



# Social Media Ambassadors Guide

We are excited to have you be a TNA Social Media Ambassador! Even if you are completely new to social media, following our step-by-step guide will have you retweeting in no time!

Email us at [editor@texasnurses.org](mailto:editor@texasnurses.org) to officially sign up to be a Social Media Ambassador or if you have questions! We'll follow you on Twitter and send you relevant content to post.

While the focus of this guide will be Twitter, you can also follow us on [Facebook](#) and [LinkedIn](#) and share our content there.

Here are a few quick references so you can get started:

- [Creating a Twitter Account](#)
- [Twitter etiquette](#)
- [Creating a personal brand on Twitter](#)
- [Enhancing your personal brand on Twitter](#) (advanced)

## STEP 1: MAKE YOUR ACCOUNTS TNA-FRIENDLY

Log into your account (or create your account) and make sure you're following us on [Twitter](#). Don't forget our [government affairs](#) and [TPAPN](#) accounts!

Consider adding "TNA member" or your district affiliation (if applicable) to your profile bio so others can identify your connection to the organization. If you serve on the board, committee, or are affiliated with TNA in a special way, mention that too!

You can also [create curated lists](#) so you can get specific content when you want it.

*On Twitter, followers can sign up to get a **notification** every time TNA tweets. Just go to TNA's profile and hit the bell icon to turn notifications on.*

## STEP 2: GET A FOLLOWING ON TWITTER

Start by following other popular nurse accounts. You can view the accounts TNA follows to get ideas. First, follow [American Nurses Association](#) and their [government affairs](#) account.

A lot of nurse leaders are on Twitter, which is the perfect platform to get information out. Follow the accounts below to get a head start on building your social media network. Send us your username and we'll tell them to follow you back! Introduce yourself professionally with the hashtag [#NursesWhoTweet](#), and let others know you're ready to share in the conversation!

### TNA BOARD AND STAFF

[Cindy Zolnierek](#), CEO

[Jeff Watson](#), President

[Tammy Eades](#), Vice President and President Elect

[Amy McCarthy](#), Board Secretary

[Kanaka Sathasivan](#), Director of Communications

[Ellen Martin](#), Director of Practice

[Cathy White](#), Government Affairs Coordinator

### OUR INITIAL AMBASSADORS ON SOCIAL MEDIA

[Lisa Boss](#)

[Lisa Campbell](#)

### TNA DISTRICTS

[District 3](#)

[District 19](#)

## STEP 3: SHARE AND ENGAGE!

The key part of succeeding on social media is to **be social!** TNA posts on our social channels daily, as do many other nursing and health accounts. **We ask that social media ambassadors:**

- Share/re-tweet our content a few times per week. “Liking” a post is great, but sharing something increases our reach exponentially, especially for special events.
- Participate in our live social conversations for events like Nurse Talks, Nurse Day at the Capitol or Policy Summit. On those days, you’ll notice we tweet a lot more and by contributing, you help make it more fun and worthwhile!
- Vote in our Twitter polls and answer questions if we ask them.
- Tag partner organizations and if you see something of note, like an event for nurses or a link to free webinar, tag us in the tweet or Facebook post. We may just share it!
- Wrangle in a fellow nurse who know is active on social media by tagging them in our content. Many members simply aren’t aware of our presence on social media.

Use hashtags so others can quickly view similar content. Pay attention to the hashtags used by accounts you follow. For instance, [#EndNurseAbuse](#) is used nationally to discuss workplace violence, and [#txlege](#) is used statewide for legislative updates and policy discussions.

Also, check if your employer uses a particular hashtag, or if the event you are attending uses a hashtag. You can also make up your own hashtags and see if they catch on!

*Use [#nurse](#), [#txnurse](#), [#nursing](#), [#NursesWhoTweet](#), or [#NurseTwitter](#) to connect with others in the field.*

## STEP 4: REMEMBER TONE & VOICE

While being a TNA social media ambassador can and should be fun, remember that as the leading nursing organization in Texas, our members and stakeholders expect us to be informed and professional leaders. Save that funny but maybe inappropriate meme for close friends. Your workplace may also have certain policies about employee use of social media channel, so be sure to review those. Never share identifiable information on social media about your patients, including photos.

You may want to consider having separate private and professional twitter accounts. You’ll have to decide what to limit your professional account to. It may be strictly nursing-related content, more broad health content, or a place to share your own personal thoughts on your career and practice.

Be careful whose content you like and retweet. While many people may state in their profiles that “retweeting is not endorsement,” your followers are likely skimming through their feeds and making split-second associations. It’s hard to undo an impression after it’s been made.

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**We hope you found these resources valuable. Have at it!**

**THANK YOU FOR BEING A TNA SOCIAL MEDIA AMBASSADOR!**