Edinburgh Napier UNIVERSITY

SOCIAL MEDIA AS AN ENGAGEMENT STRATEGY TO INFORM NURSING POLICY

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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).
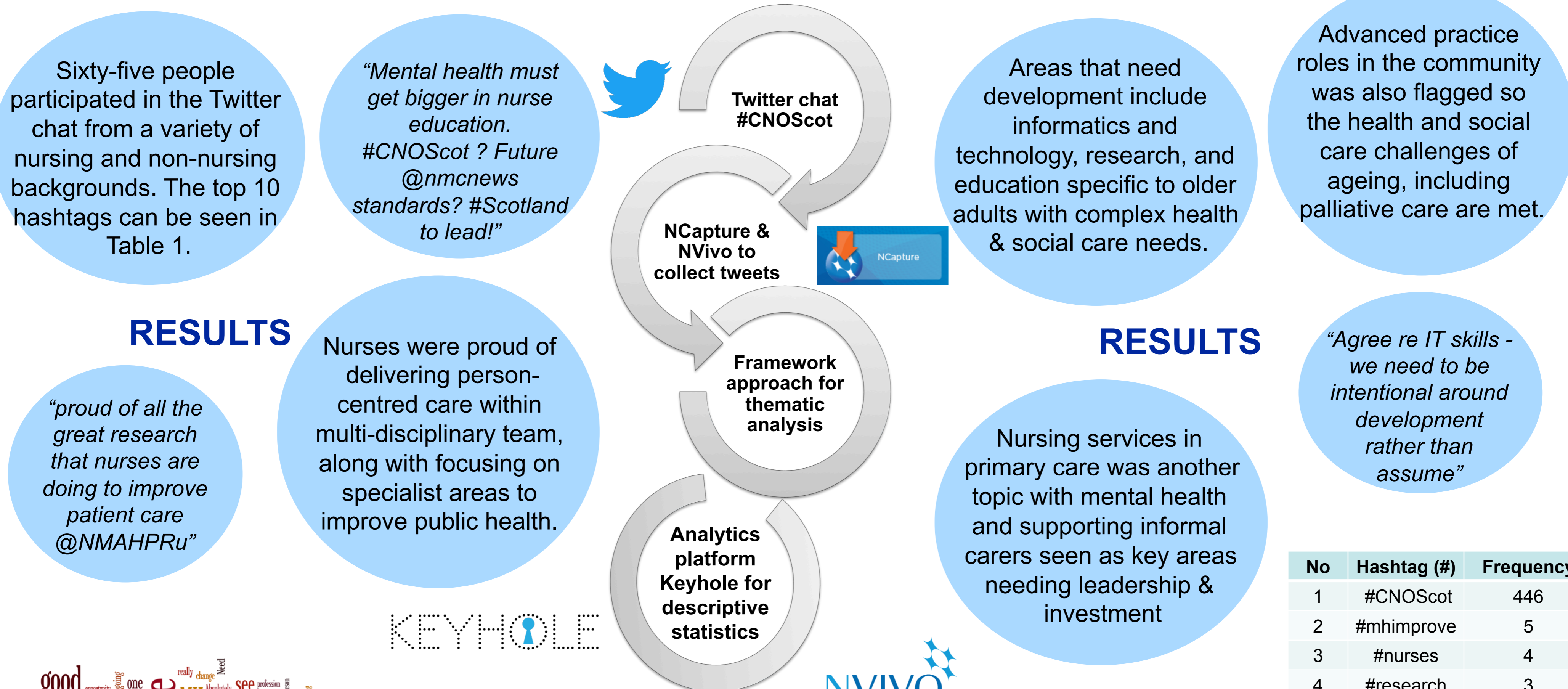
BACKGROUND

◆ *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

Twitter chat #CNOScot

NCapture & NVivo to collect tweets

Framework approach for thematic analysis

Analytics platform Keyhole for descriptive statistics

KEYHOLE

NVIVO

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.

"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.

Advanced practice roles in the community was also flagged so the health and social care challenges of ageing, including palliative care are met.

RESULTS

"proud of all the great research that nurses are doing to improve patient care @NMAHPRu"

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

RESULTS

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

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

Figure 1: Word Cloud of top 100 words tweeted

No	Hashtag (#)	Frequency
1	#CNOScot	446
2	#mhimprove	5
3	#nurses	4
4	#research	3
5	#education	3
6	#eolc	2
7	#IT	2
8	#NAHSCP	2
9	#nursing	2
10	#technology	2

Table 1: Top 10 hashtags used

LESSONS 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

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