

# #RetainMe Campaign

## \*Social Media Toolkit\*

The #RetainMe campaign is about bringing attention to nurse retention. This toolkit will help you craft your social media posts to help amplify our nurses message.

### Where can we post?

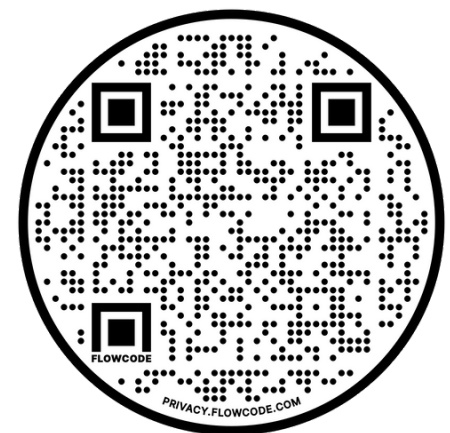
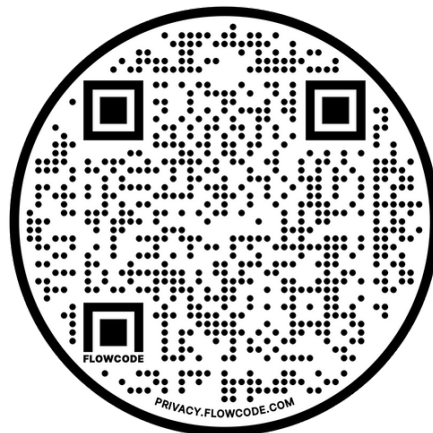
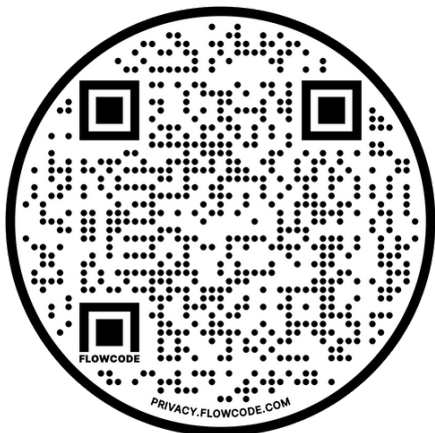
You can post on any social media platform (Instagram, Facebook, Twitter)

### What can we post?

Any #RetainMe graphic can be used as a profile picture/cover photos/story, etc. Use our "#RetainMe Because" flyer to share your story!

# #RetainMe Graphics

Scan the QR codes below to open and save the #RetainMe graphics to use!



# Instructions for posting on Instagram

## Hashtags To Use:

#RetainMe

#RetainMeBecause

#KeepYourNursesLocal

## Tagging:

Make sure when you make a #RetainMe post to tag the MNA Instagram @mt\_nurses



35 likes

Montana nurses want to give back to our future nursing leaders. #retainme #keepitlocal #retainexperience #nurses #nursing... more

# Instructions for posting on Facebook

Montana Nurses want to be here to help our future nursing leaders. I am a 3 generation Montanan, I love being able to live and work in this beautiful state. #RetainMe #Retainmebecause #keepitlocal #nurses #Montananurses #mosttrustedprofession



## Hashtags To Use:

#RetainMe

#RetainMeBecause

#KeepYourNursesLocal

## Tagging:

When you make a #RetainMe post PLEASE tag the MNA Facebook page (@MontanaNurses). \*\*You must LIKE the MNA page before you can tag MNA\*\*

# Instructions for posting on Twitter

## Hashtags To Use:

#RetainMe

#RetainMeBecause

#KeepYourNursesLocal

## IMPO Tags to Use:

@MTnurses

@AFTUnion

@AFTHealthcare

@MTaflcio

@rweingarten

@vicky\_byrd

@SenatorTester

@MontanaFed

@ANANursingWorld

@myWSNA

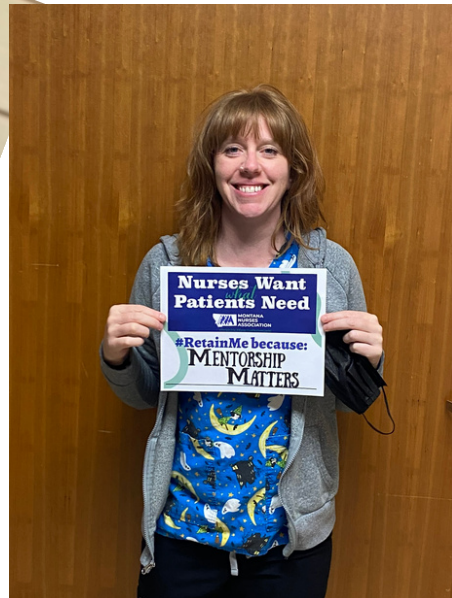
@OregonNurses

@mtfreepress



# "#RetainMe Because" Flyer

Below is the "#RetainMe Because" flyer and instructions and to use! Once you complete the flyer and take your selfie, POST to all your social media accounts (and DONT forget to tag MNA!) Here are a few samples:



# #RetainMe Because Flyer

1. Write YOUR reason YOU should be retained!
2. Take a selfie of yourself holding the flyer, then
3. Text or email your picture to MNA at [info@mtnurses.org](mailto:info@mtnurses.org) or 406.459.7925

To print the flyer, scan the QR code below

