

# **Socially Acceptable:**

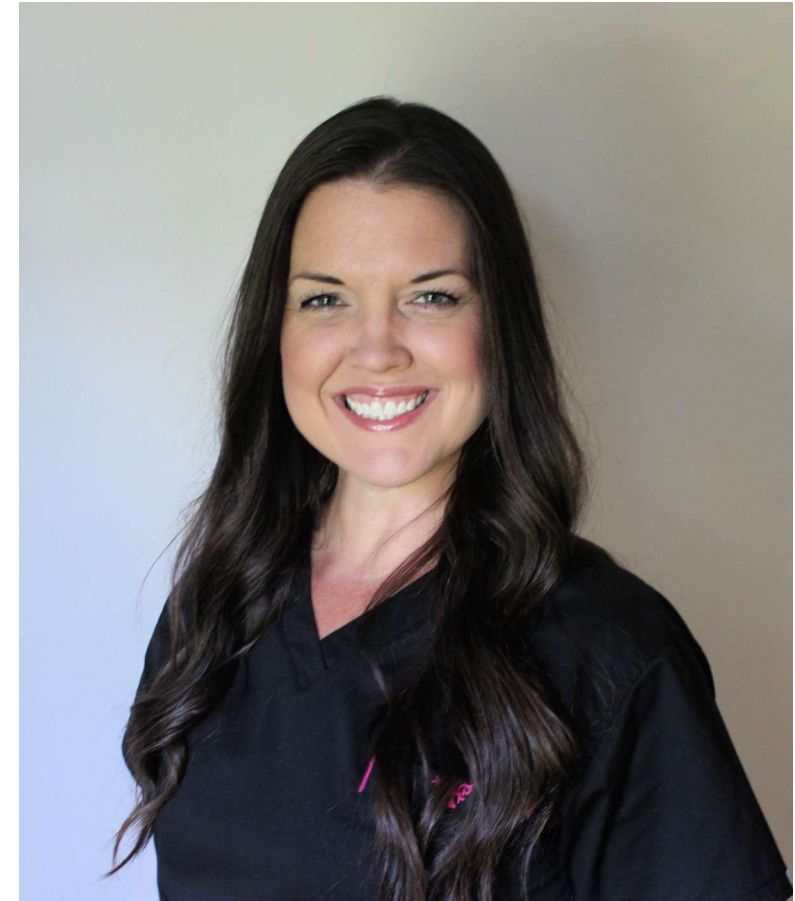
**Harnessing the Power of Social Media**

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# About Me

- 21years in Nursing
- 12 years in the OR
- Neonatal ICU, Mother/Baby, Family Practice, Med/Surg, Pain Management
- Founder of The Circulating Life
- Co-Host, Social Media Manager, and Content Creator for First Case
- OR Circulator at Vaughan Regional Medical Center, Selma, AL



# Objectives

- Distinguish between appropriate and inappropriate use of social media
- Identify 3 ways that you can use social media (and other internet resources) to grow professionally
- Identify the 5 W's and recognize how you can use them to discern reliable internet resources

# Objective #1:

Distinguish between appropriate and inappropriate use of social media

- Definitions
- Guiding Principles
- Appropriate
- Inappropriate



**When your Nursing Meme is so good that there is a special meeting with HR and the Nursing Director just to talk about it**



# What *IS* social media?

- “Websites and applications that enable users to create and share content or to participate in social networking.” – Dictionary
- “Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks.” – Wikipedia
- “Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration.” – Tech Target

# Social Media is...

- Social (surprise!)
- Community
- A place that allows for the creation and sharing of information and ideas
- Focus on communication, content-sharing, and collaboration



# Top 15 Social Media Sites in 2023 (based on monthly active users)

01 Facebook - 2.9 Billion

02 YouTube - 2.5 Billion

03 WhatsApp - 2 Billion

04 Instagram - 2 Billion

05 WeChat - 1.3 Billion

06 TikTok - 1.4 Billion

07 Messenger - 931 Million

08 Douyin - 715 Million

09 Telegram - 700 Million

10 SnapChat - 635 Million

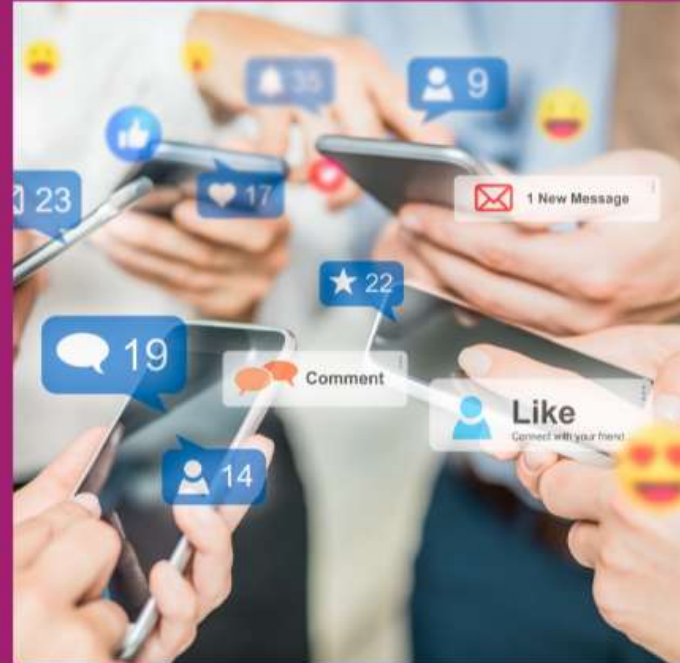
11 Kuaishou - 626 Million

12 Sina Weibo - 584 Million

13 QQ - 574 Million

14 Twitter - 556 Million

15 Pinterest - 445 Million



Source: <https://statusbrew.com/insights/social-media-statistics/#most-popular-social-networks>

# Remember!

You are 'free' to share anything on social media. But, you cannot dictate how someone else will interpret what you share, and you aren't free from any consequences that your 'freedom to share' may have.

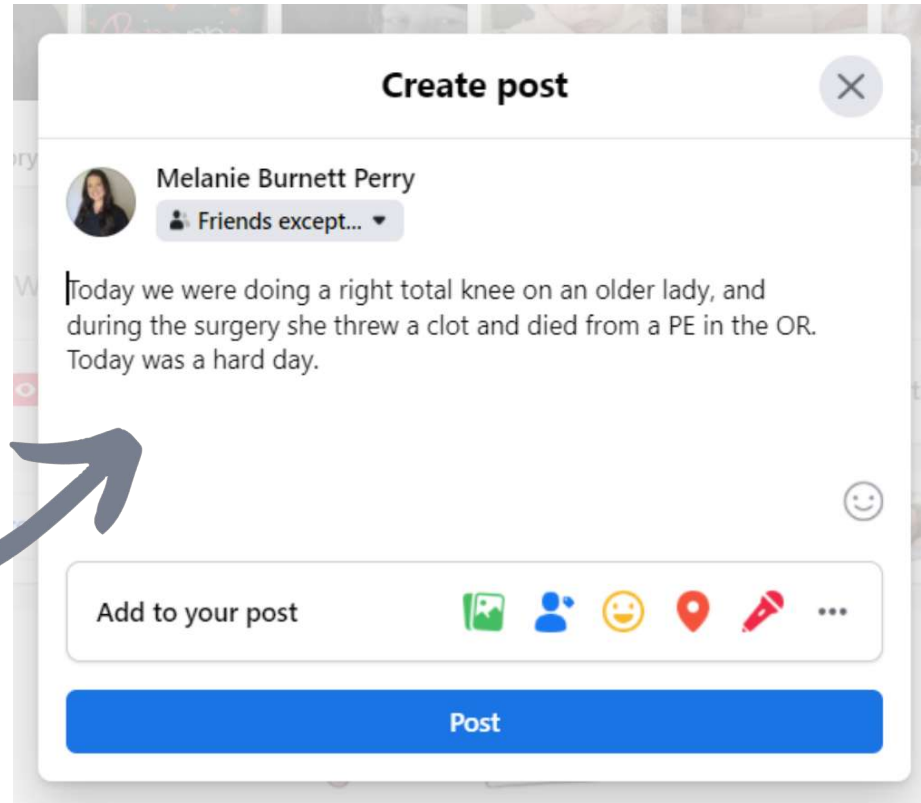


# Guiding Principles of Social Media Use

- Never share patient information online (HIPAA)
- Maintain professional boundaries
- Postings can be viewed by anyone
- Separate personal and professional information online

# Never share patient information online

- HIPAA Violation
- You don't have to mention a patient's name to violate their privacy.



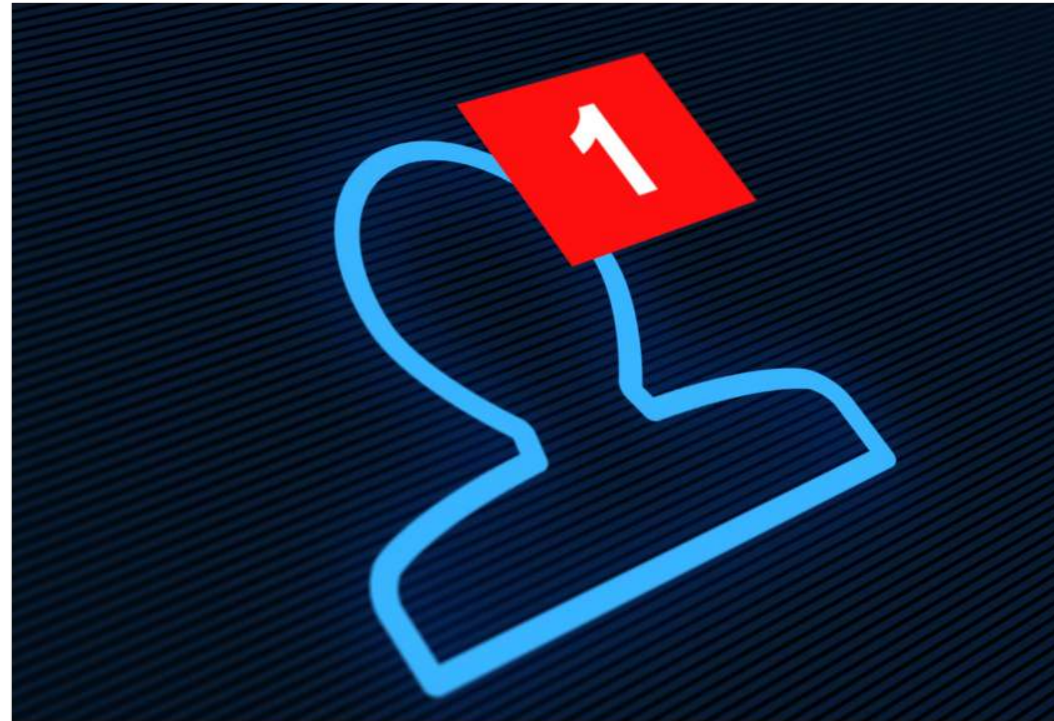
# Think before you click...

“Nurses have a responsibility first and foremost to their patients. As a nurse, you must always ensure that anything you post or publish could never undermine your patient's treatment or privacy. There is also the unavoidable truth that information on social media can take on a life of its own - where inaccuracies become ‘fact.’”



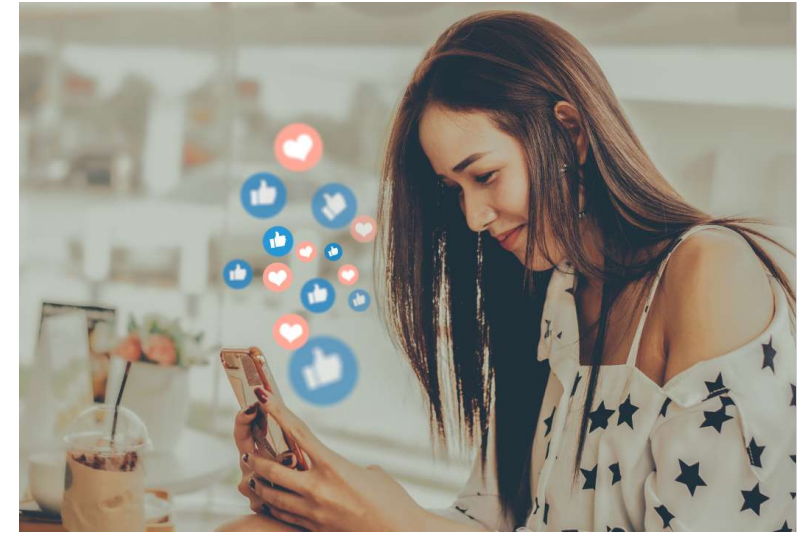
# Maintain professional boundaries

- Social media can blur the lines between patient and provider
- Privacy settings
- Safety



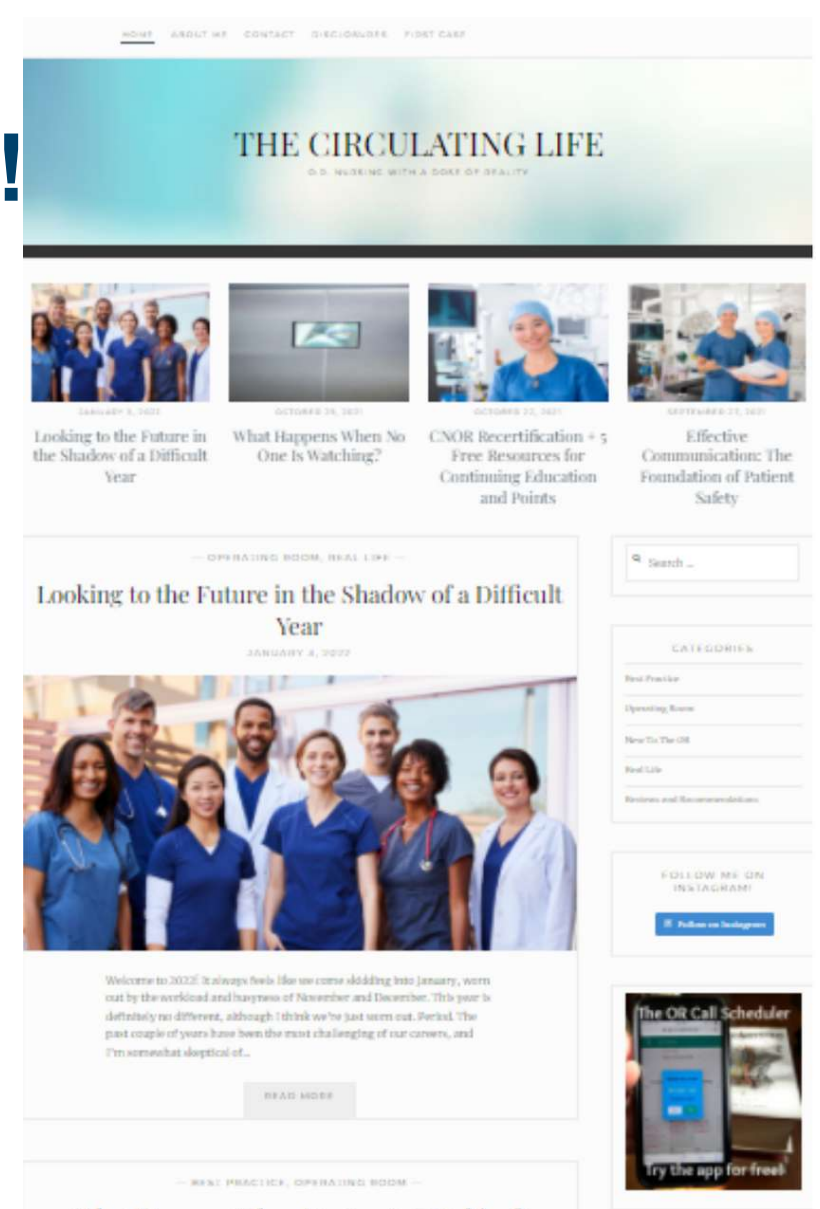
# Posts have unlimited reach

- Privacy settings offer minimal security
- Once it's posted, you no longer have control of the content



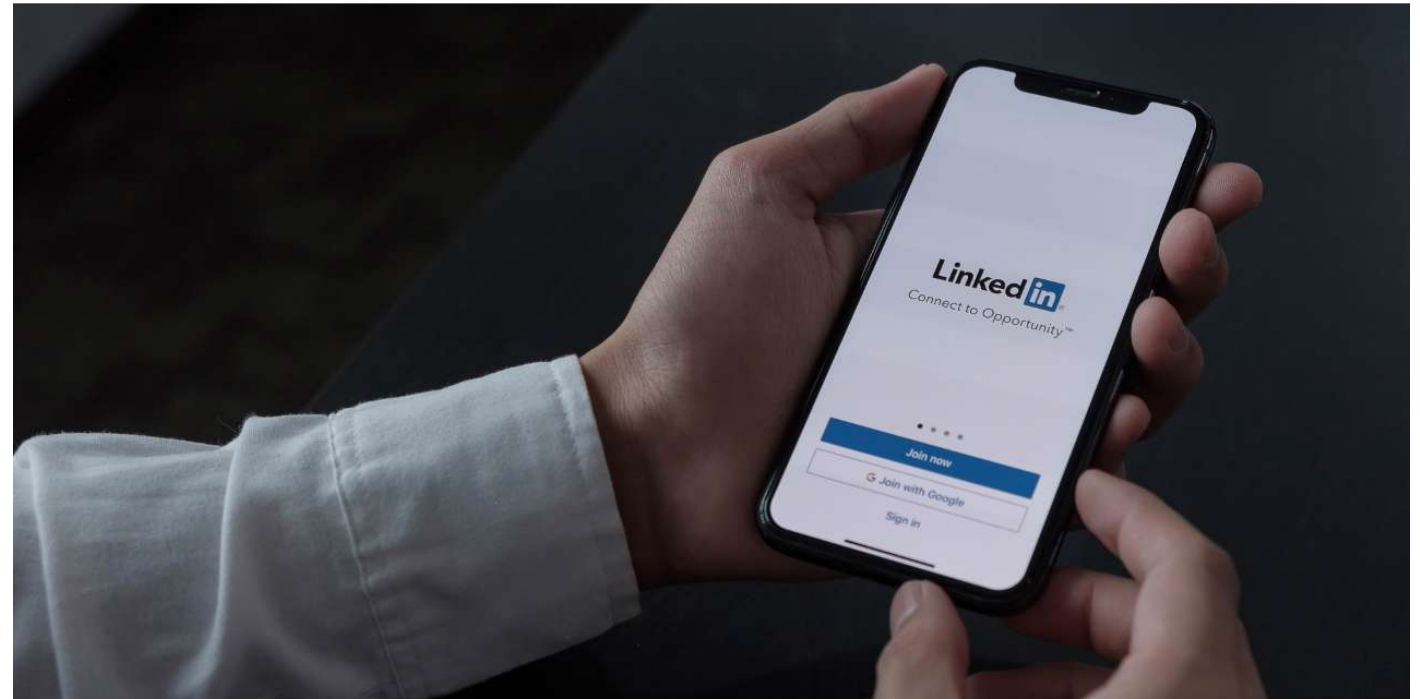
# Separate Personal & Professional!

- For *most* social media platforms, don't include where you work
- Are you a representative/spokesperson for your company?
- Personal blogs, websites, social media groups or pages

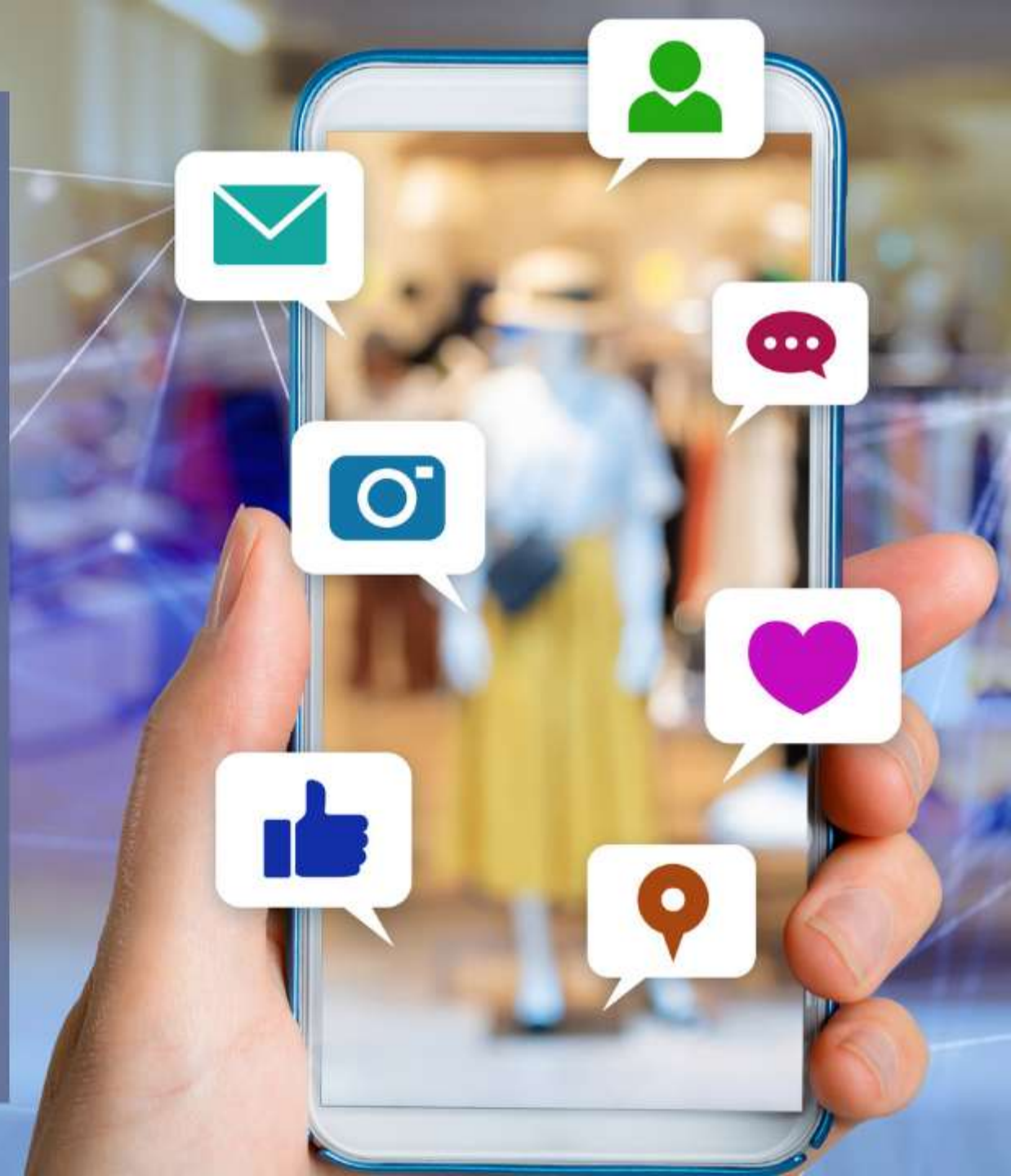


# LinkedIn – the exception to the rule

- “Professional” social media
- Networking
- Career growth



- **Review your facility's social media policy**
- **Pictures with coworkers**
- **Share social content from your facility**
- **Share your passion and expertise**



## Objective #2:

Identify 3 ways that you can use social media (and other internet resources) to grow professionally



Education



Certification

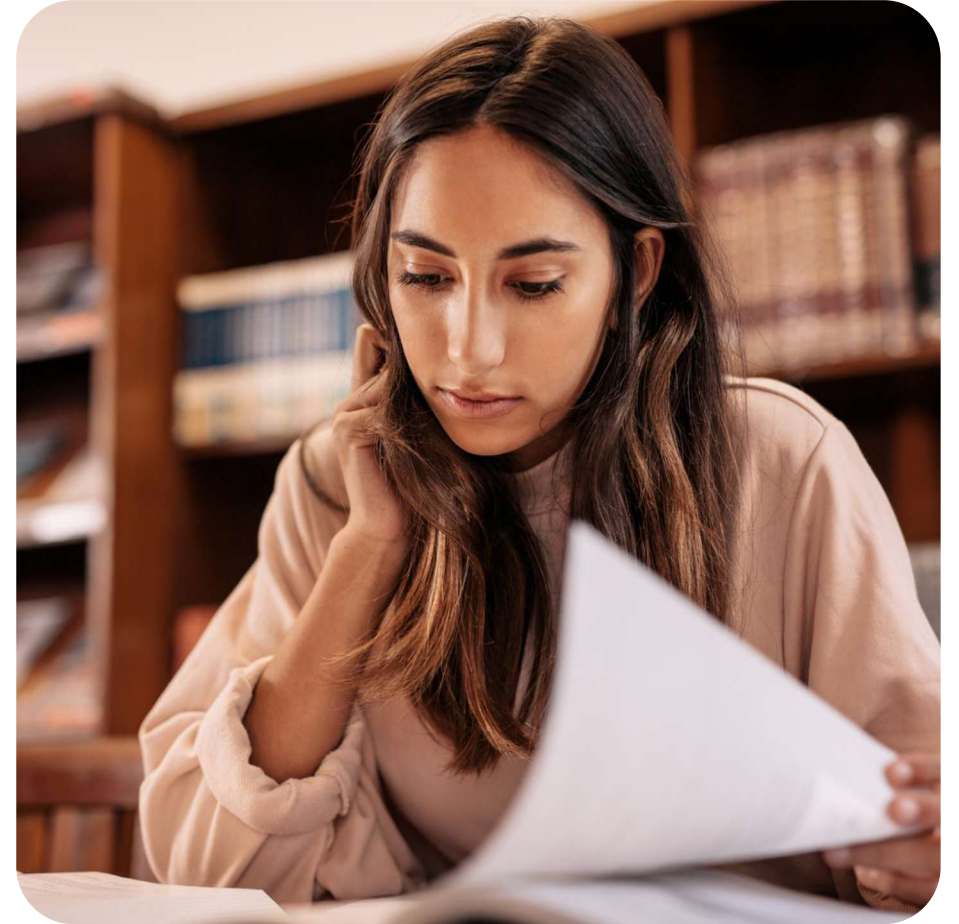


Networking



# Education

- Builds on the foundation
- Increases understanding
- Improves critical thinking
- Improves practice
- Professional growth



# How can I use social media for education?

- Professional organizations
- Companies committed to education
- Webinars, conferences, virtual learning, etc.
- **As more healthcare companies realize the reach that social media has for nurses and healthcare professionals, you will see more information and offerings through their social media channels**



# Certification

- Validates your knowledge, skills, and abilities
- AORN
- HSPA/CBSPD
- CCI
- Microcredentialing

# Networking



# Objective #3:

Identify the 5 W's and recognize how you can use them to identify reliable internet resources

- Who
- What
- Where
- When
- Why



Don't believe  
everything  
you read on  
the Internet

**Bob Dylan**

Drummer, Metallica



# Learn to be critical!

- Who wrote what I'm reading/learning? Can I confirm the source?
- Do they cite sources that can also be verified?
- Is this information coming from a professional organization? Or an organization that I know is dedicated to providing evidenced-based education?
- Are they sharing opinions, or are they sharing facts that can be verified?

# Learn to be critical!

- **What** is their goal in sharing this information/posting this article?
- Is it free from bias?
- **Where** did this information originate? Is it applicable to the region I live in?
- **When** was the post originally written? When was the study that is cited originally published?
- **Why** is this being shared?

What's out there?



# Thank you!

- Contact me! [Melanie@firstcasemedia.com](mailto:Melanie@firstcasemedia.com)
- Connect! [linkedin.com/in/operatingroom/](https://www.linkedin.com/in/operatingroom/)
- [www.thecirculatinglife.com](http://www.thecirculatinglife.com)
- [facebook.com/thecirculatinglife](https://www.facebook.com/thecirculatinglife)

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