

Endocrine Nursing, Social Media and Research: Results of an International Study

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Background

There is an increased interest in exploring what journals nurses read, how we engage with research, if we use social media, and if there should be another platform to share research.

Principle methods of obtaining information have traditionally included word of mouth, the library or letters. Advances in technology have produced internet searches, email and the usage of social media, such as Facebook, Twitter or Instagram.

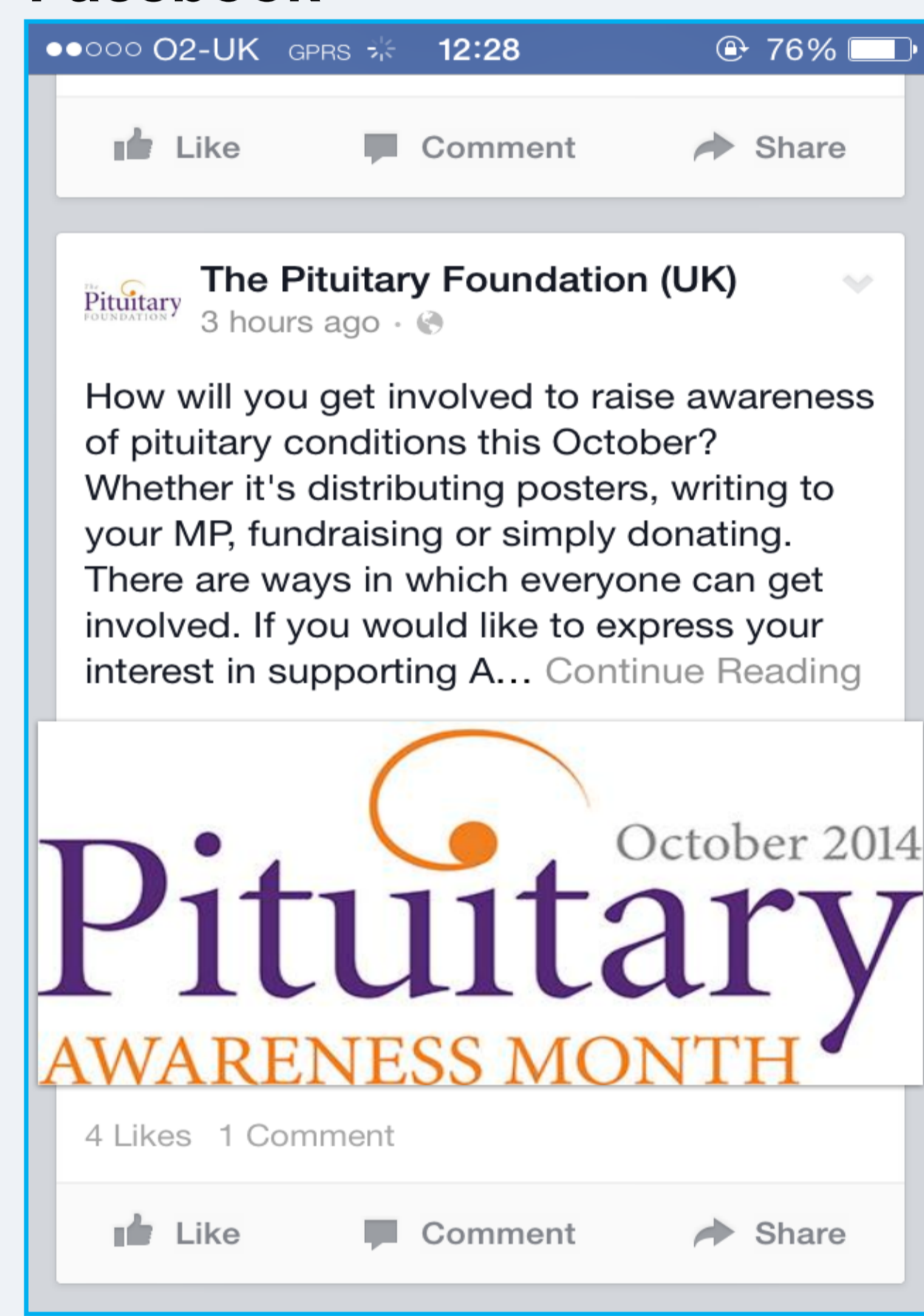
Social media has a multifaceted purpose: keeping in touch with friends and family, sharing memes, news or sport details, or raising awareness of medical conditions, such as the 2014 Ice Bucket Challenge for ALS/MND.

Professionally, social media supports patient support groups, charities, professional societies and journals:

Twitter



Facebook



Sharing research

Research is an important aspect of the Clinical Nurse Specialist role.

Questions to consider are:

- What are we doing ourselves?
 - What are we involved in?
 - What do we want to do?
 - Are we involved in clinical research, or nurse led research
 - Do we do enough research?
 - Should we be doing more? If not, why? If so, how? Where? What type?
- What are people interested in?

Aims

To explore if endocrine nurses use social media or journals to disseminate their research.

To consider if social media avenues are sufficient or if another platform is required.

Methods

A survey of 24 questions was designed on survey monkey, and distributed by email to:

- UK Nurse members of the British Society of Paediatric Endocrinology and Society of Endocrinology (BSPED)
- Key representatives from endocrine nursing groups in Australia, USA and throughout Europe, who were asked to share the survey link within their professional networks.

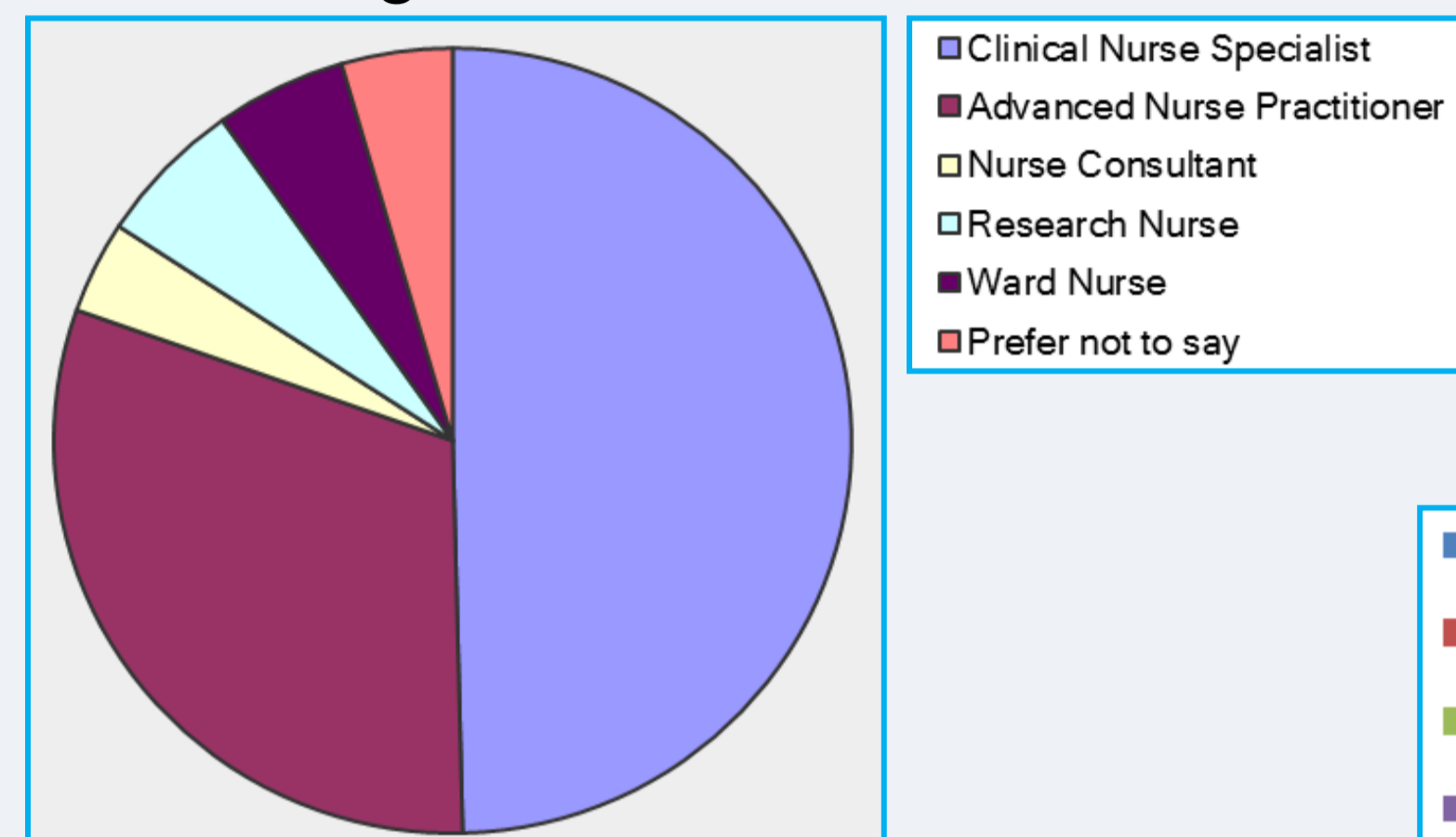
Flyers with a link to the survey were also distributed at:

- The Society of Endocrinology Nurse Update, Stratford upon Avon, UK (September 2013)
- The European Society of Paediatric Endocrinology Nurses Session, Milan, Italy (September 2013)
- The British Society of Paediatric Endocrinology Nurses Meeting, Brighton, UK (November 2013)
- The European Congress of Endocrinology Nurses Session, Wroclaw, Poland (May 2014)
- The Joint International Congress of Endocrinology / American Endocrine Society Nurses Symposium Chicago, USA (June 2014)

Themes explored:

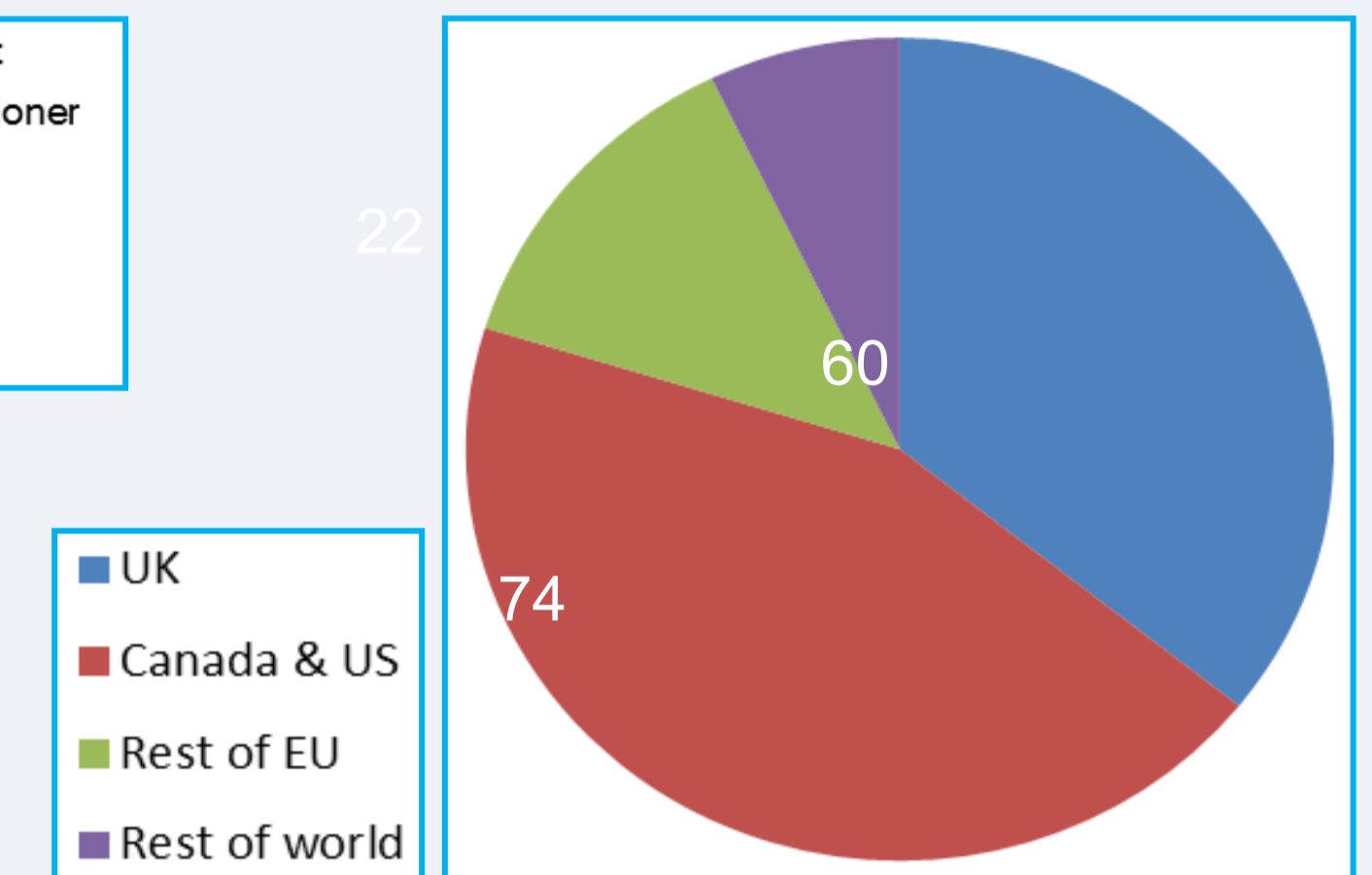
- Do nurses use social media sites professionally?
- Are nurses involved in writing professional material?
- What are the barriers to producing such content?
- Is there a need for a new Endocrine Nursing Journal?

Nursing Job titles



Results

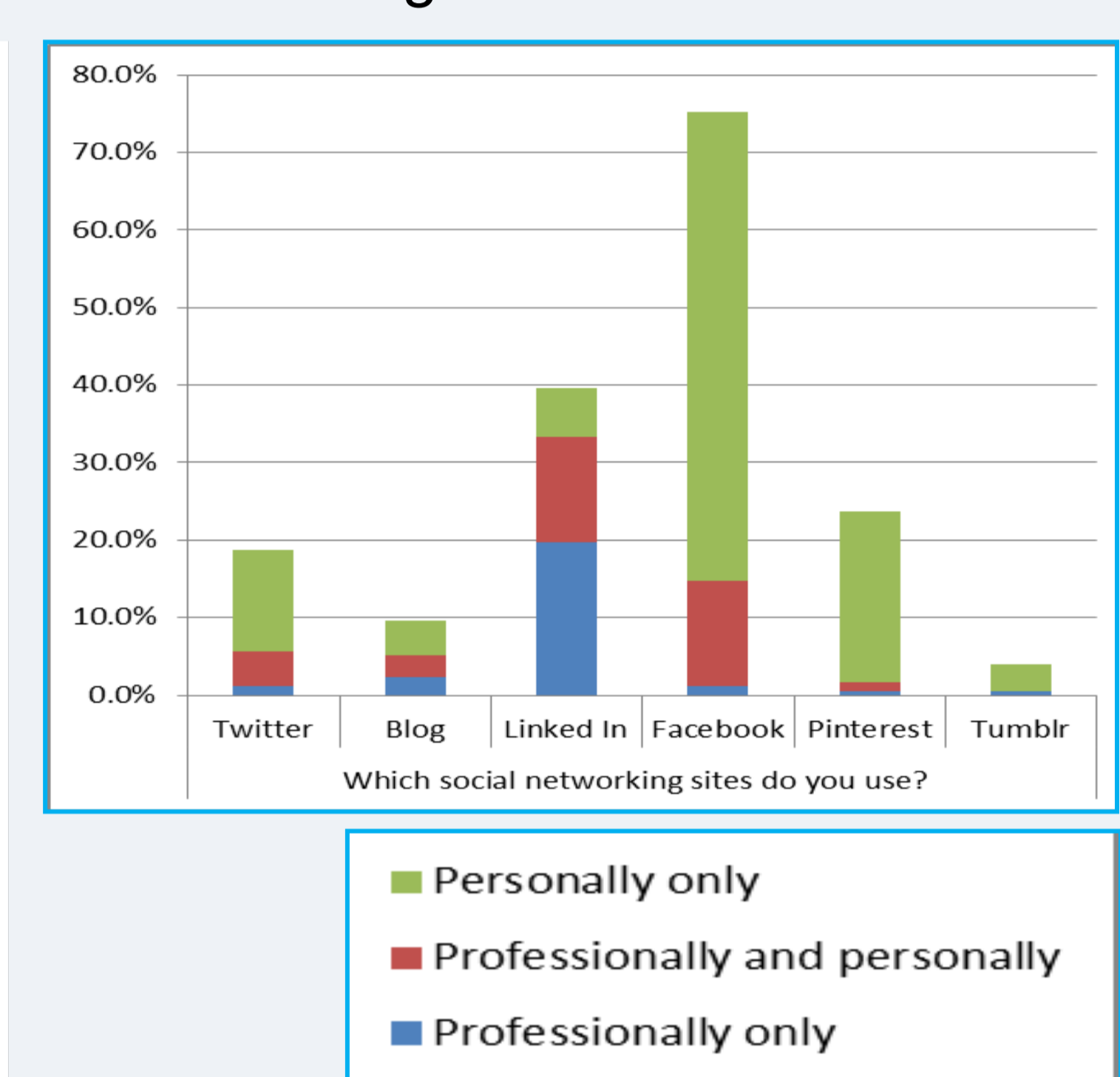
181 respondents worldwide in total-13 did not answer



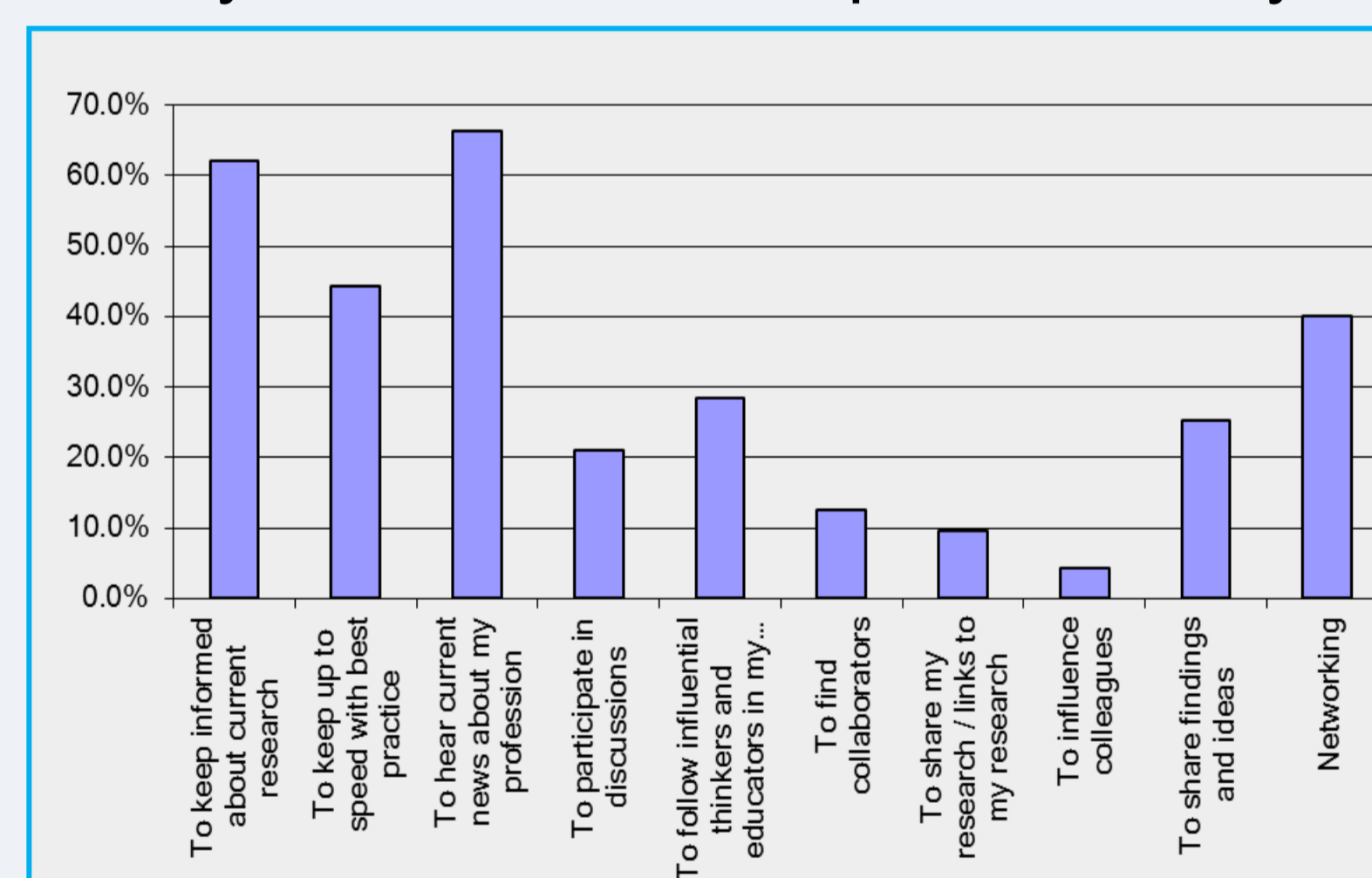
Following professional organisations or journals on social media



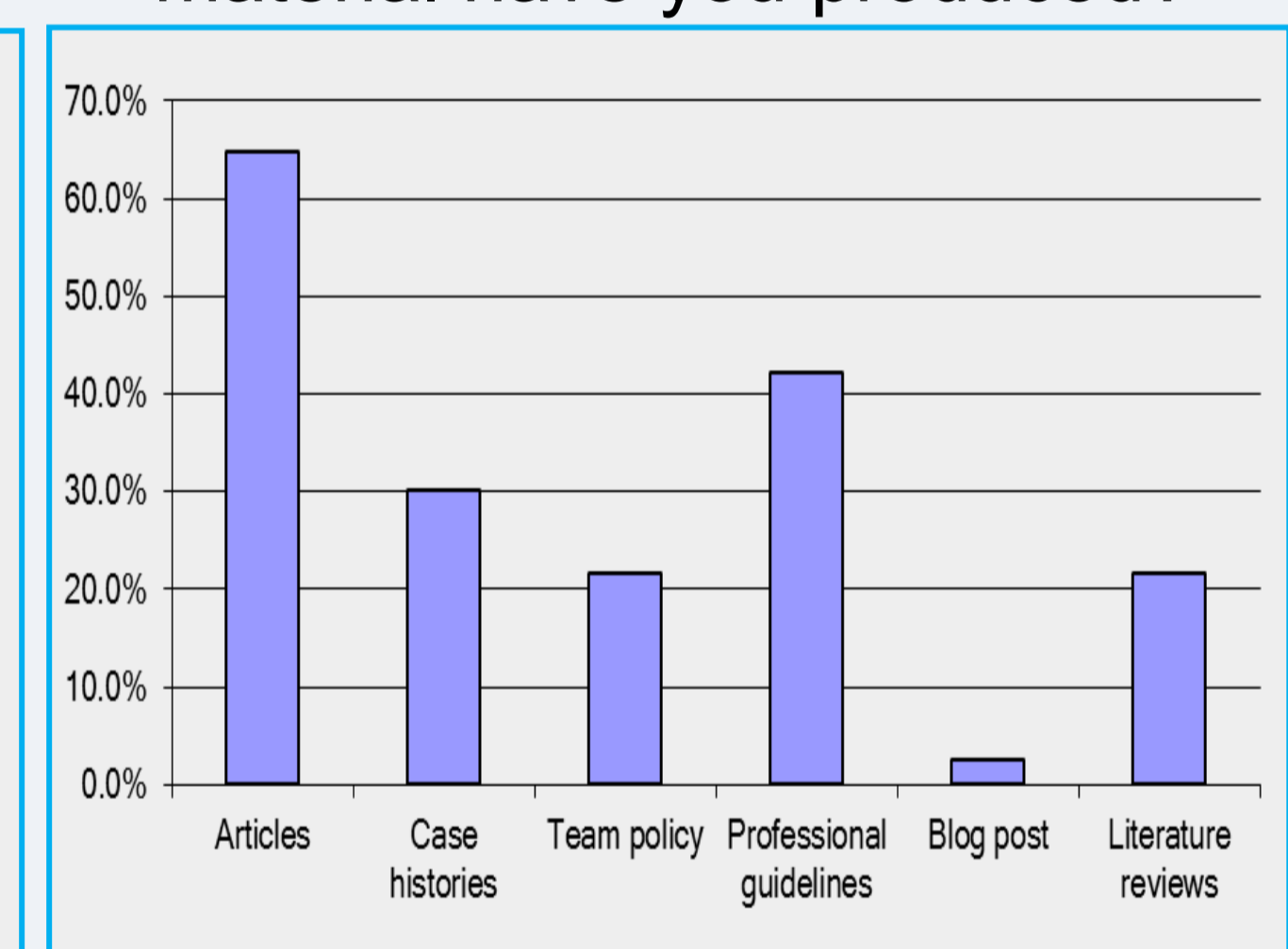
Usage of Social Media



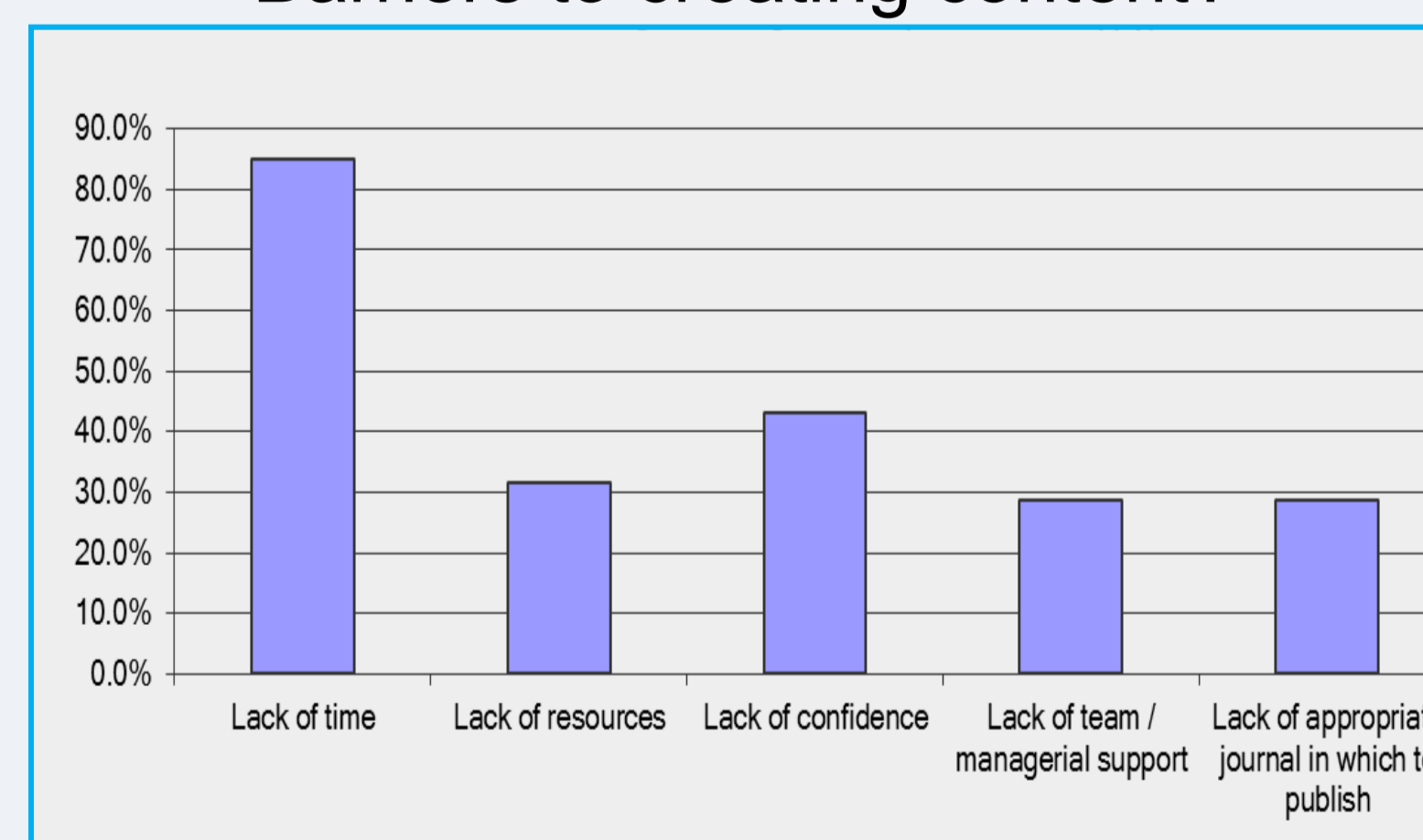
Why use social media professionally?



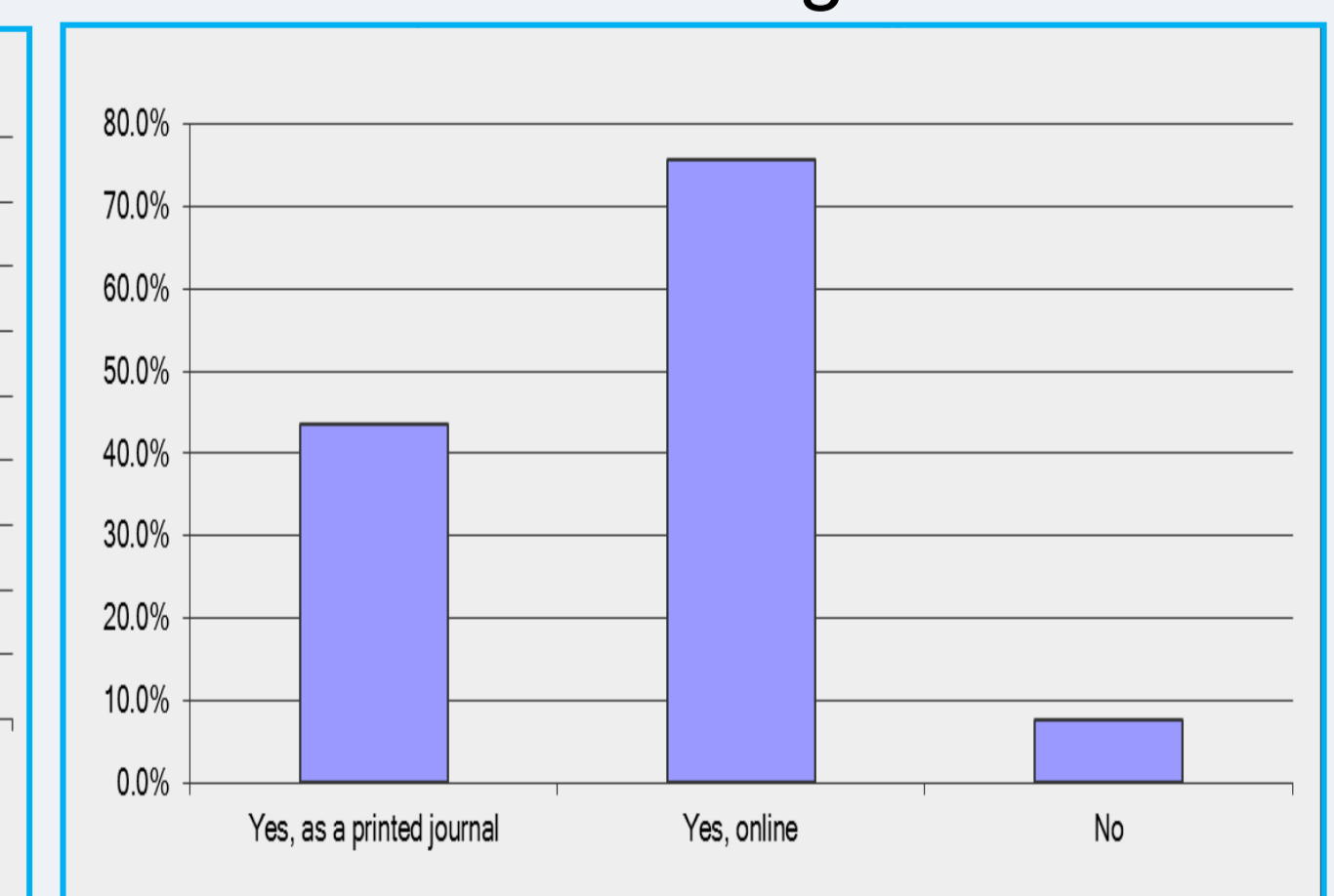
What kind of professional material have you produced?



Are there any Barriers to creating content?



Would you like a new Endocrine Nursing Journal?



Summary

- Social media currently does not seem to be an appropriate platform to disseminate nursing research
- There are many barriers to creating research, with lack of time scoring the highest
- However, a third of survey participants felt that the lack of an appropriate journal to publish in was a major factor.

Conclusion

- Detailed survey with information from endocrine nurses world wide
- Research shown to be an important aspect of the CNS role, with an international interest
- Gap identified for a platform for disseminating research
- Potential to be explored to develop a new International Journal of Endocrine Nursing