

Do you tweet? Use an app? Do friends follow your stream or do you just occasionally post? Are you a fan of a page or is there a page full of your fans?

If you are totally clueless about what those terms mean, you are not alone. These are all phrases used in the world of social media, or social networking, and it is a field that ONS is exploring through the efforts of several staff members. In short, social media is a collection of popular programs where people are interacting and talking about everything from Iran to dish detergent. Because so many conversations are taking place, social media is seen as a great way to market products and an organization such as ONS at little or no cost through word-of-mouth promotion. The following programs are our main tools.

**Facebook:** ONS has a few Facebook pages. Our largest is the group page with about 1,600 fans. These fans talk about oncology issues in the discussion forum, post photos from national meetings, and post their own events and announcements on the wall. We also have a corporate page for breaking news, a page celebrating oncology nursing month, and a new page touting the book titles offered through Hygeia Media.

**Twitter:** Through two main accounts (OncologyNursing and ONSmark), ONS is joining the discussion on Twitter. For those of you who know Twitter, OncologyNursing has over 500 followers and ONSmark has almost 400. Those followers receive updates and news items sent by the two feeds. We also have a dedicated group of nurses who send out tweets on our behalf, announcing news such as meeting times and locations, registration discounts, and new educational programs.

**LinkedIn:** ONS has a group and a corporate page in this networking program. LinkedIn is more of a recruitment tool than a social site, providing information about what ONS is and who the employees are. However, oncology nursing jobs often are posted on the group page by third parties, giving visitors and easy-to-view job search.

**YouTube:** Various videos have been produced, particularly at the 34th Annual Congress, and more are in the works for the Institutes of Learning and Advanced Practice Nursing conferences in November. All of our videos are housed on a YouTube channel and help promote ONS's identity as a cutting-edge entity.

**CrowdVine:** First used by ONS during the 34th Annual Congress, this networking site allows conference attendees to chat, share ideas, and plan get-togethers even before they show up in the convention city. A message board also helps convention-goers share ideas with the whole group or pose questions about pertinent topics in the oncology field. The program will be used for the 10th annual Institutes of Learning in November.

**Others:** ONS offers nursing blogs in our RE: Connect forum, podcasts through ONF, and a photo archive on Flickr.

If you have any additional questions about ONS's social media efforts, please contact copy editor Sean Pieszak at [spieszak@ons.org](mailto:spieszak@ons.org) or call him at 412-859-6313.

#### **ONS's Facebook URLs**

Group: <http://www.facebook.com/group.php?gid=58843210572>

Page: <http://www.facebook.com/OncologyNursing>

#### **ONS's Twitter URLs**

<http://twitter.com/OncologyNursing>

<http://twitter.com/ONSmark>