Professional Communication & Social Media: The Positives and the Pitfalls

Professional Practice Teleconnect
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ONA Position

• All nurses are professionals and members of the College of Nurses of Ontario (CNO), and have a responsibility to conduct themselves in a manner in keeping with the role of the nurse and the CNO’s standards.

• Nurses have important things to say about improvements to patient/resident/client care, our work environments and the health care system as a whole, and must be heard.
Professional Communication

• All nurses are expected to communicate with patients, colleagues, other health care professionals, their nurse managers and nursing leaders in their organization to provide quality care outcomes for patients.

• Nurses are also expected to communicate concerns for workload and practice safety in their work environment as it relates to their ability to provide safe, effective and ethical care delivery.

• All nurses are responsible for ensuring patient information is used only for the purpose for which it is collected, and that it remains secure within the health care team.
Professional Communication/Therapeutic Relationship

• The patient needs are the focus of the communication in a therapeutic relationship.

• Based on trust, respect, intimacy and the appropriate use of power.

• Nurses demonstrate empathy and caring in all relationships with patients, families and significant others.

• It is the responsibility of the nurse to establish and maintain the communication in the therapeutic relationship with patient.
Professional Communication/Professional Relationships

• All nurses are expected to communicate in professional relationships with trust and respect to achieve improved patient care.

• Nurses in an administrative leadership role have additional responsibilities to ensure that professional communication and professional relationships in the work environment are promoted and trust and respect is expected; systems are in place to effectively manage conflict; support is there for nurses to take action when patients are at risk of harm; and nurses are acknowledged for their nursing expertise and contributions to the health care of patients.
The Work Environment

Nursing work-related stress affects the emotional intelligence quotient and impacts professional communication.

Nurses experience work-related stress in an environment that has lost trust in the management to deal with practice and workload issues.

Negative results in professional communication lead to unresponsive management.
Confidentiality and Privacy — Personal Health Information

• All nurses and health care professionals are accountable for confidentiality and privacy of patient’s personal health information under the *Personal Health Information Protection Act, 2004 (PHIPA)*.

• All health care facilities are accountable for protection of quality of care information produced by a health care facility or a health care entity, or for a governing or regulatory body under the *Quality of Care Information Protection Act (QOCIPA)*.
CNO Standards and Social Media

• Ethics
  – “Nurses have a duty to conduct themselves in a manner that reflects well on the profession.”
  – “Nurses demonstrate regard for colleagues by conducting themselves in a way that promotes respect for team members.”

• Therapeutic Nurse-Client Relationship
  – “The nurse meets the standard by setting and maintaining the appropriate boundaries with the relationship, and helping clients understand when their requests are beyond the limits of the therapeutic relationship.”

• Confidentiality and Privacy
  – “One way nurses maintain boundaries and build nurse-client relationships based on trust is by respecting clients’ rights around confidentiality and privacy.”
What is social media?

Social media are media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.

Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content." Businesses may also refer to social media as consumer-generated media (CGM). A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value.

Social media may have been integral to the Arab revolutions and revolts of 2011. As one Cairo activist succinctly put it, "We use Facebook to schedule the protests, Twitter to coordinate, and YouTube to tell the world." However, there is some debate about the extent to which social media facilitate this kind of change.
Social Media is Changing Habits

• Yes, People Still Read, but Now It’s Social

  ▪ Young women are becoming more and more dependent on social media and checking on their social networks.

  ▪ As many as one-third of women aged 18-34 check Facebook when they first wake up, even before they get to the bathroom.
The Scope: Not a Temporary Fad

- LinkedIn® has 135 million members
  - “world’s largest professional network”
  - 4 million + users in Canada, nearly 12% of country

- Facebook has 800 million active users
  - 16.9 million users in Canada, or half the country
  - 54% of Canadian users are female, 46% male
The Scope

- **Twitter** has 100 million active users
  - Sending 200 million tweets per day
  - Every day, equivalent of a 10 million-page book, or 8,163 copies of Leo Tolstoy’s *War and Peace*
Why?

• A conversation – or rather *many conversations* are happening.
• They are happening whether or not we take part.
• It makes sense to participate, i.e. for nurses to apply their knowledge, and compassion to help inform and influence the conversations.
• Participation benefits patients/clients, the profession, the labour movement and individual ONA members.
Why?

“To understand how social media can advance our nursing work.”

“To recognize how it is affecting people’s experience of their health and illness.”

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Registered Nurses, MVP in Health Care

Dollar for dollar, Registered Nurses (RNs) improve our lives more than almost anyone. Support the best value in health care. http://www.ona.org/mvp

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Some Rules Are Still The Same

• Fashion designer Kenneth Cole’s #EpicFail
Partial Apology: Too Little, Too Late

Re Egypt tweet: we weren't intending to make light of a serious situation. We understand the sensitivity of this historic moment - KC

11:51 AM Feb 3rd via Twitter for BlackBerry®
Retweeted by 80 people
Imposters Amplify Gaffe the Same Day

"People from New Orleans are flooding into Kenneth Cole stores!"
#KennethColeTweets
1:37 PM Feb 3rd via web
Retweeted by 89 people

Our Tucson store is locked and loaded with Spring looks! #KennethColeTweets
2:08 PM Feb 3rd via web
Retweeted by 55 people

Twitterverse: Off to Chinatown elementary school for recruiting event, that spring line won't sew itself!
#KennethColeTweets
7:32 PM Feb 3rd via web
Retweeted by 100+ people
Did you hear Gordon Lightfoot died?

“I was quite surprised to hear [it] myself.”

“I haven’t had so much airplay on my music now for weeks,”

the 71-year-old singer told CBC in Feb. 2010.
were valued the way pro athletes are

Support registered nurses (RNs), the best value in health care. Send a letter to Premier, Health Minister and your MPP using the email form below.

OntarioNurses

Political Action

Send a message to make workplace safer and healthier for registered nurses:

- RNs are the MVP in health care
- Stop the needless personal liability insurance requirement for nurses

Submissions to Government

Political Events Calendar

Contact Your MPP

twitter

facebook

YouTubeTM

OntarioNurses
References

• ONA Tip Sheet: Inappropriate Use of Social Media and Internet Use at Work and Home. June 2011
• CNO The Standard: Nursing 2.0 - Social Media, how this technology can help the profession. Fall 2011, page 10.