“NURSING CONNECTIONS: TECHNOLOGY AND SOCIAL MEDIA”

Dr. Stacey Pfenning APRN FNP
Executive Director
ND Board of Nursing
Future Society Trends

A day made of glass montage (1:34) 2013
Objectives

1. Identify current technology & social media related to healthcare/nursing
   - *What is current technology?*
   - *What is social media?*
   - *Let us take a look....*
   - *Social media in nursing practice?*

2. Explore appropriate & inappropriate utilization of technology and social media in practice
   - *Scenarios that leave us thinking....*
   - *ANA and NCSBN social networking principles*
CURRENT TECHNOLOGY AND SOCIAL MEDIA RELATED TO HEALTHCARE/NURSING
Current Technology

- Smart Phones
- Ipods and Ipad
- Smart Watches

http://t-e-c-h.net/modular-pc-concept/
Current & Future Healthcare Technology

Sencell
Developing technology

- **Mobile Technology in HC: Real time collaboration saves lives** *(3:03min)-local*

- **Use of Cell Phones to Bring HC to the Poor-Global** *(3:22min)*

- **HC Technology Outlook 2020** *(6:57min)*

- **Susskind and Susskind** [Susskinds Lecture on the Future of Professions](#) *(48:54)*
What is Social Media?

- Social interaction among people within virtual communities/networks
  - Create, share, exchange information/ideas
  - Texting, internet, email, forums, weblogs/social blogs
What is Social Media?

- Social networks
  - 74% online adults use social networking sites
  - 42% of adults online use multiple sites
    - Facebook, Instagram, Twitter, LinkedIn, Pinterest, Flickr, Google
    - Facebook ranked #1 site (71% on online adults)-1.5 billion
    - 47% of Americans say Facebook is their #1 influence for purchases
    - 70% of marketers used Facebook to gain new customers
    - Twitter: 550 million registrants, fastest growth (44% ↑ from 2013)
  - You Tube has 25 hours of downloaded video every 1 minute
Impact of Social media today

Social Media Revolution 2016 (4:25min)
Social media in nursing practice: Evidence

- National white papers and statements for nursing professionals
  - ANA and NCSBN Unite to Provide Guidelines on social media and networking for nurses
  - NCSBN White paper: A Nurse's Guide to the Use of Social Media
  - ANA 6 Tips for Nurses Using Social Media and published guidelines: Social Media Toolkit for Nurses
  - Emergency Nurses Association: Social networking by emergency nurses ENA Position Paper
ANA and NCSBN social networking

NCSBN, ANA, ENA, AANP All:

- Acknowledge benefits/even necessity of social media in practice
- Reinforce need to honor confidentiality and privacy of patients
- Encourage nurses to take part in developing organization policies
- Describe consequences to inappropriate use of social media & technology (BON disciplines for unethical conduct, unprofessional conduct, mismanagement of patient records, moral turpitude, breach of confidentiality).

- Encourage exploration of myths/misunderstanding of social media
  - Know privacy settings
  - Keep personal separate from professional
  - Postings are forever...and everyone sees
Social media in nursing practice: Evidence

Benefits/Risks (ANA, ENA, NCSBN, AANP)

■ Benefits:
  - Networking and nurturing relationships
  - Exchange of knowledge and forum for collegial networking
  - Dissemination and discussion of professional topics
  - Education, debriefing

■ Risks:
  - Breaching patient privacy
  - Compromise of public trust in nursing
  - Undermining of individual nurses careers if misuse occurs
Social media in nursing practice: Evidence.

Search terms: Nurses and Social Media = 368 scholarly publications

Child, Mentes, Pavlish, Phillips (2014): Using Facebook and information clips to recruit emergency nurses for research

Frisch, Atherton, Borycki, et al. (2014): Growing a professional virtual nursing health service network to over 3000 members in 4 years

Frisch, Borycki, Mickelson, et al. (2012): Use of social media and web 2.0 technologies to increase knowledge and skills of nurses
Social media in nursing practice: Evidence.

**Clifton & Mann (2011):** Examined You Tube as a learning tool for nurses in academia

- **Findings:** The use of You Tube videos increased student engagement, critical awareness and facilitated deep learning.
- **Positives:** Enhanced learning; visual learning; highly accessible
- **Negatives:** Content is not regulated (may be inaccurate, misleading)
- **Overall:** students and faculty must learn to evaluate resources
Social media in nursing practice: Evidence.

Prinz (2011): Discussed professional social networking for nurses

■ Positives
  - *Use of social media is an effective way advance careers, allows for global thinking, up to date practice and theory from nursing organizations (STTI and ANA Twitter!!)*
  - *Mayo Clinic has a blog for patients to tell their stories*  
    [Living with Cancer Blog_Mayo Clinic](https://www.mayoclinic.org/living-with-cancer/blog/index.do)
  - *LinkedIn, Facebook (even the simulators have their own page),*

■ Negatives
  - *Privacy concerns*
Nursing Entities in Social Media

- Nursing professional entities on social media:
  - ANA on Facebook, Twitter, ANANurseSpace, YouTube and LinkedIn - latest news and networking and following journal articles: ANA in Social Media and NDNA Facebook
  - NCSBN on Facebook: NCSBN Facebook
  - AANP Communities: Social Networks for APRNs
Nursing Sites for Social Media

Nursing Social Media Sites: 25 top sites listed at
http://bestmastersinnursing.com/2011/top-25-social-sites-for-nurses/

- http://allnurses.com/
- http://www.nursesnetwork.com/
- http://www.everydaynurses.com/
- http://www.facebook.com/NursesCafe
EXPLORE APPROPRIATE & INAPPROPRIATE UTILIZATION OF TECHNOLOGY & SOCIAL MEDIA IN PRACTICE
Technology & Social Media in Practice

DO’s:

■ Use to broaden education and professional horizons
■ Use to stay up-to-date on nursing issues & practice
■ Use to share nursing experiences, reflection, debrief
■ Do know organizational social media/technology policies
■ HIPAA & Standards of professionalism are the same online as they as in any circumstance
■ Maintain professional boundaries
■ Bring content that could harm patients privacy, rights, welfare to the attention of authorities
Technology & Social Media in Practice

DO NOT’s:

■ Nurses must not transmit or place online individually identifiable patient information

■ Nurses must observe ethically prescribed professional patient-nurse boundaries.

■ Do not make disparaging remarks about patients, employers, coworkers....someone will see

■ Do not take photos or videos of patients on personal devices or by any means if not approved
  - Posts may be thought to be private... *they are not*
  - You can delete posts, but they may have already been copied
Scenarios that leave us thinking....

http://www.youtube.com/watch?v=i9FBEiZRnmo (5:44min)
CONCLUSION

When used appropriately, social media and technology will provide great evolution in the healthcare industry. However, we must proceed with great sensitivity to our patients and colleagues.
References


References


- Frisch, N., Atherton, P., Borycki, E. et al. (2014). Growing a professional network to over 3000 members in less than 4 years: evaluation of InspireNet, British Columbia’s virtual nursing health services research network. *Journal of Medical Internet Research* 16 (2). Doi: 10.2196/jmir.3018.
References:

- Frisch, N., Borycki, E., Mickelson, G. et al. (2012). Use of social media and Web 2.0 technologies to increase knowledge and skills of British Columbia Nurses. *Nursing Informatics*, 117.