

Social Media and Nurses

Thank you!

Do's and Dont's

1. Elevator test
2. Be Nice
3. The Internet is not a haven, if you must vent- do so with purpose
4. Review your privacy settings
5. Ground rules at gatherings
6. Keep it professional



Purpose:

To make Nurses aware of the valuable resource and platform that social media offers in addition to offering guidelines for proper use of social media.

Objectives:

Explain the various aspects of social media, its reach, and value as a resource to the public and healthcare professionals.
Personal and Professional Journey
History and Growth of Social Media
Support Systems, Resources, Knowledge sharing, collaboration

Public and Professional Reach

Professional Reach
Why you need social media
- Research
- Patients for a cause
- Conference and
- All: 2017 Nephro Conference
- High school summer job

Social Media and Nursing



Personal and Professional Journey

Education, NY Med, social media, life experience, nursing journey



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Why you need social media
Benefits
Platform for a voice
Collaboration
Star: 2017 Magnet Conference
Healthcare summit post

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Katie Duke
MSN RN AGACNP-BC

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- Personal and Professional Journey
- Do's and Dont's of Social Media
- Support system, resources, knowledge sharing, camaraderie

100 SOCIAL NETWORKING STATISTICS & FACTS FOR 2012

- There are about 100 million people connected to the Internet. More than 100 million people are online in the United States.
- Every minute of the day:
 - 100,000 tweets are sent
 - 2 Million queries are searched on Google
 - 48 hrs of video are uploaded to YouTube
 - 684,478 pieces of content are shared on Facebook
 - 3,600 photos are shared on Instagram

Some statistics

# REGISTERED USERS	DAILY ACTIVE USERS	TIME SPENT MONTHLY
<ul style="list-style-type: none"> Facebook: 8.5 bn Twitter: 317 M Google+: 407 M 	<ul style="list-style-type: none"> Facebook: 985 M Twitter: 6.5 M Google+: 7.5 M 	<ul style="list-style-type: none"> 8.75 Hours



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- **Why this matters:** Health care professionals have an obligation to create educational content to be shared across social media that will help accurately inform consumers about health related issues and out shine misleading information. The opinions of others on social media are often trusted but aren't always accurate sources of insights, especially when it comes to a subject as sensitive as health.
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- 5. 19% of smartphone owners have at least one health app on their phone. Exercise, diet, and weight apps are the most popular types. (source: [Derm & Cooper Advertising and DC Interactive Group](#))
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- 9. 30% of adults are likely to share information about their health on social media sites with other patients, 47% with doctors, 45% with hospitals, 38% with a health insurance company and 32% with a drug company. (source: [Fluency Media](#))
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- **Why this matters:** Video marketing converts to traffic and leads much more easily than other forms of content because it more effectively gets across the point, shares a human element, and is able to highlight the value of the facilities more quickly. Other hospital facilities should look to create video content based around interviews, patient stories and more.
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- 16. International Telecommunications Union estimates that global penetration of mobile devices has reached 87% as of 2012. (source: [Statista Website](#))
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- 18. 40% of people polled said information found on social media affects how someone coped with a chronic condition, their view of diet and exercise and their selection of a physician. (source: [HealthCare Insurance News](#))
- **Why this matters:** The opinion and viewpoints of the people in our social circles online are continuously influencing our decision making even it when it comes to our opinion on healthcare options. Health care professionals should take note of this fact by using social media in an impactful way to ensure they become a part of the process of forming an opinion of a person's health care options.
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- 19. Of more than 1,500 hospitals nationwide who have an online presence, Facebook is most popular. (source: [WHPRMS](#))
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First and Foremost

- We need Nurse Representation in the media
- Influence = Power
- Power = change

Steps

- Is social media right for you?
- What is your message?
- Public or Anon?
- What is your purpose?
 - Education
 - Leadership
 - Action
 - Awareness
- If not? Just follow!

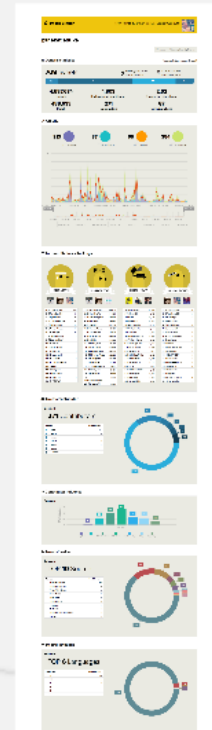
Public Reach

- People all over the world share common interests
- Public Health awareness, policy updates, education
- #ebola
- #Vaccine
- #PublicHealth
- #NursingSchoolProblems



Public and Professional Reach

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- Why use social media?
 - Leadership
 - Resource
 - Platform for a voice
 - Conference use
- PDF- ANCC Magnet Conference 2015
- Follow, interact, comment, post



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Valuable accounts to follow

@CDC

@American_Heart

@EPMonthly

@ACEPnow

@ANAnursingWorld

@EmergencyNurses

@ScrubsMag

@FOAM_highlights



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YouTube

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stop at 1:25

Resources, knowledge sharing, camaraderie, support system

- Venue to network and share moments/knowledge/
information**
- Stay connected- Conferences, retreats, courses,
clinical groups**
- Have a question? Need advice? Tweet it**
- Follow organizations, groups, government
departments, health networks, public figures**
- Hashtag**
- #SettingthePace2016**





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