**Creating Clinical Scholars: Integrating Social Media into an Online DNP Program**

**Shelly Smith, DNP, APRN-BC and Holly Buchanan, DNP, RN, ANP-BC**
Virginia Commonwealth University School of Nursing, Richmond, Va.

### Background
Social media offers a learning platform that actively engages students outside the classroom, enhances student learning outcomes and provides a means for dissemination. The benefits of using social media in curricula have been identified in literature and outweigh concerns related to social media usage (Schmitt, Sims-Giddens, & Booth, 2012).

### Purpose
The purpose of social media integration into online DNP program is to promote clinicians’ utilization of social media as a professional tool.

### Theoretical Framework
Networked Participatory Scholarship is an emerging framework in which scholars use technology & online networks in research to share, reflect, critique and validate findings.

### DNP Student Social Media Assignments

<table>
<thead>
<tr>
<th>Social Media Skill</th>
<th>Platform</th>
<th>Description</th>
<th>Learning Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microblogging</td>
<td>Twitter</td>
<td>Asynchronous communication via 140 character Tweets; # denotes keywords, @username to network; Tweets can be liked and/or retweeted by followers</td>
<td>Concise messaging, writing Promote student engagement Real time dissemination</td>
</tr>
<tr>
<td>Blogging</td>
<td>Eportfolio</td>
<td>Asynchronous communication via multimedia posts to either private or public websites, tags can be used to organize content</td>
<td>Reflective practice Promote student engagement Promote discussion Real time dissemination</td>
</tr>
<tr>
<td>Eportfolio</td>
<td>Wordpress</td>
<td>Wordpress is an open source online publishing platform allowing individuals to build personal websites with an attached blog</td>
<td>Acquisition of organizational skills Develop technology proficiency Real time dissemination</td>
</tr>
</tbody>
</table>

### Technology Utilization

**Consumers**
- 2016 Pew Report: 92% of Americans have smart phones & >50% of owners use them to access health information
- Fox & Duggan (2013): 75% of patients report online searching their health concern prior to speaking to a clinician
- Mitchell et al (2014): Use of mobile technology is not significantly impeded by socioeconomic factors

**Clinicians**
- Chretien & Kind (2013): Clinicians are increasingly incorporating the use of social media into their practice

### Clinical Impact
Clinician competency in social media use has the potential to serve as a patient education tool across all socioeconomic groups and provide an accessible mechanism for dissemination across disciplines in real time.

### References