



7 TIPS FOR NURSES TO USE ON TWITTER

Establish a professional network to find your next opportunity

1



BE PROFESSIONAL

The profile photo and cover photo are the first things potential followers/employers see. Add a professional photo of yourself. It doesn't have to be in scrubs with a stethoscope, though it wouldn't hurt.

2

IDENTIFY AS A NURSE

Create a Twitter profile to use for your professional nursing experiences. By having a separate account, you can focus your activity toward healthcare.

3

FOLLOW EMPLOYERS YOU LIKE

Following and keeping up with what is important to the company will do nothing but help down the road!

4

INTERACT WITH POTENTIAL EMPLOYERS

Retweeting and tweeting at potential employers shows that you are staying relevant with your industry, which helps with name recognition.

5



USE HASHTAGS

Hashtags are the lifeblood of Twitter! You can use them in your bio, tweets and retweets! Here are 9 popular hashtags to use as a nurse:

#RN
#BSN
#LPN
#nurse
#nurselife
#nursesrock
#hospital
#healthcare
#nursing

6

UTILIZE "LISTS"

Lists help keep those you follow organized. Once you create a list, you can see what a certain group of people are tweeting about, helping minimize the "clutter" of Twitter.

7

TWITTER CHATS

Twitter chats are a real time "conversation" hosted by other Twitter users, companies, or brands. This is a great way to get your name out there and demonstrate your expertise.



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