Be Heard
As nursing educators and leaders, we must make our voices heard to affect change and use every tool at our disposal to do so, and that includes Twitter. Whether novice or expert, this sheet contains the tools to guide your participation and messaging to effectively promote the campaign.

If you're not on Twitter, now's the time to get on board. This Twitter “Cheat Sheet” and the “Tip of the Week” video series at http://cnhs.fiu.edu/ActivateAPRN provide step-by-step instructions to start up and manage your own Twitter account. It's much easier than you think.

Why Twitter?
Twitter is a free online social network where users can interact and stay up-to-date with their interests in real-time. Twitter gives everyone the power to create and share ideas and information instantly, without barriers, 140 characters at a time. With 271 million monthly active users and 500 million tweets sent per day, it's a force to be reckoned with and a grand audience for this initiative.

Stay in the Loop:
• Who to follow: @NCSBN is the main source for APRN Campaign for Consensus. Also keep your eye out for @aap_nursing, @AACNursing and @FIU Nursing
• Search for key phrases such as: nursing, nurse practitioners, Campaign for Consensus, APRN in the Twitter search bar to connect in conversations with other members and current topics
• Use hashtags. Tweets with one or two hashtags receive 21% more engagement*

#ActivateAPRN #AANP #APRN #AANP #NP #NursePractitioner #Nursing #Nurse

Get Involved:
Help support the Campaign for APRN Consensus with your voice. Here are some sample tweets you can use or personalize:

• RT if you agree! I support uniformity in licensure, accreditation, certification & education to #ActivateAPRN in every state #Healthcare
• Standardization in nursing increases mobility of #APRN and provides increased access to #healthcare overall #NP
• One goal of #APRN Consensus is to ensure all #NursePractitioner have the same qualifications and functions in every state
• Thousands of #NP are ready to step up & fill the #healthcare gap. I stand with @FIU Nursing in support of #ActivateAPRN
If you’re not on Twitter yet, it’s easy to get started:

1. Visit twitter.com and click on “Sign up now”
2. Create a Twitter handle @username (not more than 15 characters)
3. Upload a profile picture
4. Write a concise bio; include what interests you and what you plan to tweet about
5. Promote a URL of any sort that defines you more, such as your company website or LinkedIn Profile
6. Get more help at the Twitter Help Center: https://support.twitter.com/
7. Watch the “Tip of the Week” YouTube videos - go to “Tools & Tips” when you visit http://cnhs.fiu.edu/activateAPRN/

Twitter Glossary for beginners:

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<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Tweet</td>
<td>A 140-character message</td>
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<tr>
<td>Twitter Handle</td>
<td>A username which is preceded by the “@” symbol</td>
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<tr>
<td>Retweet (RT)</td>
<td>Re-posting or giving credit to</td>
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<tr>
<td>Twitter Feed</td>
<td>The stream of tweets posted by the Twitter users you follow</td>
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<td>Mention (@)</td>
<td>The use of “@” and a user’s twitter handle immediately after to mention them in a tweet posted</td>
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<tr>
<td>Direct Message (DM)</td>
<td>A private message (also 140 characters or less) between two users</td>
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<td>Hashtag (#)</td>
<td>A way to tag and filter tweets regarding a specific topic of discussion</td>
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<tr>
<td>Favorite</td>
<td>Favoriting a Tweet indicates that you liked it. Tap the star icon and the author will get a notification.</td>
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Join the Campaign at the AACN Fall Meeting

October 27, 4:30 p.m. – 6:30 p.m. EST
@FIUNursing | #ActivateAPRN

Join us on October 27 from 4:30 p.m. – 6:30 p.m. EST at the AACN Reception to Celebrate Nursing Education at the National Press Club in Washington, DC. The NURSING ACADEMIA ACTIVATE campaign is issuing a call for all nursing leaders to learn the basics of Twitter and then take to their Twitter accounts and shine the spotlight on the Campaign for APRN Consensus. This event will be held in the new Twitter Room FIU is sponsoring at the 2014 AACN Fall Meeting. Register with AACN or join us from anywhere for this national social media event. Follow us on Twitter @FIUNursing and #ActivateAPRN.

For more information about the Campaign for APRN Consensus, visit https://www.ncsbn.org.