APNA Chapter Facebook Guidelines

APNA National Facebook Page

The American Psychiatric Nurses Association maintains a very visible presence on Facebook at https://www.facebook.com/AmericanPsychiatricNursesAssociation/. This page is an important tool to reach members, psychiatric-mental health nurses, and the public.

To further support our Chapters, APNA has a process whereby it will make its constantly growing network available to Chapters to help them inform people in their state about Chapter events and updates. This provides yet another way to disseminate information in addition to emails, your chapter page on the APNA website, and your chapter's community on APNA Member Bridge.

Process
Chapters should email chaptersupport@apna.org to request that a post be made on the APNA National Facebook page for them. Chapters must provide a **1 week window** for the requested post. Please note that:

- Post content and timing is subject to review and approval by APNA National.
- Posts may be edited for length, style, and clarity by APNA National.
- Posts will be targeted and viewable to any fans of the APNA Facebook page who are in the Chapter's state.
- Posts about a particular event or topic are limited to no more than two – one announcement and one reminder.
- Posts should not reference events sponsored by third parties.
- Chapters may request that APNA National draft text for a post on a particular topic. Note that additional time may be required for drafting purposes.

Tips for Drafting a Post to Send to APNA National

- Keep the post short and informal
- Have a clear call to action (Register, share this post, etc.)
- Include a link to the correct webpage for more information (if appropriate)

APNA Chapter Facebook Pages

The Basics

If your chapter does not make use of the American Psychiatric Nurses Association Facebook page, you may choose to create a Facebook page for your Chapter.

When creating your Facebook page, name your page "APNA [State] Chapter". Be sure to use your official chapter logo as the profile picture. Per the APNA Chapter Logos and Names Guidelines (see p.8), chapters must first seek approval to use their chapter logo. They can do so by emailing their request to chaptersupport@apna.org.
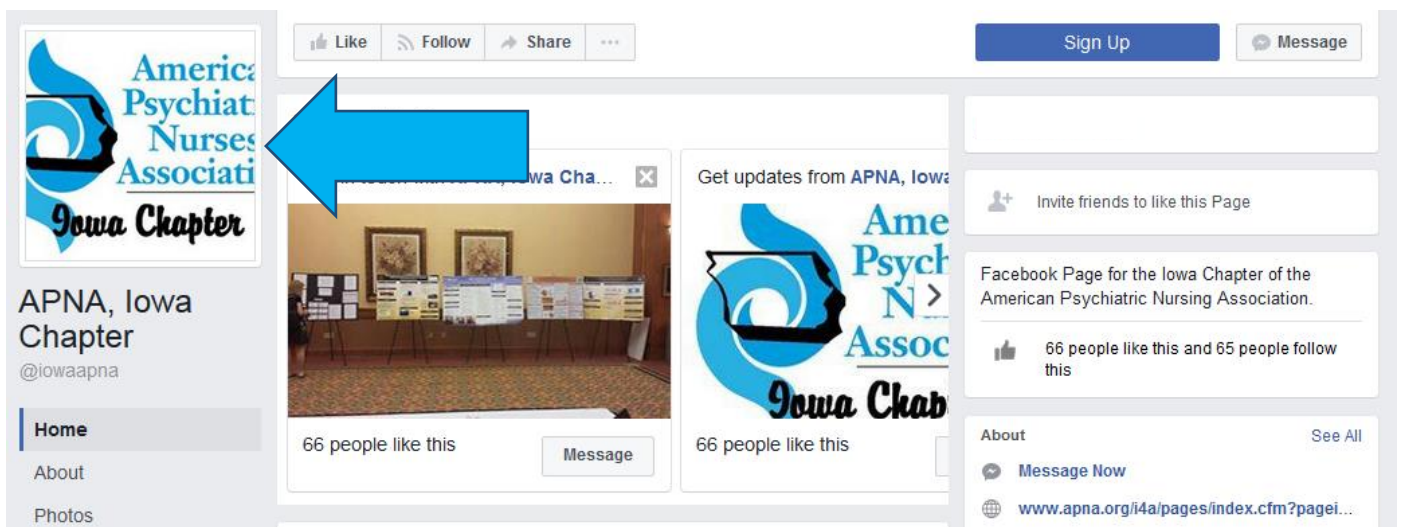
Other information to include on your page:

Category Companies & Organizations: Non-Profit Organization

Address: 3141 Fairview Park Drive, Ste 625, Falls Church, VA 22042

Mission: To provide local resources and networking opportunities to members of the American Psychiatric Nurses Association.

Founded: List the year your chapter began. If you do not know it, leave it blank.

Awards: If your chapter has received the APNA Annual Award for Innovation (Chapter), list it here.

Phone: (855) 863-2762 (You may also leave this area blank.)
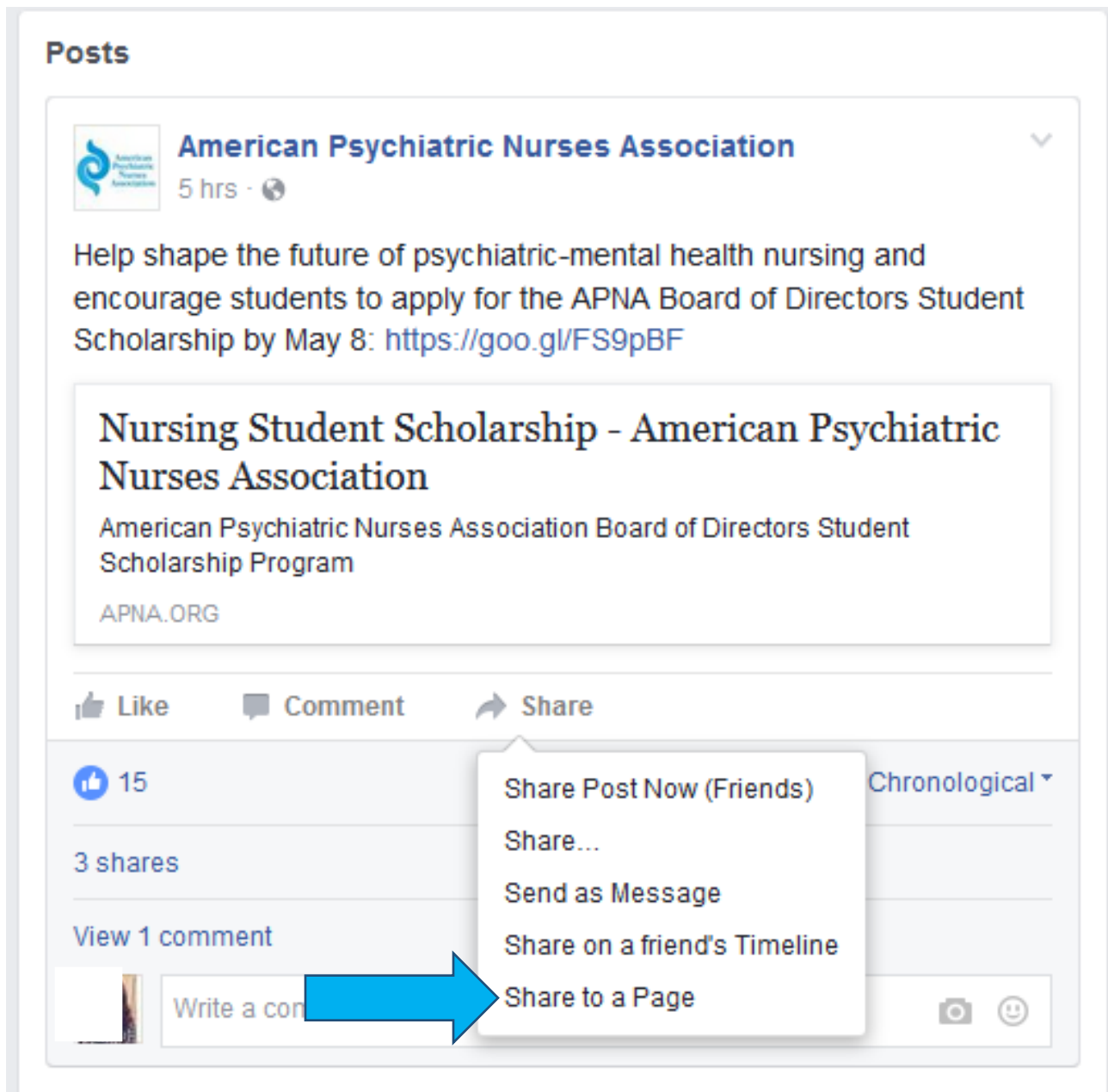
Email: chaptersupport@apna.org

Website: www.apna.org/[State] (for example, www.apna.org/California. If you are not sure of your chapter's website, visit www.apna.org/Chapters)

About: You will also want to include basic information about your chapter so that it is easy to find in a search. Something brief but descriptive would be best. ("The [State] Chapter of the American Psychiatric Nurses Association. Learn more at www.apna.org/[State]")

General Information: For more information about the APNA [State] Chapter, visit www.apna.org/[State].

Sharing Information: Posts from the APNA Facebook Page

To share a post from APNA National's Facebook page, first go to www.facebook.com/AmericanPsychiatricNursesAssociation. Find a post you wish to share and click the share button beneath the post. From the drop down menu, select Share to a Page.

Select your Chapter Facebook page. You can also add additional text about the post before sharing. Once you have added any message you would like, click the blue Post button.

Sharing Information: Promoting Chapter Events

Create a post on your chapter's Facebook page to promote upcoming chapter events, like conferences, sponsored dinners, and meetings. You may use the sample post below as a template for these posts. (Substitute your event's details for *the bold text*.):

> "Join us and ***earn up to 5 continuing education contact hours*** at the APNA ***State*** Chapter Conference, ***Conference Theme***! This year's conference will be held at the ***Local Hotel on Saturday, February 30***. Featured speakers include ***John Smith*** and ***Jane Jones***. Visit ***www.apna.org/[chapter website]*** for more information."

Note: Email chaptersupport@apna.org if your conference will feature APNA-provided continuing education.

Sharing Information: APNA Membership

If you would like to encourage local nurses who follow your page to join APNA, use the sample post below as a template for a message:

> "Access continuing education, connect with psychiatric-mental health nurses from around the world, and keep up to date with what's happening in PMH nursing: become a member of the American Psychiatric Nurses Association today! Visit www.apna.org/Membership for more information."

GUIDELINES: CHAPTER NAME AND LOGO USAGE

Chapter Name

The names of each chapter (i.e. state name) must follow, and not precede APNA's name on letterhead, brochures, and other informational material. This positioning is important and the state should clearly read as a chapter of APNA (*see Policy Statement: Chapter Name and Logo*).

APPROVED Titles:	APNA, Missouri Chapter
	APNA, Nevada Chapter
NOT approved titles:	Missouri Chapter of APNA
	Missouri APNA
	MAPNA

Chapter Logo
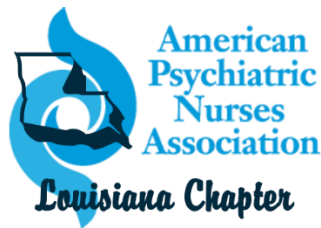
1. It should not be used under any circumstance to endorse a political candidate in an election.

2. It should not be used unless there is written approval to do so from the APNA Executive Director for:

   a. Support or opposition to legislation or regulation
   b. Expression of a position or policy that has not been approved previously by the APNA Board of Directors
   c. Response to positions of other organizations
   d. Response to news articles
   e. Brochures for recruitment or conference marketing

3. Chapter publications (brochures, etc.) should use the Chapter logo, not the APNA logo (unless the activity being publicized includes CE provided by APNA – see below).

APNA Logo

The guidelines for using the APNA National Logo include the above Chapter Logo guidelines (particularly numbers 1 and 2 a-e), plus the following:

Continuing Education Programs: Programs with *CE provided by APNA* must use the APNA Logo. As such, chapter publications (brochures, etc.) using the APNA logo must be approved through APNA Headquarters (*see Policy Statement: Name, Logo, and Stationery*).