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23rd Annual NOA FALL SUMMIT

November 21-23, 2024
Rochester, Minnesota

NOA Nursing Organizations Alliance
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Communication in the Age of Social Media

Speaker: Bridget Carolan

Friday, November 22, 2024 • 1:00 - 2:00 pm

Session Description

This presentation will provide information on building your brand on social media and reaching your audience. This course will explore current information on social media platforms and target audiences with examples from the Mayo Clinic Department of Nursing and profession focused. Tools and resources that leaders can use to leverage social media will be explored.

Objectives

- Recognize the differences in social media platforms for the learner to synthesize.
- Demonstrate the use of social media as a tool to reach target audience.
- Identify opportunities within your own organization to leverage social media use and highlight the brand, people, or messages.
- List two tools or resources leaders can implement to engage in the social media space.

Meet the Presenter

Bridget Carolan holds an MSN in nursing leadership and has 25 years of experience in a variety of roles and settings within healthcare, including psychiatry, home health, hospice, skilled care, inpatient general and ICU, operating room, and telehealth. She has 9 years of leadership experience, 5 years in the role connected to recruitment and retention. She has worked on several projects and research studies related to employee engagement, wellbeing, retention, recruitment, and equity, inclusion, and diversity projects. As a result of this work, she has been a collaborative partner with Mayo Clinic's Communications team and is chair and executive advisor of the Mayo Clinic Nursing Social Media Committee

