



School of Nursing

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

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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

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

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

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