Endocrine nursing, social media and research: results of an international study

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Introduction

- Introduction to the study
- What is social media for?
- What was the survey about
  - Methodology
  - Results
  - Conclusion
- Research platforms
- Results and implications
Introduction to the study

• Interest in exploring
  – What journals Nurses read
  – How we engage with research
  – Do we use social media
  – Is there another platform to share research?
How do we find out about things?

- Word of mouth
- Library
- Letters
- Internet
- Email
- Social media
  - Facebook
  - Twitter
  - Instagram
What is social media for

- Keeping in touch with friends and family
- Posting interesting and witty comments and videos
- Daft pictures
- News
- Sport
- Recipes
- Ice Bucket challenge
How about professionally?

- Support groups
- Charities
- Professional societies
- Journals
  - Facebook
  - Twitter
  - Blogs
  - LinkedIn
Professional uses

Nursing Times
Macmillan Cancer
Cancer research UK
BSPED
Pituitary Foundation
AMEND
Thyroid UK
ESE
RCN
Endocrine Today
CLIMB
Verity PCOS
Society of Endocrinology
Professional uses
Research in Nursing

• Important aspect of the Clinical Nurse Specialist role
• Multifaceted
• What types of research?
  – What are we doing ourselves?
  – What are we involved in?
  – What do we want to do?
• Clinical research
• Nurse led research
Clinical Nurse Specialist Roles

- **Research**
  - Identify gaps in your service which could use research / audit to prove shortfalls
    - Or even *positive* aspects
  - Patient questionnaires
    - Satisfaction in patient pathways

- **Collaborator**
  - Enhance collaboration within the MDT and interdisciplinary
    - Ensure common purpose
  - Build and develop relationships with outside personnel

- **Leadership / Management**
  - Lead in developing and attaining team goals
    - Contribute to practice development
    - Develop patient care pathways
      - Patient literature

- **Change Agent**
  - Provide evidence where CNS intervention could be useful
    - Nurse led clinics
    - Telephone clinics
  - Suggest, develop and implement business plans
Clinical Nurse Specialist Roles

- **Clinical Expert**
  - How can your knowledge and skills within endocrinology be enhanced
    - Further training / development

- **Education**
  - Sub role as Educator
    - Patients, families, staff
    - Evaluate and develop educational programmes
    - Build teaching packages for patient education
      - Eg IM HC, GH devices, puberty

- **Consultant**
  - Leading on case management
  - Becoming more involved in external forums
    - Advisory boards, society committees

- **Patient advocate**
  - Identify patient support groups not already utilised by your team
    - Develop and strengthen links
    - Develop own patient literature
Research in Nursing

• Do we do enough research?
• Should we be doing more?
• If not, why?
• If so, how?
  – Where?
  – What type?
  – What are people interested in?
Survey - background

• Wanted to explore if endocrine nurses use social media or journals
  – Disseminating research
  – Professional development

• Need to bridge the theory practice gap

• Is another platform needed?
  – Is social media good enough?
Methodology

• Survey of 24 questions designed on survey monkey

• Distributed by email to
  – UK Nurse members of the British Society of Paediatric Endocrinology and Society of Endocrinology
  – Key representatives from endocrine nursing groups in Australia, USA and throughout Europe

• Share the survey link within professional networks
Methodology

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

*Survey closed end of July 2014*
Questions

• Use of social networking sites
  – Professional use?

• Involvement in writing professional material
  – Barriers

• Types of journals read

• What do you read in the journals
  – Sharing information
  – What is the most useful?
  – A new journal needed?
181 respondents worldwide in total
- USA & Canada – 74
- UK – 60
- Rest of EU – 22
  - Belgium
  - Germany
  - France
  - Ireland
  - Netherlands
  - Sweden
- Rest of world – 12
  - Australia
  - New Zealand
  - Switzerland

13 did not answer
Job title
Do you follow any professional organisations or journals on social media

- Yes
- No
Why use social media professionally?

- To keep informed about current research
- To keep up to speed with best practice
- To hear current news about my profession
- To participate in discussions
- To follow influential thinkers and educators in my field
- To find collaborators
- To share my research / links to my research
- To influence colleagues
- To share findings and ideas
- Networking
Writing professional material

![Bar chart showing the distribution of professional material types: Articles (70%), Case histories (30%), Team policy (20%), Professional guidelines (40%), Blog post (5%), Literature reviews (20%).]
Barriers to creating content

- Lack of time (90%)
- Lack of resources (30%)
- Lack of confidence (40%)
- Lack of team/managerial support (20%)
- Lack of appropriate journal in which to publish (20%)
Why read journal articles
What is most useful
Is Research part of your role?
Would you like a new Endocrine Nursing Journal?
What would you like in it?
Year qualified as a nurse
People who qualify after 1995 are more likely to use Facebook AND twice as likely to use it professionally.
Post-graduates create more articles, professional guidelines and literature reviews.
Discussion

• Further research?
• Raw data
• More to be analysed with data
  – Further correlations
    • Qualifications
    • Country by country
    • Receiving recommendations
    • Making recommendations
    • Types of journals like to read
A new journal?

- Business plan is now in progress with Bioscientifica

**International Journal of Endocrine Nursing**

- How often
- Paper / online
- Editorial board
- Money
Research platforms for Endocrine Nurses

- International Journal of Endocrine Nursing
- LinkedIn
- Twitter
- Facebook
- Society newsletters
- Society emails
Conclusion

• Detailed survey
  – Demographics of endocrine nurses worldwide

• Research
  – Important aspect of the CNS role
  – Keen interest internationally

• Gap identified
  – Platform for disseminating research

Social media v Endocrine Journal?
Thanks

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