#)[Photos](#)[Boxes](#)

Write something...

[Share](#)[Ranger Rick](#) [Just Fans](#)

Ranger Rick Want your kids to experience nature and the outdoors the way children once did, free and unfettered? Read a Ranger Rick editor's experience and glean tips about how to encourage your kids to get outside!



[Blog - NWF Green Hour](#)

Source: www.greenhour.org

Green Hour is a resource for parents and caregivers who want to add the exploration of the natural world to their daily lives. Green Hour looks to reverse nature deficit disorder by reconnecting children ...

April 29 at 5:12pm · [Comment](#) · [Like](#) · [Share](#)

5 people like this.



Chris McLaughlin at 5:23pm April 29
Go, Ranger Rick!

[Report](#)

Lisa Zani Stratton at 12:25am April 30
RangerRickRocks!

[Report](#)

Write a comment...

[Applications](#)

Online Friends (12)

33





GreenHour

▶ **Following** - Device updates OFF

RT @OurBigEarth Summer Backyard Craft: Sugar Water Butterfly Feeders: <http://bit.ly/gvsMW>

about 20 hours ago from web

@FreeRangeKids Thanks for the RT! Would love to see a campout in NYC. In a roof garden? Know anyone who might be willing to work with us?

about 20 hours ago from web in reply to FreeRangeKids

Inspired by Obama's United We Serve initiative: <http://www.serve.gov/>

about 21 hours ago from web

RT @mashable Green Tweets: 75+ Environmentalists to Follow on Twitter <http://bit.ly/XGTs6> (via @tweetmeme)

11:48 AM Jun 16th from web

4 Ways to Make Backyard Camping an Adventure by @starfocus <http://ow.ly/eodC>

11:46 AM Jun 16th from TweetDeck

RT @NWF Two weeks until the Great American Backyard Campout. Who's signed up? <http://ow.ly/dV43>

4:25 PM Jun 15th from HootSuite

Name Green Hour

Web <http://www.greenh...>

Bio I'm Anne Keisman, tweeting tips about how to get outside and play more often! GH is part of the National Wildlife Federation's Be Out There campaign.

3,757 following 3,506 followers

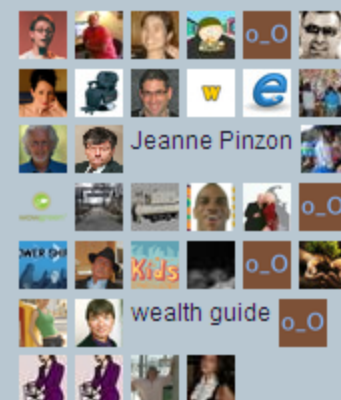
Updates 794

Favorites

Actions

[message GreenHour](#)
[block GreenHour](#)

Following



[View All...](#)

RSS feed of GreenHour's updates

Search: greenhour

Search >

Results for greenhour

Apply filter: [kids](#), [parenting](#), [environment](#), [outside](#), [nature](#), [green-hour](#)

Sort: [Rating](#) | [Reviews](#)

Stumble greenhour sites



Leonardo DiCaprio : Eco-Site

★ (5 reviews)

Leo's really working to 'make a difference' in the world, and has put together a team of environmental experts to alert the masses to environmental changes and look at what we can more...

<http://www.leonardodicaprio.org/>

> Turn off safe search



YouTube - Unplug Your Kids with a &Green Hour& - TV PSA :30

★ (3 reviews)

I've been stumbling for 4 whole days. I need a green hour. more...

<http://www.youtube.com/watch?v=LFnoDFDKnYM>



Twitter / NWF

★ (3 reviews)

Twitter page for National Wildlife Federation (NWF)! more...

<http://twitter.com/NWF>



Eco Trips for Families : Eco Child's Play

★ (2 reviews)

A new study by Oliver Pergams of the University of Illinois-Chicago and Patricia Zaradic of the Environmental Leadership Program found that "the time children spend in nature more...

<http://ecochildsplay.com/2008/02/20/eco-trips-for-families/>



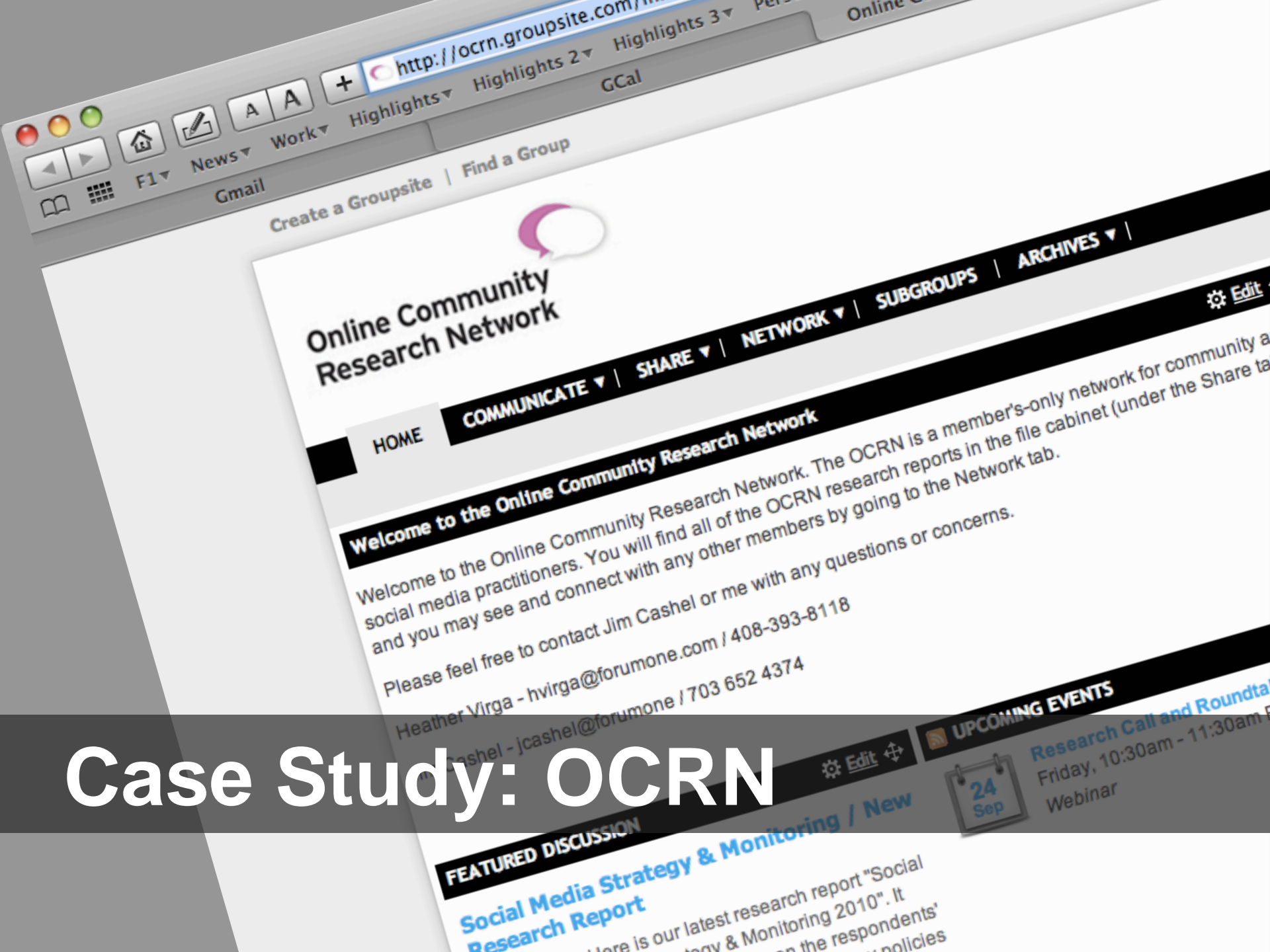
NWF Green Hour

★ (2 reviews)

Green Hour happens a month

- Doubled traffic: 8,000 to 16,000 page views
- List size doubled: 2,500 to 5,000
- 35% open rate
- New relationships with influential “mommy bloggers.”

Case Study: OCRN



- GroupSite
- Monthly calls (Adobe Connect)
- Bi-monthly Research Surveys
- Annual Gatherings



Opportunities

- *Outreach to patient families about education, resources, events going on at the ADC*
- *The opportunity to reach a broader network of potential subjects and/or those who are concerned and in support of AD.*
- *Central virtual storage facilities for shared resources (non-PHI/confidential) regarding grant- and ADC operation related materials*

- 96% of you want to learn more about social media!

- 1. Read some blogs**
(blogsearch.google.com)
- 2. Set up a LinkedIn or Facebook Profile**
- 3. Create a Twitter account** (15 minutes)
- 4. Start listening & connecting**
(25 minutes)
 1. <http://search.twitter.com/>
 2. <http://twitter.com/invitations/find> on twitter
 3. <http://www.google.com/alerts>
 4. <http://blogsearch.google.com/>
 5. <http://alltop.com/>



- Blogs:
 - ReadWriteWeb
 - Mashable
 - Online Community Report
- Authors:
 - Clay Shirky
 - John Hagel

Thanks!

Jim Cashel Email:

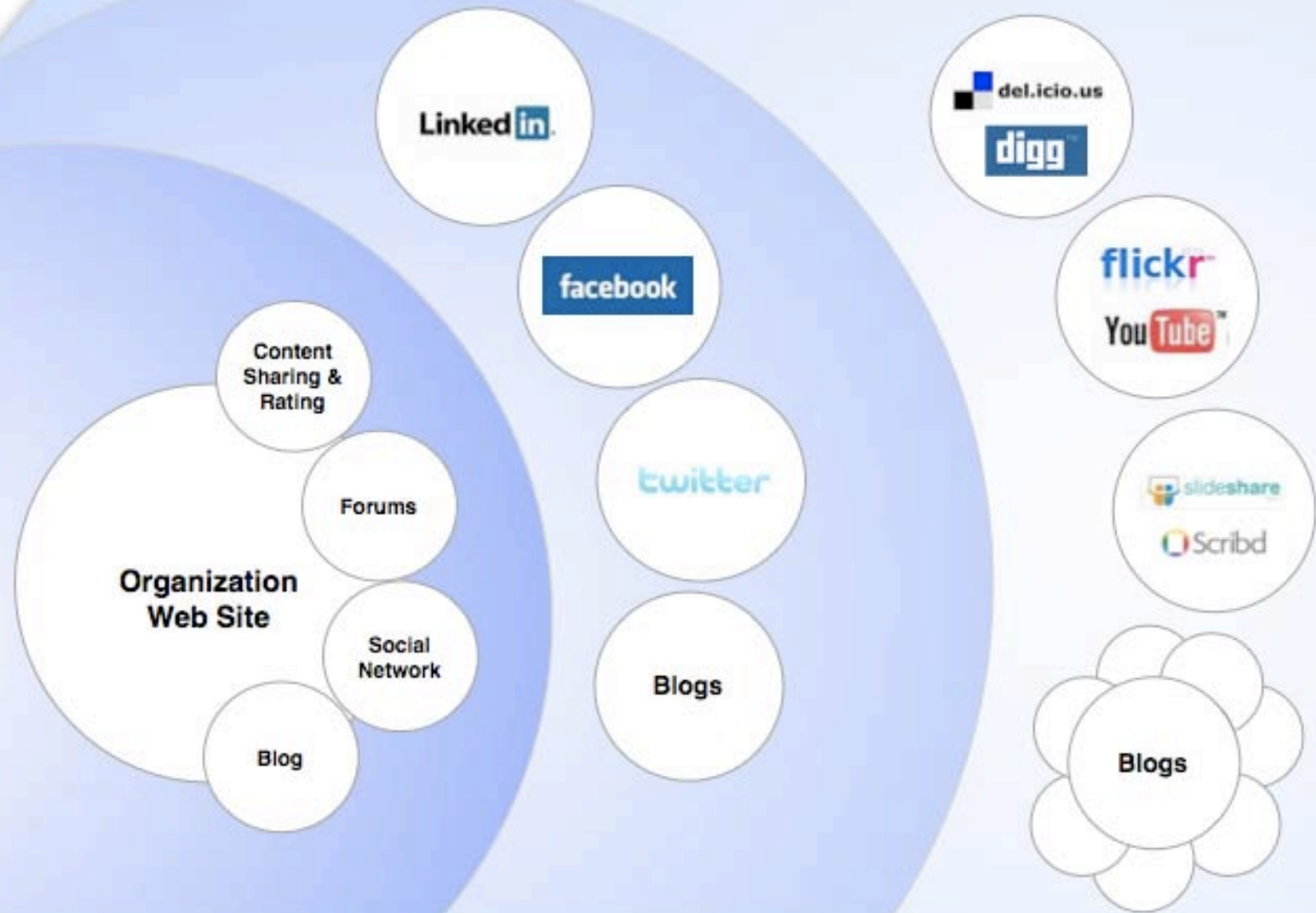
cashel@forumone.com

Twitter:

@cashel



www.ForumOne.com



Home Base

Priority: 1

Time Budget: ~50%

Outposts

Priority: 2

Time Budget: ~40%

Passports

Priority: 3

Time Budget: ~10%















Listening Station

Tuning in to online conversations

Always on

Popular Social Sites that Lead the Pack

Social Tool	Primary Focus	Leading Sites
Social Networks	Connect	   
Social Bookmarking	Discover & Share	   
Rich Media		  
Micro Blogging	Great at Both	

How to Listen

Free

Google alerts, Google reader, Yahoo RSS search results, HootSuite, TweetDeck, TattlerApp, Social Mention

Fee

Scoutlabs, Radian6, Nielsen

