Utilizing Social Media In Supporting New Graduate RN Transition

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1) Objective: Explore how utilizing social media can aid in the transition for the new graduate RN?

2) New Grad Transition

Issue/Problems:
- High nursing turnover rate (Duchsher, 2009)
- More demanding clinical environment (i.e. increase patient acuity, shortages of staff, and the emergence of new technologies) (Oyens & Sherman, 2009)
- Increasing demands for nurses (Graham & Duffield, 2010)
- Aging nursing workforce (Graham & Duffield, 2010)

3) What is Presently Available to New Grads?

- Vancouver Coastal Health:
  - New Grads Program: Two series workshop
  - Practice Start Program: Mentorship and learning labs
  - Providence Health Care:
    - PCH New Graduate Program: Educational workshops, 3 month seminars, mentorship and orientation
    - HealthCare.


4) How Can Social Media be Utilized?

Social media is defined as “a group of Internet-based applications that allow the creation and exchange of User Generated Content” (Kaplan & Haenlein, 2010)

Expands new grad’s access to useful information

Provides a tool for professional development

Generates encouragement & validation through social support online

Empowers new grads to meet their own goals

Creates a technology-enhanced student centered learning environment

Can be used to supplement face-to-face education & mentorship

5) Utilizing Social Media for New Grad Transition Survey:

Method:
In order to collect information on nursing students and their usage of social media, we created an online survey. We used surveymonkey, a free online program to create an 8 question survey to find out how students are using social media and how it is beneficial to them. We distributed the link to the survey via facebook on the 2011-2013 UBC Nursing Facebook page. The survey was also distributed to employed student nurses working at Vancouver Coastal Health by our project leader.

6) Survey Results:

1) What nursing school are you attending?
Results: 31 UBC, 4 Langara, 2 VCC, 2 Kwantlen, 5 others.

2) Have you used social media to assist you in nursing?
Results: 86% Yes

3) What type of social media outlets do you utilize?

4) What do you use social media for?

5) How confident are you as a new nurse entering into the workforce?

6) If you employer provided you with an online resource would you use it?
Result: 97.7% Yes

7) What kind of online resources would you use or find useful?

8) Rate the value of these online resources?

7) Recommendations:

1) Strong interest in clinical learning and a desire to connect with other new nurses, mentors, and employees. Establishing a discussion forum would be very valuable to address both these major trends.

2) Strong interest in the usage of Facebook. It provides a way for users to post articles, images, links, share networking information, offer support and gives people a way to connect in general. A media outlet that allows this would likely be a useful resource to new grads.

3) Responders are visual learners; seeing clinical demonstrations and skills through video is very valuable for learning. There is a strong indicator for modules with video demonstrations, which could be made by health authorities for new grads to access online.

8) Conclusion:

We recognize the importance of hands on mentorship and we believe that social media such as a moodle site would be valuable for supplementing new grad programs already provided in health authorities.

Figure 1: Facebook and YouTube were the most widely used with 88.6% of respondents reporting that they use these social media outlets. Both forums were also widely used, with 42.7% of respondents indicating use of this social media. Moodle, Google+, and blogs were used by 38-32.8% of respondents. Twitter was used least by respondents, with only 6.9% reporting they use this online resource.

Figure 2: Results: 31 UBC, 4 Langara, 2 VCC, 2 Kwantlan, 5 others.

Figure 3: Facebook and YouTube were the most widely used with 88.6% of respondents reporting that they use these social media outlets. Both forums were also widely used, with 42.7% of respondents indicating use of this social media. Moodle, Google+, and blogs were used by 38-32.8% of respondents. Twitter was used least by respondents, with only 6.9% reporting they use this online resource.

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Figure 5: Facebook and YouTube were the most widely used with 88.6% of respondents reporting that they use these social media outlets. Both forums were also widely used, with 42.7% of respondents indicating use of this social media. Moodle, Google+, and blogs were used by 38-32.8% of respondents. Twitter was used least by respondents, with only 6.9% reporting they use this online resource.

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Figure 7: Facebook and YouTube were the most widely used with 88.6% of respondents reporting that they use these social media outlets. Both forums were also widely used, with 42.7% of respondents indicating use of this social media. Moodle, Google+, and blogs were used by 38-32.8% of respondents. Twitter was used least by respondents, with only 6.9% reporting they use this online resource.