



The Role of Social Media in Catalyzing Collaborations

Exploring the Global Influence of #Nursing

SIGMA CONGRESS 2019

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INTRODUCTION

Tracie: Nursing Researcher & Educator

Derek: Computer Science & Program Manager

Disclosures: None

Trivia: *We are* married; Live in Saskatchewan; Prefer research to wallpapering together





OBJECTIVES

- 1 To review the frequency of nursing dialogue on twitter over a specific time period using a set of established #hashtags.
- 2 Compare and contrast the frequency, influence, and reach of generic #nursing tweets as opposed to targeted campaigns.
- 3 Create a set of recommendations for improving professional nursing voice and representation on Twitter.





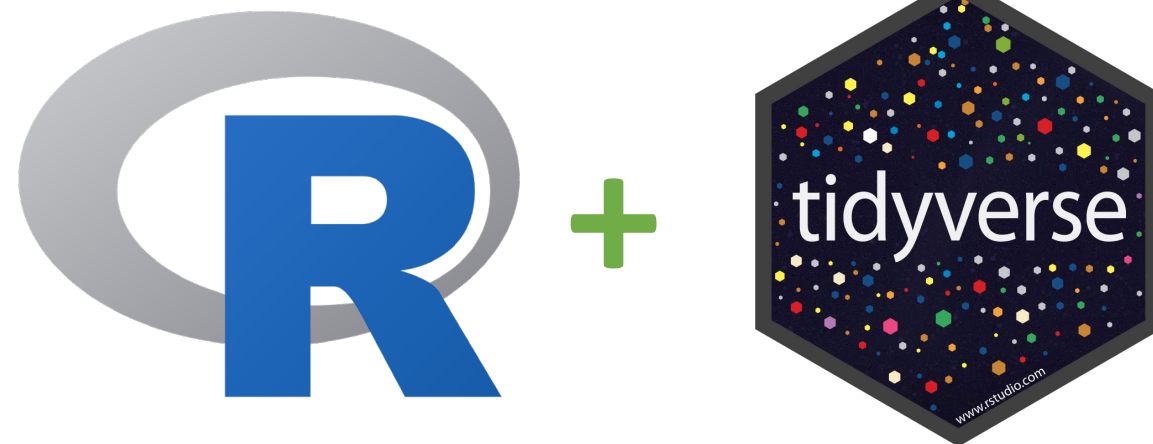
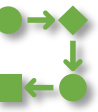
NURSING ON TWITTER

Nursing voice is being amplified on social media. However, a lack of consensus on principles to direct these efforts contributes to persistent challenges with diluted or unfocused messaging.

So how can we address this to truly advance #GlobalNursingExcellence?



OUR APPROACH: DATA COLLECTION & PROCESSING



DATA



1,457,067



DATA



1,457,067

1,120,915

USED [cleaned]

336,152

REMOVED [23%]



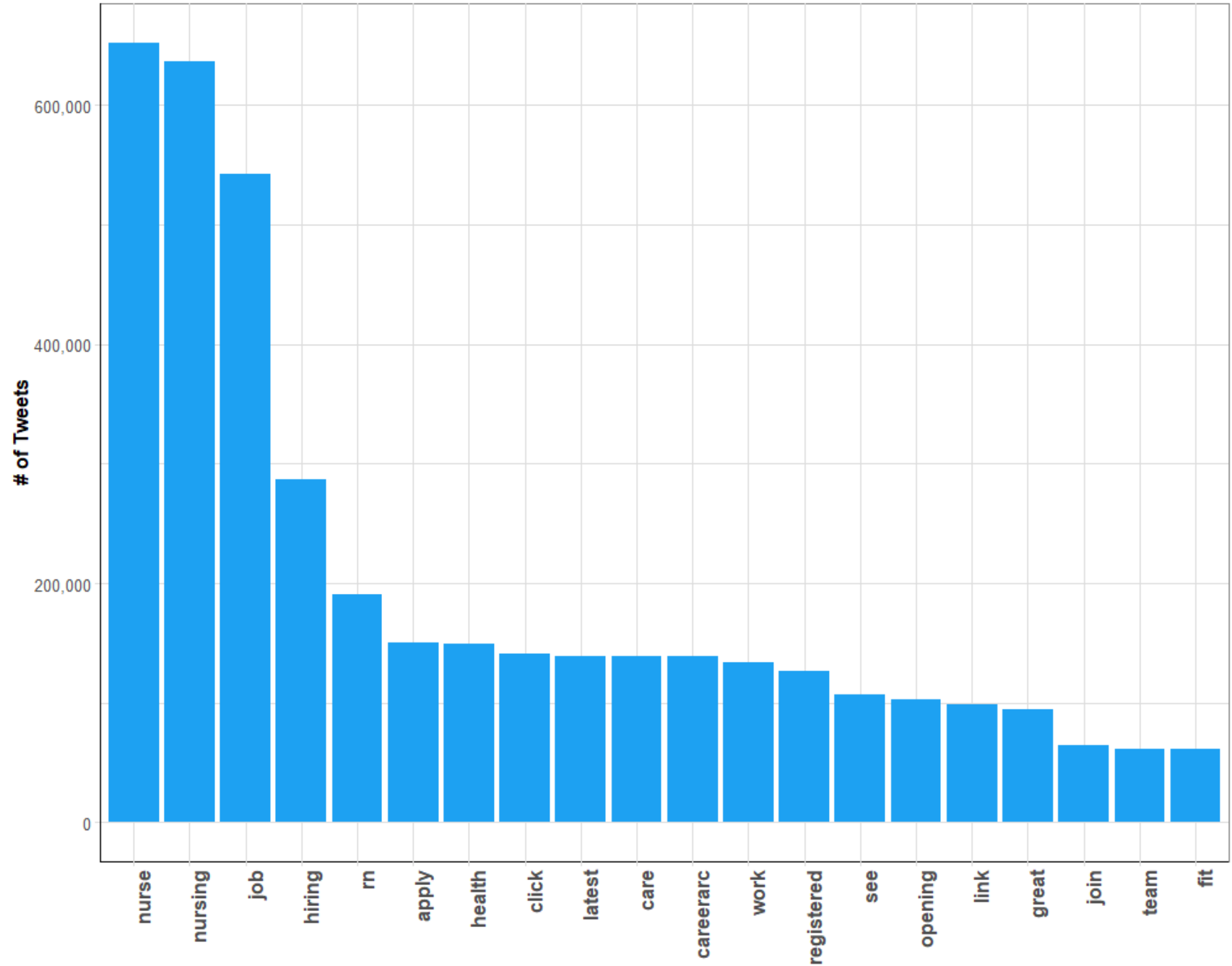
RESULTS

nurse

nursing

job

Most Frequent Terms



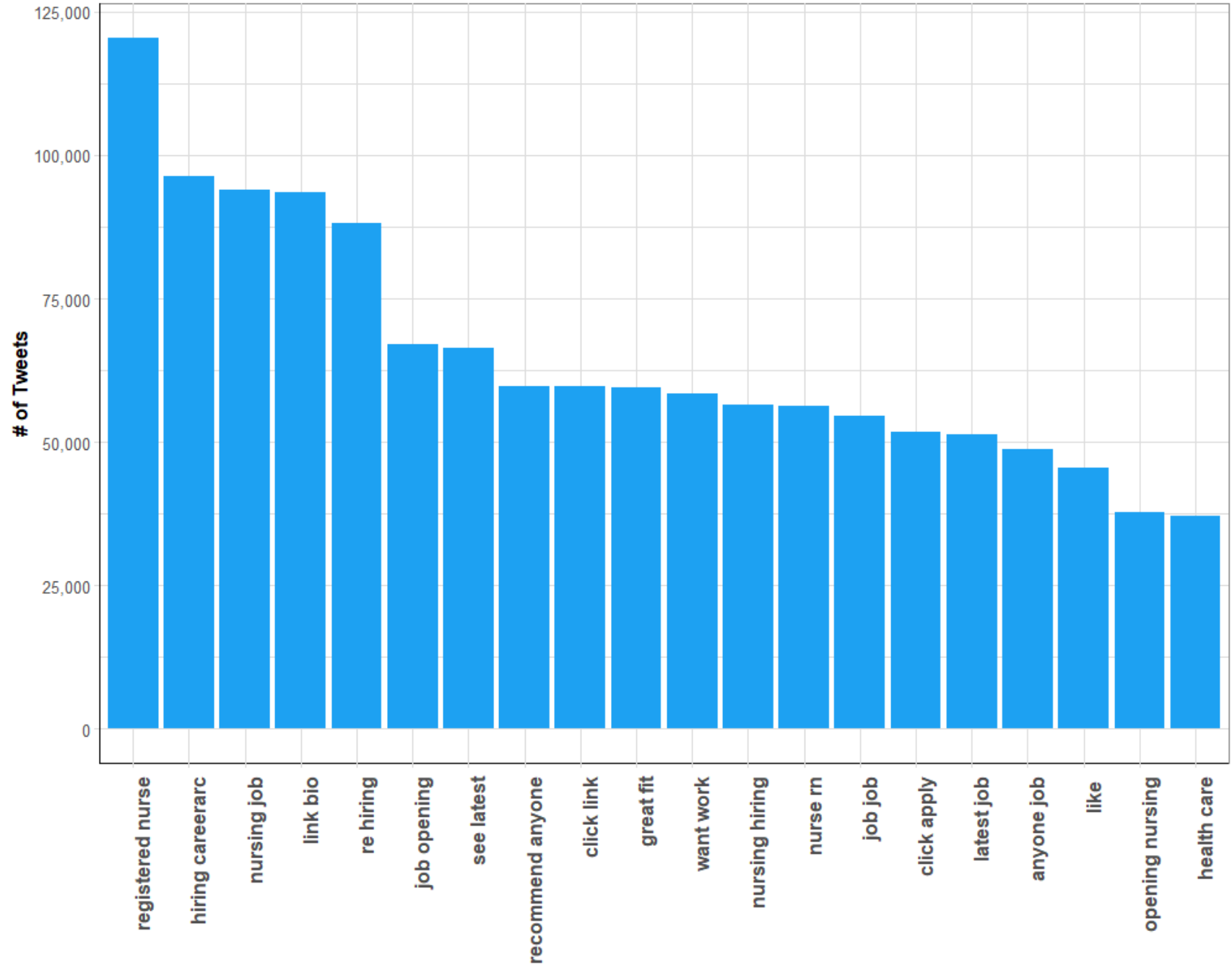
RESULTS

registered nurse

hiring careerarc

nursing job

Most Frequent 2-grams





HASHTAG REACH

Number of # TWEETS + Number of FOLLOWERS = REACH

Sigma: #globalnursingexcellence & #sigmaglobal

USA: #bedsideandbeyond

CAN: #yesthisnursing & #canadiannurse

Generic: #nurse #nurses #nursing (post bot removal)

Other: #niunleashed, #Nurses4HIT, #nursinginformatix, #hcs, #hcsma, #hldr, #whynursing, #nursesrock, #nurselife, #nursesknow

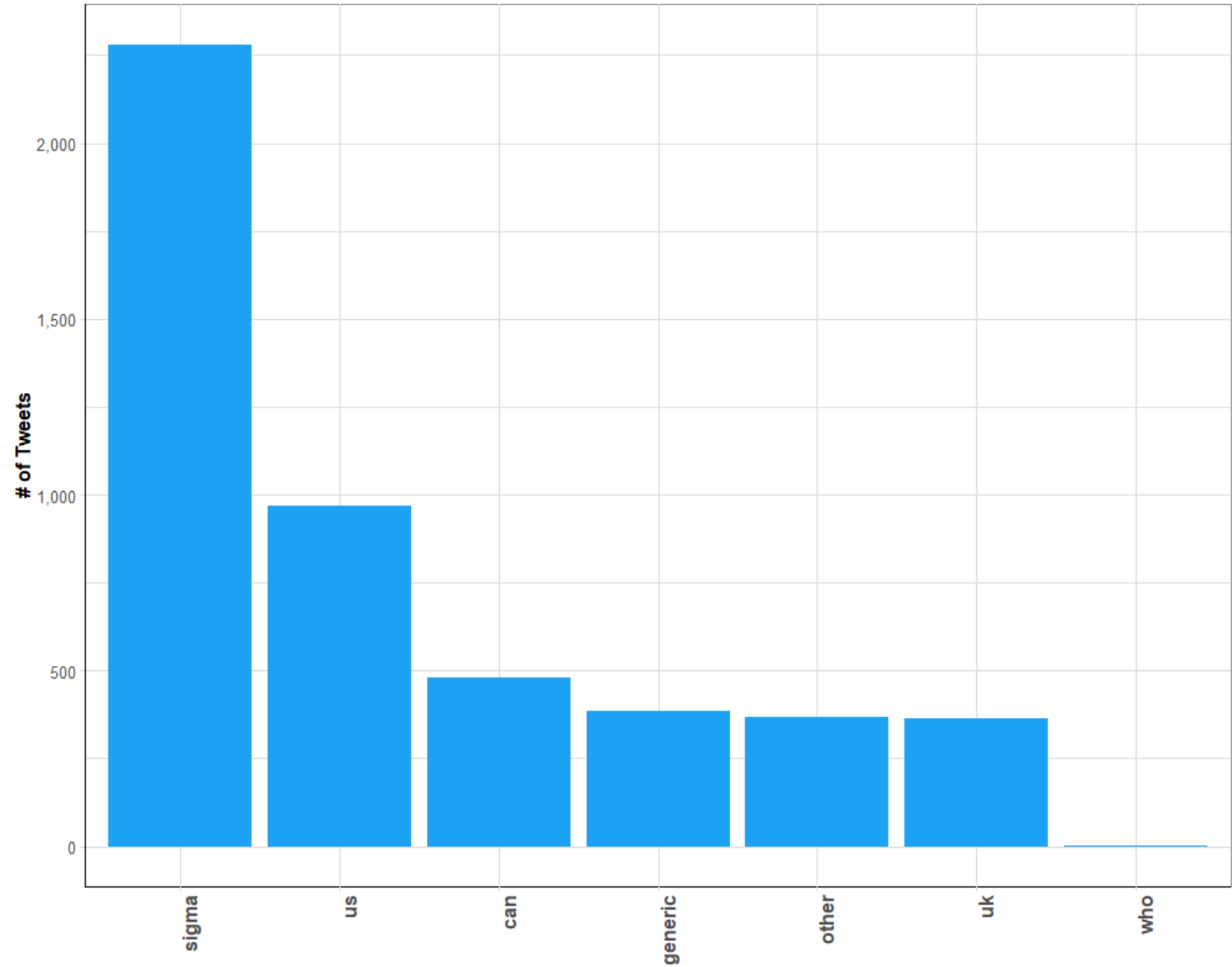
UK: #wenurses

WHO: #NursingNow2020

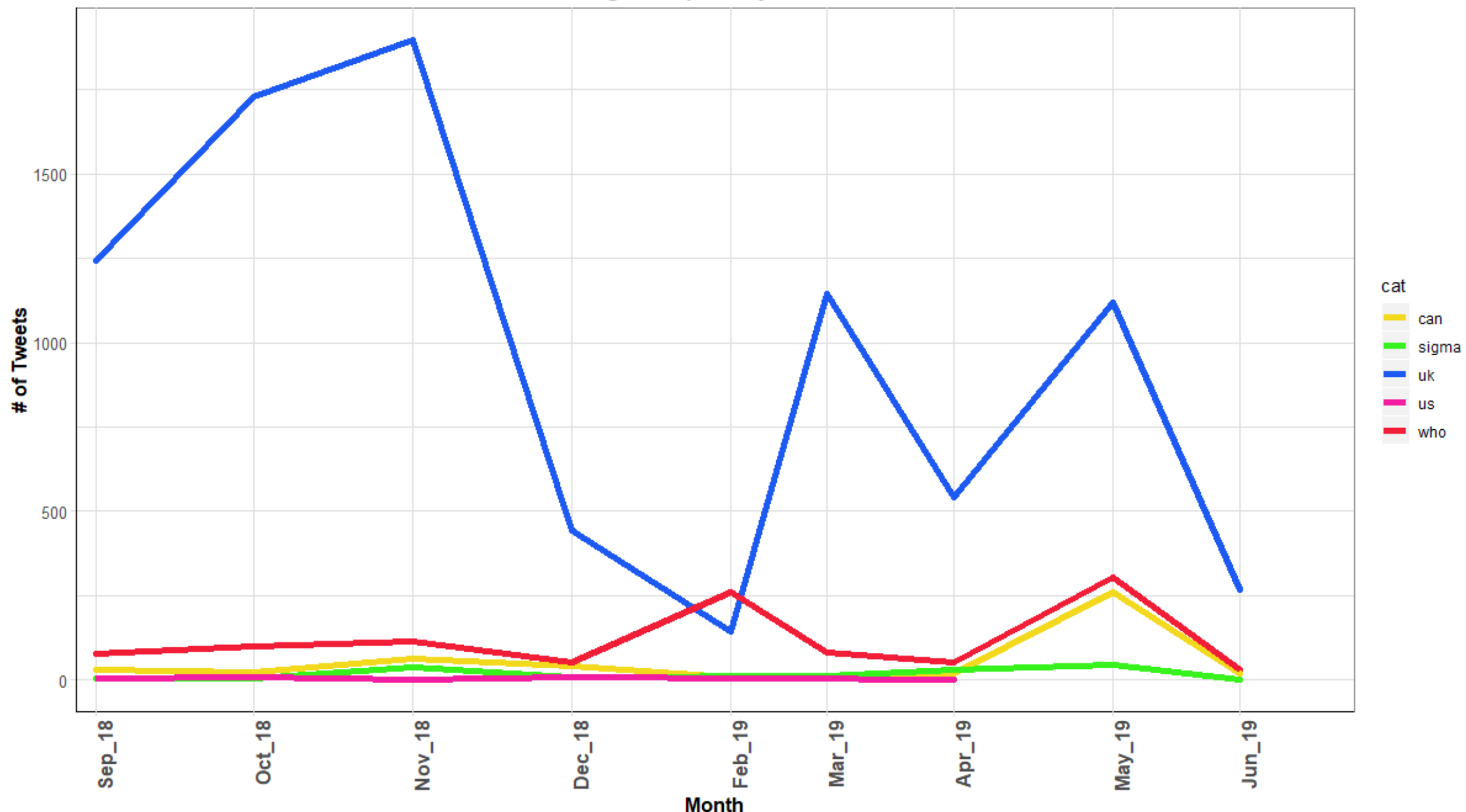


RESULTS

Hashtag Reach

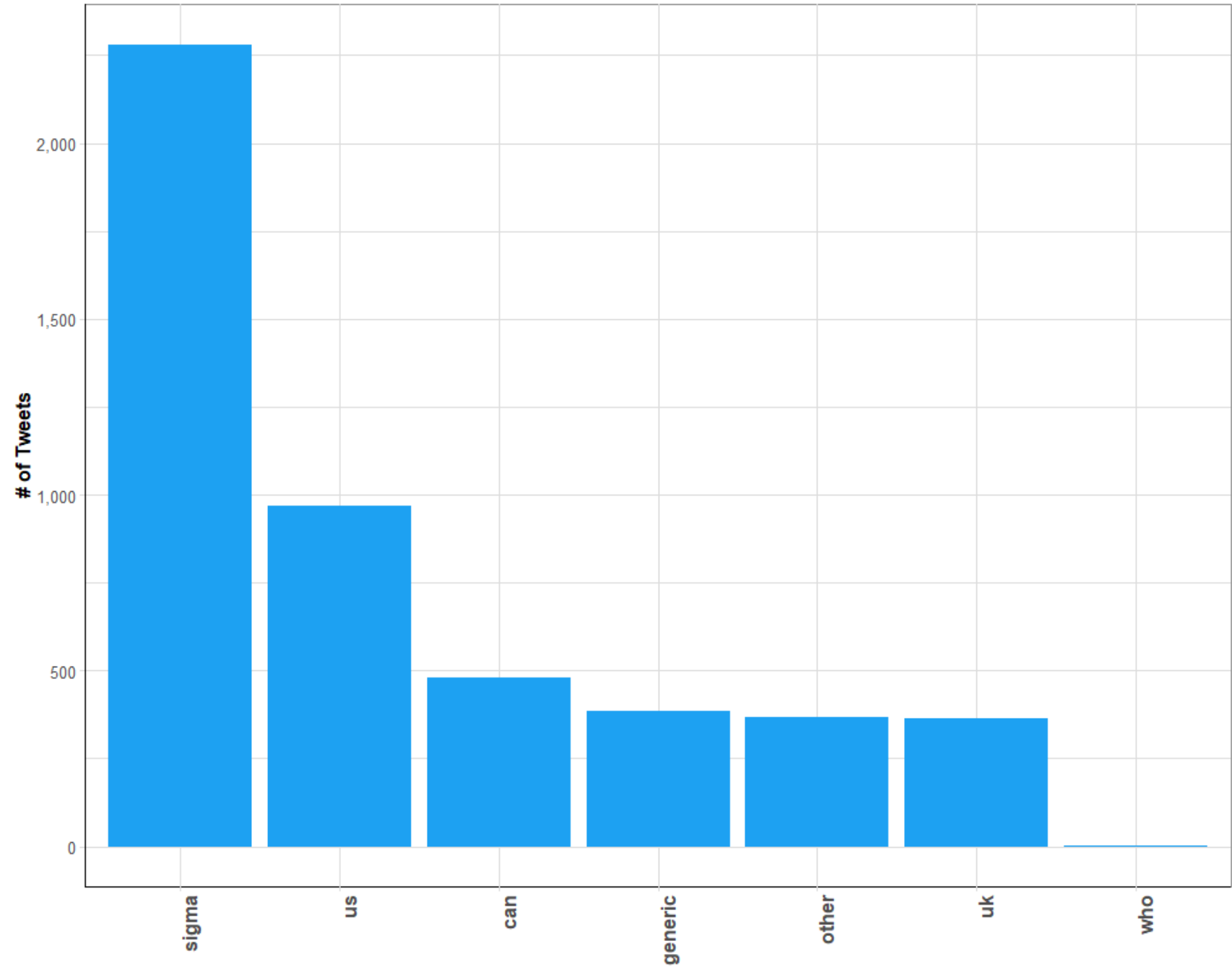


Hashtag Frequency Over Time



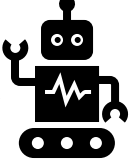
RESULTS

Hashtag Reach



CONCLUSION & RECOMMENDATIONS



Nursing Twitter is often dominated by  for job placement purposes (legitimate) and adult entertainment (not so legitimate).

The use of hashtags can help drive campaigns, but follower numbers are also critically important to increase.

Ongoing analysis of effectiveness and reach of SM campaigns and posting will be essential in increasing global connectivity potential of these platforms.

More targeted nursing # campaigns are warranted and should maybe be paired with #nursing or #nurses to impact the professional visibility associated with these tags.





PLEASE FEEL FREE TO CONTACT ME IF YOU HAVE FURTHER QUESTIONS.

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