Evaluating nursing students in the present technological environment requires professors to create assignments that will utilize innovations in social media. Today’s learners are accustomed to looking for information on the web as are their clients. The challenge is to combine the use of social media with patient education so that future nurses will develop skills to reach a diverse population. This presentation will show how creating a Pinterest board that holds pins created by each student opens a new way to provide patient instructions.

In several junior level obstetric nursing classes, students were given a Pinterest pin project assignment. They were told to pick a topic from the course outline (no two alike). They were sent an invitation to a private board so they could pin their posting where only the professor and fellow classmates would see the pins. Reference lists were sent by email to the instructor. A rubric was used to grade the pins.

The outcome has been positive. A mixed method study is being conducted on the sophomore level in a pharmacology course to enlarge application on different levels. This assignment has been presented to the Molloy College faculty to engage other disciplines in use of social media projects.

Through the use of social media in learning activities, nursing students can become more involved in the educational experience so that meaning can be created through self-driven analysis and the development of a dynamic partnership between professors and students. Nursing education goes beyond the classroom and into the clinical area. Using Pinterest to develop patient instruction is an innovative way to transition from classroom to clinical.

OBJECTIVE
Evaluation of the usefulness and future application of the use of the Social Media site Pinterest as a tool for nursing education and practice.

LITERATURE REVIEW
According to the National League for Nursing (2011) more than 80% of nursing students are Millennials or the Net Generation. These students are digital natives and view technology as a normal part of their everyday lives. The National Council of State Boards of Nursing (NCSBN) issued the White Paper: A Nurse’s Guide to the use of Social Media (2018), which points out that social media has remarkable potential for providing valuable information to health care consumers. It is important to incorporate technology and social media into the student’s nursing education so that they can be used in their professional lives in a considered approach.

Evidence-based practice should provide the framework for change. There is a need to research the best methods using social media for present and future use. Chickering and Gamson (1987) established seven principles as guidelines to improve teaching and learning. These included encouraging contact between students and faculty; developing reciprocity and cooperation among students; encouraging active learning; giving prompt feedback; emphasizing time on task, talents and ways of learning; communicating high expectations; and respecting diverse. These values support the development of the Pinterest project and its use in the nursing classroom.

METHODOLOGY
This study is designed to assess the use of a social media assignment using Pinterest as a tool for student engagement and professional development in two undergraduate Pharmacology courses. Seventy-four students will be assigned the Pinterest project as part of the course requirements at the beginning of the semester. After completion, they will fill out a survey that has quantitative and qualitative questions about their experience.