

Nurse Author & Editor

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☰ Menu

JUNE 5, 2015 EDIT

Social Media Strategy

Developing a Social Media Strategy

NURSE AUTHOR & EDITOR, 2015, 25(1), 5

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In previous issues of *Nurse Author & Editor* I have dealt with Twitter (Watson, 2014a) and blogging (Watson, 2014b); in the latter article I began to explain how these two forms of social media could be linked by using Twitter to send out weblinks to your blog. I also pointed out how, at the *Journal of Advanced Nursing*, we make sure that hyperlinks (a piece of text which will take you to a relevant website) to our Twitter site and blog site are prominent on our [webpage](#). If you take a look at our website you will also note that we have links to YouTube and LinkedIn, other social networking sites. Furthermore, if you check our [author guidelines](#) you will note that we

also have links to [webinars](#) and that if you check some entries on our blog (called [JANinteractive](#)) you will find links to [podcasts](#).

Clearly, there is a wide range of social media outlets that can be used by journals and individuals to promote their work. The available options can seem bewildering but I believe it is essential to develop a strategy for using and linking up different forms of social media. This involves deciding on a limited range of media and being clear how they can be linked, using any automated procedures for linking sites, and making the best use of the facilities within the various forms of social media for promoting your link on another form of social media.

To demonstrate the potential for linking up social media sites and minimising effort I have selected the following forms of social media: YouTube or podcasting; Twitter; and Facebook. I mention both YouTube and podcasting as they both provide the facility to make recordings, for example, about a recent article you have published. Both YouTube and podcasting can be done at no cost; however, podcasting is quite complicated and it is best to make use of a podcast hosting website, and to get the best out of these it is necessary to pay, but they are not expensive. I explain podcasting in [podcast](#) and [YouTube](#) presentations. For all of the above you need to have your own sites. Therefore, find all the sites you need and register with them and keep a note of your user names and passwords for each.

Next you should [link your Twitter site to your Facebook site](#). The next step is to make either a YouTube link or a podcast and the important points to learn here are to create either video files or sound files in the correct

formats. Video files can be made in [several formats](#) but for podcasts the files must be in a format called 'mp3'. This is the most technical aspect of the process but inexpensive and easy to use software is available. The process of uploading these files to YouTube or the podcasting website is very simple and explained on the websites. Alternatively, if you wish to make a YouTube clip or a podcast of an article you have recently published and the journal has YouTube and podcast sites then you may be able to send your files to someone at the journal who will do the rest for you.

The important point about having a YouTube clip or a podcast is that these are online and by going to them you will open a webpage which will have an address (known as a URL) of the form <http://www.etc.etc> which you can copy and use as a link to your YouTube clip or podcast by pasting it into an entry on Twitter (a 'tweet'). Make sure that you say something interesting, within the 140 character limit and accommodating the URL, such as 'Have you seen my latest article on Understanding Twitter: <http://www.nurseauthoreditor.com/tocs.asp?yr=2014&num=2>'. If your Twitter account is linked to your Facebook account then the tweet will automatically appear on your Facebook page thus reaching all your Twitter and Facebook followers. If you have your own YouTube and podcasting sites, then there is the facility within them to send links to several social media sites such as Twitter and Facebook; again, if your Twitter and Facebook accounts are linked, all you need do is send it out via Twitter.

Finally, make sure that you embed your social media links in as many places as possible, for example, on your personal webpage and at the end of your email. Likewise, on your Twitter profile, provide a link to your personal webpage. If you do all these things—most of which only have to be done

once—then, provided you have material to Tweet out including your YouTube clips and podcasts, for a minimum effort, you will be reaching as many of your followers as possible. As they begin to re-tweet and share your links then your following will increase and through your YouTube links and podcasts people will pay more attention to your articles. Furthermore, the more often links to your articles appear on social media, the more your ‘[Altmetrics](#)’ will grow.

REFERENCES

- Watson, R. (2014a) Understanding Twitter *Nurse Author & Editor* 24:2 <http://www.nurseauthoreditor.com/tocs.asp?yr=2014&num=2>
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