

APPROPRIATE USE OF TECHNOLOGY SOCIAL MEDIA IN HEALTHCARE

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NR:527 COLLABORATION AND COMMUNICATION IN ADVANCED NURSING

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INTRODUCTION

Learning about the appropriate use of technology and social media in healthcare.

Social Media refers to any internet-based way of communicating, including blogs, content communities, social networking sites, and virtual worlds.

UPON COMPLETION OF THIS PRESENTATION, THE PARTICIPANT WILL BE ABLE TO:

- ▣ Understand the impact to the employee and organization related to unprofessional behaviors captured on social media
- ▣ Learn about client privacy rights surrounding photography posted to social media and the risks and implications involved
- ▣ Identify risks associated with technology in healthcare and be informed of safeguards in place to prevent breaches of confidentiality
- ▣ Understand policies and procedures regarding social media and review requirements from organization regarding annual reviews on appropriate use of technology
- ▣ Learn how technology benefits the organization and can positively affect patient outcomes
- ▣ Understand which sites to use when researching information that is credible
- ▣ Learn about how technology offers easier access to health information



■ **SCENARIO 1:** UNPROFESSIONAL BEHAVIOR MEDIA

You have just been promoted to the role of Nurse Manager for the Intensive Care Unit. Your staff is celebrating with you. You oblige the offer and after dinner the group ends up at a local bar to toast the occasion. What action is the most appropriate use of social media as it relates to professional appearance and behavior?

- A. Ask colleagues not to post pictures of the celebration on their social media sites
- B. Send pictures of you and the Chief Nursing Officer toasting with an adult beverage to your staff
- C. Send pictures of the group at the dinner table to your social media page
- D. Being mindful of not participating in behaviors in a public setting that if posted on a social media site would reflect poorly on the organization

Answer: B

Rationale:

- Photos posted online of any employee within an organization can be used to identify the employee and the organization
- Employees are representing the organization even when they are not in a professional setting
- Public reporting is designed to provide a report for the organization on the professional appearance and unprofessional behavior captured online can be used to identify the employee and the organization