



National Association of
Pediatric Nurse PractitionersSM

Community Engagement Tips

How to Get the Conversation Going:

- Don't expect initial discussion to happen organically
- Seed conversation (welcome and questions)
- Develop Champions
- Controversy is OK.....be prepared for good and bad!
- Feature articles from journals, news stories etc.
- Find subject matter experts, contact NAPNAP to see who in your SIG has volunteered through TeamPeds: Volunteer
- Make sure questions are answered within two business days

Benchmarking Milestones:

- Discussions within your community should average 15-20 per month per 1,000 active SIG members. For example, if you have 275 active SIG members, your SIG should be posting 5-6 posts per month. If your SIG has 75 members, you should be posting 1-2 times per month.
- Logins in should average 5% of your total membership
- Daily digest open rate should average 17%-20% of your total membership
- Real time open rate should average 30%-35% of your total membership