Get Your Blog and Vlog On: Expanding Holistic Nursing's Reach in the Digital Age!

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AHNA Annual Conference
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Practical Workshop

• My Story with Blogs and Vlogs
• Template for Blog/Vlog copy
• Idea Generator
• Hands on creating blogs and Vlogs
• Sharing your creations in small groups
Jackie’s Background

Blogs

Vlogs

Leading Edge Nursing
Who You Are

1. Name
2. Professional Work
3. What’s on Fire for You Right Now?
What’s Your Expertise?

Complete this statement, I’m really good at……

Start from a young as you can remember to the present and name as many things as can in the next 2 minutes.
What are Your Passions?

Complete this sentence I LOVE to do……..

List these and be descriptive.
Where Passion and Expertise Match Up

Expertise

Passions

Leading Edge Nursing
Blog and Vlogs

• Why start blogging and vlogging?
• Who are your blogs/vlogs for?
• What message do you wish share?
Getting Started

• Blogs and Vlogs are about solving a problem and sharing a point of view.

• What problems do you help people solve?

• What situations do they find themselves in? Why is solving their problem important to you?
Some problems and situations my clients have:

- Clients want clarity on who they are serving with their skills, passions and talents.
- Clients seek direction on whether to stay in their current job or leap into the unknown.
- Clients want to reduce stress that’s impacting their health, relationships, leadership.
Who do you help and what do problems do they need help with?

1. ___________________________________________
2. ___________________________________________
3. ___________________________________________
4. ___________________________________________
Idea Generator

Problem

Sub-problem

Sub-Sub problem

Sub-Sub problem

Sub-Sub problem

Sub-problem

Sub-problem

Subtopic

New Medication

New Health Issue

New Role

Lack of confidence

Stressed Out

Unsupportive workplace

Stay or leave
All the places you can take stressed-out to.

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Your Idea Generator

- Sub-sub problem  
- Sub-sub problem  
- Sub-sub problem  
- Sub-problem  
- Sub-problem  
- Sub-problem  
- Problem  
- Subtopic
Blog/Vlog Template

• Keyhole
• Teaching
• Drama
• Stepladder
• Conclusion

From: Mark Silver’s Heart of Business Article Writing Course

Leading Edge Nursing
Example

**Keyhole:** Lines everywhere

**Teaching:** All nursing starts with the patient

**Drama:** The first time I stepped into my ICU role as a “real” nurse, I almost threw up. I couldn’t believe I’d be responsible for this patient’s life, have to manage all those lines and medications!

**Stepladder:** How not to get overwhelmed

1. Pause - stop at the doorway
2. Breathe — focus on your breath as you wash your hands
3. Look at your patient
4. Do a quick assessment— are they breathing, the color of their skin
5. After that, you can worry about the line!

**Summary:** All new nurses, and sometimes we seasoned ones too, get overwhelmed. Next time you find yourself overwhelmed by all the lines, remember all nursing starts with the patient. You can do this!

Leading Edge Nursing
Keyhole: The problem or situation you are helping with.

A small view of all that you know.
The Teaching

Teaching: The philosophy or overall message you want to share.

The Teaching connects to the Keyhole
Article Idea Generator

Central Idea

Keyhole

Teaching

Keyhole

Teaching

Keyhole

Teaching

Keyhole

Teaching
Pair Teaching with Keyhole

- Keyhole
  - Teaching
- Keyhole
  - Teaching
- Keyhole
  - Teaching

Leading Edge Nursing
Drama=Engaging Story

Drama make both the Keyhole and the Teaching more accessible.

Drama illustrates the teaching.

(mark silver)

Leading Edge Nursing
Pulling Keyhole, Teaching and Drama together
The Stepladder

The how-to

The practical application

It helps them actually do what your teaching, keyhole and drama are suggesting they do to remedy their problem.
Summary/Conclusion

Conclusion—your last message that connects to your teaching

- Positive
- Leaves them feeling competent
- Hungry for more of your help.
Back to the Example

Keyhole: Lines everywhere

Teaching: All nursing starts with the patient

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Stepladder: How not to get overwhelmed

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Summary: All new nurses, and sometimes we seasoned ones too, get overwhelmed. Next time you find yourself overwhelmed by all the lines, remember all nursing starts with the patient. You can do this!

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Draft Your Blog/Vlog

Keyhole:
Teaching:
Drama:
Stepladder:
Summary:
Write up 2-4 possible titles for your blog/vlog.
Vlog Equipment

Technological

• Smart Phone/computer
• Microphone
• Tripod
• Smartphone tripod mount and quick release
Lighting

- Watch for shadows and changing light during the shoot.

- Can they see your eyes?
Vlog Equipment

Personal

- Lip Gloss?
- Eyeliner?
- Jewelry?
- Clothes?
Being Seen

- Through your writing
- Through the lens of a camera
Receiving Feedback

• Give your partners permission to give feedback if you want some. Ask them:

  • What worked well?
  • What grabbed you?
  • What was confusing?
  • Where did I lose you?
"Between stimulus and response there is a space. In that space is our power to choose our response." Viktor E. Frankl, Man’s Search for Meaning

Several years ago, around 4 PM on a Saturday afternoon, I arrived with my mother…
Publishing

Blogs

- Social Media: Facebook, LinkedIn, Instagram, Newsletters,
- Staff education, nursing students

Vlogs

- Social Media: Youtube, Facebook, Twitter, Instagram, newsletters,
- Staff education, nursing students

Leading Edge Nursing
Resources

Making Videos

• Lighting and Angles:  
  http://tubularinsights.com/video-production-lighting-camera-angles/

• 3 Point Lighting  
  https://www.videomaker.com/article/c10/14218-video-production-lighting-basics-three-point-lighting
Resources FB Groups

• Nurse Blog Support
  https://www.facebook.com/groups/nurseblogsupport/

• AHNA Nurse Entrepreneur Friday Blog Share
  https://www.facebook.com/groups/AHNANurseEntrepreneurGroup/

• Healthcare Writers and Marketing
  https://www.facebook.com/groups/212270142563010/
Resources

Nurse Blogs/Vlogs

• https://nursejournal.org/community/15-awesome-nurse-blogs-to-follow/


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