SOCIAL MEDIA AS AN ENGAGEMENT STRATEGY TO INFORM NURSING POLICY

Siobhán O’Connor, School of Health and Social Work, Edinburgh Napier University, Edinburgh, United Kingdom

THE CHALLENGE
◆ Health policy can be designed with little input from frontline nursing staff leaving significant gaps between practice and policy that impact patient care (Gebbie et al., 2000).
◆ Clinical and organisational expertise of nurses could add value to the development of national health strategies (Ferguson, 2001).
◆ Few practicing nurses engage in policy debates as they do not see it as a key issue to become involved in or a process they can easily influence (Toofany, 2005).

BACKGROUND
◆ Social media in a new technological platform that is being used by nurses for communication and dissemination purposes.
◆ The Chief Nursing Officer (CNO) for Scotland launched a new 2030NursingVision engagement strategy to use social media among other approaches to gain nurses views on the future development of the profession to inform future health policy.

AIMS
◆ Explore the views of nurses as to how the profession in Scotland needs to develop in the future.
◆ Examine the use of social media to engage nurses in health policy discussion and development.

METHODOLOGY

RESULTS

“Mental health must get bigger in nurse education #CNOScot ? Future @nmcnews standards? #Scotland to lead!”

Areas that need development include informatics and technology, research, and education specific to older adults with complex health & social care needs.

NCapture & NVivo to collect tweets

Analytics platform for descriptive statistics

Framework approach for thematic analysis

“Agree re IT skills - we need to be intentional around development rather than assume”

Sixty-five people participated in the Twitter chat from a variety of nursing and non-nursing backgrounds. The top 10 hashtags can be seen in Table 1.

RESULTS

Nurses were proud of delivering person-centred care within multi-disciplinary team, along with focusing on specialist areas to improve public health.

Nursing services in primary care was another topic with mental health and supporting informal carers seen as key areas needing leadership & investment.

LEONNS LEARNED
◆ Social media platforms, such as Twitter, can be help reach and engage nurses in health policy discussion, that can inform strategy development, but some groups risk being excluded via this medium.
◆ Nursing leaders should include social media as one of many ways to engage nurses and others in policy debate.

ACKNOWLEDGEMENTS
I would like to thank the Chief Nursing Officer (CNO) for Scotland, Fiona McQueen, and her team for organising and hosting the Twitter chat and all the participants who took part in the online discussion. I would also like to acknowledge the help and support of Wasim Ahmed (@was3210) for his useful blog (http://nsmns.blogspot.co.uk) on social media for health research and Emma Blakey (@pascale_blakey) who checked samples of the analysis and for personal advice on using Twitter for engagement purposes.

REFERENCES

CONTACT
Siobhán O’Connor, B.Sc., RN, FHEA Lecturer in Nursing, School of Health & Social Care, Edinburgh Napier University, Sighthill, Edinburgh, EH11 4BN, United Kingdom.
Email: s.OConnor@napier.ac.uk
@shivoconnor

Figure 1: Word Cloud of top 100 words tweeted

Table 1: Top 10 hashtags used

<table>
<thead>
<tr>
<th>No</th>
<th>Hashtag (#)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>#CNOScot</td>
<td>446</td>
</tr>
<tr>
<td>2</td>
<td>#nurses</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>#research</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>#education</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>#eolc</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>#IT</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>#NHSCP</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>#nursing</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>#technology</td>
<td>2</td>
</tr>
</tbody>
</table>

Table 1: Top 10 hashtags used