Using Social Media to Improve Staff Engagement
Lindsay Quinnell RN, BSN

Clinical Problem
- The emergency department (ED) was categorized as a low tier 3 in the January 2018 staff engagement survey
- ED registered nurse (RN) turnover rate of 23%

Design and Methods
- Regional Medical Center
- 37,000 ED visits per year
- 49 RN’s
- 27 Nursing support staff
- Review of evidence-based literature
- Identification of an existing web-based communication platform designed for commercial use
- The innovative application was vetted by our legal department and sponsored by our executive team
- Develop an structured implementation plan utilizing a grass-roots foundation
- Access to application through smart phone and desktop PC
- Content moderation by member of leadership team
- Sign-in to the application allows access to previously recorded meetings, educational sessions, staff updates, networking events, etc.
- Alerts to smart phone devices facilitate real-time transmission of information
- The platform tracks active and passive usage allowing for easy extraction of data
- Staff engagement survey used to track trend in engagement

Background
- Staff nurse engagement is a cultural necessity. Communication has repeatedly been labeled as a significant component of a healthy work environment. However, the culture of rhetoric and information exchange within a department can be difficult to manage especially as the workforce is multi-generational. Utilizing technology as a catalyst for communication spans the generational diversity of the workforce. Considering the 24-hour dynamics of the emergency department, it is also significant that the information is accessible at any time.

Purpose
- Increase nursing staff engagement through the implementation of a familiar web-based communication platform
- Expand the bandwidth and accessibility of leadership, particularly to the off-shift team members

Data
- Web-based Platform Accounts and Usage
- Staff Engagement Rating 2018
- % FTE Vacancies in the ED

Results
- 92% of staff have active accounts on the social media platform
- 81% of active accounts utilize the mobile application
- Staff engagement survey demonstrated a leap from a low tier 3 (100%) to a high tier 2 (100%)
- Action planning readiness increased from moderate to moderately high
- Decline in RN turnover rates from 23% to 6%

Conclusions
- This project has ushered in a sense of purpose to the department as a whole
- Staff now have a venue that facilitates information dissemination and discussion 24/7
- This innovative platform has eliminated shift barriers
- Social media has bridged generational gaps within the workforce
- Improved communication has increased RN engagement and satisfaction

Implications
- Generated an immeasurable amount of collaboration among our healthcare team
- Fostered a new sense of ownership for our nursing staff by empowering them to share their ideas for improvement in our clinical practice
- Drives an environment of shared governance as well as improving the delivery of our patient-centered care model
- This project is applicable to any emergency department

References