Dennis Doherty MSN, RN-BC
Professional Development Specialist-RN
Boston Children’s Hospital
Dennis.doherty@childrens.harvard.edu

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2018 ANPD Convention on fb
Background

SOCIAL MEDIA

Are we missing a captive audience?
NPD Practitioners wear many hats

Collaborative Partnership

Nursing and Marketing
- Nursing Orientation
- Nighttime Education
- Nurses Week Features
- Private groups
- Snapchat Stories featuring Nurses

Collaborative Partnership

Nurses Week 24 Hour Snapchat Takeover

Story featured patients, hospital initiatives (high reliability), and a variety of care team members
Collaborative Partnership

Concerns
• Patients
  – Confidentiality
  – Privacy
• Nurses
  – Professionalism
  – Ethics
  – Legal

(NCSBN, 2011)

Scenario 2

A patient’s mother asks if she can take a photo of her child with Nurse Susan to share on social media. Is it OK for Susan to say yes? Discuss why or why not?

Scenario 3

Is there anything wrong with this Facebook post from Nurse Adam’s private, personal Facebook page? Discuss why or why not.
Learning Facilitator

Instagram & Snapchat
- Arts-based learning
- Application as teaching strategy
- Micro-learning
- Just-in-time
- Post-program Boosts

(Jackson, 2017)

Learning Facilitator

Fb: Groups: Public, Private, & Semiprivate
- Connecting Learners
- Engaging Learners
  - polls
  - narratives
  - Sharing Video Content

Learning Facilitator

Discuss other creative ways to use Social in the Learning Facilitator role

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Learning Facilitator
Private Groups
- Connection
- Sharing
- Normalizing

“I still get very anxious and worry I may not be where I’m supposed to be! I enjoy interacting with patients and their families but I also feel like teaching and parent education will be difficult for me to adjust to as I too am just learning a lot of the information!”
Mentoring Relationship

Evidenced-based Practice
Mentorship Program
- Mentor/protégé dyads
- Communication (almost) exclusively on in-house
- Real time Feedback
- Transparency

Leader

Twitter
- Establish a professional presence
- Follow colleagues and organizations
- Resources funneled directly to your phone
Champion of Scientific Inquiry

Twitter
- Follow, Learn, & Share
  - Journals
  - Nurse scientist
  - Government agencies

Champion of Scientific Inquiry

Twitter:
Follow me @HWE_Nurse
Change Agent

Facebook Private Groups
- Work beyond the meeting
- Asynchronously
- No Geographic limitations
- Make change happen sooner

Meeting | Time | Meeting

Meeting | Asynchronous Collaboration | Implementation
Change Agent

- Autism Spectrum Disorder Simulation Pilot
- Planning
  - Connecting stakeholders: NPD, nursing, child life speech/communication, psychiatry
- Development
  - Iterative
  - Transparent
  - Shared documents
- Evaluation
  - Participants feedback

“I have been to several simulations so far this year. What I really liked about this one was the just in time education for the participants before the simulation and then allowing an opportunity to practice it right away. And as always, love having actors!”
All social media applications
- PR
- Recognition
- Hype
Social Successes

- In-House Platform
  - Less headaches
  - More buy-in
- Nursing Education @ BCH Page
  - 240 followers
  - PR for our event
- NPD Practitioners
  - Early Adopters
  - Engaged

Social Trials

- Newly Licensed Nurses
  - Annoyed
  - Wishy washy
- Councils & Committees
- Units & Departments
- Work Groups
  - Some embrace
  - Some not so much

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Tribulations

- Waiting for permission
- Open mindedness
- Buy in
- Content
- Time
- Infrastructure

References


