

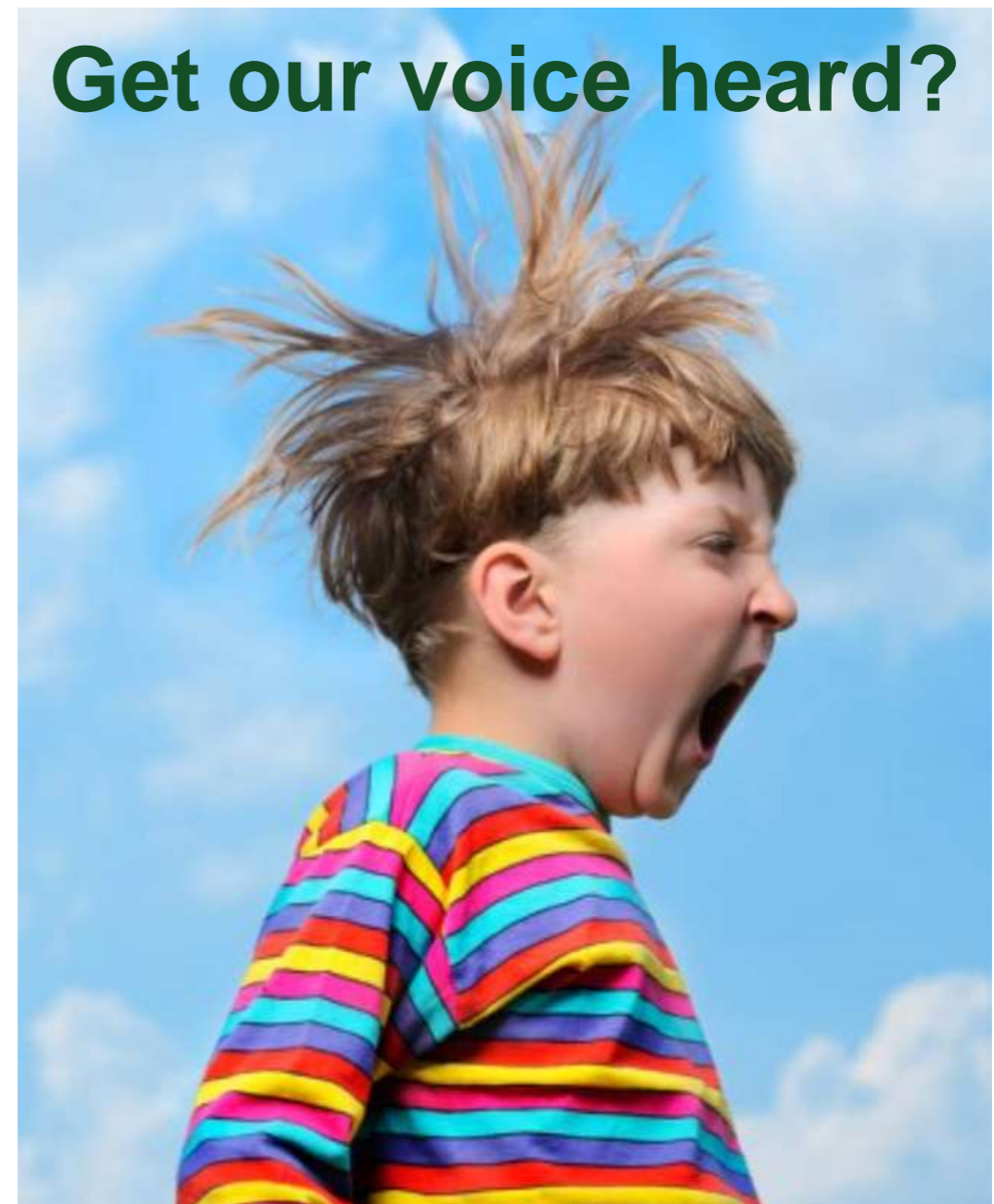


Social Media and
Communications

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@wlasinclair

What are we aiming for and do we want to measure it?

- Grab people's attention?
- Generate followers?
- Generate interaction?
- Generate traffic?
- Build a community?
- Build a network?
- Get our voice heard?





@CYPNAUK
#cypnauk

Home Moments Notifications Messages
Search Twitter
Tweet





#CYPNAUK



CYP Nurse Academics
 @CYPNAUK

We are an independent group of nurse academics supporting the development of Children & Young People's Nurse Education in the UK #cypnauk

Manchester, England
 Joined July 2016

TWEETS 1 FOLLOWING 4 FOLLOWERS 3

Tweets Tweets & replies

CYP Nurse Academics @CYPNAUK · Jul 7

We'll be using #cypnauk to discuss, share & collaborate to help us to work together to influence the future of CYP nurse education in the UK

Who to follow · Refresh · View all

BCH Recruitment @BCHRe...
 Followed by BCU Child Nur...

Follow

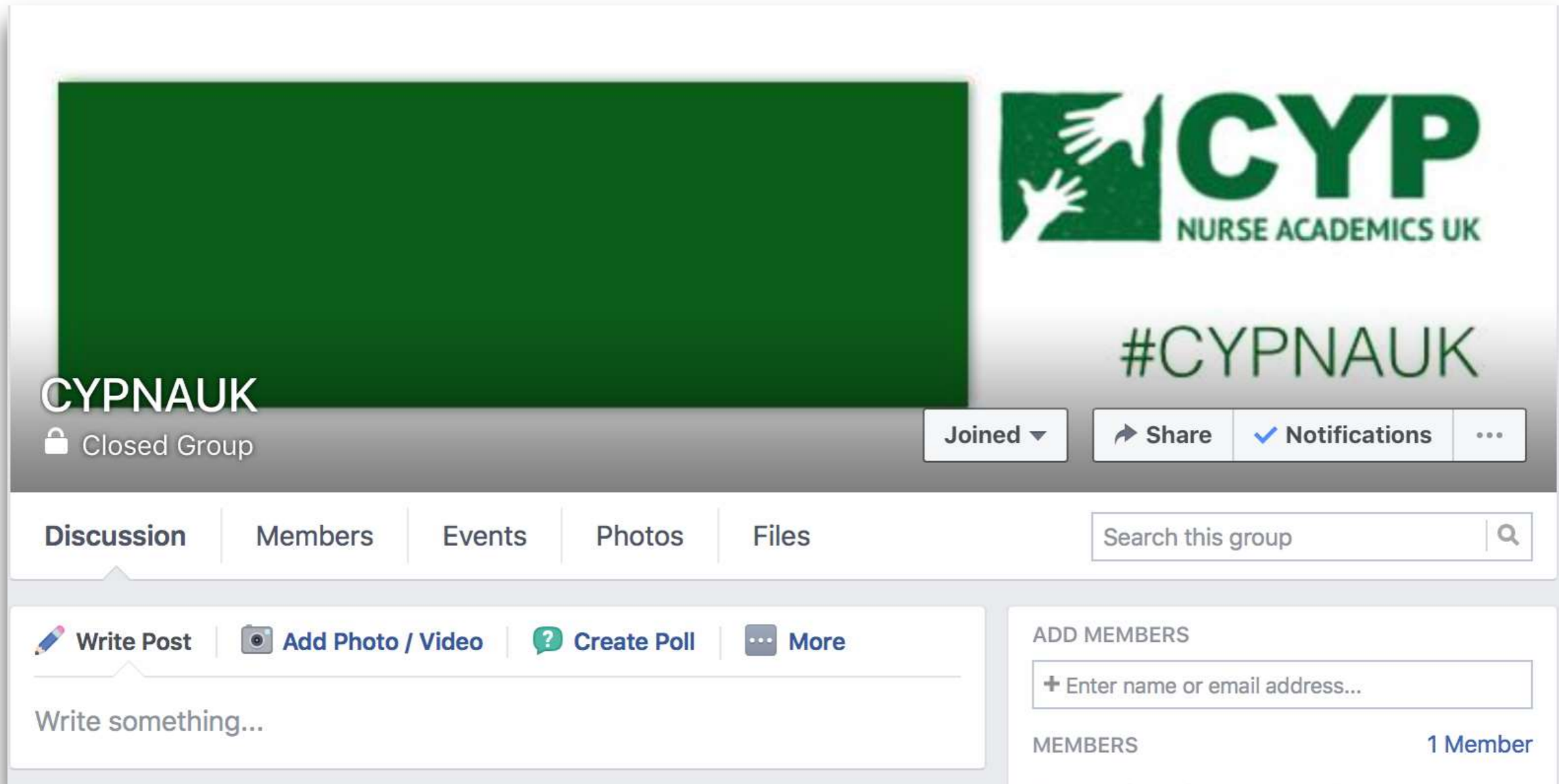
Iqra @Iqrayasin_
 Followed by Wendy Sinclair

Follow

You followed [Dawn Ritchie](#) and [BCU Child Nursing](#)



<https://www.facebook.com/groups/cypnauk/>



CYPNAUK
Closed Group

Joined ▾ Share Notifications ...

Discussion Members Events Photos Files

Search this group

Write Post Add Photo / Video Create Poll More

Write something...

ADD MEMBERS
+ Enter name or email address...

MEMBERS 1 Member

The image shows a screenshot of a Facebook group page for 'CYPNAUK'. The page features a green header with the group name and a lock icon indicating it is a closed group. To the right of the name are buttons for 'Joined', 'Share', 'Notifications', and a menu icon. Below the header is a navigation bar with tabs for 'Discussion', 'Members', 'Events', 'Photos', and 'Files', along with a search box. The main content area includes a 'Write Post' section with icons for adding photos, videos, polls, and more. On the right side, there is an 'ADD MEMBERS' section with a search input field and a 'MEMBERS' section showing '1 Member'.



<https://www.linkedin.com/groups/8552302>

The screenshot shows the LinkedIn interface for a group named 'CYPNAUK'. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and various utility icons. Below this is a secondary navigation bar with links for Home, Profile, My Network, Jobs, and Interests, along with Business Services and a 'Try Premium for free' button. The main content area features the group's name 'CYPNAUK' and '1 member' next to a 'Manage' button. A section titled 'Start a conversation with your group' includes a profile picture and a text input field for a conversation title. Below this are tabs for 'Conversations' and 'Jobs'. On the right side, there is an 'ABOUT THIS GROUP' section with a description: 'We are an independent group of nurse academics supporting the development of Children & Young People's Nurse Education in the UK #cypnauk'. Below the description is a 'MEMBERS' section showing '1 member' and a profile picture, with an 'Invite others' button at the bottom.



cypnauk.wordpress.com

The screenshot shows the home page of the CYPNAUK WordPress website. At the top left, there is a navigation bar with 'My Sites' and 'Reader' icons. The main header features the site title 'CYPNAUK' in a large, dark serif font, with the subtitle 'CYP Nurse Academics UK Group' in a smaller, italicized serif font below it. A horizontal menu contains the links 'Home', 'About', 'Contact', and 'Blog'. To the right of the menu are social media icons for Twitter and Facebook. The main content area is titled 'Home' in a large, light grey font. On the left side of this area is a blue-bordered box with a decorative border containing the text '#CYPNAUK' in large blue font, and 'Children & Young People's Nurse Academics UK' in smaller blue font below it. To the right of this box is a paragraph of text: 'We are an independent group of nurse academics supporting the development of Children & Young People's Nurse Education in the UK #cypnauk'. On the right side of the page, there are two blue sidebar widgets. The top one is titled 'Search' and contains a white search input field with the placeholder text 'Search ...'. The bottom one is titled 'Social Media' and contains the text: 'Search for us on Twitter @CYPNAUK or for the hashtag #cypnauk'.

We need you!

- To make this work, we need group members using social media platforms.
- We'll regularly review what's working and what isn't
- We need you to post, share, like, and comment across as many platforms as you can
- I need a core team of editors/moderators/curators....interested??