

What's happening?

The Here for Life Campaign, launching 12th May 2022, aims to achieve almost 900k social media posts about nurses and midwives in one day.

The aim of the campaign is to increase public confidence in the breadth, importance and impact of nurses and midwives to more fully understand their impact on society as a whole.



Enabling Professionalism (EP) 2022 – How to use the 2022 Framework

EP 2022, supports you as a nurse or midwife to tell the public what being a registrant means in a modern day context.

Through short statements guided by the framework, stories can be developed for use on social media to go alongside a photograph or form commentary in a short video clip.



Step 1:

Read the framework

Think about the prompts at pages 4, 5 & 6.

How would you frame what you do every day as a nurse or midwife in that format?

To help, there are examples at pages 7 & 8 of the framework document.



Step 2:

Write out a few sentences – you can use some of the stem/ prompt sentences in the framework to help you structure what you want to say.

It helps to lead with:

I am [insert your first name]

I am a registered [nurse/ midwife] with a [diploma/ degree/ masters'/ PhD in x - insert academic achievement]



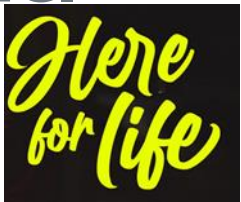
Step 3:

Then construct where your focus is. You may choose to focus on the fact you use research and evidence to drive your practice for example:

I use research to improve wound care for people with chronic leg ulcers.....

You may want to include outcomes in these two short statements –

....to improve independence, recovery and quality of life.



Step 4:

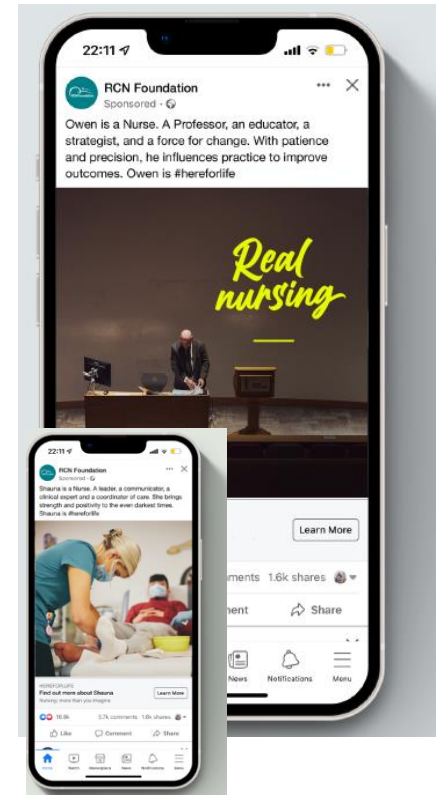
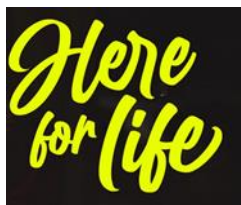
You may want to pick several of the stem sentences and pick those you think strongly represent what you do every day.

Please note: if choosing to use written word with photos, your sentence must be not more than 175 characters long including spaces, to appear without shortening on e.g. twitter.



Example:

I am Asha, a registered nurse with a district nursing specialist practice degree. I use research to improve wound care for people with chronic leg ulcers to improve independence & quality of life #hereforlife (175/175 – with hashtag)



Some top tips

For top tips on how to best use social media, refer to the Here for Life infographic

Please remember to use the *#hereforlife*

