NURSES WEEK

2021 TOOLKIT

Utilize the NOVA Nurses Week Toolkit resources to show your VA Nurse pride in celebration of Nurses Week 2021.
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NURSES WEEK 2021 TOOLKIT

PROUD VA NURSE
Nurses Organization of Veterans Affairs

NURSES WEEK 2021

HAPPY NATIONAL NURSES WEEK!

NOVA celebrates all the amazing work that our members and VA nurses do year-round to care for our Nation's Heroes.

NOVA is the only organization of its kind exclusively on the needs of the VA Nurse. NOVA members have access to:
- VA Nurse Specific Education, both online and in-person
- Our Empower Mentorship Program, where you can connect and grow within the Department of Veterans Affairs
- Tuition and Certification Discounts
- A Strong Voice on Capitol Hill
- Scholarship Opportunities

Learn more at www.vanurse.org #NursesWeek
NURSES WEEK 2021 TOOLKIT

Nurses Week T-Shirt

Buy your NOVA Nurses Week T-Shirt from the NOVA Store! Share a photo of yourself wearing it on social media, tag NOVA, or use the hashtag, #NOVANursesWeek21 so we can celebrate together!
Social Media Tips & Sample Posts

Here you will find sample social media messages that you can adapt and share to promote Nurses Week on:

- Facebook
- Twitter
- LinkedIn
- Instagram
Facebook

• Share posts from the NOVA page directly with your friends on Facebook or create posts of your own. Here are some tips for using Facebook to celebrate Nurses Week:
  ➔ ‘Like’ the NOVA page on Facebook and interact with others by sharing, liking, and commenting on posts related to Nurses Week.
  ➔ If you are connected with colleagues or industry professionals on Facebook who do not currently ‘like’ the NOVA page, you can share the page by clicking the ‘Invite Friends’ link in the community column to the right.
  ➔ Show your NOVA pride by adding our Facebook Frame to your profile picture!
      • Go to www.facebook.com/profilepicframes
      • Search NOVA Nurses Week and select the frame you want to use
      • Click Use as Profile Picture to save
Twitter

- Engage with your followers on Twitter and share messages that direct others to the NOVA website and the NOVA Twitter page. Here are some tips for using Twitter to celebrate Nurses Week:
  - Twitter limits messages to be 280 characters (including accompanying links), so it’s acceptable to omit punctuation and abbreviate words when needed. Shorten links using Bitly.com in order to save space!
  - By including the NOVA handle in your posts (@NOVANurses), you are helping to drive other Twitter users to visit and follow the page.
  - Don’t forget the hashtag! Hashtags are words or phrases that can be tracked, simply by clicking on them. When the pound sign (#) is put at the beginning of a word or phrase, it becomes a clickable link to a thread of all recent posts using the same word or phrase as a hashtag.
LinkedIn

Share posts from the NOVA page directly with your connections on LinkedIn or create posts of your own. Here are some tips for using LinkedIn to celebrate Nurses Week:

➔ ‘Like’ the NOVA company page on LinkedIn and interact with others by sharing, liking, and commenting on posts related to Nurses Week.
➔ You can share the NOVA Nurse Week Toolkit by clicking the LinkedIn icon at the top of this page!
Instagram

Share high quality digital photos related to NOVA and Nurses Week with your professional network. Here are some tips for using Instagram during Nurses Week:

➔ Take pictures within the app or use photos that already exist in your camera roll showing off your NOVA swag!
➔ Save photos posted by @NOVANurses to your smartphone, then share with your audience.
➔ Connect your Instagram account to your personal Facebook account for increased exposure and engagement.
➔ Instagram prevents links in captions or comments from being clickable, so avoid using them.
➔ Use handles (@NOVANurses) in your posts to help drive other Instagram users to visit and follow the page.
➔ Just like Twitter, don’t forget to use relevant hashtags!
Sample Social Media Posts

You can use the content and images below to share on Facebook & Twitter. To download the image simply right click and click "save image as":

- I'm proud to be a VA Nurse! #NOVANursesWeek21 #NOVANurse
- VA Nurses care for America's Heroes! #NOVANursesWeek21 #NOVANurse
- NOVA is proud to be the Voice of the VA Nurse! #NursesWeek #NOVANurse
- Join me in honoring nurses and celebrate National Nurses Week! #NOVANursesWeek21 #NOVANurse
- With the Year of the Nurse extended through 2021 there’s a lot to celebrate this Nurses Week! #NursesWeek #NOVANurse
Sample Social Images

Right click on the images below to save and then share on social media.
Sample Social Images

HAPPY NATIONAL NURSES WEEK!

NOVA celebrates all the amazing work that our members and VA nurses do year-round to care for our Nation’s Heroes.
Ideas for Celebrating Nurses Week
There are many ways to celebrate Nurses Week!

Here are a few tips.

• Celebrate Nurses Week by distributing [NOVA membership applications and materials](#). (Be sure to do this with facility permission and on your own time.)

• Host a chapter-sponsored celebratory event via [Google Meet](#) or [Zoom](#), after work, and invite VA nurses from your chapter and facility to attend. Be sure to offer prizes!

• Organize and host an educational seminar on topics affecting VA Nurses and the Veterans they care for.

• Show your NOVA pride by wearing a [NOVA Nurses Week tee-shirt and other great apparel](#).

• Raffle off or distribute [NOVA swag including pins, tumblers, pens and bumper stickers](#).

• Acknowledge and recognize VA nurses at your facility who have obtained a VA approved national certification.

• Promote your Nurses Day activities on social media. If you do not already have one, consider creating a Facebook page or event for your chapter.
Membership Applications and Promotional Materials

- Membership Application
- Membership Brochure
- 5 Reasons to Join Postcard
- Membership Infographic

To request hard copy membership materials to distribute at your facility, please contact NOVA’s Membership Coordinator at nova@vanurse.org.
Share Your VA Nurse Story
We want to hear from you!

Share any articles, updates and pictures with captions that highlight the great work you do on behalf of Veterans every day. These can include local community activities with Veterans, health care initiatives at your facility, awards, chapter events or anything else that would be appropriate for social media. Your story may be shared on social media and in the NOVA News e-newsletter.

Click here to share your story!