



American Association of Colleges of Nursing



Celebrating 50 Years as the
Voice of Academic Nursing

American Association of Colleges of Nursing



50TH ANNIVERSARY Social Media Tool Kit

Explore the past. Celebrate the future.



**American Association
of Colleges of Nursing**

*Celebrating 50 Years as the
Voice of Academic Nursing*

It's no secret that we've come a
long way over the past 50 years.

From an original 121-member organization in 1969 to today's 814 member schools of nursing nationwide, AACN has grown tremendously, representing nearly 513,000 students and 45,000 faculty members. Over the past five decades, we have worked tirelessly to establish quality standards for nursing education and are proud to have remained the leading catalyst for excellence and innovation in nursing education, research, and practice.

As we celebrate our 50th anniversary, we look back on this journey with a sense of pride – and while it is satisfying to reminisce, it is exciting to look to the future. This tool kit was created to encourage our members to reflect and celebrate these past 50 years, as well as look forward to the years ahead. Looking into the organization's past can help us identify successes and opportunities, and help shape our hopes and goals for the future.

In this tool kit, we have provided sample messaging and social media guidelines for you to utilize for this milestone year, including our official anniversary slogan: *Celebrating 50 Years as the Voice of Academic Nursing*. We encourage you to share any photos, memories, or stories with AACN over the years – these will be highlighted over the course of 2019 in order to highlight our appreciation for our outstanding workforce.



SOCIAL MEDIA GUIDELINES

Anniversary Slogan: *Celebrating 50 Years as the Voice of Academic Nursing*

Social media is not only a great platform for story-gathering, but also a cost-effective way to create buzz leading up to an anniversary year. As our 50th anniversary celebration approaches, we want you to share your thoughts and greatest memories with AACN through social media. First and foremost, if you aren't already:

Follow our social channels!



Once you're connected with us on social media, we encourage you to share your own personal messages and photos to your followers – and you can also pull ideas from our sample posts. When posting, make sure to include the hashtag [#AACNturns50](#) and tag [@AACNursing](#) in all of your messages, so that we can all share and follow one another's posts in an authentic archive of anniversary content.

If you want to follow along with the conversation, type in the hashtag [#AACNturns50](#) in the search bar on your feeds – feel free to like, share, retweet, or repost fellow colleagues' posts! This will help create more of a buzz around the anniversary campaign.

Because this anniversary year marks a milestone for our organization, we encourage you to post throughout the entire year. We will be highlighting an array of photos and memories shared over the course of the year to show you just how much we appreciate you and your work.



SAMPLE TWEETS FOR TWITTER

This year, @AACNursing is celebrating 50 years as the voice of academic #nursing! Proud to say that I've been an AACN member for **X** years. Join our celebration. #AACNturns50

As the collective voice for academic nursing, @AACNursing has served as the catalyst for excellence and innovation in #nursing education, research, and practice for 50 years as of this year. #AACNturns50

.@AACNursing has been a vital resource for deans, faculty and students in academic #nursing for 50 years! Join us in celebrating 50 years as the voice of academic nursing. #AACNturns50

Since 1969, @AACNursing has worked tirelessly to establish quality standards for #nursing education – all in an effort to improve health care through the nursing profession. This year marks our 50th anniversary; celebrate with us! #AACNturns50

From an original 121 member institutions in 1969, @AACNursing today represents 814 member schools of #nursing nationwide, highlighting tremendous growth and success within the organization. Join us as we celebrate 50 years as the voice of academic nursing! #AACNturns50

Become a part of the nationwide @AACNursing 50th anniversary celebration! Share your memories over the past years with AACN. #AACNturns50

2019 marks an important year for us: @AACNursing is celebrating 50 years as the voice of academic nursing! #AACNturns50

.@AACNursing has been the driving force for innovation and excellence in academic #nursing for 50 years, working tirelessly to establish quality standards for nursing education. Join our celebration! #AACNturns50

Deans, faculty, and students have worked with @AACNursing for the past 50 years in an effort to transform health care and improve overall health through the #nursing profession. Here's to another 50! #AACNturns50



SAMPLE POSTS FOR FACEBOOK

Did you know? The American Association of Colleges of Nursing is Celebrating 50 Years as the Voice of Academic Nursing this year! From an original 121 institutions to today's 814 member schools of nursing nationwide, AACN has successfully grown to represent a variety of schools, lending itself as a strong resource for deans, faculty, and students over the years. Come celebrate with us by sharing your own memories with AACN! #AACNturns50

Since 1969, the American Association of Colleges of Nursing (AACN) has been a leading catalyst for excellence and innovation in nursing education, research, and practice. This year, join us in celebrating 50 years as the voice of academic nursing! #AACNturns50

As we reach our 50th anniversary, the American Association of Colleges of Nursing (AACN) would like to acknowledge our strong commitment to excellence and innovation in nursing education, and to those who have made our mission a reality for years to come. Join us in Celebrating 50 years as the voice of academic nursing! #AACNturns50

SAMPLE POSTS FOR LINKEDIN

The American Association of Colleges of Nursing (AACN) is celebrating 50 years as the voice of academic nursing! From an original 121 institutions in 1969, AACN now represents 814 member schools of nursing nationwide – a remarkable development. Join us in celebrating such a tremendous milestone! #AACNturns50

Over the past 50 years, the American Association of Colleges of Nursing (AACN) has worked tirelessly to establish quality standards for nursing education, promote public support for professional nursing education, research, and practice, and influence the nursing profession to improve health care. Today, we celebrate how far we've come and where we aim to be. #AACNturns50

This year marks a milestone for the American Association of Colleges of Nursing (AACN) – its 50th anniversary! Join us in Celebrating 50 Years as the Voice of Academic Nursing, serving as the catalyst for innovation and excellence in nursing education, research, and practice. #AACNturns50



SAMPLE POSTS FOR INSTAGRAM

2019 marks a significant year: @AACNursing's 50th anniversary! Join us in celebrating 50 years as the voice of academic nursing. #AACNturns50

@AACNursing serves as the catalyst for excellence and innovation in nursing education, research and practice – and this year, we have reached a special milestone: 50 years! Come join us as we celebrate the past, present, and future of such a growing organization. #AACNturns50

50 years ago, @AACNursing represented 121 member institutions. Today, AACN represents 814 member schools of nursing nationwide—a significant leap in representation. This growth highlights AACN's relentless commitment to the nursing profession and overall quality of healthcare. #AACNturns50

@AACNursing is celebrating 50 years as the voice of academic nursing! Through a variety of AACN-led programs, deans, faculty, and students continue to advance nursing education with the ultimate goal of improving healthcare. #AACNturns50

@AACNursing has been a vital resource for deans, faculty, and students for 50 years as of this year! Looking forward to what the next 50 years has in store for us. #AACNturns50

Share your photos with us!

Now's your chance to share your photos and memories that highlight your contributions to the history of AACN and the nursing profession. Do you have a photo from the year you became an AACN member, or your first AACN conference? Are you a longtime member who has witnessed monumental changes in academic nursing? Do you have photos and memories that show how AACN helped you reach your professional goals and strive for new ones? Email **Cat Proulx** at cproulx@aacnnursing.org to share your photos and anecdotes with us!

Want to share a memory but don't have a photo? Be sure to download our 50th anniversary sharable graphics for social media on the 50th Anniversary microsite.