



Be sure to share your #CNSWeek celebrations with us at NACNS! Please send photographs of your hospital's or health care system's celebration to info@nacns.org!

Don't forget to also share on social media, and when you do please use the #CNSWeek hashtag and mention @NACNS!

www.facebook.com/clinicalnursespecialists

www.twitter.com/nacns

Facebook

- Change your profile picture to the 2017 CNS Week logo.
- Sample posts:
 - ✓ This week we're celebrating the unique nursing role of the clinical nurse specialist during #CNSWeek. Did you know, I am a clinical nurse specialist? I got my CNS degree in X. I am an expert in X at X. CNS across the country are leaders in health care. We provide direct patient care and lead initiatives to improve care and clinical outcomes and reduce costs.
 - ✓ #CNSWeek history lesson: Hildegard Peplau, RN, Ed.D. (1909 – 1999), is credited with establishing the CNS role. Dr. Peplau's landmark book, *Interpersonal Relations in Nursing*, emphasized the nurse-client relationship as the foundation for nursing practice.

- ✓ Want to learn more about who clinical nurse specialists are and what they do during #CNSWeek? Take a look at this infographic with key findings from the 2016 CNS Census. <http://nacns.org/professional-resources/practice-and-cns-role/cns-census/>
- ✓ Upload sample graphics from the 2016 CNS Census. Download them at: <http://nacns.org/wp-content/uploads/2016/11/2016-CNS-Census-Findings.pdf>.

Twitter

- Upload and tweet the 2017 CNS Week logo and use the hashtag #CNSWeek. Share how your organization is celebrating with pictures and/or quotes from administration on how valuable CNSs are.
- Sample tweets:
 - ✓ This year's #CNSWeek theme examines how CNS' are leading change for healthier lives! www.nacns.org
 - ✓ #CNSWeek: Did you know there are 72,000+ CNSs in the US? Learn more at www.nacns.org
 - ✓ Follow @NACNS to celebrate #CNSWeek and learn about more about how CNSs are leaders in building a culture of safety.
 - ✓ The #NACNS CNS Census found that more than half of CNSs are responsible for an entire hospital system or system-wide. Wow! #CNSWeek
 - ✓ I'm showing the CNSs at [organization name] some <3 during #CNSWeek!
 - ✓ #CNSWeek fact: CNSs work in three spheres of influence: clinical expertise, nursing practice and systems innovation.
 - ✓ #CNSWeek fact: CNSs have the expertise necessary to care for the growing number of people with multiple serious conditions.
 - ✓ #CNSWeek fact: CNSs promote safe, healing and healthy environments.

- ✓ #CNWeek fact: CNSs educate members of the health care team about the latest trends and guidelines for providing safe, quality care.
- ✓ #CNSWeek fact: CNSs lead efforts to establish protocols based on evidenced based practice.
- ✓ #CNSWeek fact: CNSs mentor other nurses and help with professional advancement and career development.
- ✓ #CNSWeek fact: CNSs are advocates for patients, their families and other nurses.