

# What's happening?

**The Here for Life Campaign, launching 12<sup>th</sup> 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:

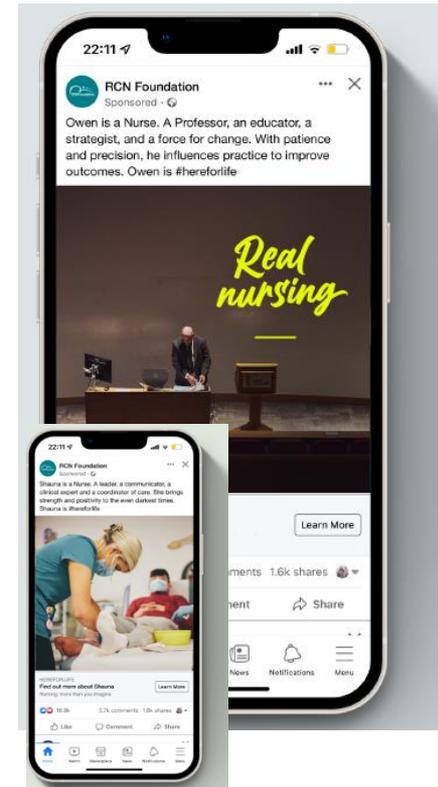
**You may want to pick several of the stem sentences and pick those you think strongly represent what you do every day.**

**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***

