Social Media: Are You Connected?

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Disclosure

- No real or potential conflict of interest to disclose
- No off-label, experimental or investigational use of drugs or devices will be presented.

Objectives

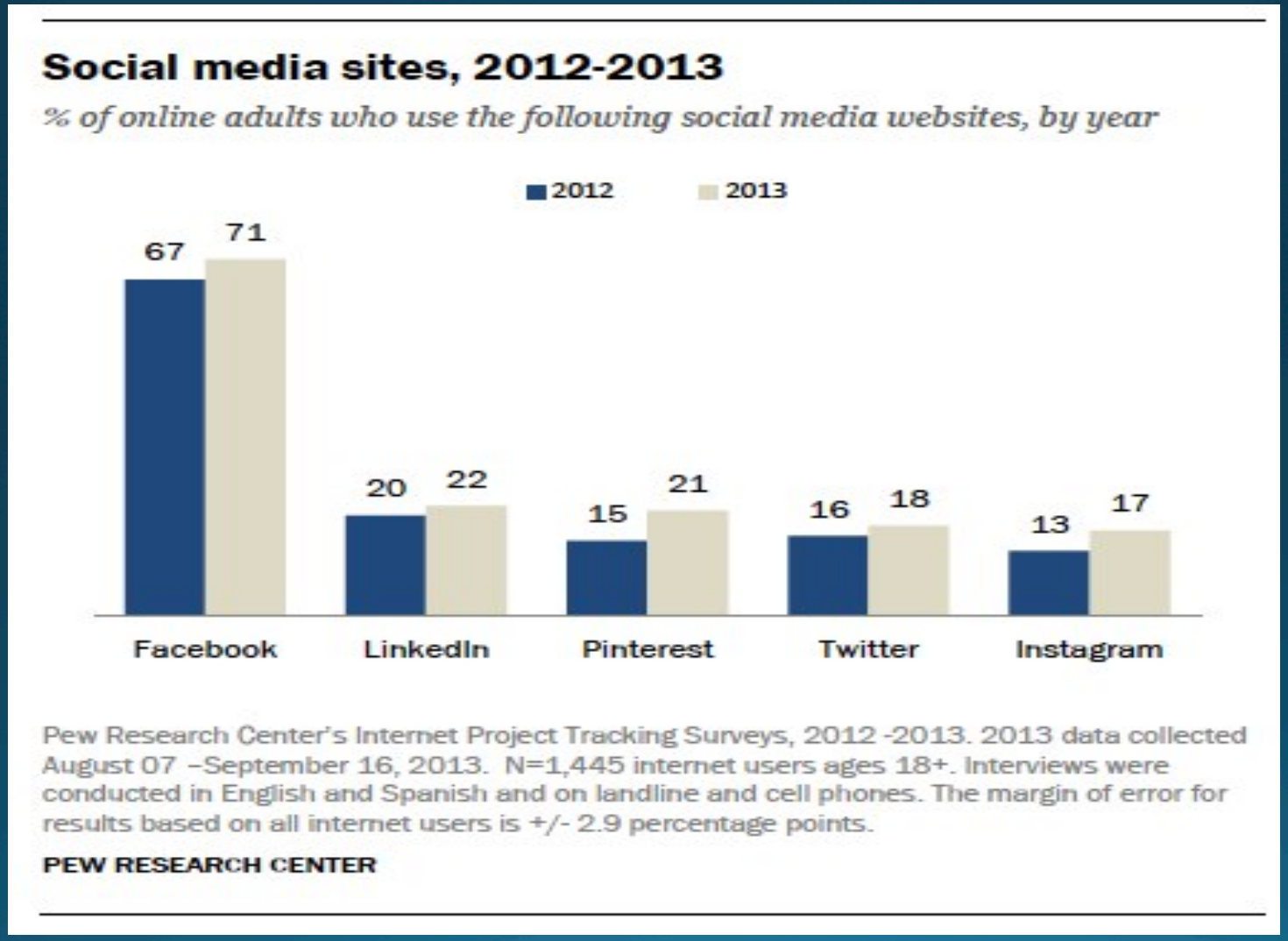
1. Describe the use of social media in healthcare.
2. Have actionable steps for exploring and using social media platforms including Facebook and Twitter.
3. Understand the benefits of using social media as a legislative advocacy strategy.

Let's Take a Poll

- Are you using social media?
- Which social media platform do you use the most?
  - Facebook
  - Twitter
  - Linkedin
  - Pintrest
  - Instagram

What is Social Media?

Facebook the Dominant Platform in Overall Numbers



Top 15 Most Popular Social Networking Sites (SNS)

- EbizMBA.*Top 15 most popular social networking sites.* Retrieved from the World Wide Web: http://www.ebizmba.com/articles/social-networking-websites

Each Site has its Own Unique User Mix

- Facebook – Looks like the internet user population, just younger
- Twitter – Young, ethnically diverse, mobile-centric
- Instagram – See Twitter
- Pinterest – Lots of women
- LinkedIn – Middle-aged professionals

Pew Research Center. (2014). *Politics and advocacy in the social media era.* Retrieved on 3/29/2015 http://www.pewinternet.org/2014/07/29/politics-and-advocacy-in-the-social-media-era/

Households in 2000

- Almost everyone had landlines, 28% response rate
- Less than half the country went online, not much social media, no smartphones
- Vast majority of online access took place in a stationary environment
- "Going online" was typically a discrete activity oriented around a specific task
- Pretty easy to ask people about their device usage and online behaviors

Pew Research Center. (2014). *Politics and advocacy in the social media era.* Retrieved on 3/29/2015 http://www.pewinternet.org/2014/07/29/politics-and-advocacy-in-the-social-media-era/

Households in 2014

- 41% of households are wireless-only, 9% RR
- Access is increasingly on-the-go. People engage with a host of devices, platforms, and news sources, all throughout the day
- Things like "going online", "getting news", or "talking politics" are continuous activities
- Hard for ordinary users to recall and discuss specific actions they might have taken
- Untangling the "impact" of any single device, article, event, tweet, etc. is really hard

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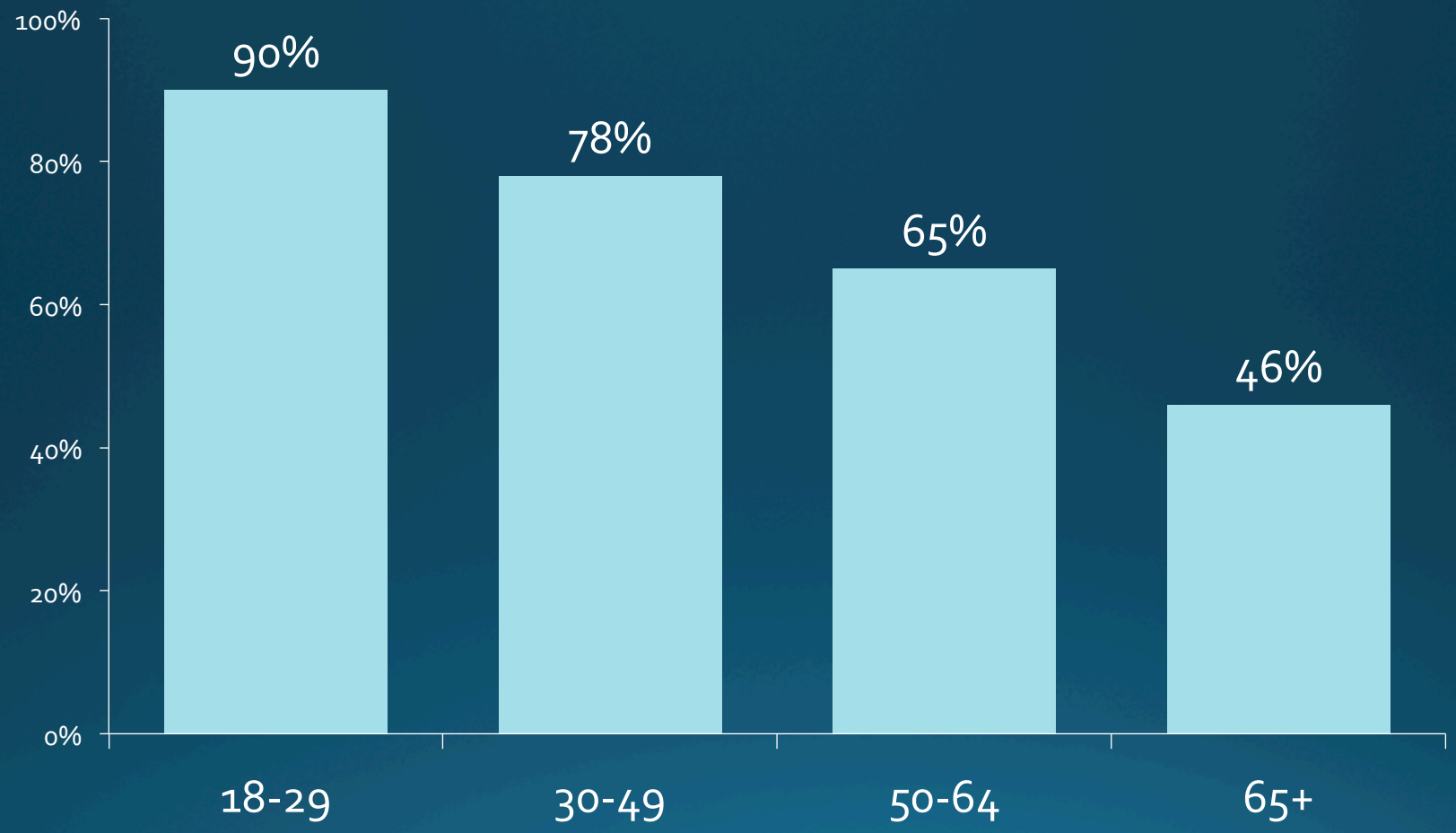
Use of Social Media by Age



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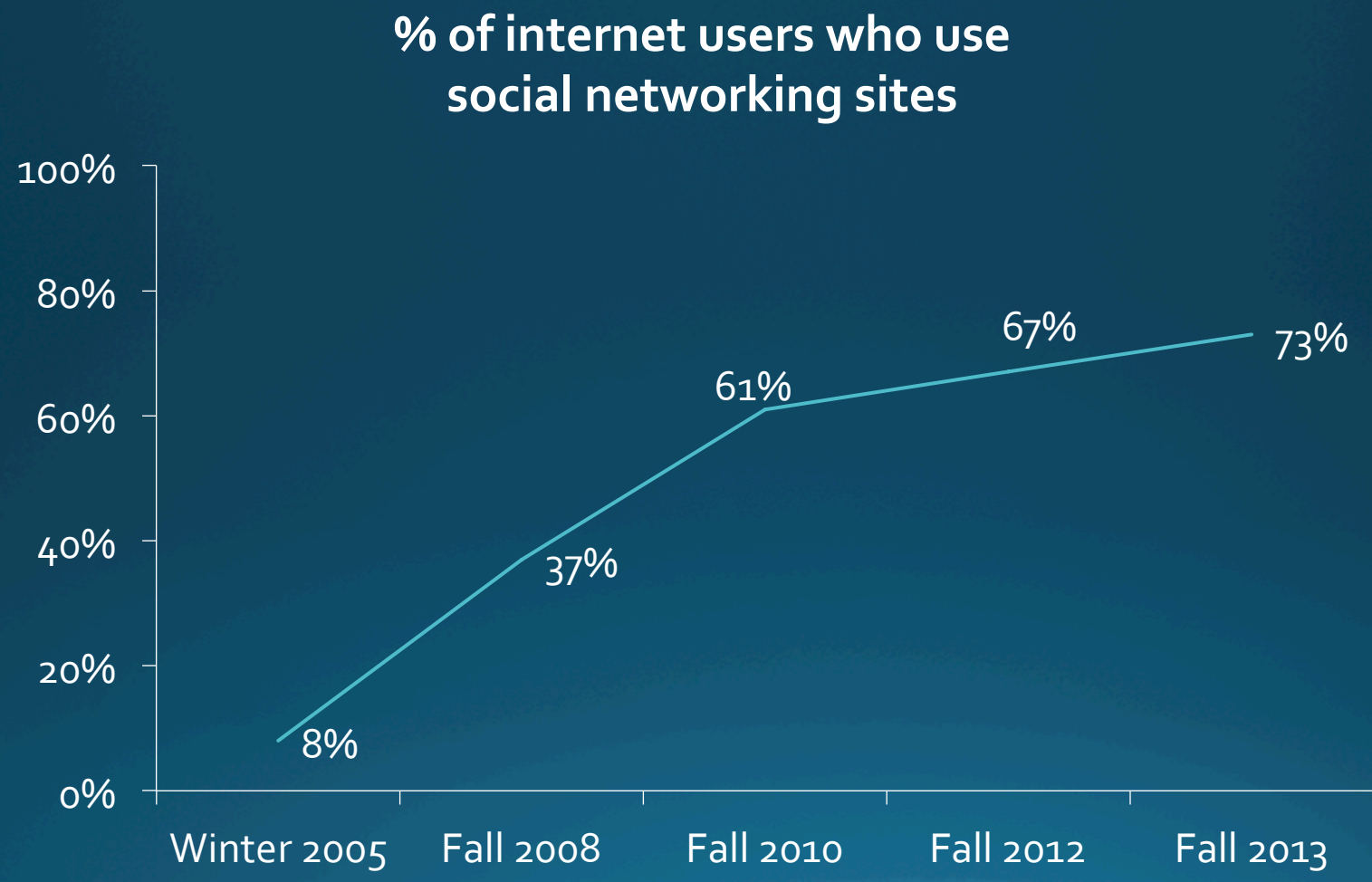
Social Media Use Trend



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6 in 10 American Adults use a SNS

The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

http://www.pewinternet.org/files/old-media/Files/Presentations/2013/Social%20Media%20Week%20Feb%202013_v2.ppt

How Social Media Has Changed Politics?

- The following percentages of poll participants said that these different constituent types were influential with members of Congress when commenting on social media:
  - 77 percent cited multiple constituents commenting within a group
  - 75 percent cited leaders of a group or organization
  - 69 percent cited a single constituent self-identifying with a group
  - 68 percent recognized the official account of a group or organization
  - 68 percent noted multiple constituents commenting similarly, but not under the banner of a group
  - 58 percent cited a single constituent on his or her own

http://connectivity.cqrollcall.com/just-a-handful-of-social-media-comments-can-grab-attention-of-congress-study-shows/

Where People Turn for Campaign News

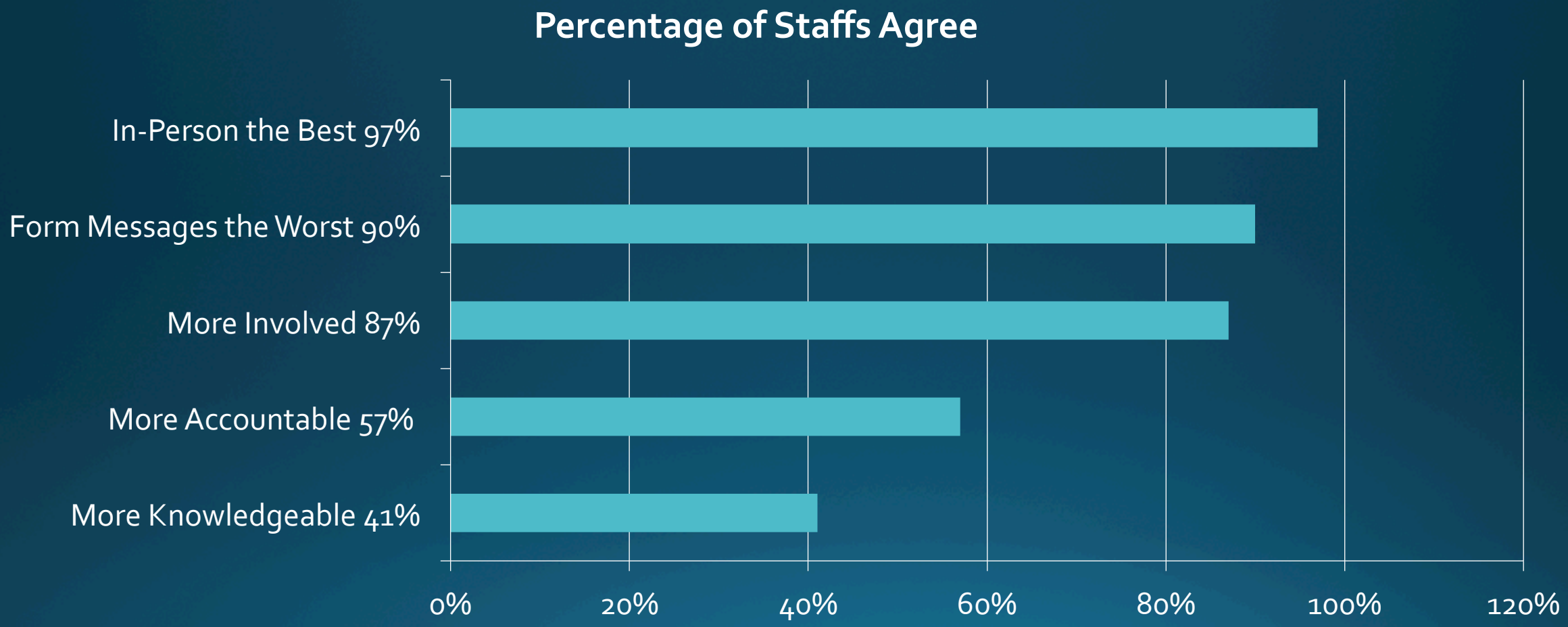
Percent of U.S. adults who regularly turn to each source

		January 2012	October 2012
TV			
	Cable News	36%	41%
	Local News	32	38
	Network News	26	31
	Cable News Talk Shows	15	18
	Late Night Comedy Shows	9	12
Internet		25	36
Print			
	Local Newspapers	20	23
	National Newspapers	8	13
Radio			
	NPR	12	12
	Talk Radio Shows	16	16
Social Media			
	Facebook	6	12
	Twitter	2	4
	YouTube	3	7

Date Range: January 4-8, 2012 and October 18-21, 2012
Note: Figures do not add up to a 100% because respondents could answer regularly to more than one item
Source: Pew Research Center

PEW RESEARCH CENTER'S
PROJECT FOR EXCELLENCE IN JOURNALISM

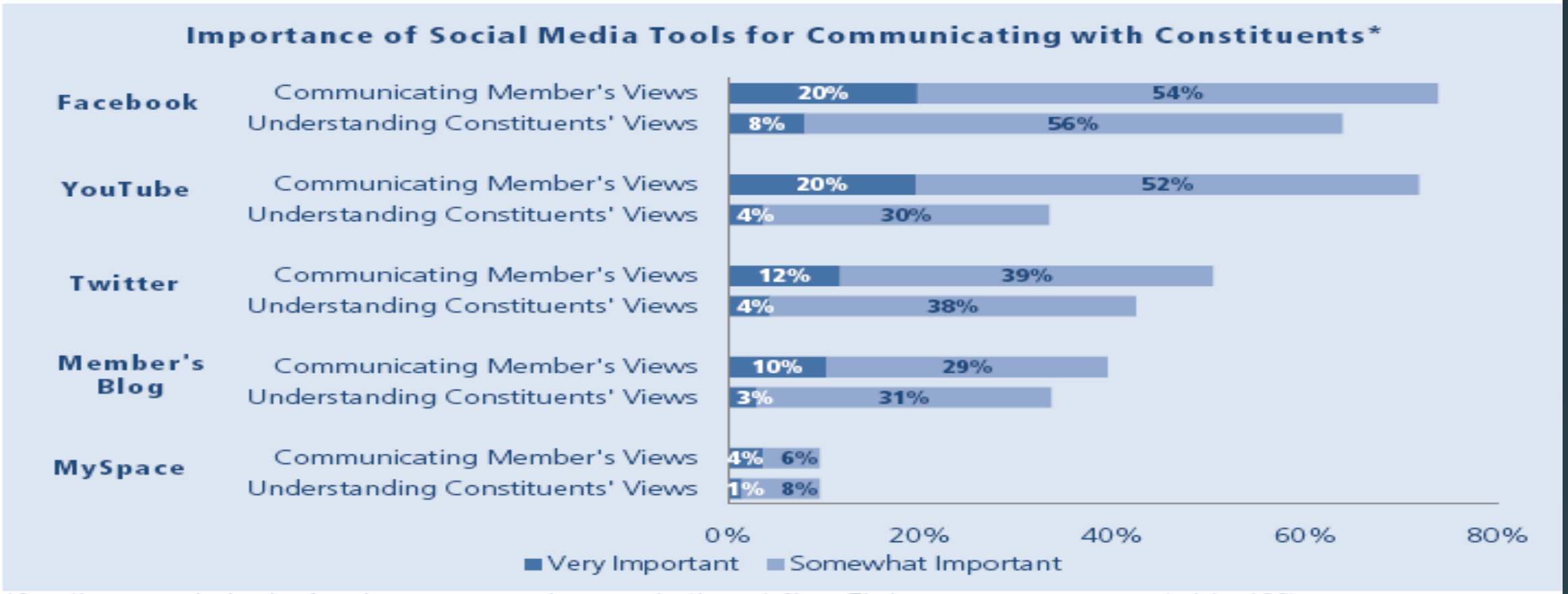
The Internet's Role in Citizen Advocacy



From the Congressional Management Foundation:http://congressfoundation.org/projects/communicating-with-congress/perceptions-of-citizen-advocacy-on-capitol-hill

Importance of Social Media for Communicating with Constituents

FIGURE 8



*Question was asked only of senior managers and communications staffers. Their responses are aggregated (n=138).

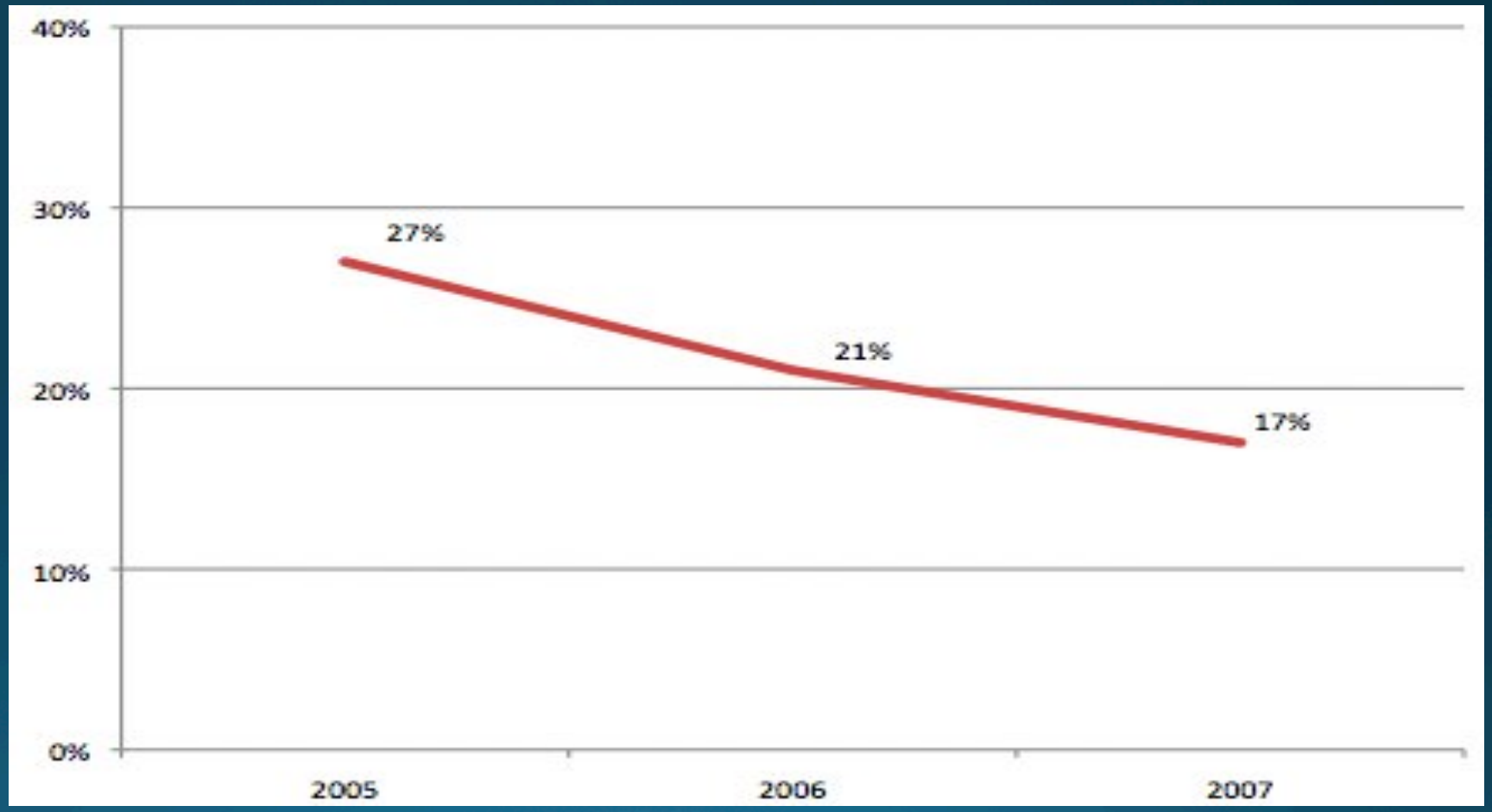
Perceptions of Citizen Advocacy on Capitol Hill

Why Social Media for Grassroots Advocacy?

- Email Open Rates are Declining

According to M+R:

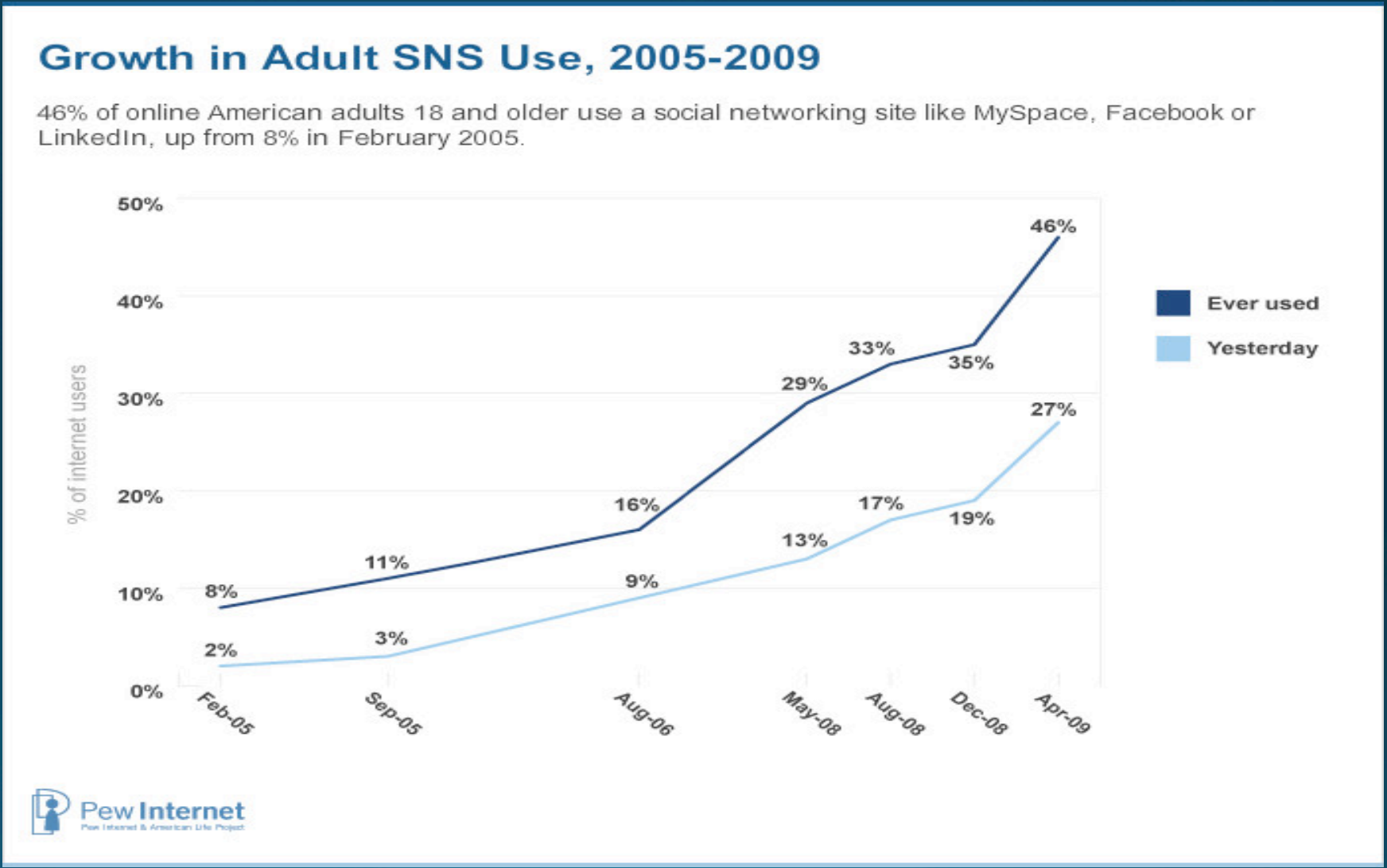
Email open rates declined almost 63% between 2004 and 2008.



Social Network Use Is Growing

According to Pew:

46% of adult Internet users are social network users – up 6x from 2005.



Democrats More Likely to Say SM is Important to Their Political Activity

% who say SNS very/somewhat important for:

- Keeping up w/ political activity – D 48%, R 34%
- Recruiting people to get involved – D 35%, R 25%
- Finding others w/ my views – D 34%, R 23%
- Debating political issues – D 32%, R 24%

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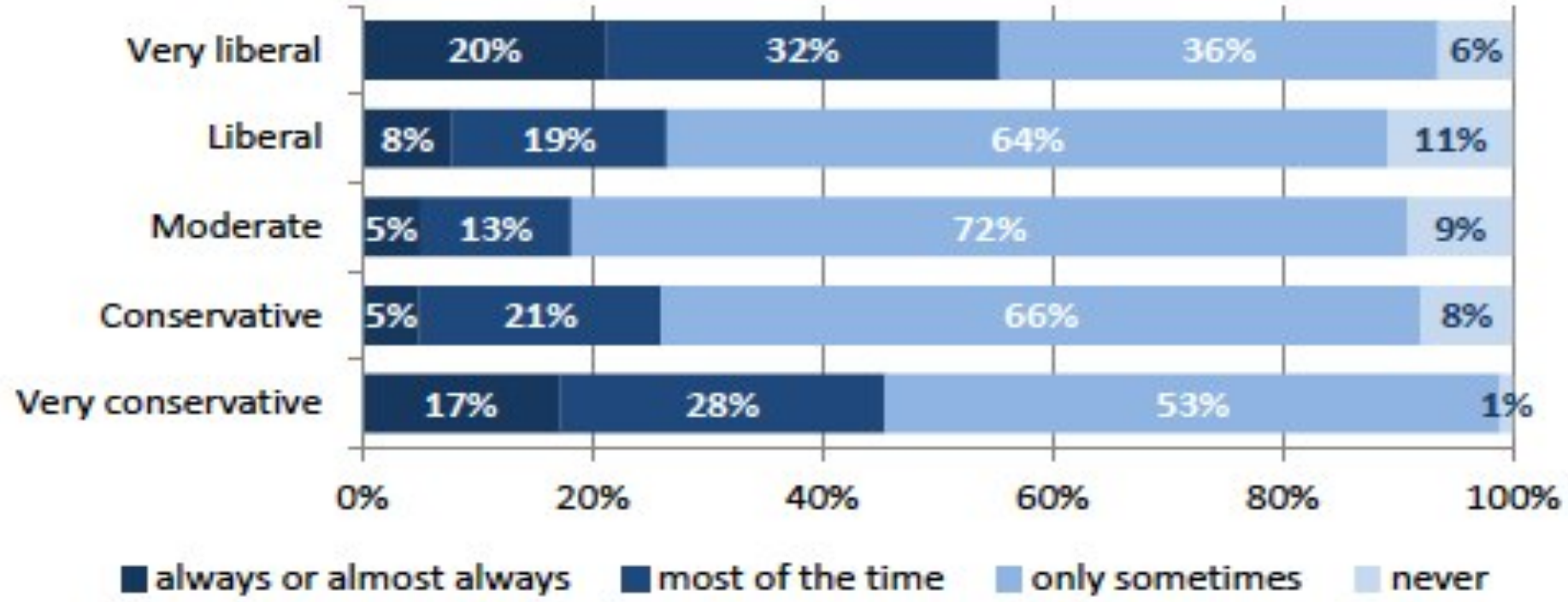
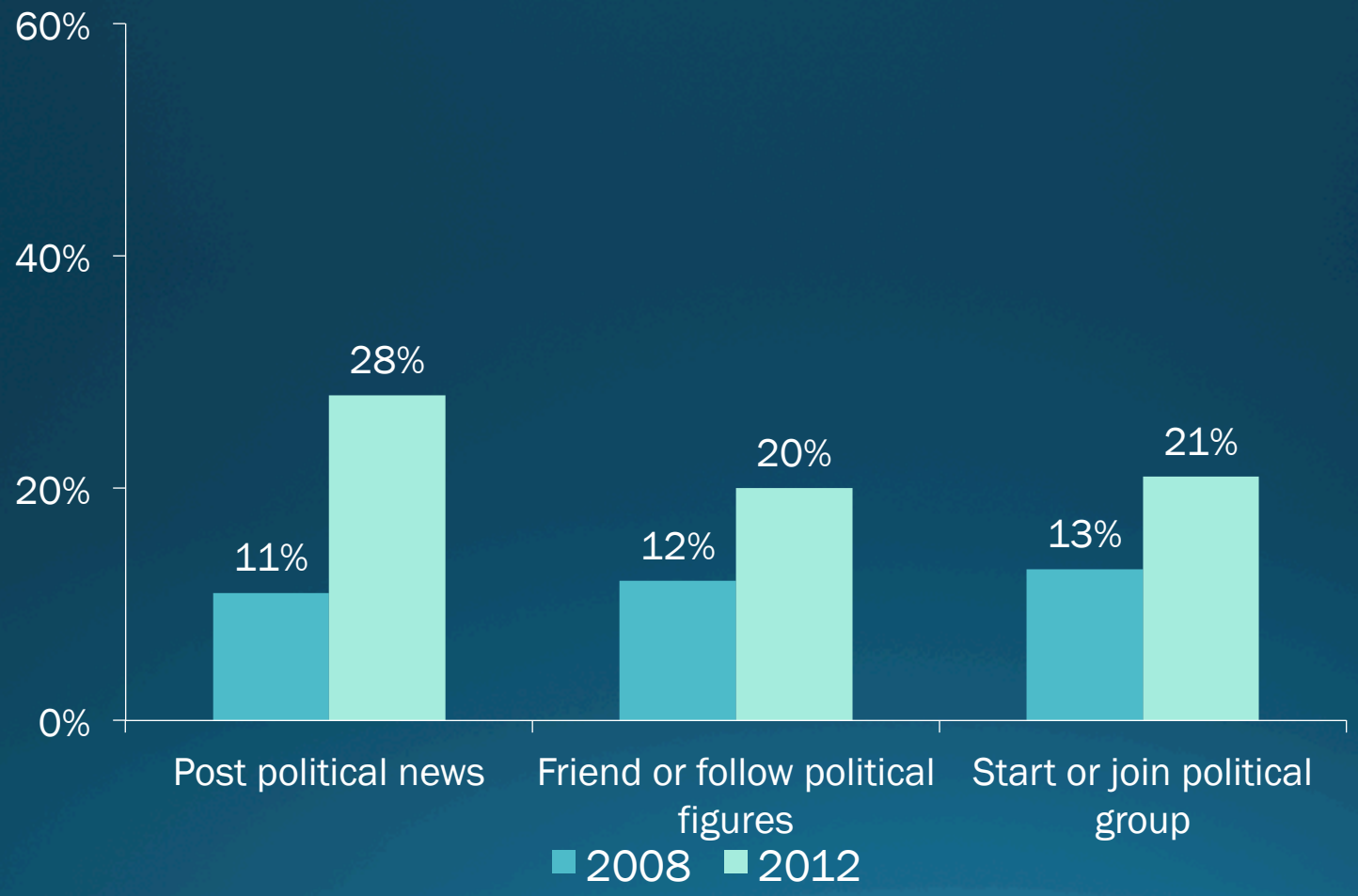
The most ideological are the most likely to agree most often on social networking sites

*Asked of SNS users whose friends post political content: How often do you **agree** with the political opinions or political content your friends post on social networking sites?*



Source: Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey. N for SNS users whose friends post political content on social networking sites = 763. (Note: N for very conservative SNS users is 47.) Survey was conducted on landline and cell phones and in English and Spanish.

More SM Users are Engaging in Political Activities On SMS



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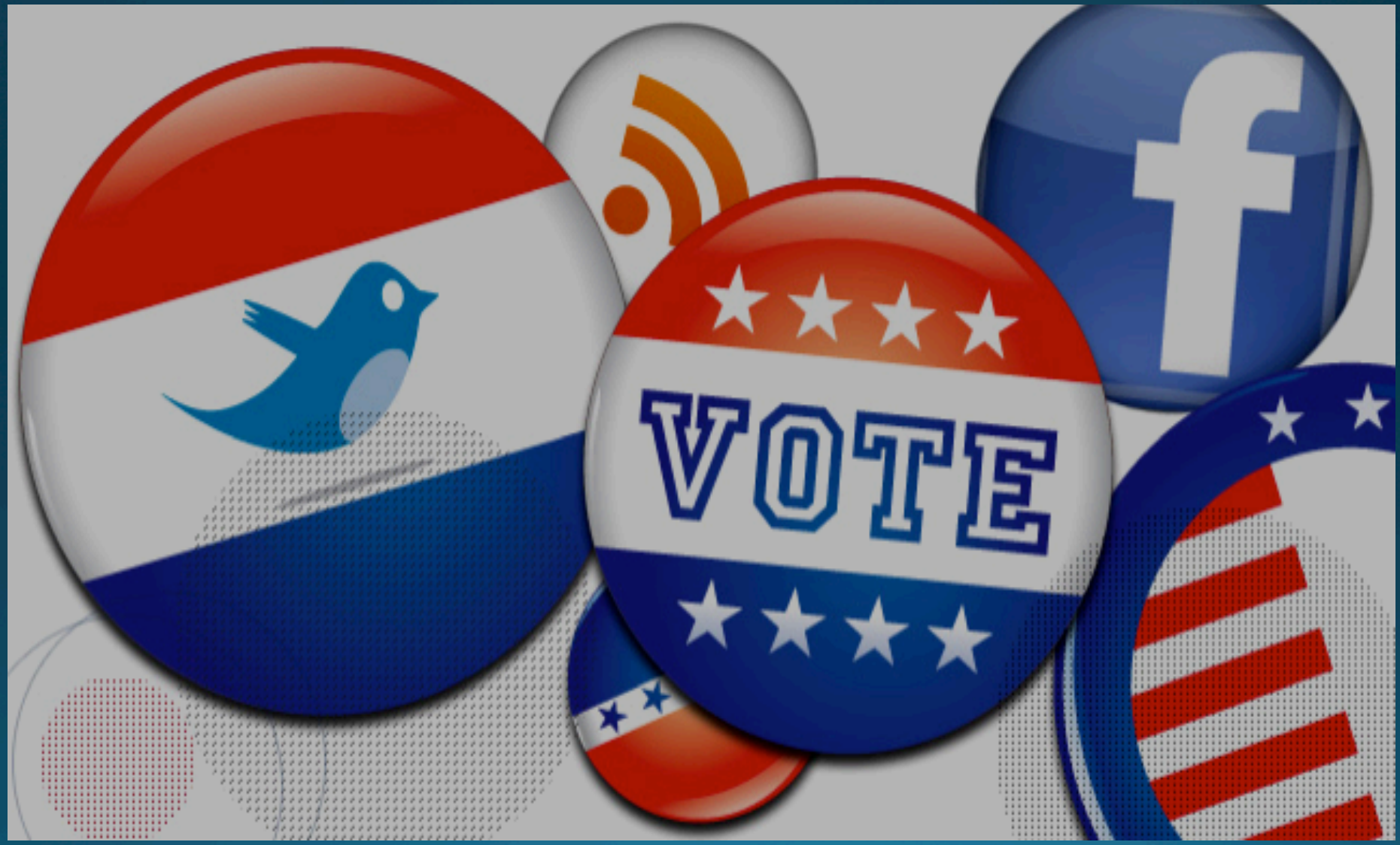
Social Media and Political Advocacy



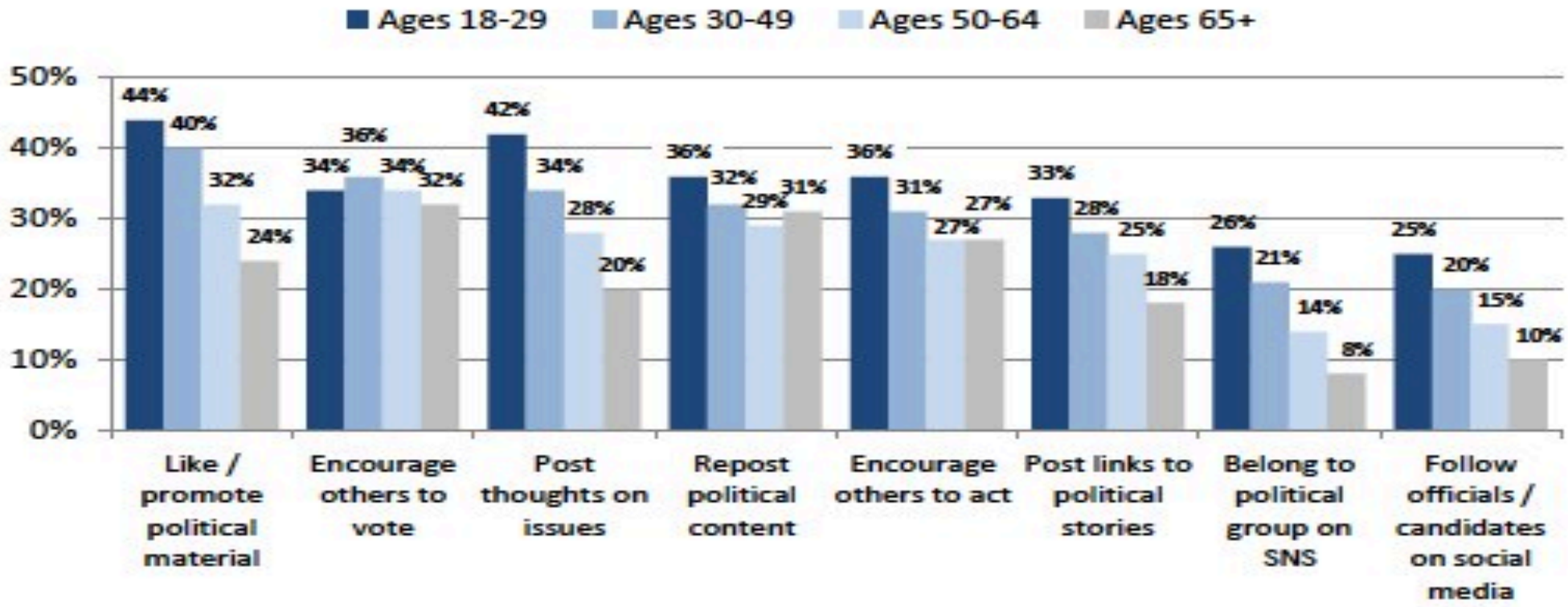
Social Networks and Advocacy

- A mainstream venue for political discussion
- A space for activism
- A place where people go to “support the team” with other “fans”
- Not a uniquely Democrat/Republican or liberal/conservative space (at least at the user level)

- Political engagement today…
  - Is highly social
  - Takes place in real time
  - Occurs across multiple virtual spaces
  - Happens on a wide range of platforms and devices

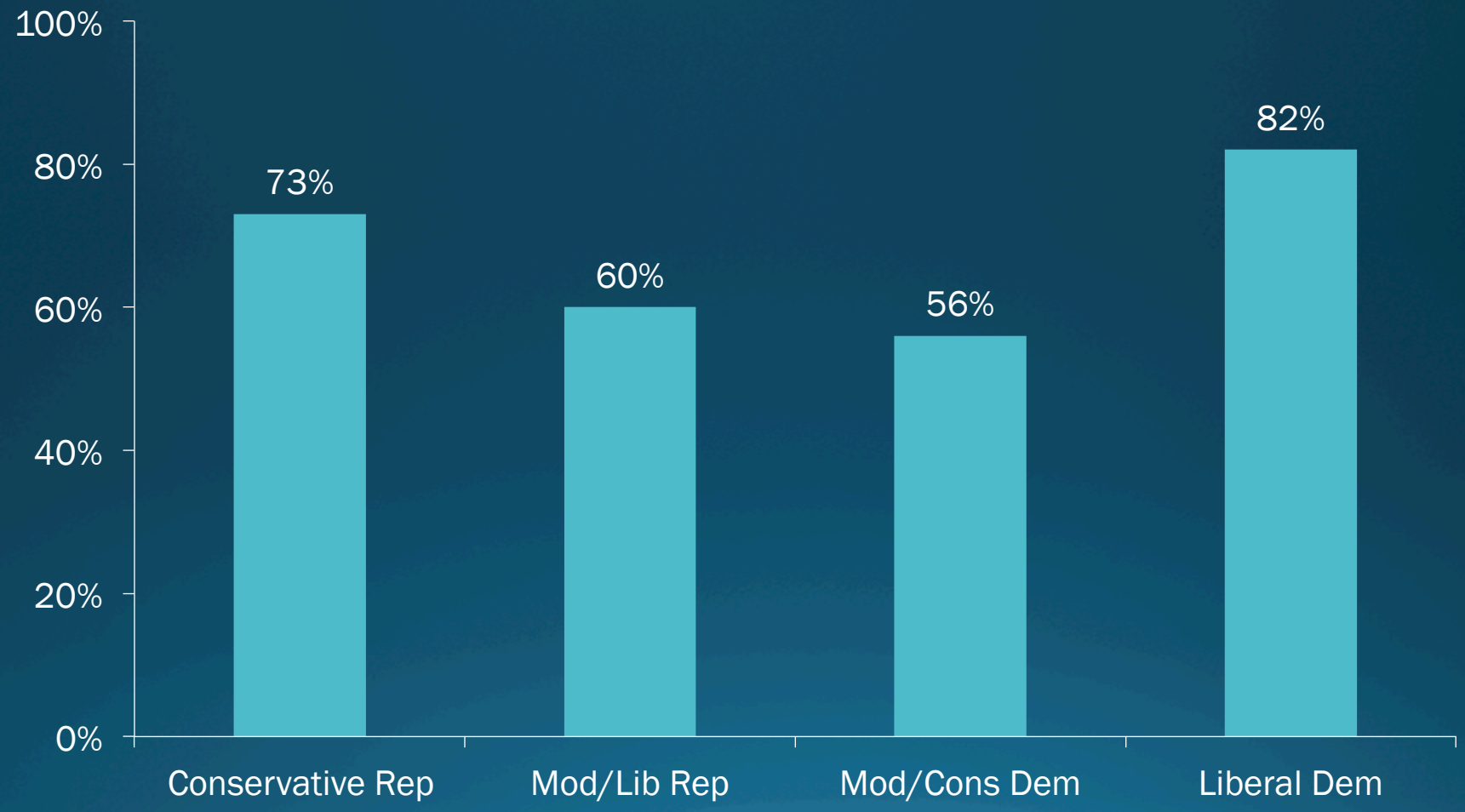
Younger social media users are more likely to use the tools for civic activities

% of users of social networking sites or Twitter who use social media these ways



Source: Pew Research Center's Internet & American Life Project Civic Engagement Survey, conducted July 16-August 7, 2012 on landline and cell phones and in English and Spanish. N for social media users ages 18-29=323. N for social media users ages 30-49=388. N for social media users ages 50-64=323. N for social media users ages 65+=167.

% of SM Users Who are Politically Active on SM



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SNS Discussions Spur More Information Seeking or Involvement

- 43% of SNS users have decided to learn more about a political or social issue because of something they read on social media
- 18% of SNS users have decided to take action involving a political or social issue because of something they read on social media

Pew Research Center. (2014). *Politics and advocacy in the social media era.* Retrieved on 3/29/2015 http://www.pewinternet.org/2014/07/29/politics-and-advocacy-in-the-social-media-era/

Social Media Activism and Real-World Activism Often Overlap

Political action on social networking sites is correlated with other civic/political behaviors

% within each group who have done the following recently…

	% of Political SNS users who…	% of those who use SNS but not for politics who…	% of non-SNS users who…
	a	b	c
Get directly involved in political activities or groups	63%	34%	40%
Speak out on political issues (sign petitions, contact gov't officials, etc) *online*	60[bc]	20	15
Regularly talk politics/public affairs with others in person, by phone, or by letter	53[bc]	27	37[b]
Speak out on political issues (sign petitions, contact gov't officials, etc) *offline*	53[bc]	24	33[b]
Regularly contacted by groups or individuals to get involved in political issues	46[bc]	24	26
Donate money to political causes or candidates	20[c]	7	17[b]

Source: Pew Research Center's Internet & American Life Project, July 16-August 7, 2012 Tracking survey. N=2,253 adults ages 18 and older, including 900 interviews conducted on respondent's cell phone. Interviews were conducted in English and Spanish. n=779 for political SNS users (column a); n=430 for those who use SNS but are not politically active on those sites (column b); n=1,044 for non-SNS users (column c).

Note: Columns marked with a superscript letter ([a]) or another letter indicate a statistically significant difference between that column and the column designated by that superscript letter.

How Do Politicians Use Social Media?

- Gauge public opinion
- Communicate the member's views and activities
- Allows for direct access to constituents
- Advertising without advertising
- Organizing campaigns
- Message customization
- Allows Feedback from constituents

http://uspolitics.about.com/od/CampaignsElections/tp/How-Social-Media-Has-Changed-Politics.htm

Who is Connected?

How Times Have Changed!

- 20 percent of 1,921 nurses surveyed said they regularly or frequently use social media to follow healthcare topics at work, compared with 41 percent who said they never do.
- 41 percent of nurses regularly or frequently log on to social media sites to follow healthcare topics away from work.
- The most popular site among nurses for getting health information is YouTube, followed by Facebook, LinkedIn, Pinterest and Twitter.

http://lippincottsolutions.com/sites/default/files/wolters_kluwer_mobile_internet_and_social_media_survey_report_08_25_14.pdf

Benefits of Social Networking

- Networking and nurturing relationships
- Exchange of knowledge and forum for collegial interchange
- Dissemination and discussion of nursing and health related education, research, best practices
- Educating the public on nursing and health related matters

Risks of Using Social Media

- Information can take on a life of its own where inaccuracies become "fact"
- Patient privacy can be breached
- The public's trust of nurses can be compromised
- Individual nursing careers can be undermined

Anderson, J., & Puckrin, K. (2011). Social network use: A test of self-regulation. Journal of Nursing Regulation, 2(1), 36-41.

Boyd, S., & Ellison, N.B. (2007). Social network sites: Definition, history, and scholarship. Journal of Computer Mediated Communication, 13(1), 210-230.

Social Media and Employment

CareerBuilder.com surveyed employers and recruiters regarding what information contained in the background checks influenced their decision not to hire a candidate:

- 53 percent of recruiters stated the candidate posted provocative or inappropriate photographs or information.
- 44 percent of recruiters stated the candidate posted content about drinking or using drugs.
- 35 percent of recruiters stated the candidate badmouthed previous employers, co-workers or clients.
- 29 percent of recruiters stated the candidate showed poor communication skills.
- 26 percent of recruiters stated the candidate made discriminatory comments.

Retrieved from CarrerBuilder.com on 5/22/15

- http://youtu.be/4hIG_Zt2Utc

Principles for Nurses

- Nurses must not transmit or place online individually identifiable patient information. Nurses must know their legal and ethical responsibilities, as well as their own organization's policies, regarding their responsibility to protect patient privacy, whether online or offline.
- Nurses who interact with patients on social media must observe ethically prescribed patient–nurse professional boundaries.
- Nurses should evaluate all their postings with the understanding that a patient, colleague, educational institution, or employer could potentially view those postings.

American Nurses Association. (2011). *ANA's Principles for Social Networking and the Nurse.* Retrieved on 5/2/15. http://www.nursingworld.org/socialnetworkingtoolkit

Principles for Nurses

- Nurses should take advantage of privacy settings available on many social networking sites in their personal online activities and seek to separate their online personal and professional sites and information.
- As the patient's advocate, nurses have an ethical obligation to take appropriate action regarding instances of questionable healthcare delivery at an individual or systems level that reflect incompetent, unethical, illegal, or impaired practice.
- Nurses are encouraged to participate in the development of policies and procedures in their institutions and organizations for handling reports of online conduct that may raise legal concerns or be professionally unethical.

Board of Nursing Action

- Instances of inappropriate use of social media may be reported to the BON.
- Depending on the laws of a jurisdiction, a BON may investigate reports of inappropriate disclosures on social media by a nurse on the grounds of:
  - Unprofessional conduct
  - Unethical conduct
  - Moral turpitude
  - Mismanagement of patient records
  - Revealing a privileged communication
  - Breach of confidentiality

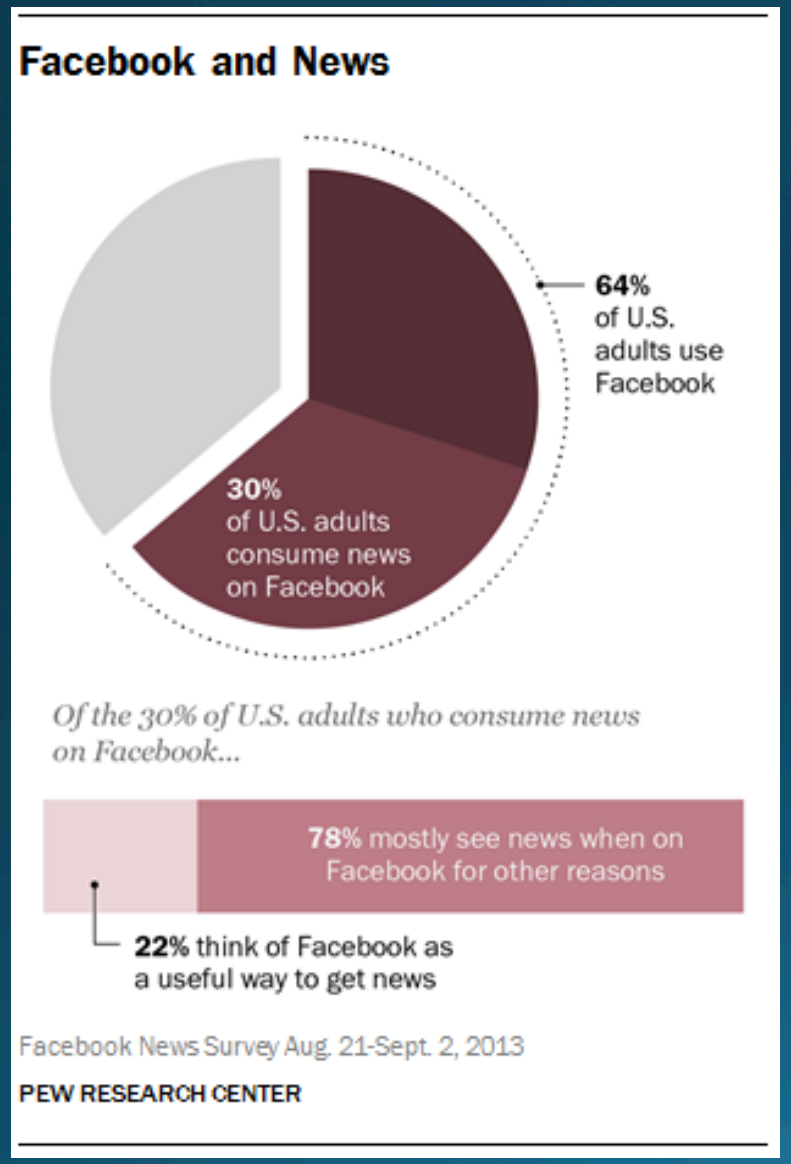
- If the allegations are found to be true, the nurse may face disciplinary action.
- Improper use of social media by nurses may violate state and federal laws established to protect patient privacy and confidentiality.

National Council of State Boards of Nursing's White Paper: "A Nurse's Guide to the Use of Social Media": https://www.ncsbn.org/Social_Media.pdf

Facebook

- Used to connect and reconnect with friends and family.
- Users create a profile containing personal and professional information.
- The difference between Facebook and LinkedIn lies in the type of information shared. Facebook was designed for personal use; therefore, information such as birthdate, hobbies, religion, politics, likes and dislikes are shared with your "Facebook Friends."

Facebook



Reasons people use Facebook:

68% -- See what friends/family are up to

62% -- See photos/videos

38% -- Chat or message

17% -- Post personal updates

16% -- Get news

14% -- Play games

facebook

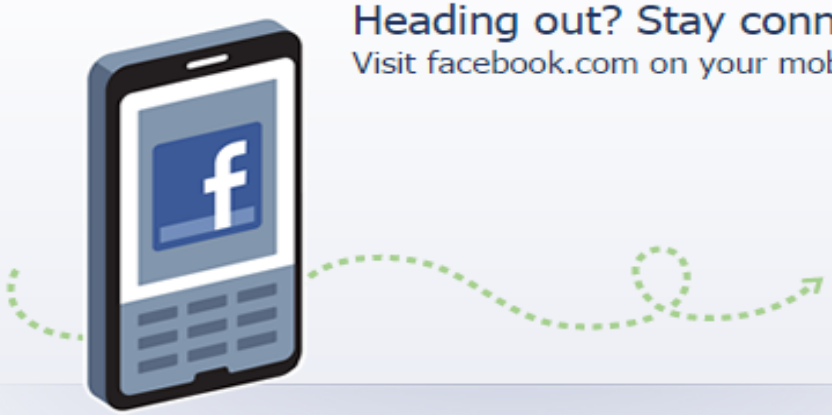
Email or Phone

Password

Log In

Keep me logged in

Forgot your password?



Heading out? Stay connected

Visit facebook.com on your mobile phone.

Get Facebook Mobile

Sign Up

It's free and always will be.

First name

Last name

Email

Re-enter email

New password

Birthday

Month

Day

Year

Why do I need to provide my birthday?

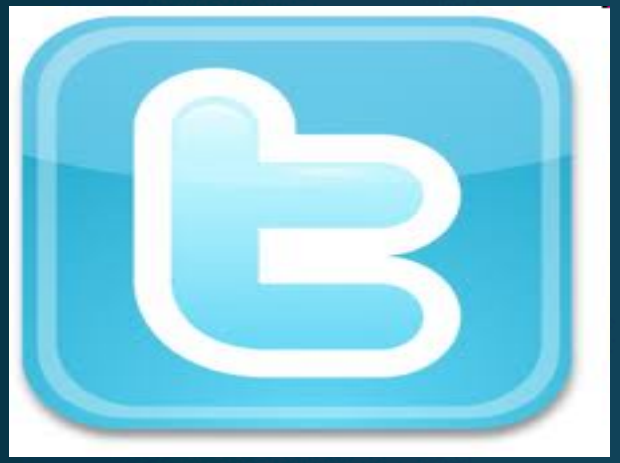
Female

Male

By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.

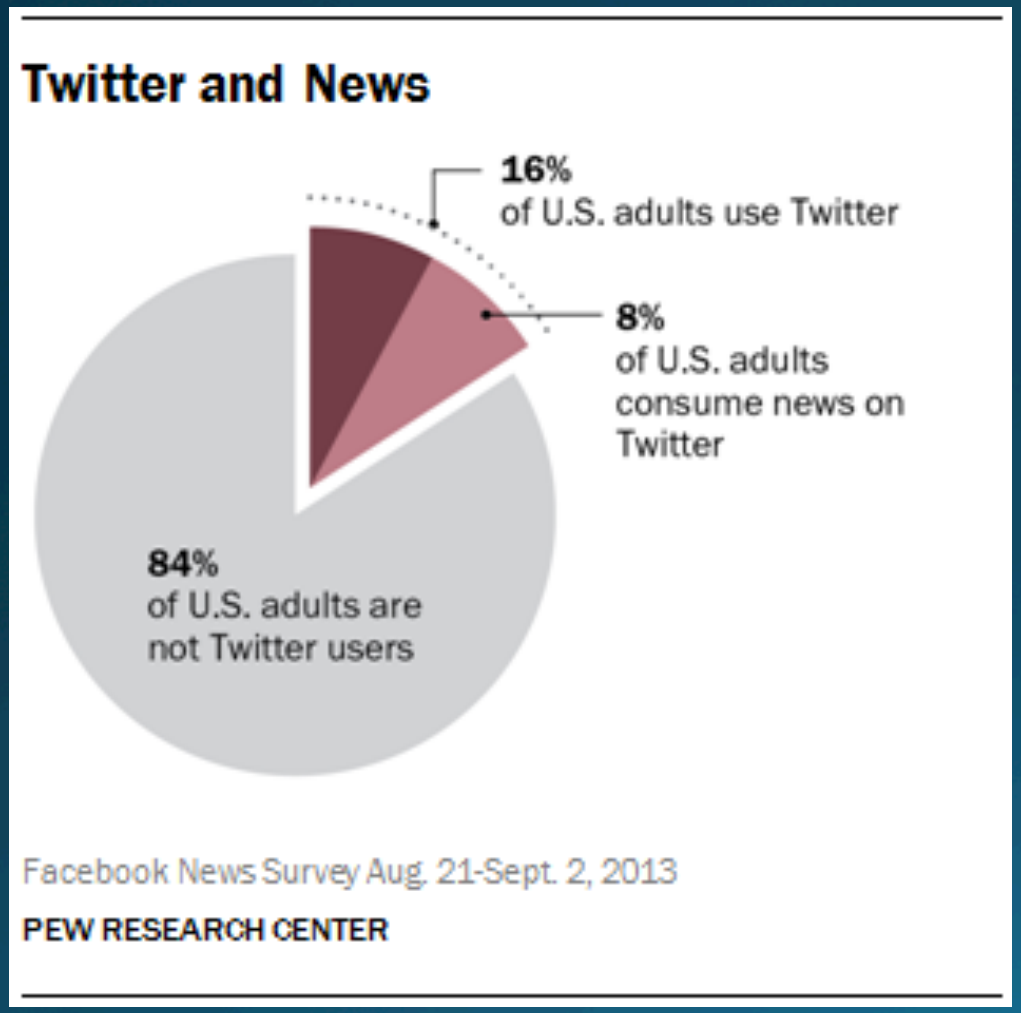
Sign Up

Twitter



- Microblogging Big Picture
  - 140 Characters
  - Shortening your links
  - ReTweets and Hashtags
  - How to find people to follow
  - Searching Twitter
  - Ways to receive and send tweets

Twitter



Twitter news consumers are…

1) Mobile-centric

2) Young

3) Ethnically diverse

4) Use Twitter to make sense of breaking events

140 Characters

courosa Alec Couros
Do u have examples of how Twitter can be used in classroom? If so, please share with this #eci831 - she's asking here: bit.ly/npiCbj
4 hours ago

DonateSocial Donate Social by SYC
#Legends #in #the Kitchen: #Celebrity #Recipes #for #a #Cause: Legends in the Kitchen is chock full of delicious,... dlvr.it/mxRYL
16 hours ago

MomsRising MomsRising
Why are all these people smiling? The Seattle paid sick days ordinance has just been signed by the Mayor!... fb.me/UpvzQ4hu
23 Sep

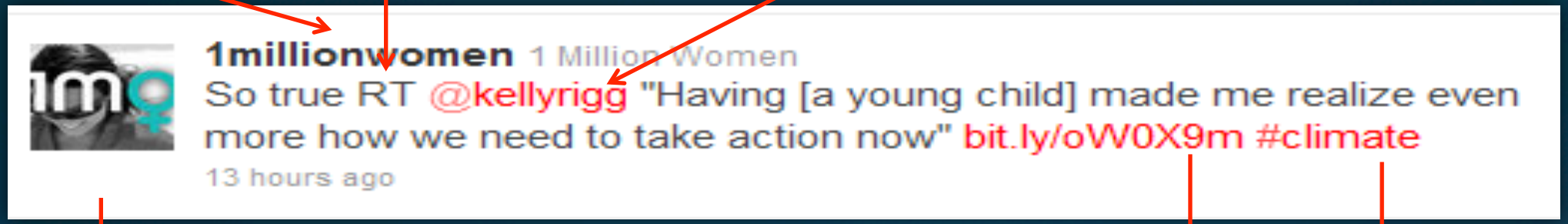
ch3ryl Cheryl Contee
"I don't rejoice at a death of a despicable, horrible man but I rejoice at the birth of a new nation, a new #Libya" /via @OnlyOneLibya
5 hours ago

Anatomy of a ReTweet

User Name

Indicates a Retweet

Original source of information



Avatar / Logo

Link to more information or photo of video

Hashtag

Engaging Grassroots

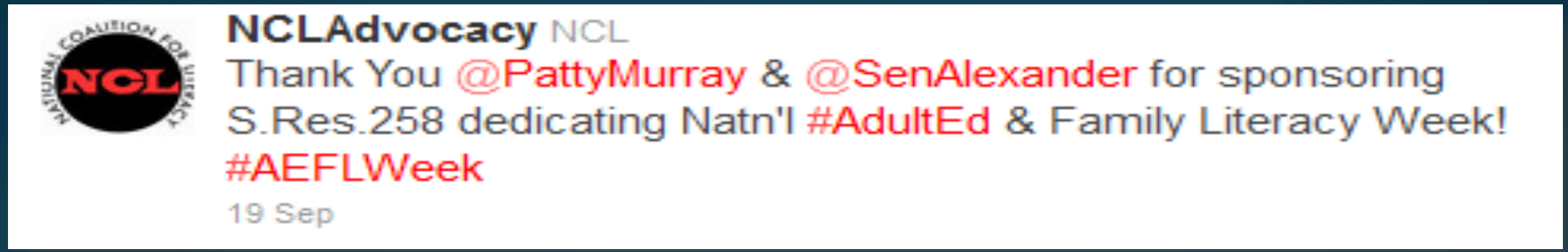
- Tweet 3-5 times a day
- Spread tweets out throughout the day
- Conversational tone, but consistent messaging across social media platforms
- Follow influential people who are likely to be interested in your work
- Reply and retweet at least once a day
- Use relevant hashtags; but use sparingly

  #NPsLead
- Track RTs to see what gets the most attention

Following

- @AANP_News
- @FLoridaNP
- @dcassarino
- @CaryPigman
- @gail_sadler
- @RepMHudson
- @DrAertker
- @denisegrimsely

Engaging With Legislators / Grassroots



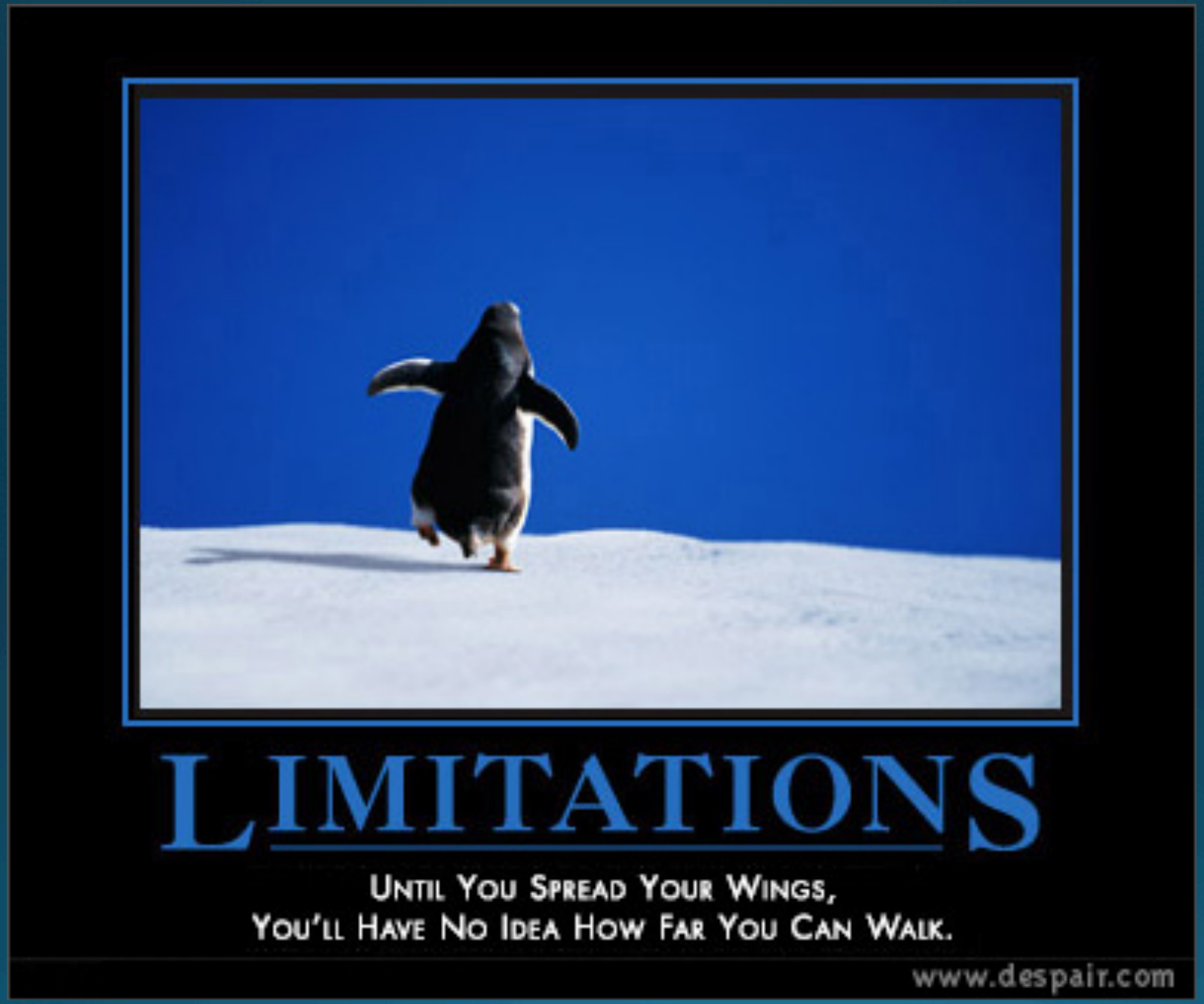
Getting Started

- Go to twitter.com and set up an account.
- Keep your user name consistent with your username on other platforms like FB.
- Do not protect your tweets unless you are using Twitter to create a closed community.
- Only enable tweet location if you are not tweeting from home. + to increase exposure of your program location.
- Don't leave background information blank. You may be perceived to be a spammer.

- https://twitter.com/signup

Linkedin

- One of the most popular professional networking sites is LinkedIn.
- The user creates a profile that lists details that ordinarily would be found on the resume. This profile is the basis for the individual's "network."
- LinkedIn works with your current contact list from your email account and can match up other professionals with similar profiles that use the site. To network with a person on LinkedIn, there is a connect tool that allows you to select and email the potential connection.
- LinkedIn also attracts recruiters, potential employers and professional organizations, and the user has the ability to both join and create groups.


LIMITATIONS
UNTIL YOU SPREAD YOUR WINGS,
YOU'LL HAVE NO IDEA HOW FAR YOU CAN WALK.
www.despair.com