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NJCCN Ambassador “Influencer”

The New Jersey Center for Nursing (NJCCN) is a non-profit organization dedicated to ensuring New Jersey has a competent, future-oriented, and diverse nursing workforce. One way we intend to achieve our mission is by bringing aboard several practicing nurses who can help elevate our ongoing social media campaign by further increasing awareness of NJCCN and nursing in New Jersey. The ideal candidates will have the skills and experience to create engaging, informative content highlighting the varied roles nurses play in our healthcare system.

Here at NJCCN, we believe nurses are essential to the health and well-being of our communities, and we’re committed to promoting positive pathways in nursing and to developing the next generation of nursing leaders. If you think you can help us, please let us know.

NJCCN

Vision:

To be the dominant voice on nursing workforce solutions for New Jersey.

Mission:

- Ensure that competent future oriented, diverse nursing providers are available in sufficient numbers and preparation to meet the demand of the evolving healthcare system in New Jersey.
- Transform the healthcare system through research and innovative model programs.
- Create a central repository for education, practice, and research related to nursing workforce.
- Engage academic/practice partners, inter-professional colleagues, government and legislative agencies, consumers, business and industry in workforce solutions.
- **Promote and enhance a positive image for nursing via storytelling, social media and mixed media platforms.**

Goals of NJCCN Ambassador “Influencer” Program

- Increase awareness of NJCCN and nursing in NJ
- Promote positive pathways in nursing from entry education and throughout one’s professional journey
- Increase nursing voice and develop next generation of nurse leaders
- Highlight Roles in Nursing (Ex. Academia, LTC, Acute & Community)
- Share Hot Topics /Current Trends in Nursing
- Educate / Advocate / Innovate
- Showcase well-being and authentic self in nursing (Ex. daily life)



Criteria:

- Current NJ licensed nurse
- Comfortable / experience using social media platforms (Twitter, Facebook, Instagram & LinkedIn).
- Deliver the content via a shared folder for NJCCN to schedule the posting of content.
- **3-5** posts a month (pictures /videos) with written content.
- Reshare/Comment/Repost NJCCN social media posts.
- Attend virtual meetings as needed.

Measurements/ Outcomes:

- Increase followers, following, shares and comments.
- Google Analytics (website traffic, subscribers' newsletter etc.)
- Increase media awareness.

We will be conducting an Awareness Session with Media training on September 18, 2023 at 6PM via Zoom, please sign up [HERE](#) for our session to learn more about the program. If you have any questions, please contact info@njccn.org.

Your Voice Matters!

We look forward to your participation.

Sincerely,

Susan H. Weaver, PhD, RN, CRNI, NEA-BC
New Jersey Collaborating Center for Nursing
Nurse Scientist