



COLLEGE OF NURSES
OF ONTARIO

ORDRE DES INFIRMIÈRES
ET INFIRMIERS DE L'ONTARIO

THE STANDARD OF CARE.

What's the "Tweet" ?

Supporting Nurses in Academic Practice to Apply the
Practice Standards in the Use of Social Media

Objectives

- To increase awareness of the use of social media/networking and professional nursing practice
- To discuss how social media/networking is being used in academic nursing practice setting
- To identify areas in practice standards and guidelines that support the use of social media/networking

Format of the Teleconference

- Open lines – if you are not speaking, please put your phone on mute or *6
- Barb will be the moderator and ask for next person to speak
- Please introduce yourself by first name and location
- Discussions will be limited to 10 minutes per scenario
- There will be a formal part of the presentation and guest speakers, as well as an opportunity for listeners to participate

Definition of Social Networks

Web-based services enabling individuals to:

- Construct a public or semi-public profile
- Articulate a list of other users with whom they share a connection
- View and traverse their list of connections and those made by others

(boyd and ellison, 2007)

Technology and the Regulatory Role

- How do the practice standards support members in the use of new technology?
- Why are nurses challenged to apply traditional norms to new ways of communicating?

CNO Survey - 2008

Where do nurses access Internet?

100% at home

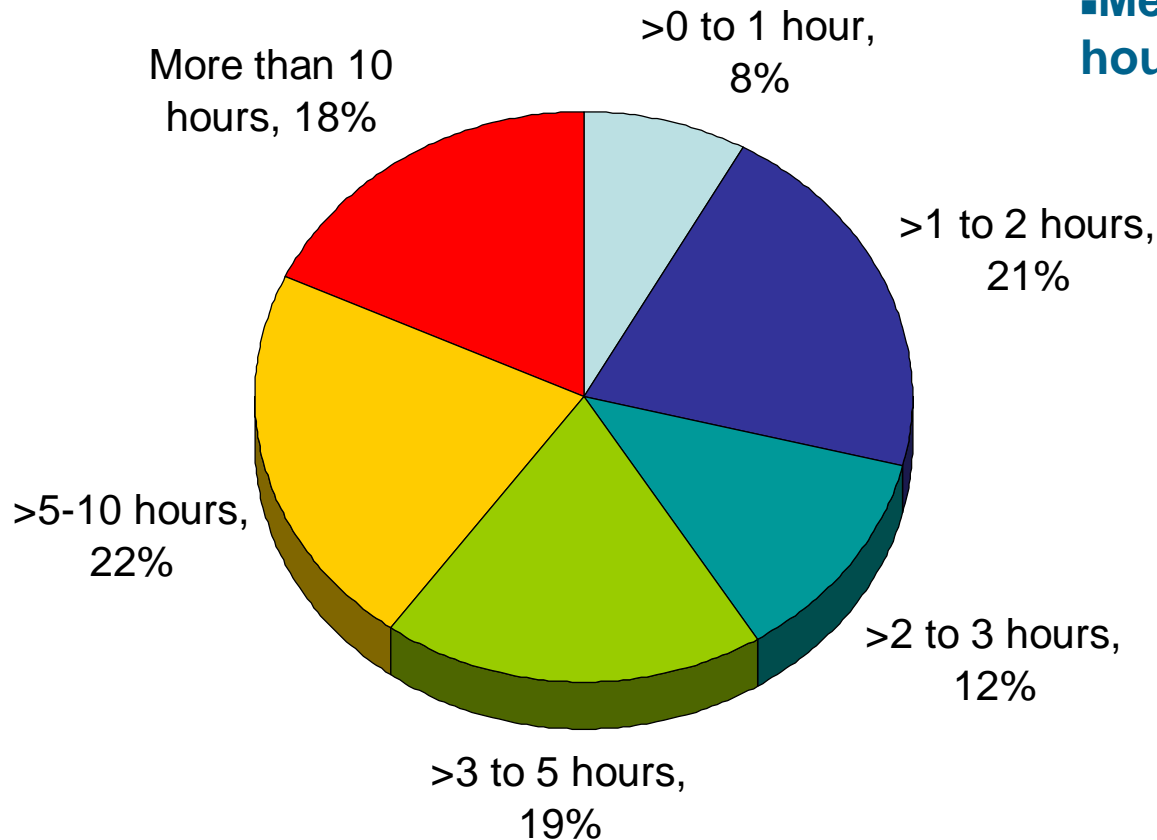
78% at work

8% at library

5% other

Time Spent on Internet For Personal Reasons

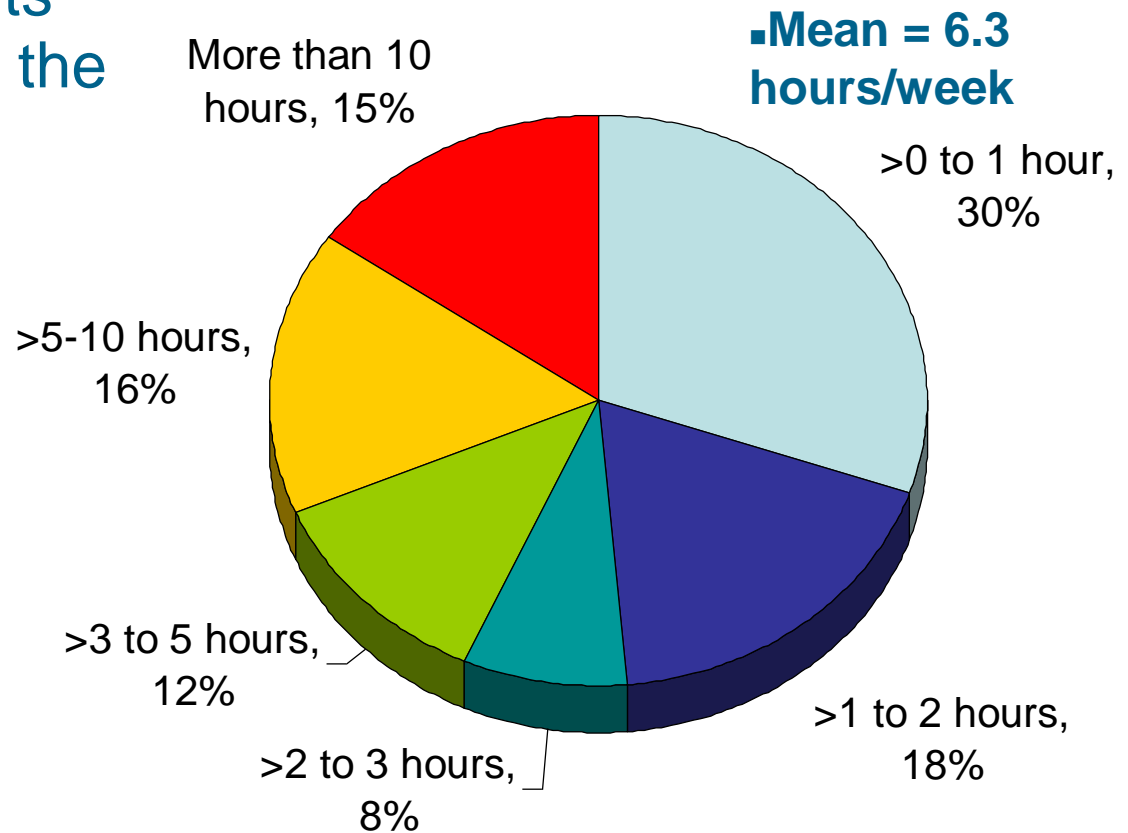
■ **Mean = 6.7 hours/week**



■ Q. In an average week, how many hours do you spend on the Internet for personal – that is non-work related reasons n=281

Use of Internet in Nursing Role

82% of respondents indicated they use the Internet in their nursing role.



■ Q. In an average week, how many hours do you spend on the Internet for reasons related to your nursing role n=227

How does this apply to nurses?

- In this teleconference, we are going to present a few scenarios and then open the discussion to the participants.
- There are three discussion questions that will be presented for each scenario.
- In the interest of time, discussion will be limited to 10 minutes per scenario.
- After each scenario, we will share with you how the standards and guidelines can be applied to this scenario.

Scenario 1

Mary, a part-time instructor in the Practical Nurse Program at a local community college receives an invitation to join Facebook as a friend from some of her current students. The students feel that they would be more connected with Mary as she is part-time and it would be more convenient to contact her through Facebook. Mary has never had this happen before and although she is familiar with Facebook is unsure how to proceed.

Discussion Questions

- What are the nursing practice issues within this scenario?
- How could nurses use social networking in a constructive method in this scenario?
- What standards should nurses be aware of when considering this situation in practice?

Applying the Standards

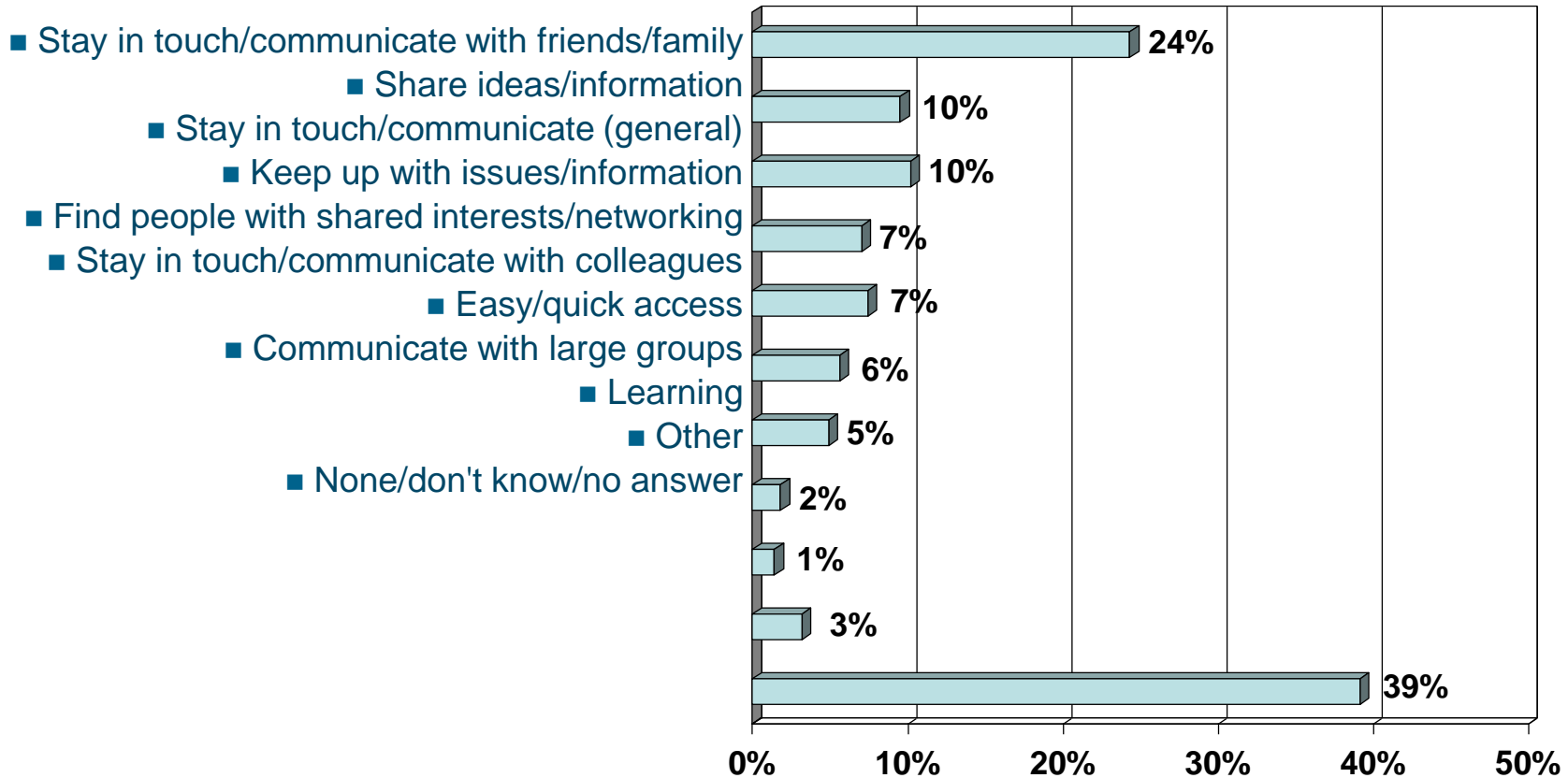
Therapeutic Nurse Client Relationship, Revised 2006

- “Nurses are responsible for effectively establishing and maintaining the limits or boundaries in the therapeutic nurse-client relationship”

Ethics

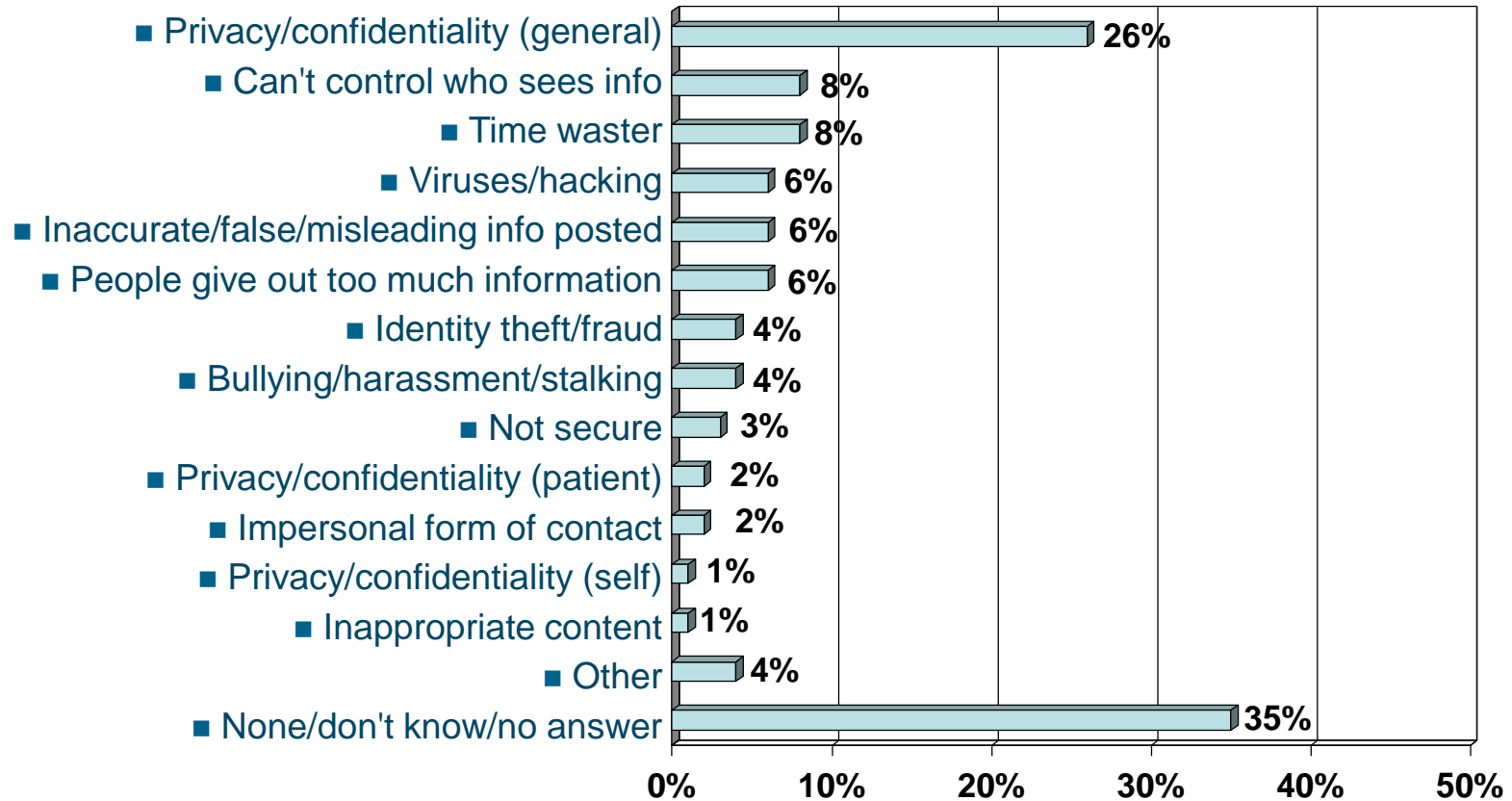
- Maintaining Commitments – to clients, to the nursing profession, and to oneself

Perceived Benefits of Using Social Networking Sites



■ Q. What do you believe are the benefits of using social networking sites? (Open Ended) n=284

Perceived Risks of Using Social Networking Sites



■ Q. What do you believe are the risks of using social networking sites? (Open Ended) n=284

Scenario 2

John, a third-year BScN student has a clinical placement in the emergency department at a small community hospital. He posts on Twitter that it was a terrible night in the Emerg as the victims of a motor vehicle accident were brought into the department. He states that there was blood everywhere, that the department was in chaos, and he witnessed CPR being administered to one of the patients. He states that it was a great night and that he learned a lot about nursing in emergency. Another student comes to you as a faculty member unsure if this posting is of concern.

Discussion Questions

- What are the nursing practice issues within this scenario?
- How could nurses use social networking in a constructive method in this scenario?
- What standards should nurses be aware of when considering this situation in practice?

Applying the Standards

Privacy and Confidentiality

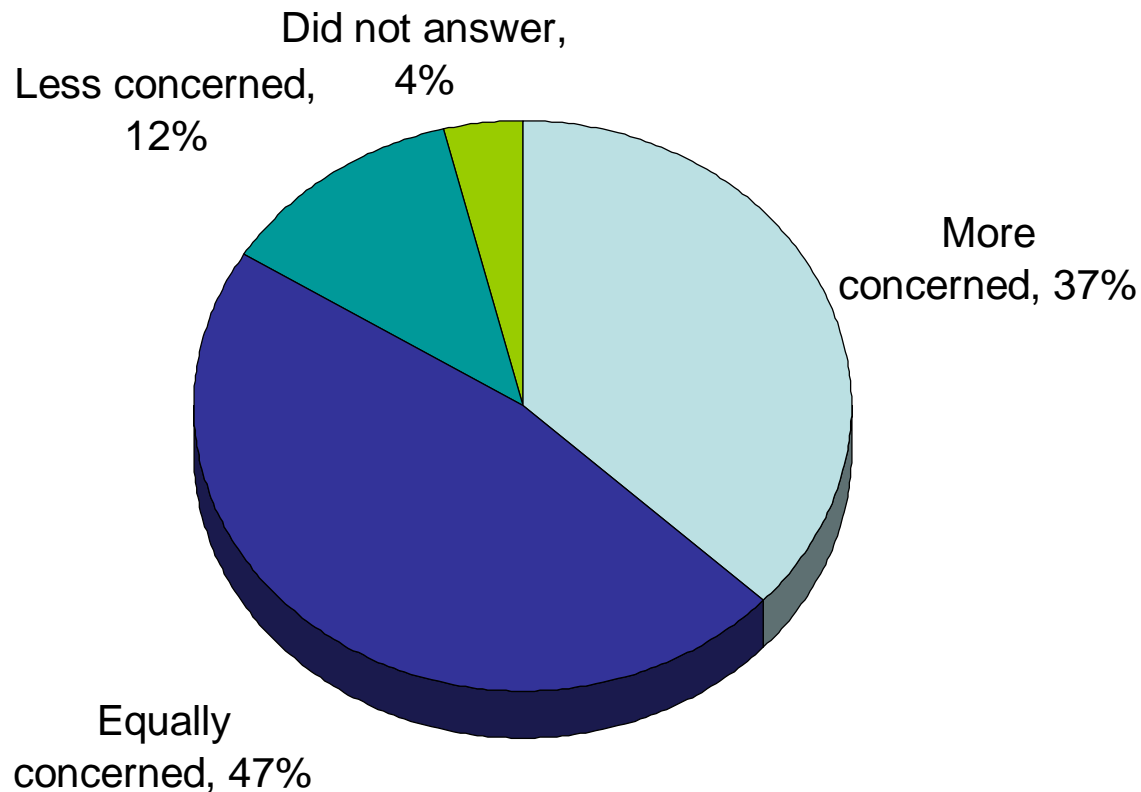
- Not discussing client information with colleagues or others in public places
- Not using standard e-mail to send personal health information

Applying the Standards

Professional Standards, 2002

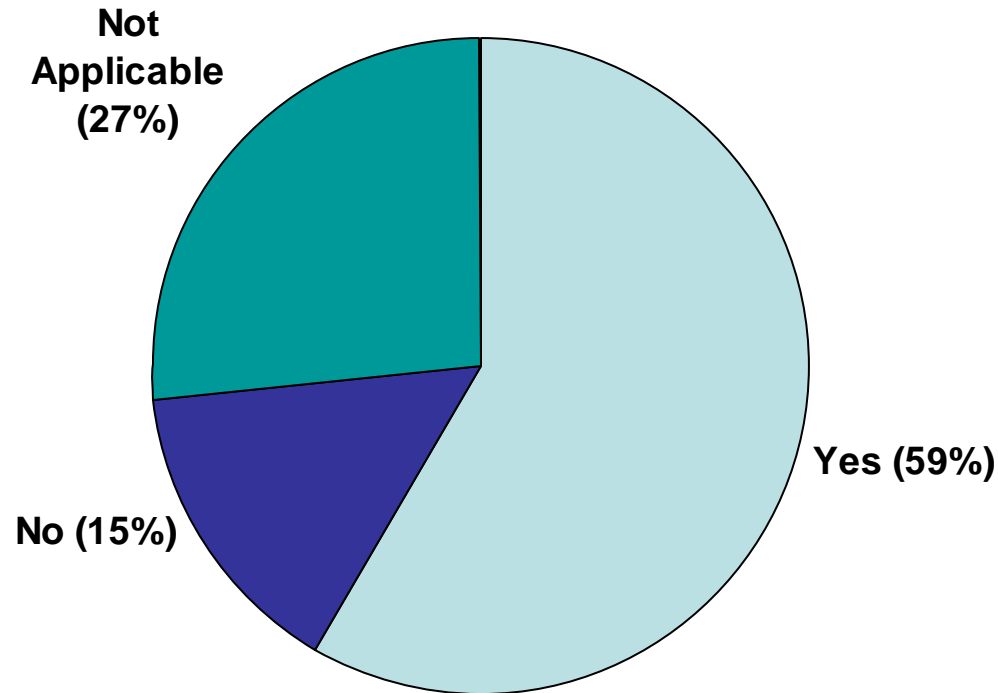
- **Accountability**
 - Reporting to the appropriate authority any health care team member or colleague whose actions or behaviours toward clients are unsafe or unprofessional
- **Leadership**
 - Each nurse demonstrates his/her leadership by providing, facilitating and promoting the best possible care/service to the public

Privacy Concerns



- Q. How would you compare your privacy concerns about using social networking sites versus other Internet activities such as online banking, purchasing merchandise, registering online, or e-mail? n=284

Mindful of Public Perception...



- When posting information online, are you mindful of how members of the public might perceive you as a member of the nursing profession?

Scenario 3

Susie, a practical nursing (PN) student, has a clinical placement in a Long Term Care Facility. There are other PN students on the same unit. Susie notices that many of the nurses carry and use their personal smart phones while caring for patients. She often sees the nurses texting. Another observation she has made is many of her fellow students are also exhibiting the same behaviour. She wonders about patient care and safety and the appropriateness of having personal devices in use in the clinical area. She comes to you, as her faculty, to discuss her concerns.

Discussion Questions

- What are the nursing practice issues within this scenario?
- How could nurses use social networking in a constructive method in this scenario?
- What standards should nurses be aware of when considering this situation in practice?

Applying the Standards

Professional Standards, Revised 2002

Accountability

- Nurses are responsible for their actions and the consequences of those actions. They're also accountable for conducting themselves in ways that promote respect for the profession

Ethics

- Commitment to the nursing colleagues
- Ethical nurses are concerned about the well-being of nursing colleagues and therefore are respectful toward each other

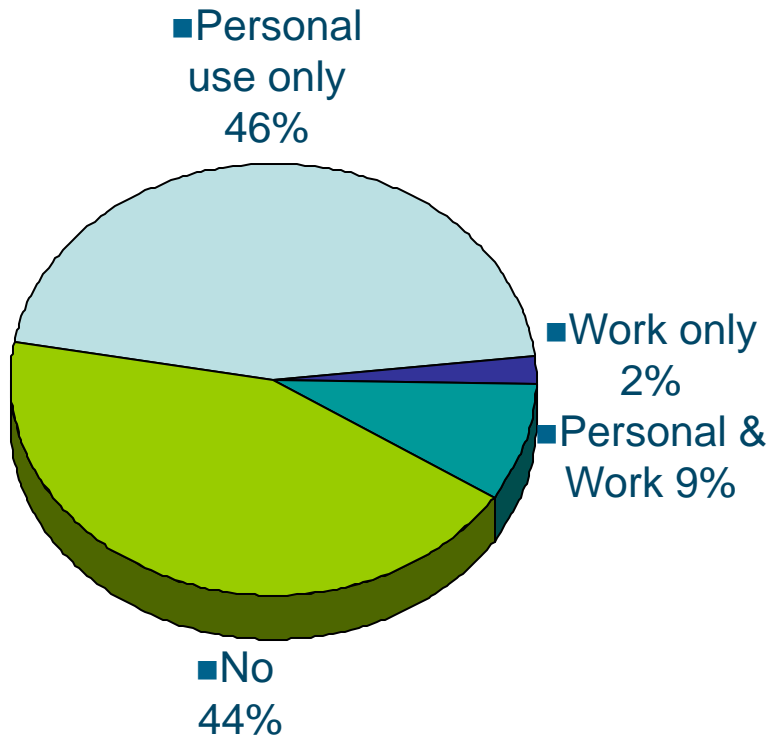
Applying the Standards

Infection Prevention and Control

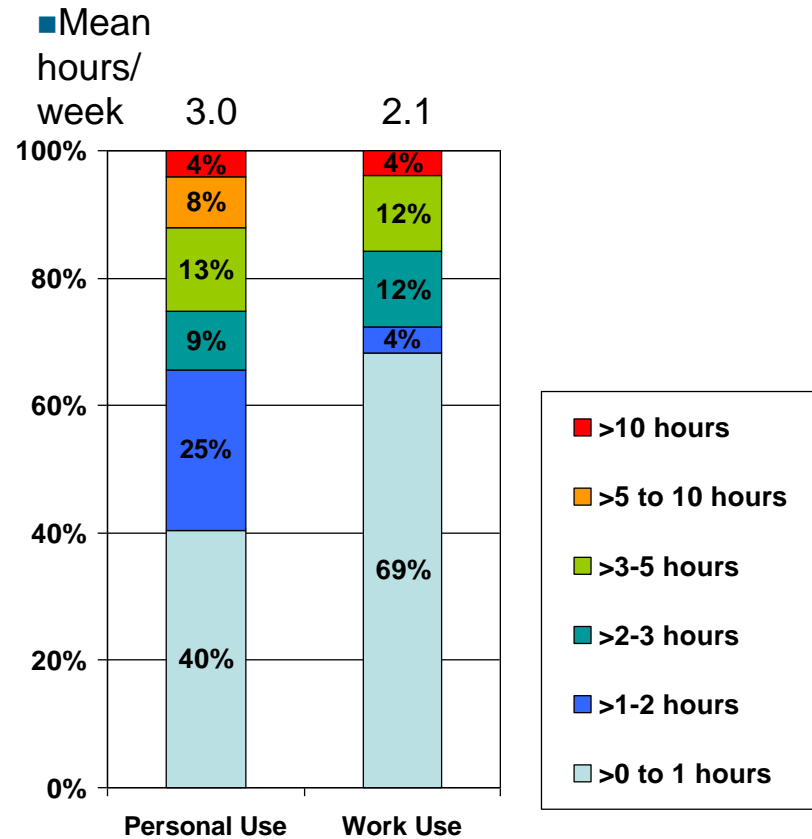
Nurses understand and apply evidence-based measures to prevent and control transmission of micro-organisms that are likely to cause infection.

Nurses exercise professional judgement relevant to each client situation and infection prevention and control practices.

Use of Social Networking Sites

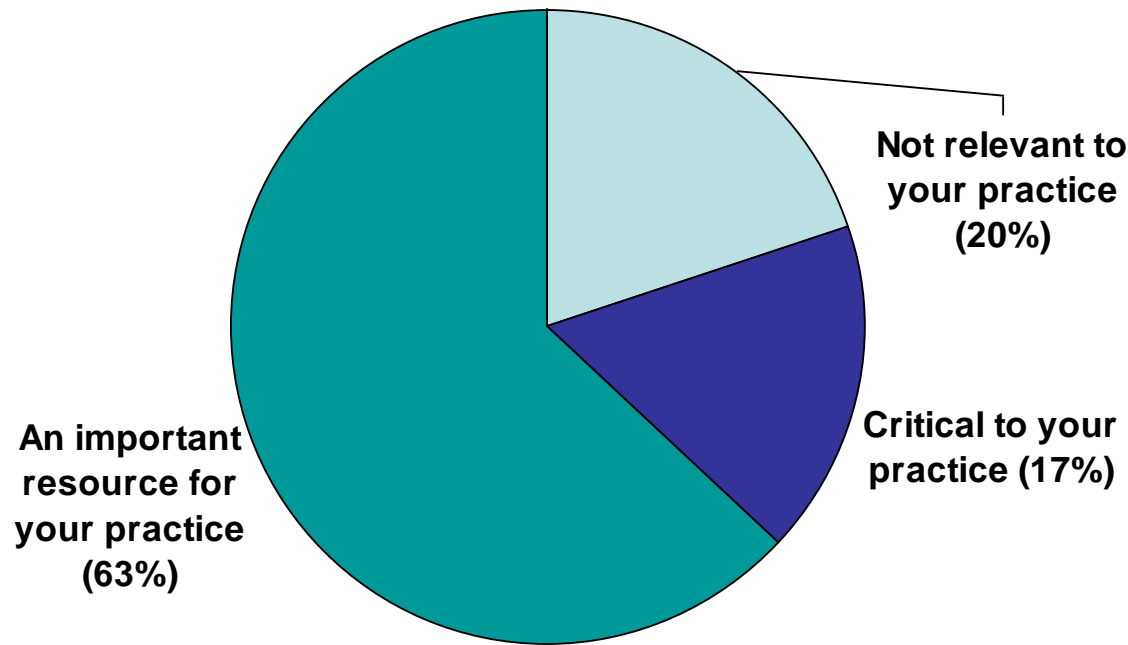


■ Q. Do you use any social networking sites?
n=284



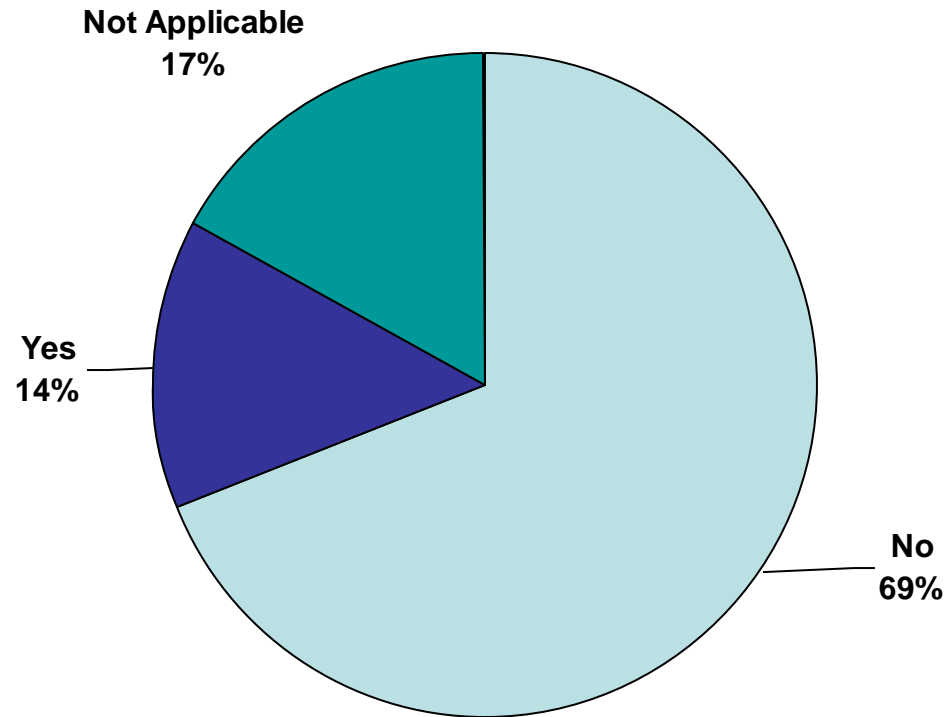
■ Q. (IF PERSONAL USE) In an average week, how many hours do you spend on social networking sites for personal reasons? (n=155)
 ■ Q. (IF WORK USE) In an average week, how many hours do you spend on social networking sites for work related reasons? (n=30)

Importance of Social Networking Sites to Nurses' Practice



- Q. Would you characterize social networking sites as: n=30

Online profile

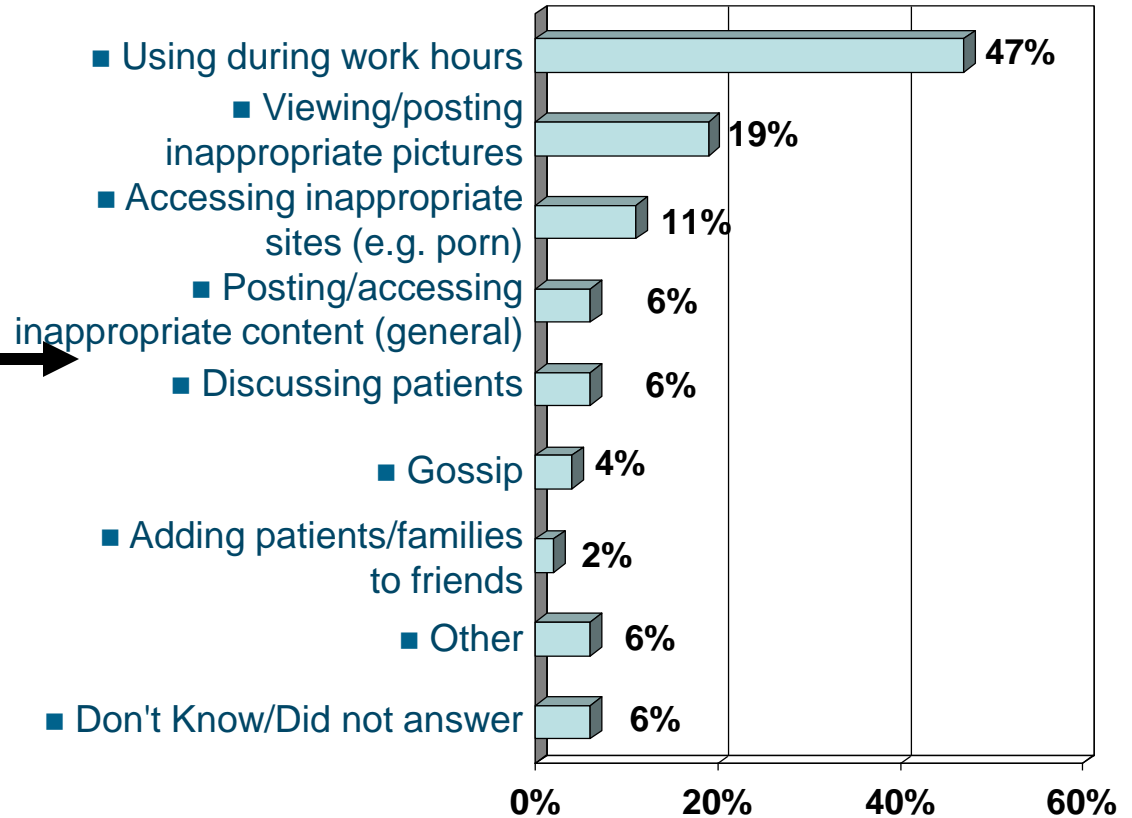


- Do you identify yourself as a nurse when posting material on social networking sites?

Social Network Behaviour Causing Nurses to Question the Professionalism of Others

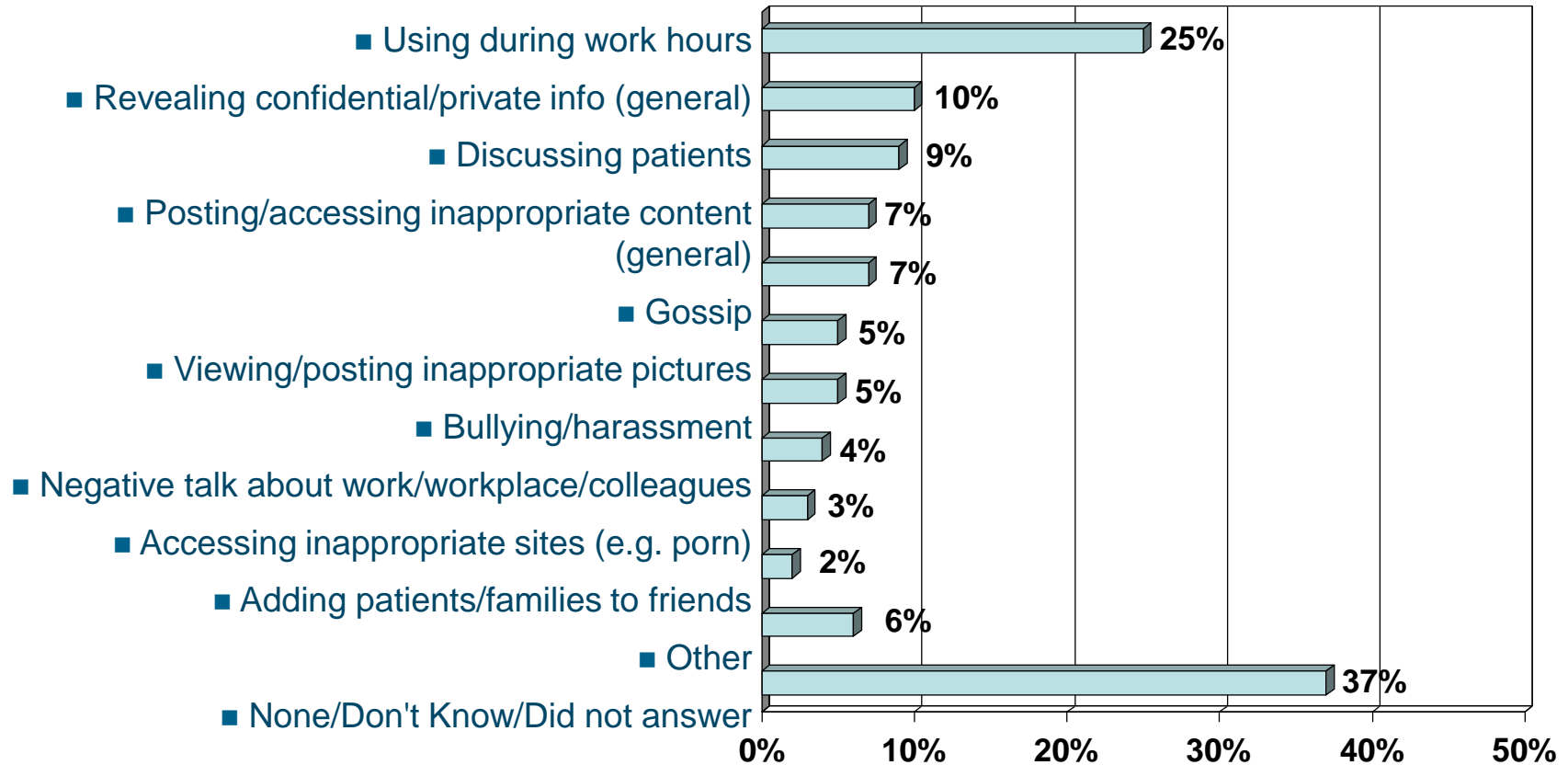


■Q. Have you observed another nurse using social networking sites in ways that caused you to question their professionalism? n=284



■Q. (IF YES) Please describe the use of social networking that has caused you to question another nurse's professionalism. (n=47)

Inappropriate Use of Social Networking Sites



■ Q. What would you consider to be inappropriate uses of social networking sites (open ended) n=284

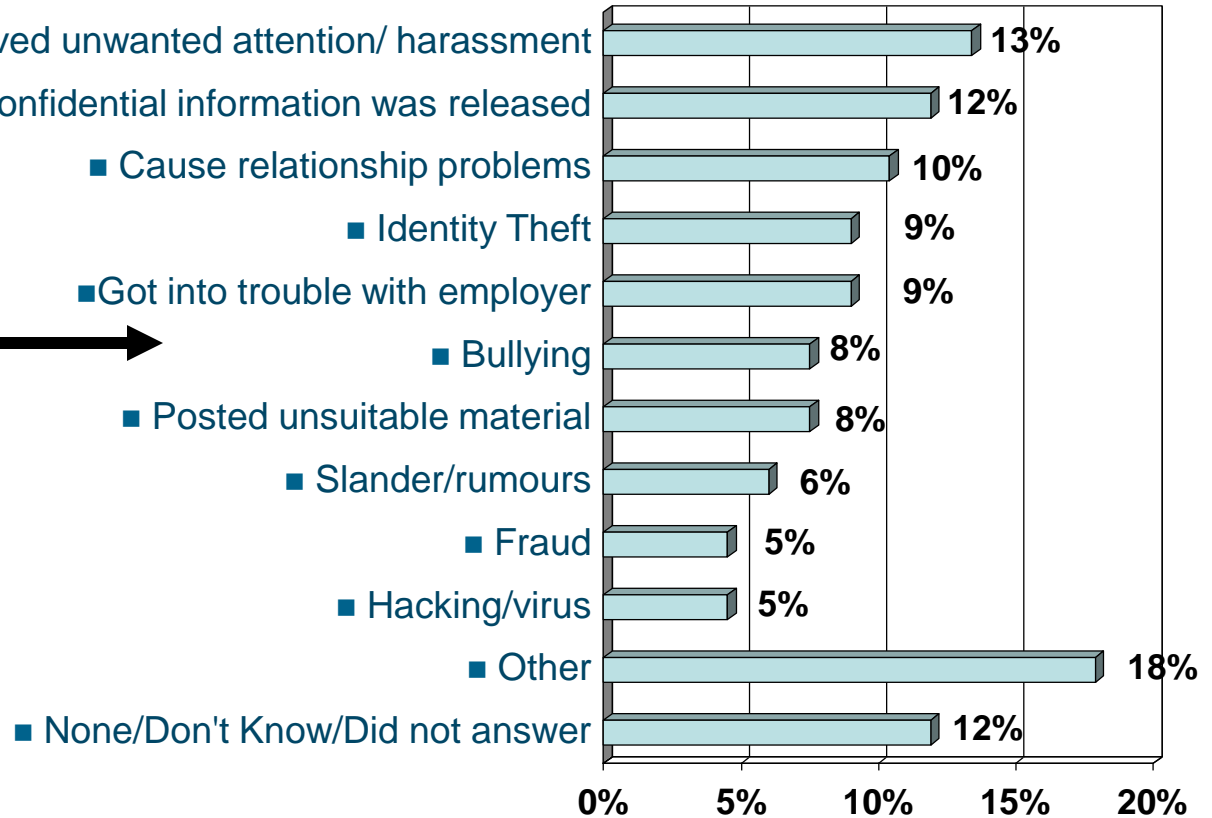
Sharing Your Experiences

- Does your academic institution have a policy on the use of social media/networking?
- Does your academic institution utilize social media/networking?
- What do you think is the role of social media/networking in professional nursing practice?

Negative Consequences from Using Social Networking Sites

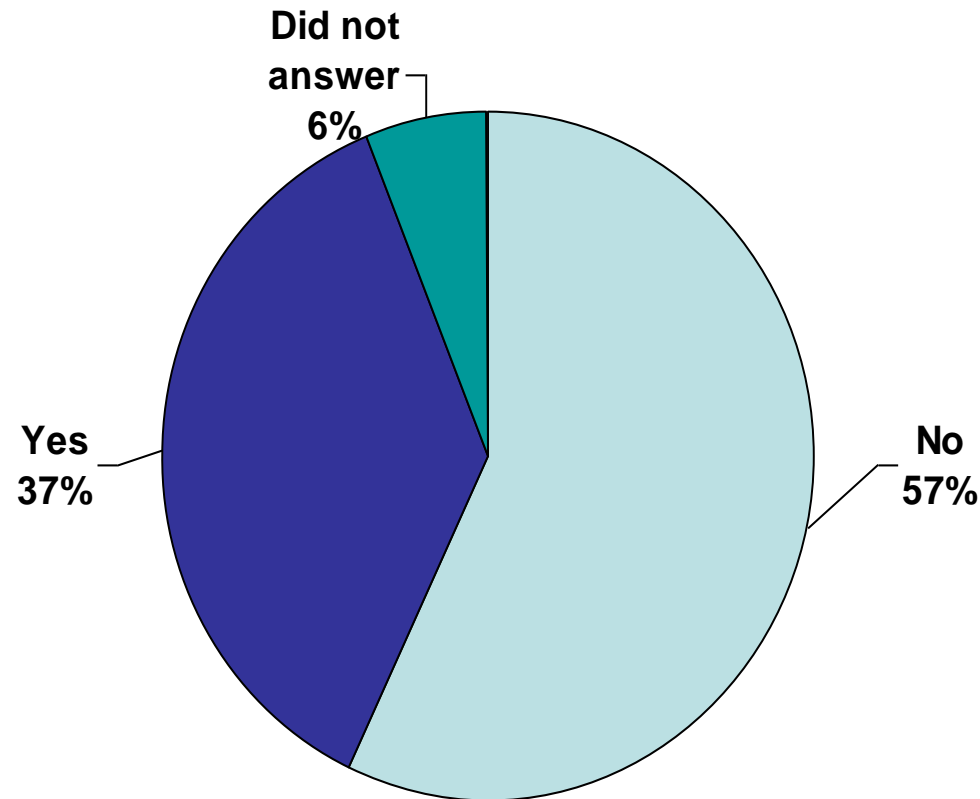


■ Q. Have you or anyone you know experienced negative consequences from using social networking sites? n=284



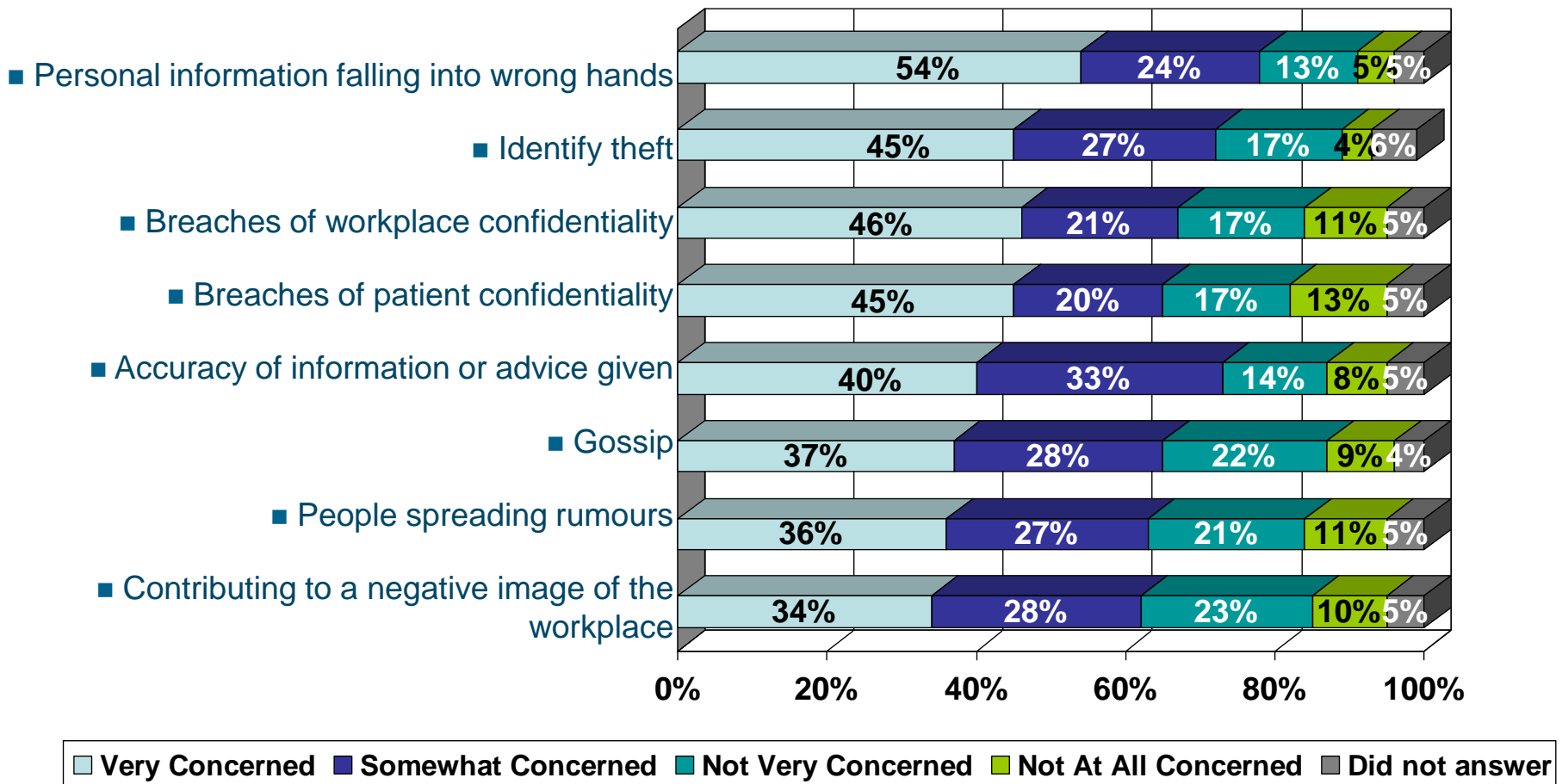
■ Q. (IF YES) Please provide a brief description of the consequences while protecting the anonymity of anyone involved (n=67)

Use of Social Networking Sites Has Nothing to do With Role as a Nurse



- Q. Do you agree with the following statement: "What I do/send/share while using social networking sites has nothing to do with my role as a nurse."? n=284

Concerns With Social Networking Sites

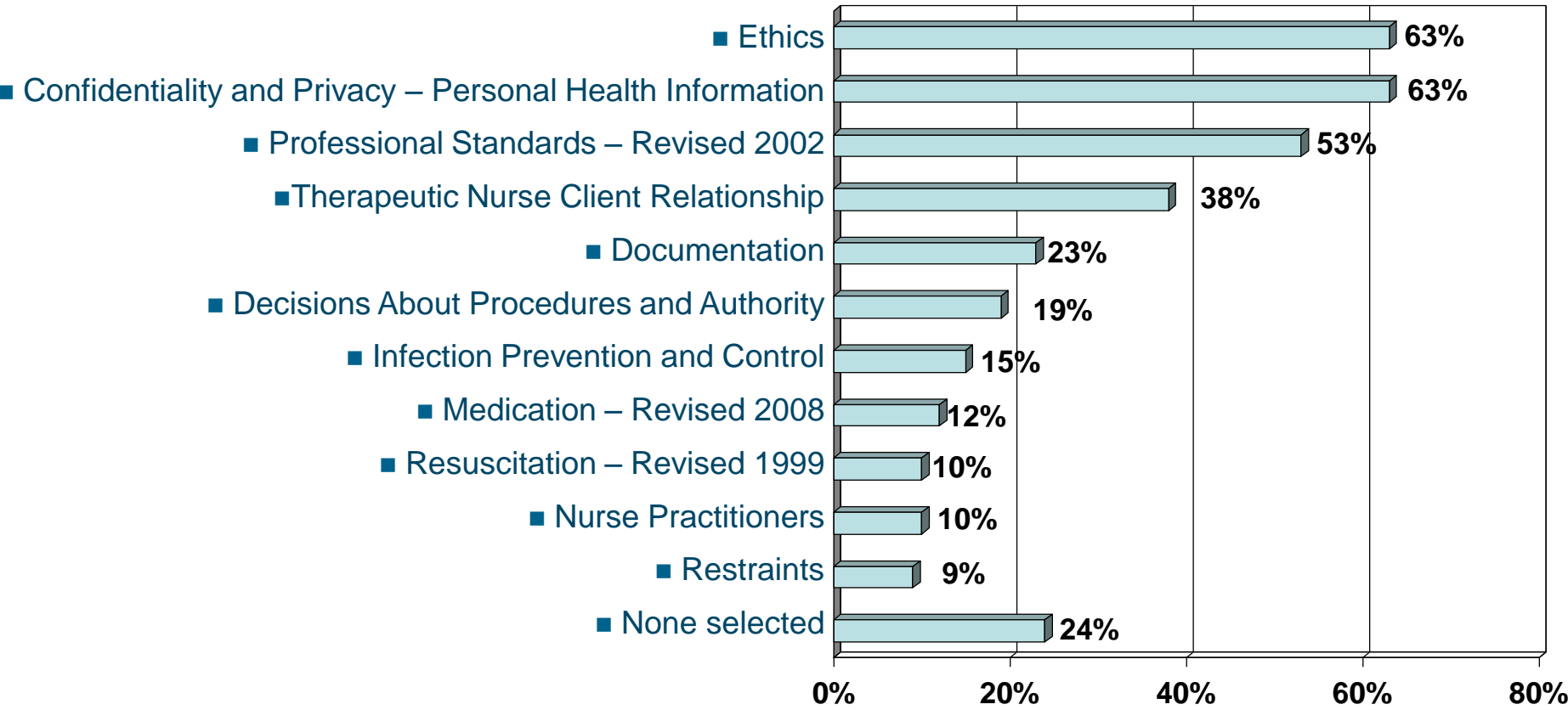


Q. Thinking of social networking sites, how concerned are you with each of the following: n=284

Bringing it together

- Many practice standards can be applied to the use of social media/networking
- Finding the right use for social media/networking in your practice
- Having a good understanding of what social media/networking is
- Privacy vs. need to connect

Applying Practice Standards to Social Networking Sites



■Q. What College practice standards would you apply to the use of social networking sites? n=284

Summary

- Apply current standards of practice when utilizing social media/networking
- Understand what social media is and the impact, whether positive or negative it can have on the public, their career and the profession
- New and innovative technology is here and more is still to come, we need to embrace it and adapt it to our profession

Recommendations

- Dialogue and Education
- Policies, Standards, Guidelines
- Understanding of Self-Regulation

Resources

- Website www.cno.org
- Outreach Consultants
<http://www.cno.org/prac/outreach>
- Practice Inquiries (Practice Support Line)
 - 1-800-387-5526 (ext. 6397)
 - 416-928-0900 (ext. 6397)
 - ppd@cnomail.org
- Anderson, J. & Puckrin, K. (2011, April) Social Network Use: A Test of Self-Regulation, Journal of Nursing Regulation. 2(1)

Feedback

Your Feedback is important to us!

Please cut and paste this URL into your browser to provide feedback on this teleconference:

<http://collegeofnurses.outreach.sgizmo.com/s3/?EventID=100000>

Event Feedback Form

Event ID: 100000

Thank you for participating in an Outreach Program event. Please take a few minutes to complete this survey. Your feedback is appreciated and will help us improve our process!

| Please rate your satisfaction with: | EXTREMELY DISSATISFIED → EXTREMELY SATISFIED | | | | | | | | | | N/A |
|---------------------------------------|--|---|---|---|---|---|---|---|---|----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Content provided | | | | | | | | | | | |
| Length of the event | | | | | | | | | | | |
| Time allotted for Q&A | | | | | | | | | | | |
| Speaker's clarity | | | | | | | | | | | |
| Speakers' understanding of the topic | | | | | | | | | | | |
| Speaker's ability to answer questions | | | | | | | | | | | |
| The event overall | | | | | | | | | | | |

| To what extent did the event add to your knowledge of: | DID NOT ADD TO MY KNOWLEDGE AT ALL → ADDED TO MY KNOWLEDGE A GREAT DEAL | | | | | | | | | | N/A |
|---|---|---|---|---|---|---|---|---|---|----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| The CNO Standard(s)/guideline(s) discussed today | | | | | | | | | | | |
| Available CNO resources (e.g., E-learning modules, Practice Line, Ask Practice) | | | | | | | | | | | |
| The College of Nurses of Ontario in general | | | | | | | | | | | |
| Self-regulation | | | | | | | | | | | |

Which resources, concepts, messages or ideas were most useful to you?

| APPLICATION | NO SUPPORT AT ALL → EXTENSIVE SUPPORT | | | | | | | | | | N/A |
|--|---------------------------------------|---|---|---|---|---|---|---|---|----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Overall, what support has this event provided you with for the application of the Standards and guidelines in your practice setting? | | | | | | | | | | | |
| Please explain your answer: | | | | | | | | | | | |

Would you attend another CNO Outreach Event in the future? Yes No Unsure

Would you recommend this type of event to your colleagues? Yes No Unsure

Please provide any other comments or suggestions on how to improve this event in the future:

| | | |
|---|--|--|
| <p>Your nursing category:</p> <p><input type="checkbox"/> RN</p> <p><input type="checkbox"/> RPN</p> <p><input type="checkbox"/> NP</p> <p><input type="checkbox"/> Non-Nursing (specify): _____</p> | <p>Your health care sector:</p> <p><input type="checkbox"/> Academic</p> <p><input type="checkbox"/> Acute Care</p> <p><input type="checkbox"/> Community & Public Health</p> <p><input type="checkbox"/> Long-Term Care/Rehab/CCC</p> <p><input type="checkbox"/> Mental Health & Corrections</p> <p><input type="checkbox"/> Paediatrics</p> <p><input type="checkbox"/> Palliative Care</p> <p><input type="checkbox"/> Other: _____</p> | <p>Your role in your organization:</p> <p><input type="checkbox"/> Staff Nurse</p> <p><input type="checkbox"/> Nurse Practitioner</p> <p><input type="checkbox"/> Manager</p> <p><input type="checkbox"/> Administration</p> <p><input type="checkbox"/> Clinical Educator</p> <p><input type="checkbox"/> Clinical Nurse Specialist</p> <p><input type="checkbox"/> Other: _____</p> |
|---|--|--|