



# **#SimulationSpotlight:**

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## **Illuminating You and Your Simulation Center through Social Media**

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# WELCOME



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# Acknowledgements

We would like to acknowledge our faculty, Dr. Melissa Batchelor and her colleagues

@MelissaBPhD

@MonaShattell

@BecDarmoc

@influenceRx\_

# Learning Objectives

1. Describe the use of social media, its lexicon, and its utility within the simulation community.
2. Apply strategies for creating a professional brand and engaging the simulation community through Twitter.
3. Develop an individualized professional plan for using Twitter to increase the impact of your work, that of your sim center, and/or building your network within the simulation community.



# Twitter

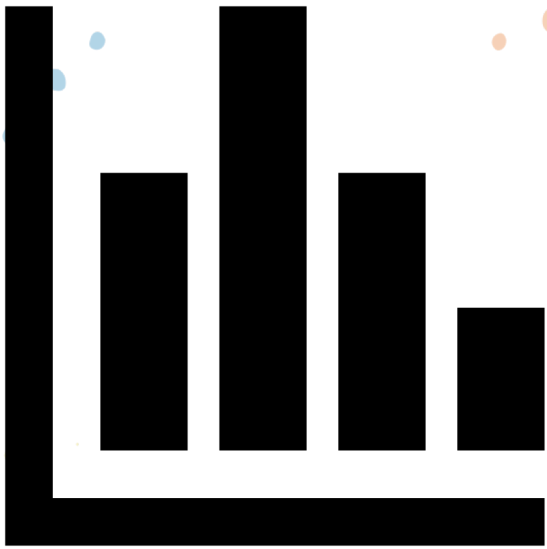
A microblogging social media platform that allows users to disseminate 240 character "tweets" to large network of users

Created by Jack Dorsey in 2006 as an SMS platform to communicate with small groups. The platform grew exponentially by 2007

Popular among researchers, students, policy makers, and organizations



# Twitter Statistics



**340 million** Users

**187 million** daily users

**500 million** tweets per day

**90%** of academics on twitter use it for their work

**30%** of academic tweets cite a peer-reviewed resource

Users are on twitter for an average of 3.5 minutes per day

**US, Japan, India** are the largest users of twitter. Europe had a 30% growth in Q4 of 2020

# Why is Twitter Important?

- **Fast** way to promote your research
- Reaches **large audience** efficiently
- **Network** with other experts and leaders in the area of simulation
- Used within conferences to **promote** discussions and networking among attendees
- **Quickly** see what other simulation organizations and simulations centers are doing

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@ColumbiaNursing



@MayoClinic

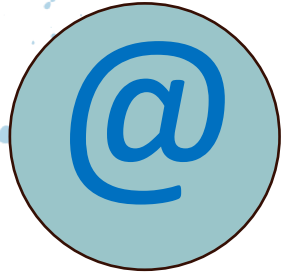
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# Using

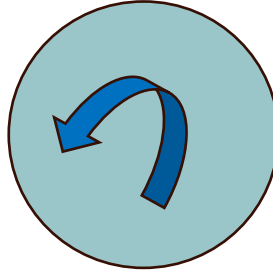
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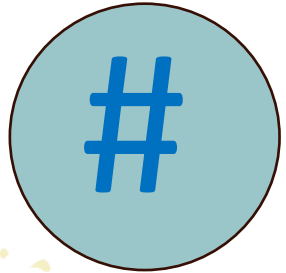
# Twitter Lexicon



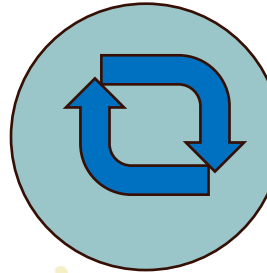
Mention



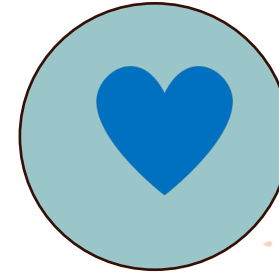
Mention



Hashtag



Retweet



Like

# User Names Tips

- Display name vs. user name
  - Display name: what people see?
  - Username (handle): @\_\_\_\_\_

## TIPS

- Short is better
- Avoid using "suggested" name; this often includes number (e.g. dustin123456)
- Memorable
- Have it close to your actual name
- Avoid credentials in handle (okay to use in the display name)
- Capitalization doesn't matter



@MonaShattell

# Already have a handle?

**Settings**

← **Change username**

Username  
MckagueDustin

**Suggestions**

- FnpMsn
- bc\_fnp
- bc\_msn
- fnp\_ap
- msn\_ap

Save

You can change your user name and handle in the settings



# Twitter Branding

## Questions to ask...

### What do you want out of Twitter?

- networking, disseminating, etc.

### What are your contributions? What is your expertise?

- expert simulationist, researcher, blogger, editor

### Who is your target audience?

- academics, organizations, developers

### Where is your geographic reach?

- global, national, regional, institutional



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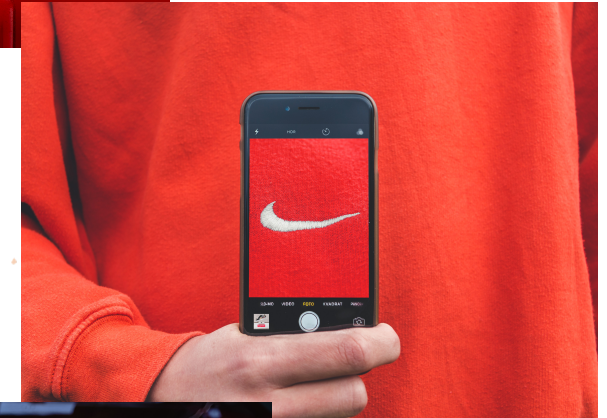


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# Bio Writing

## TIPS

- Introduce yourself and talk about your accomplishments
- Use the space (160 characters)
- Use Hashtags (tastefully and sparingly)
- Use mentions
- It's okay to use Emoji 🧐👩🏻
- Don't include contact info—rather link your professional website
- Link other account (if professional)--LinkedIn, Facebook, Instagram
- What do I look for...
  - What you do, what you are good at, and where you practice



@MelissaBPhD

# Bio Add-ons

## TIPS

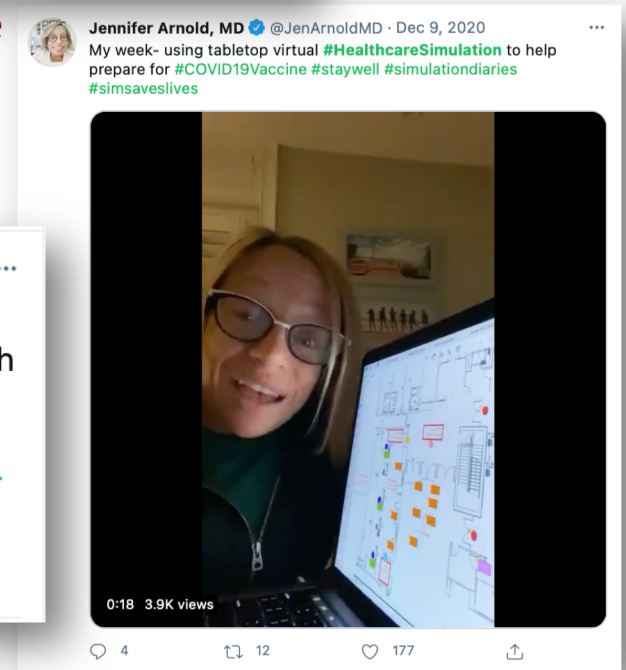
- Pronoun (e.g. they/them/their; he/him/his; she/her/hers)
- "views are my own"
- Retweets ≠ endorsements
- Linking other sites (e.g. podcast, websites, YouTube channel)

# Tweet Tweet...

- 240 characters
- Attach 4 photos
- Can link to articles, websites or videos
- Can attach a video and gifs
- # and @ will link to the subject

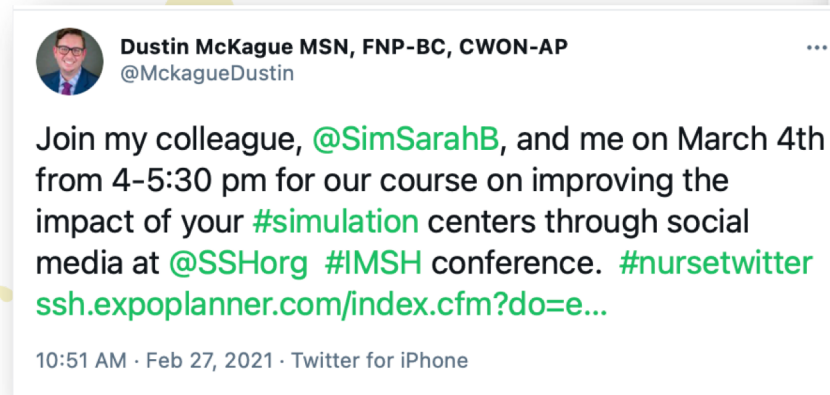


@AnnaGlazeLee



@JenArnoldMD

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@McKagueDustin

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# Increasing Impact

It's all about making your tweets findable and engaging

## TIPS

- Use hashtags, mentions
  - Hashtag have a purpose—to make your tweet searchable. Use appropriately.
- Link to articles or websites if you can
- Include a picture
- Make these engaging—add a question or call to action
- Interact with others (Retweeting, replying, and liking)--increases exposure
- Retweet with a comment—Contribute to the conversation

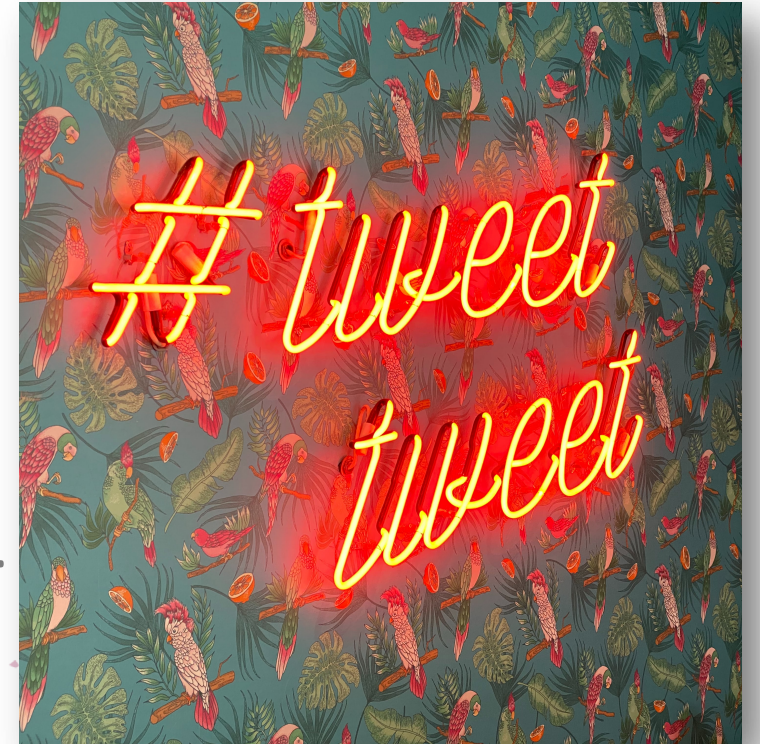


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# Other Media Platforms

## Blogs



@MedSimulation



**SIMTALK BLOG**

SIMULATION IN HEALTHCARE  
EDUCATION

@Pocket\_Nurse

## Podcasts

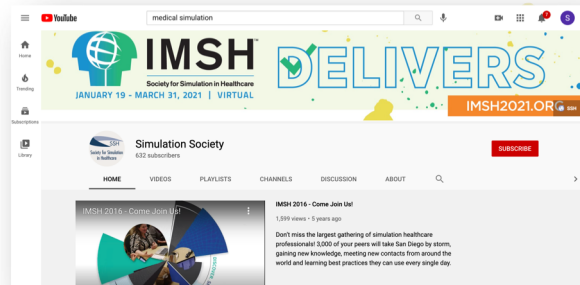


@sim\_podcast



@simgeekspodcast

## YouTube



@SSHorg



@MedSimulation

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# Social Media Safety/Ethics

- Review your organization and employer social media policy
- Avoid disclosing patient identifying information
- Be mindful of posting pictures of students or other simulation participants
- When in doubt, obtain consent and ask to post content



@SimSarahB



**For more information check out:** *How to Use Social Media in Healthcare: A Guide for Health Professionals* by Christina Newberry (2020)

# Remember

Return to your brand if you stumble

You are an expert and have something to contribute to the conversation

When in doubt, ask for help

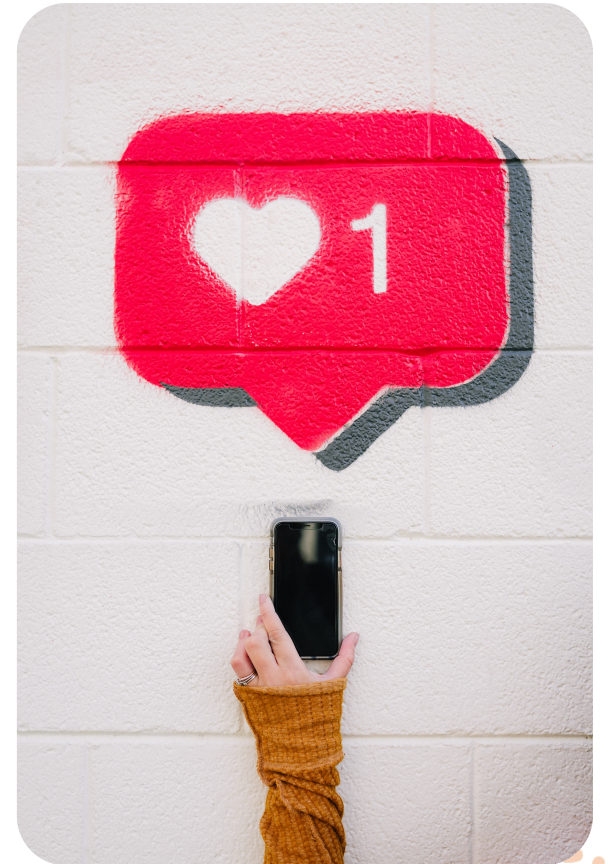
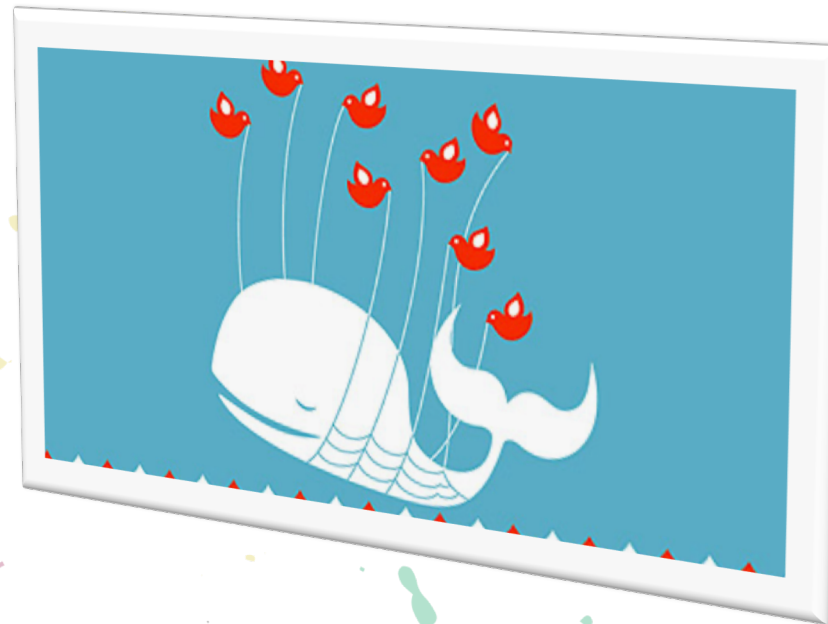


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# QUESTIONS?



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the chat

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# THANK YOU!

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