

Social Media: Do's and Don'ts

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Objectives

- * Describe what social media is
- * Recognize the impact of social media
- * Understand the challenges that social media poses
- * Identify the benefits of social media in society and healthcare
- * Apply best practices when utilizing social media



Types of Social Media:

- Twitter
- Facebook
- You Tube
- LinkedIn
- Instagram
- Flickr
- Blogs
- Discussion forums

and the list goes on...

History and Statistics

* FacebookTM

- * Founded in 2004
- * 1.23 billion active users
- * 757 million daily users

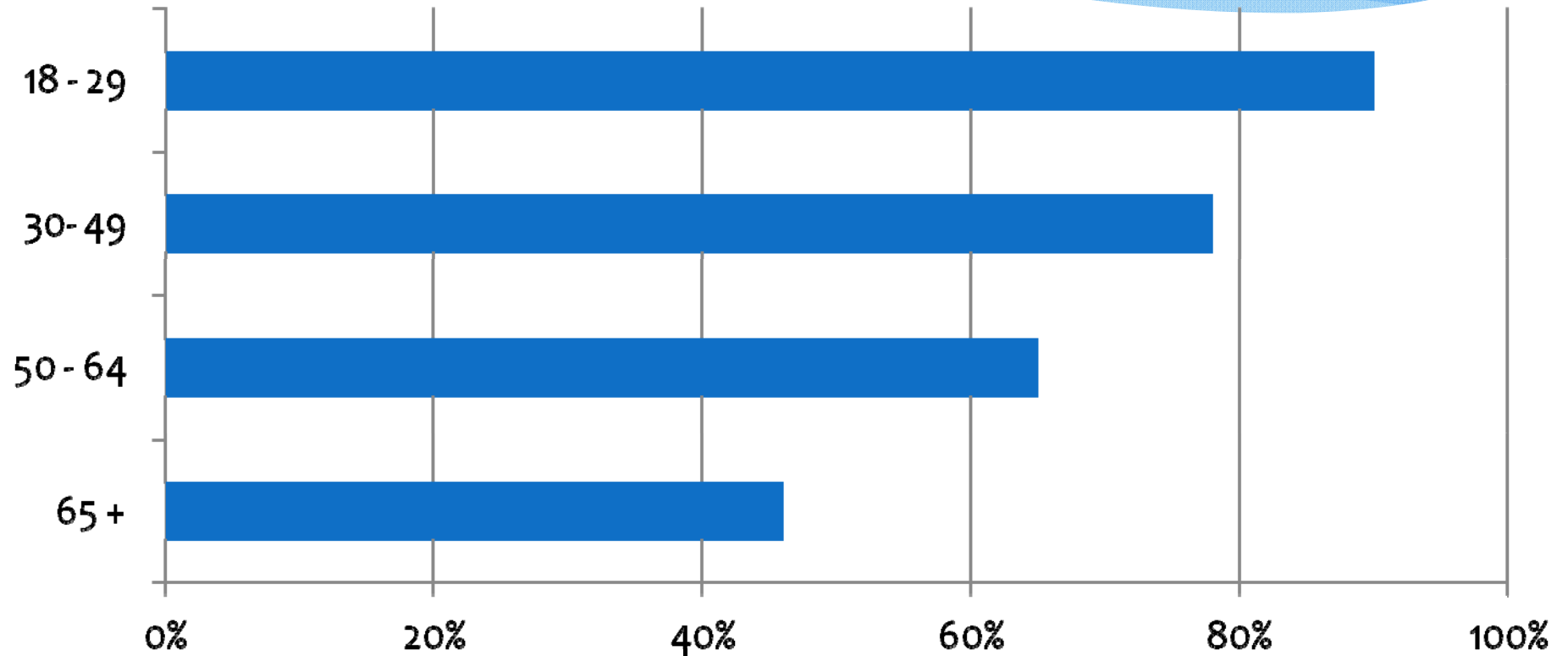
* TwitterTM

- * Founded in 2006
- * 241 million active users
- * 500 million Tweets per day

(Source: Facebook; Forbes; Twitter)

Who is Using Social Media?

Percentage by Age Group



Source: Pew Research Internet Project

Social Media: False Beliefs

- * “I can control who sees what.”
- * “I can clear my digital footprint from the internet.”
- * “The things I post are only for friends and family.”



Social Media: Challenges

*Cyber bullying

- * Bogus accounts
- * Sharing of rumors or false statements
- * Sharing of inappropriate pictures
- * Threatening instant messages, emails, or texts
- * Workplace bullying

STOP
cyberbullying

Social Media: Challenges

* Personal Privacy

- * Use of photos
- * Personal information shared
- * Use of information for marketing
- * Hacking



Social Media: Challenges

* Patient Privacy

- * HIPAA
- * Boundary violations
- * Intentional/unintentional inappropriate use

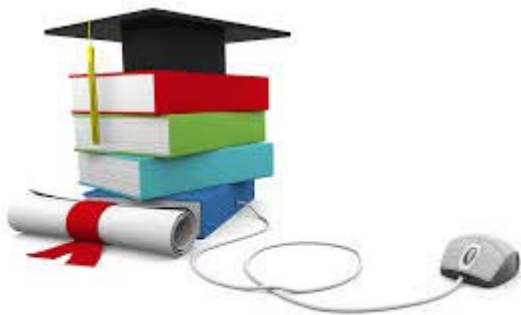


**Please Respect
the Privacy of
Our Patients.**

Social Media: Challenges

- * Impact on current/future career and educational opportunities

- * Impact of social media postings
- * Professional image
- * Ramifications of inappropriate posts and use of social media



Social Media: Benefits

* Healthcare related benefits

- * Healthcare education
- * Patient support
- * Improve communication with patients
- * Staff support



Social Media: Benefits

*General benefits

- * Dissemination of Information
- * Facilitate Change
- * Improve Relationships



Social Media: Benefits

- * Employment and educational opportunities
 - * Job opportunities
 - * Networking with those who are hiring
 - * Colleges and universities on social media



Social Media: Best Practices

- * Do not post work related information.
- * Do not post negative information.
- * Do not assume your posts, pictures, or videos are “private.”

DO'S & DON'TS



Social Media: Best Practices

- * Network.
- * Educate.
- * Communicate and collaborate.

 simple
DOS & DON'TS 
OF SOCIAL MEDIA

Thank You

Have a Great Convention!



Resources

Facebook. (2014). *Key facts*. Retrieved from <http://newsroom.fb.com/Key-Facts>

Forbes. (2014) Retrieved from <http://forbes.com>

Twitter. (2014). *Company information*. Retrieved from
<https://about.twitter.com/company>

Pew Research Center. (2013). *Social networking fact sheet*. Retrieved from
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