

AONL Foundation
Think Tank: Exploring Social Media through the Nurse Leader Lens

August 31st, 2023 11:00 AM to 1:00 PM CST

Login Information: [Zoom link](#)

Meeting ID: 859 5964 0934

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Agenda (All time in list CST)	
11:00 – 11:15	Introductions: Please share your name, role, and organization. Opening question: How you use social media, whether that be personally or professionally?
11:15 – 11:20	Review of Think Tank goals
11:20 – 11:45	Presentation from Alysia Adams: “Understanding the Current State of Nurse Leaders’ Social Media Engagement”
11:45 – 12:45	Discussion <ul style="list-style-type: none"> • Questions, comments, and discussion around Nurse Leaders Social Media Engagement Study • Social media algorithms and potential misinformation: <ul style="list-style-type: none"> ○ Social media literacy for nurse leaders ○ Conflicting messages—what happens when staff post one message, but leadership and/or formal organization posts a different message. How to avoid? How to handle? Other? • How social media can be used to achieve staff retention goals • How individual nurse managers and leaders can effectively build their brands on social media • How to navigate the divide between personal and professional on social media • How nurse managers and leaders can effectively network and build community using social media
12:45 – 1:00	Next steps/consensus