American Journal of Nursing

5 Years of Social Media: An Extension of Editorial Values

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3 Core Social Media Platforms

- **Blog**
  - AJNOfftheCharts.com

- **Twitter**
  - @AmJNurs
  - 34,000 followers

- **Facebook**
  - Facebook.com/AJNfans
  - 136,000 fans
Adding Value/Context to Trending News

Blog
• 32k views
• 18 comments

Facebook
• 700 comments
• 14k clicks
• 8k shares
• 251k: ‘reach’

Twitter
• 94 shares

LinkedIn
• 24 shares

“Ebola: A Nurse Epidemiologist Puts the Outbreak in Perspective”

Hyperlink in post to journal article
• 296 clicks

Reads blog, quotes AJN clinical editor
Engagement That Drives Traffic

“Managing Irritable Bowel Syndrome” (publ. 6/13)
• Weekly CE question,
  Facebook Aug 7 = ↑

“Sustaining Pressure Ulcer Best Practices...” (publ. 7/14)
• CE question of week,
  Facebook Aug. 4 = ↑
• Blog post Aug. 8 = ↑