

Effective SIG Virtual Community Strategies

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Overview of the SIG VC

SIG.VC.ONS.ORG

- Find a SIG
- Join a SIG
- SIG Leadership Workshop Information
- Webcasts
- Focus Groups



Engaging SIG Members

Homepage:

- Add SIG logo or image to represent SIG
- Include Welcome Message
- Highlight Congress Information

Other Important VC Highlights:

- SIG Leadership Information
- Communiqués
- Discussion
- For Admin Only
- SIG Newsletter



Engagement Examples

Transcultural Nursing Issues:

<http://transcultural.vc.ons.org/>

Spiritual Care: <http://spiritualcare.vc.ons.org/>

Chemotherapy & Biotherapy:

<http://chemotherapy.vc.ons.org/>



SIG VC Tips

VC Operations Manual

- Step by step VC management instructions

Other Tips

- Add Minutes
- Add Last Update Date
- Promote Discussions
 - Communiques
 - Newsletters



Moving Forward

Virtual Community Transition

- [Chapter.vc.ons.org](http://chapter.vc.ons.org)
- Design allows for 7 Side Navigation Tabs



Common SIG VC Navigation Tabs

- Awards
- Blog
- Certification
- Communiqués
- Conference Topic Submissions
- Discussion
- Download Forms
- EBP Resources
- Educational News
- Featured Articles
- Find Other SIGs
- Focus Groups
- Health Policy
- Join a SIG
- Leadership Role Descriptions
- Learning Modules
- Member Spotlight
- Membership Directory
- Minutes
- Mission Statement
- News
- Patient Education
- Peer Reviewed Journals
- Projects
- Recognition
- Resources
- Scrapbook/ Photo
- SIG Annual Report
- SIG Checklist
- SIG Goals
- SIG Leadership
- SIG Leadership Opportunities
- SIG Newsletter
- SIG Strategic Goals
- Tools & Resources
- Websites of Interest
- Welcome New Members



Effective SIG Strategies for Social Media

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Why Bother With Social Media?

- **A modern way to connect with your SIG members and draw attention to your SIG's special people and activities**
- **A way to get in the habit of communicating regularly**
- **A great discussion forum where you can share articles that your SIG members will see every day.**



What Works on Social Media?

The success of your content will vary somewhat according to the social media outlet, but in general, content that works is:

- Highly visual
- Easily digestible
- Compelling
- Newsy
- Person-centered



Facebook

Examples of SIGs with a presence on Facebook are the

- [Breast Cancer Care SIG](#)
- [Radiation Special Interest Group SIG](#)
- [Transcultural Nursing SIG](#)



LinkedIn

- The Nurse Navigator and Survivorship SIGs have recorded a [fantastic presentation](#) on the benefit of having a personal LinkedIn profile
- These SIGs also have their own shared [LinkedIn group](#)



If You Create a Facebook or LinkedIn Page...

Please title your SIG like so:

ONS [Your Special Interest Group Name]
Special Interest Group. Ex/ ONS Neutropenia
Special Interest Group



When Managing Your SIGs Social Media Account

- Honestly assess the time you have to give upfront
- Don't create a graveyard page
- Share interesting news relating to your specialty
- Highlight your members' professional accomplishments
- Social media is personal. Use it to give your SIG a face



Discussion

Let's use this time to talk about what has worked and what has not, for your SIG.




