**Personal Branding**

I take pride in changing the lives of the sick people in the community by ensuring I extend my professional health care services to them when they need them most. I will use this blog post to increase the awareness of the public about my outstanding skills as a transformational leader in the nursing field especially in community health where I have gained a lot of experience in over the years.

I am a registered nurse with 35 years of working **experience** in different areas of medicine and an expert in community health and community-based participatory research. My academic credentials are outstanding with certificates in an Associate and Bachelor of Science Degrees in Nursing, which are both accompanied with a successful passing of the NCLEX-RN certification exam. My Advance Practice Registered Nursing (APRN) anhas earned me two more titles that are Clinical Nurse Specialist and Clinical Registered Nurse Anesthetist. Some of the practices that I can now carry out with ease include leading campaigns on public health education, providing direct health cares to my patients, offering guidance on healthy living to the family members and assisting physicians in medical procedures. Some of my personal skills that have enabled me to transform lives of people especially in community health include effective communication, desire to learn new things, paying attention to details provided to me by my patients, sharp and critical thinking and flexibility especially to the ever-changing health care environment (Duchscher, 2013).

During my 35 years of experience in the nursing career, I have found more interest in working in the sector of community health where I have joined other international professionals in transforming the lives of people in the society and different parts of the world. I have always ensured the maintenance of highest level of confidentiality regarding the information I share with individual patients and ensuring that only the authorized persons get the chance to access such information, earning trust from my patients.

**Indications of the Use of Social Media for Personal Branding**

Both literature and best evidence indicate an increased use of social media by professionals such as nurses to brand themselves. These social media channels have helped these professionals draw and influence a multitude of customers from different parts of the world towards accessing their services as indicated during personal branding (Dutta, 2010). However, many authors of the existing literature are of the **opinion** that reliable measures should be put in place to control the personal branding activities of professionals using the social media.

**Ethical Implications**

There are many ethical implications, which relate to branding as a professional nurse leader and the use of social media. For instance, the **viewpoint** of both the government and community is that nurses and other health care professionals should always maintain a high level of confidentiality while dealing with personal information of their patients. That means that it is entirely unethical for the nurses to expose their patients' information on the social media platforms to influence and attract more customers on their side (Labrecque, Markos & Milne, 2011).

Again, it is unethical for professionals to give incorrect information about their qualifications and skills during personal branding using the social media.

**Lessons Learned**

Through this exercise, I have managed to develop diverse **ideas** about social media and personal branding. At a personal level, I have learned the importance of offering the best healthcare services, and aligning my competencies to the legal requirements. Furthermore, I have realized how influential the social media is during personal branding as it helps capture the attention of many potential clients. Besides, it is always important to disclose the right information during personal branding.

**References**

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