Social Media Panel: Get Connected for Maximum Nursing Engagement and Patient Engagement

Social media enhances nursing knowledge, professional growth, and networking opportunities. It provides a forum in which nurses can engage patients and interact with other medical professionals to improve care. Listen to a panel of nurses, including cancer survivors, share their own experiences using Facebook, Twitter, LinkedIn, and nursing blogs. You’ll learn the value of social media in professional practice and gain an understanding of appropriate use to comply with ethical standards, professional codes of conduct, and employer regulations.

Target Audience: All Levels
Level of Content: Intermediate

Speaker:
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Full Disclosure: Nothing to Disclose

Speaker:
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Speaker:
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Full Disclosure: Nothing to Disclose

Objectives:
At the end of this session, participants will be able to:
1. Understand the professional implications of social media including its benefits and risks.
2. Describe healthcare-related cases of social media utilization in cancer care from the perspective of both the nurse and the patient.
3. Identify strategies to use social media in oncology nursing to advance as an individual clinician and to achieve organizational aims.

Bibliography:
Fraser, R. (2011). The nurse’s social media advantage: How making connections and sharing ideas can enhance your nursing practice. Indianapolis, IN: Sigma Theta Tau.
Lau, A. (2011). Hospital-based nurses’ perceptions of the adoption of Web 2.0 tools for knowledge sharing, learning, social interaction and the production of collective intelligence. Journal of Medical Internet Research, 13(4), e92. doi:10.2196/jmir.1398
Get Connected for Maximum Nursing and Patient Engagement

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Objectives

• Understand the professional implications of social media, including benefits and risks.
• Describe healthcare related cases of social media utilization in cancer care, from the perspective of both the nurse and the patient.
• Identify strategies to use social media in oncology nursing, to advance as an individual clinician and to achieve organizational aims.

Technology….

will never replace human caring. Rather it can free up human resources to intensify the humanity of healthcare

Nurses are Inventors & Innovators

“In attempting to arrive at the truth, I have applied everywhere for information, but in scarcely an instance have I been able to obtain hospital records fit for any purpose of comparison.”  
Florence Nightingale, 1863

Nurses are Key Connectors in a Networked Economy

• We are trusted curators and collaborators
• The amount of potential unlocked by the industrial revolution is dwarfed in comparison with what you can do today with a little ole smartphone

Social media = Digital Tools for YOUR practice

• Digital literacy is about learning to use the most powerful tools ever built.
A Deeper Dive Hashtag Style

#whyinform?
#whyconnect?
#whytunein?

Interacting with peers on line seems daunting, but a single connection with one person that shares a common thread can weave a tapestry of bridges and inject you into a community that shares your career goals, your interests and your challenges. All these addressed to the manner of your liking because the choice is all yours and the possibilities are endless!

Do you want to know what your patients are really thinking?

• FaceBook ~ friends and family, limited audience Michele Coston Longabaugh
• Twitter ~ semi personal, in the moment, large audience @CrazyAssCancer
• Blogging ~ feels like anonymity, my real feelings, experiences with no inhibition even when link shared, audience really selects you ihavebuttwhat.tumblr.com

The biggest risk in healthcare social media is not participating in the conversation.

12-word SoMe Policy

References