PURPOSE
The purpose of this project was to improve organizational communication processes through using the Facebook page of a large chapter of the Oncology Nursing Society (ONS) in the Southwest United States.

BACKGROUND
For the first time in history, there is a confluence of four generations in the workplace resulting from the aging of the nursing profession. This demographic shift also impacts professional associations for nurses. In most associations, the baby boomer generation has formed the bulk of membership. As the baby boomer generation of nurses retire, it becomes an imperative for professional associations to both engage and retain younger members, i.e., the millennials, to maintain a vibrant and healthy membership base.

METHODOLOGY
The project used the Plan-Do-Study-Act quality improvement method, with the chapter’s existing Facebook page serving as a platform to test alternating communication strategies (e.g., messages using videos, photos, or hyperlinks) based on theory-based posting with a purpose. Marketing messages and chapter news sought to target the career needs of millennial nurses.

RESULTS
The project was carried out from January to March 2018. Reach and engagement metrics were collected and showed improvement of over five percent during the 8-weeks of the project’s duration. Of the tested strategies, short videos performed the best, followed by photos.

IMPLICATIONS
With regular communication to members from the chapter through diverse Facebook messages, a link with members was forged that tied them to the chapter and strengthened the virtual community through extension of reach and improvement of engagement metrics.