The need for a more targeted communications vehicle became clear when a Magnet gap analysis conducted by a consultant engaged by Nursing identified communication as an area in need of immediate attention. The consultant noted gaps in front-line nurses’ knowledge of current issues, strategies for improvement and awareness of their peers’ accomplishments. The analysis also noted a lack of consistency in knowledge from campus to campus.

Subsequently, Nursing engaged the organization’s Corporate Communications team to explore the feasibility of a blog as a communication channel to help bridge the information gap between the organization’s nurses and leadership and to foster communication among nurses.

**Background**

- Strengthen nurses’ engagement and sense of culture by creating a platform that invites collaboration and provides a voice for all members of Texas Children’s nursing population.
- Share insight into organizational strategy to clarify the “big picture” and the nursing audience’s relevance to the overall success of the organization.
- Build trust in leadership by facilitating candid, constructive dialogue between the organization’s CNO and nursing leadership team and the nursing audience.
- Ensure a single source of accurate, timely messaging to nursing audiences at all locations to promote a sense of consistency and cohesion.
- Provide a venue where the nursing role is celebrated and individual and team accomplishments are appropriately and regularly recognized.
- Ensure a channel of communication that is easy to access from all devices.

**Objectives**

- Career advancement and education
- Nursing experience
- Organizational and industry news
- Patient care
- Policies and procedures
- Quality/safety and outcomes
- Recognition
- Research

**Strategic Content Categories**

- Career advancement and education
- Nursing experience
- Organizational and industry news
- Patient care
- Policies and procedures
- Quality/safety and outcomes
- Recognition
- Research

**Discussion**

Lessons learned:

- Performance (views, comments) of each blog post should guide the selection of future blog topics.
- Blogs can be invaluable tools for crisis communications.
- Internal vs. external viewers and moderation policy need to be considered.
- An editorial board with broad representation plays an integral role in the success of the blog.

**Countries**

- 86

**Subscribers**

- 305

**Comments**

- 421

**Mobile Users**

- 5,793

**Pageviews**

- 155,963

**Top Posts**

- My Promise
- No place for bullying
- Remembering professional caregivers
- Caring for Mata twins
- The patient who changed our hearts
- Leading from the font line
- Going back to school
- 100 Nurses in 100 days
- Our nurse, our hero
- How much do nurses make

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