

Sandra Campbell-Crofts  
President  
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Dear Sandra

I would like to thank ANTS National Committee for funding my attendance at the 2011 International Academy of Nursing Editors (INANE) Conference in August 2011. The conference was a great opportunity to listen to established Editors talk about their experiences. There are several key 'take home' messages that I found particularly relevant to ANTS. These were:-

1. ***Electronic integrated ecosystems*** and implications for communication.

- Previously nurses and nursing organisations or groups relied on hard copy communication via bulletins/magazines and peer-reviewed journals. In more recent years, the advent of various forms of social media have meant that relying on hard copy communication and 'snail mail' is no longer adequate.
- Recent statistics reveal that as many as 75% of nurses engage in various forms of social media, with Facebook and Twitter leading the way, and professional blogging, 'LinkedIn' and 'google plus' not far behind.
- Adaptation to new social media options is essential for nursing organisations to maintain their membership, stay relevant, and move at the fast pace determined by technology.
- *Electronic integrated ecosystems* are defined as a way to connect and interconnect various forms of social media in a way that captures the attention of members, encourages contribution, encourages 'viral activity', and attracts new members from the 'digital native' population (ie those in their 20's and 30's who have grown up with mobile phones and world wide web) to join in.

This may be viewed as an organisation having a Facebook page, a Twitter account, a Google Plus profile and LinkedIn profile, all of which link to each other, as well as linking to other complementary networks or organisations, with the ultimate purpose of facilitating and stimulating online communication in 'real time', a far cry from the idea of sending a letter to the editor that may or may not be printed in the next edition of the print journal, now some three months later. Consumers and members of an organisation want 'real time' interaction and responsiveness. Now that smart phones, iPads and eReaders are the norm, having a presence in multiple forms of social media is fundamental to the ongoing growth and survival of collegiate professional groups.

2. ***Development of a peer-reviewed journal***

In light of the technology and social media implications listed above, the place of a hard copy print journal in nursing is changing. The majority preference is for peer-reviewed journals to be made available electronically. While hard copy journals may be preferred in the ward tearoom or in the library, most nurses prefer the portability of an electronic journal, where multiple issues are accessible at any time, via computer, smart phone, ipad etc.

Several of the editors and one publisher in attendance at the conference similarly suggested that the best way forward for ANTS would be to firstly consider incorporating some peer-reviewed content into the established e-Bulletin as a first step. It would be necessary for us to get an ISSN

(from the National Library of Australia; more info at <http://www.nla.gov.au/the-australian-issn-agency>), and then to set up some guidelines, process guidelines including the development of an academic review team. Initially it was suggested that we start small, with several pages of the e-Bulletin allocated to peer-reviewed content, and then seek member feedback about the usefulness and worth of such content.

The inherent costs and complexities of advertising in a peer-reviewed publication also need consideration. Given that our audience is 'nurse teachers', finding the right advertisers who will commit to supporting a peer-reviewed nurse education journal can be complex and problematic, particularly when there is not a defined product market for nurse teachers, such as there is wound products for wound care nurses or stomal therapy.

If a peer-reviewed publication was considered, the editors cautioned that it is important from the very outset to consider how much/what proportion of the content of a peer-reviewed publication will be dedicated to the ANTS community, and what proportion will be dedicated to the broader community.

Other points of consideration:-

- a) In the long term, is the plan for ANTS to retain control?
- b) How are any profits to be allocated?
- c) How can advertisers be attracted and a relationship maintained? Advertising is essential to the success of a peer-reviewed publication.
- d) What will be different about an ANTS peer-reviewed nurse education journal that is not already addressed by other nurse education journals?
- e) A dedicated team will need to be established, who will work for the peer-reviewed journal, and it is best if they are not also holding roles in ANTS state or national executive. Can ANTS membership sustain this?
- f) In light of the 'integrated electronic ecosystems' described earlier, can ANTS develop a social media profile to support the peer-reviewed publication? A successful social media profile takes commitment and a constant presence.

3. There were several other interesting discussions that came from the conference, and I would be happy to share these, but the points discussed above are the most important. My goal for the conference was to find out how ANTS could go about developing a peer-reviewed publication, and it is clear that it is possible, but there are numerous considerations before this can be done with success.

I look forward to further discussion with the ANTS National Executive. I would also like to thank the National Executive for funding my participation in this conference.

Regards



Melissa Bloomer

ANTS e-Bulletin Editor