

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

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Introduction

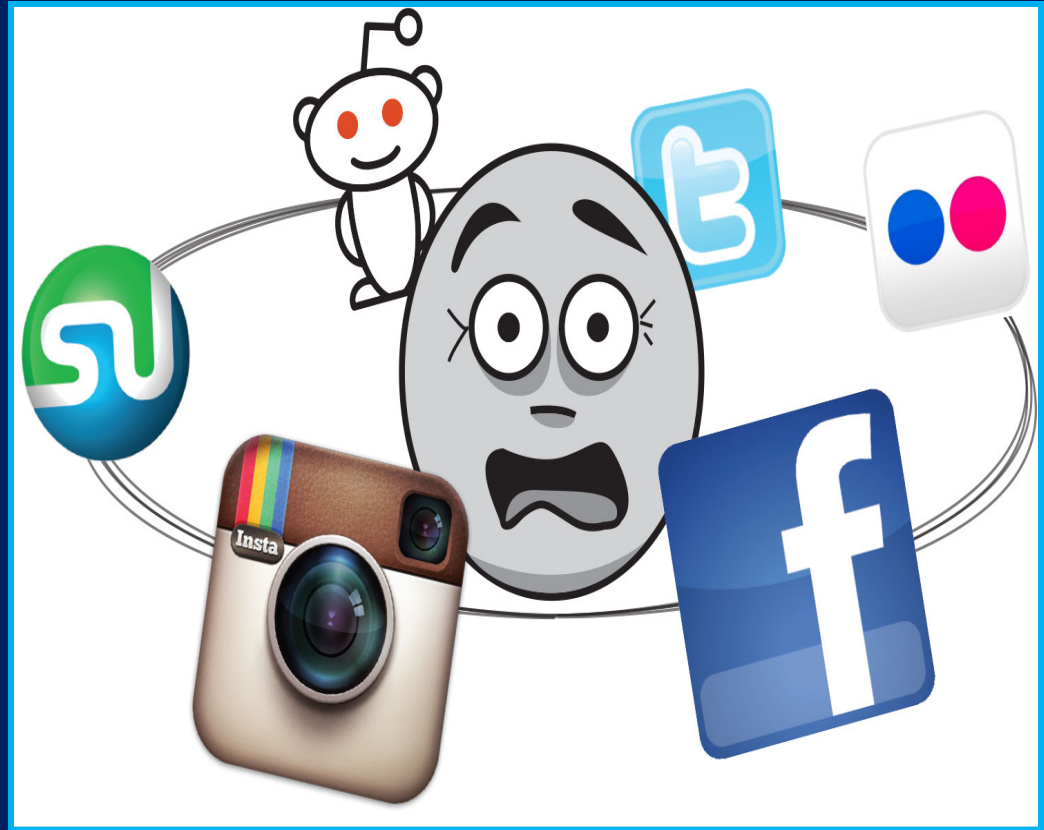
- Introduction to the study
- What is social media for?
- What was the survey about
 - Methodology
 - Results
 - Conclusion
- Research platforms
- Results and implications

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



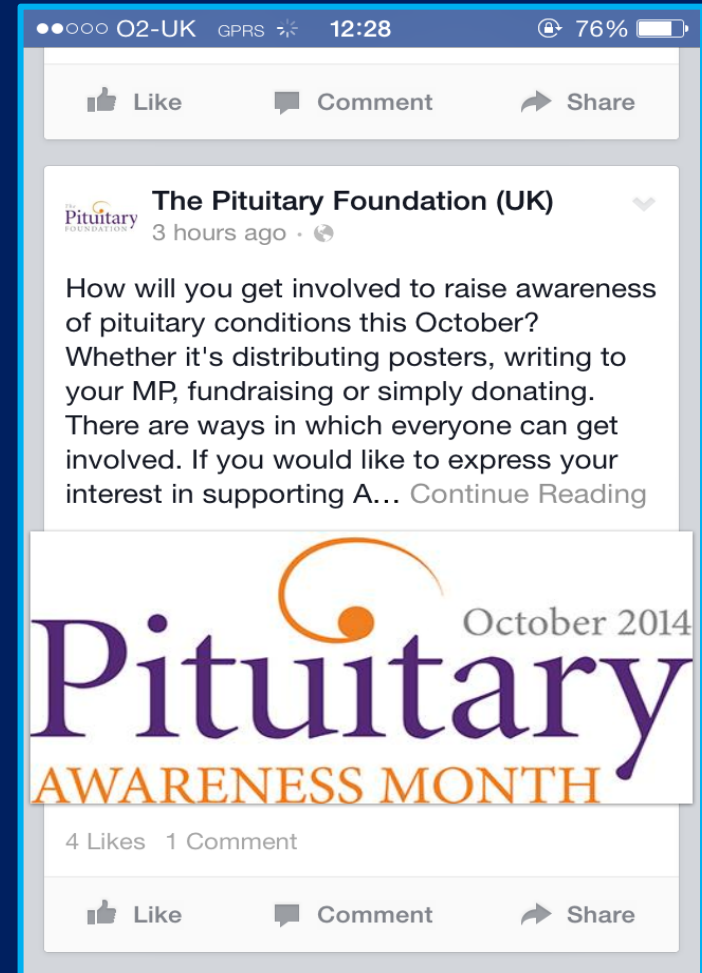
Nursing Times
Macmillan Cancer
Cancer research UK
BSPED
Pituitary Foundation
AMEND
Thyroid UK
ESE
RCN
Endocrine Today
CLIMB
Verity PCOS
Society of Endocrinology



Society for Endo @Soc_Endo 46m
Submit your abstract for RCC, 5 December in Birmingham. Deadline 6 October! bit.ly/RCCReg2014

(1 retweet, 1 like)

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

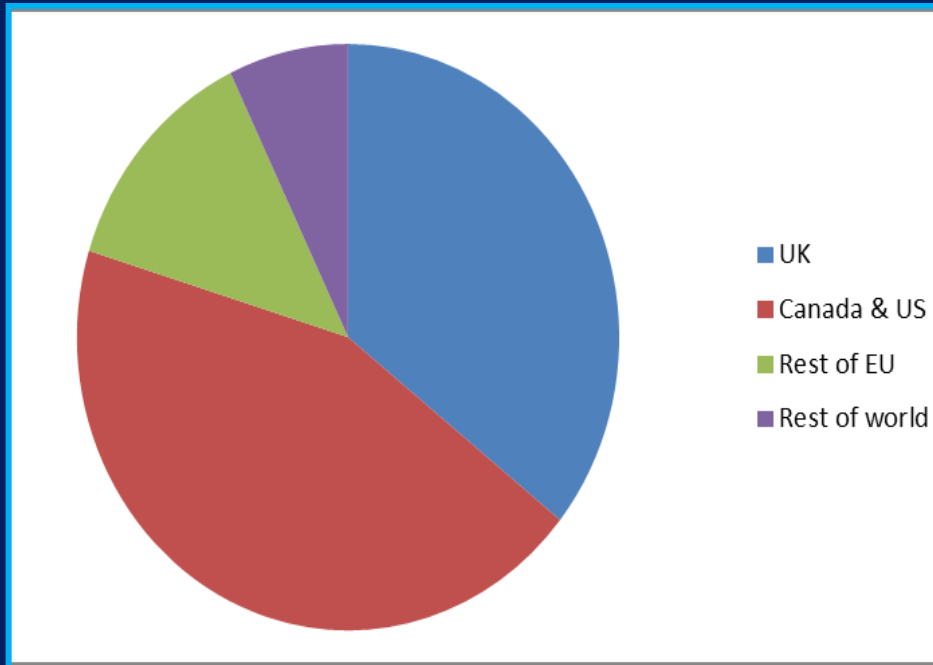
Questions

- 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?

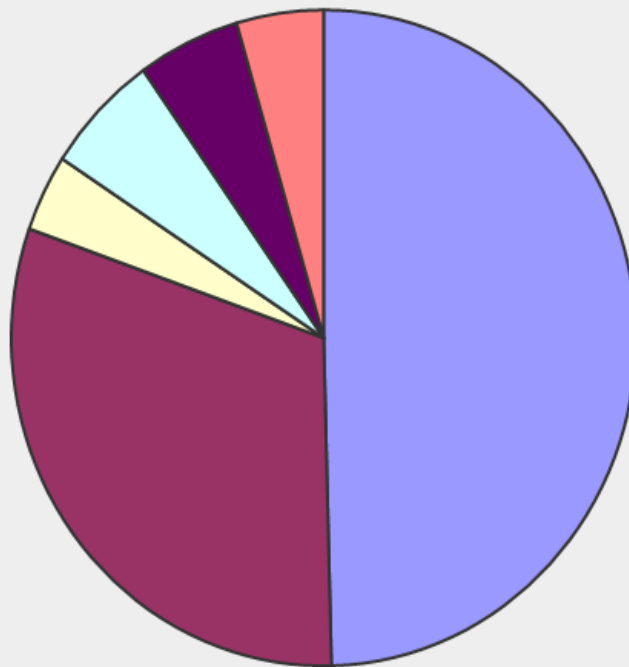
Results

- 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

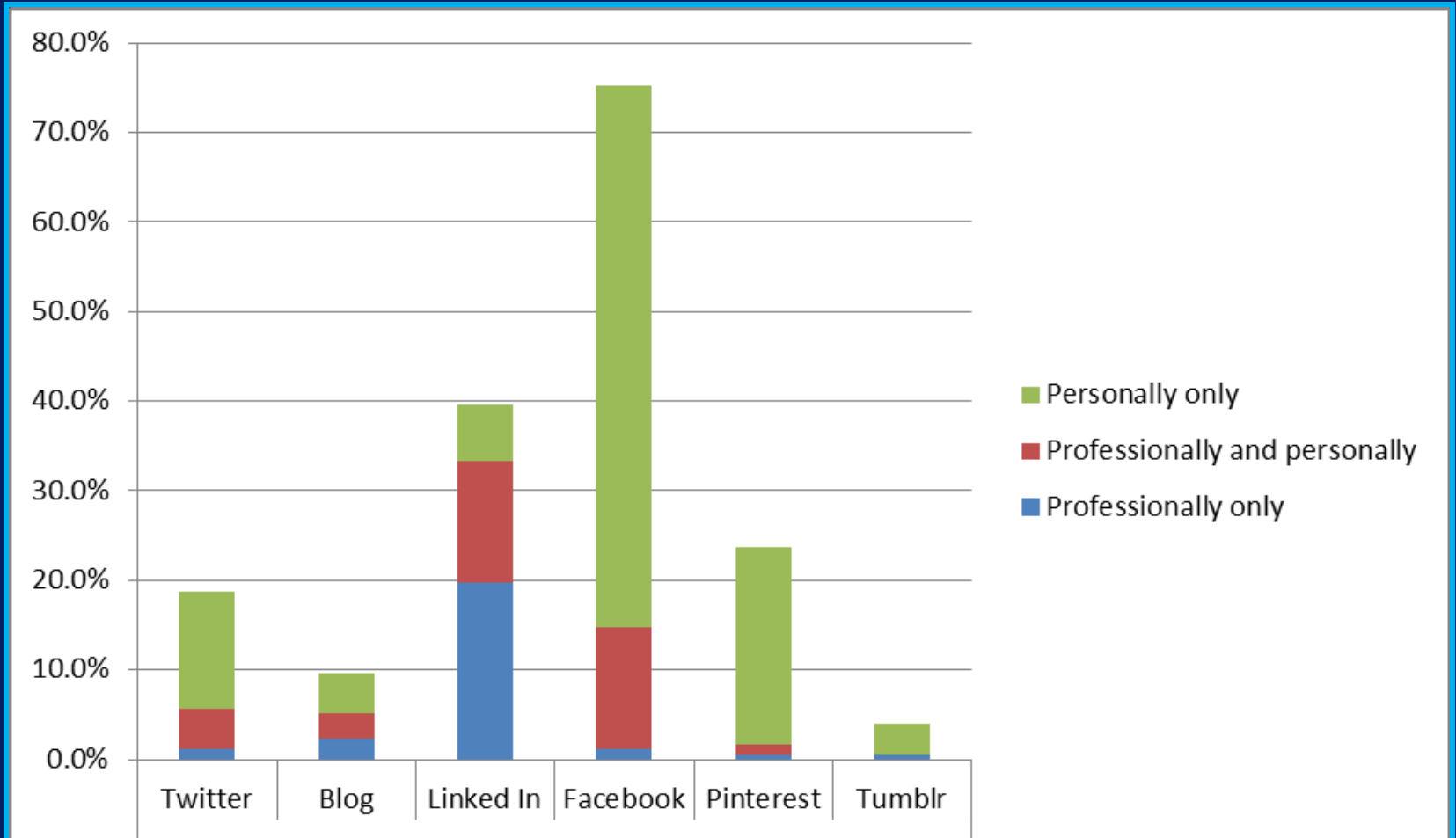


Job title

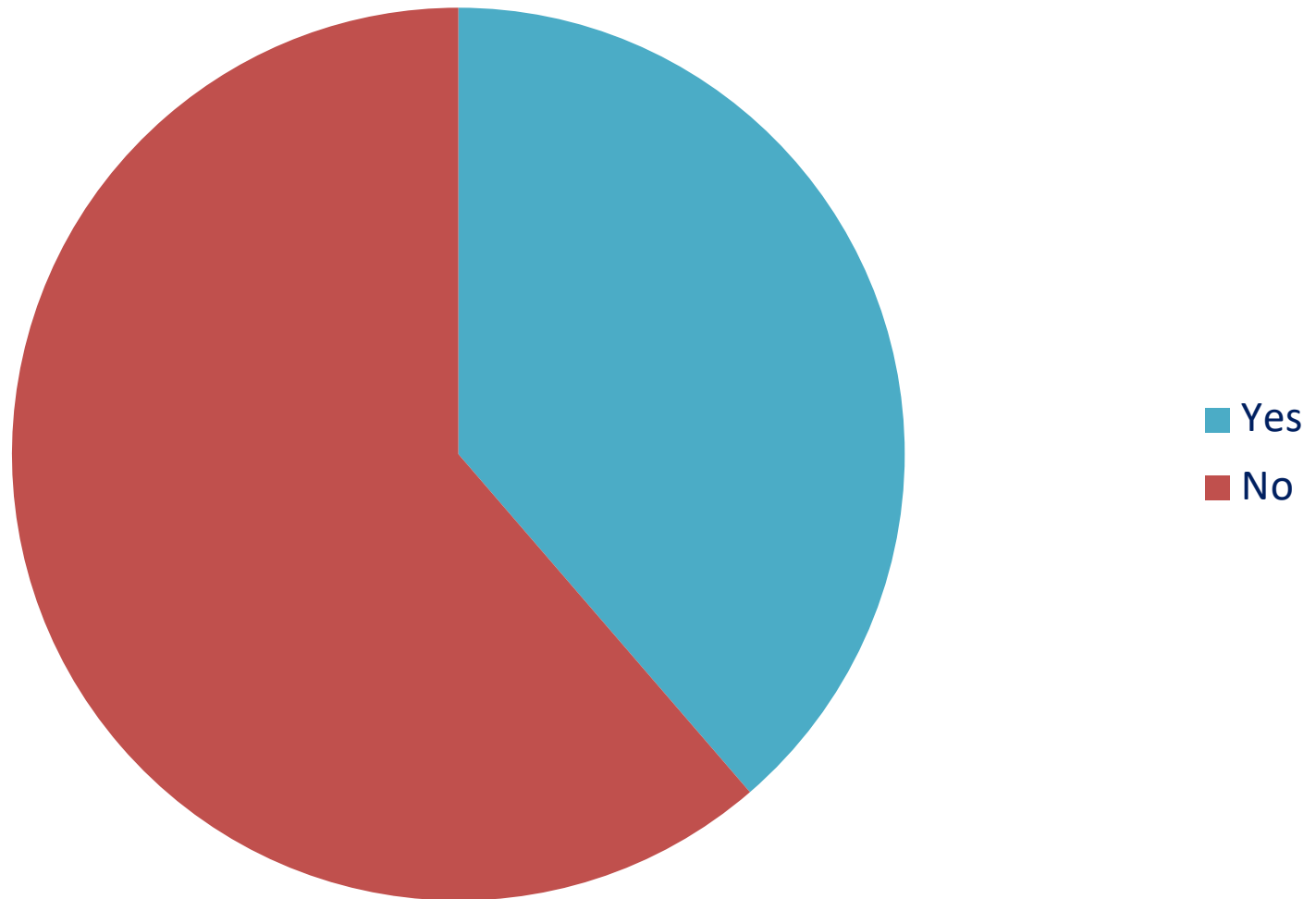


- Clinical Nurse Specialist
- Advanced Nurse Practitioner
- Nurse Consultant
- Research Nurse
- Ward Nurse
- Prefer not to say

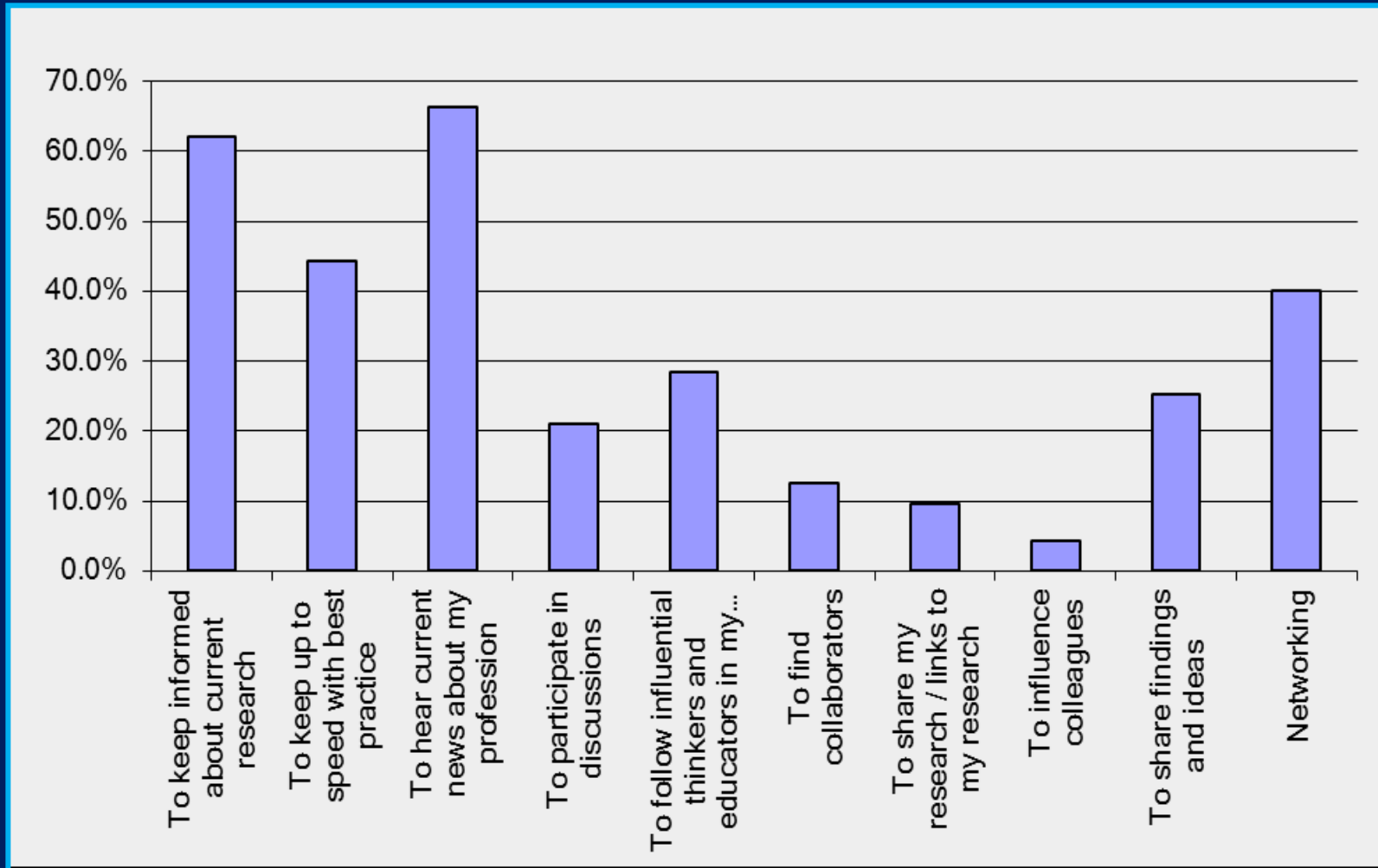
Social Media



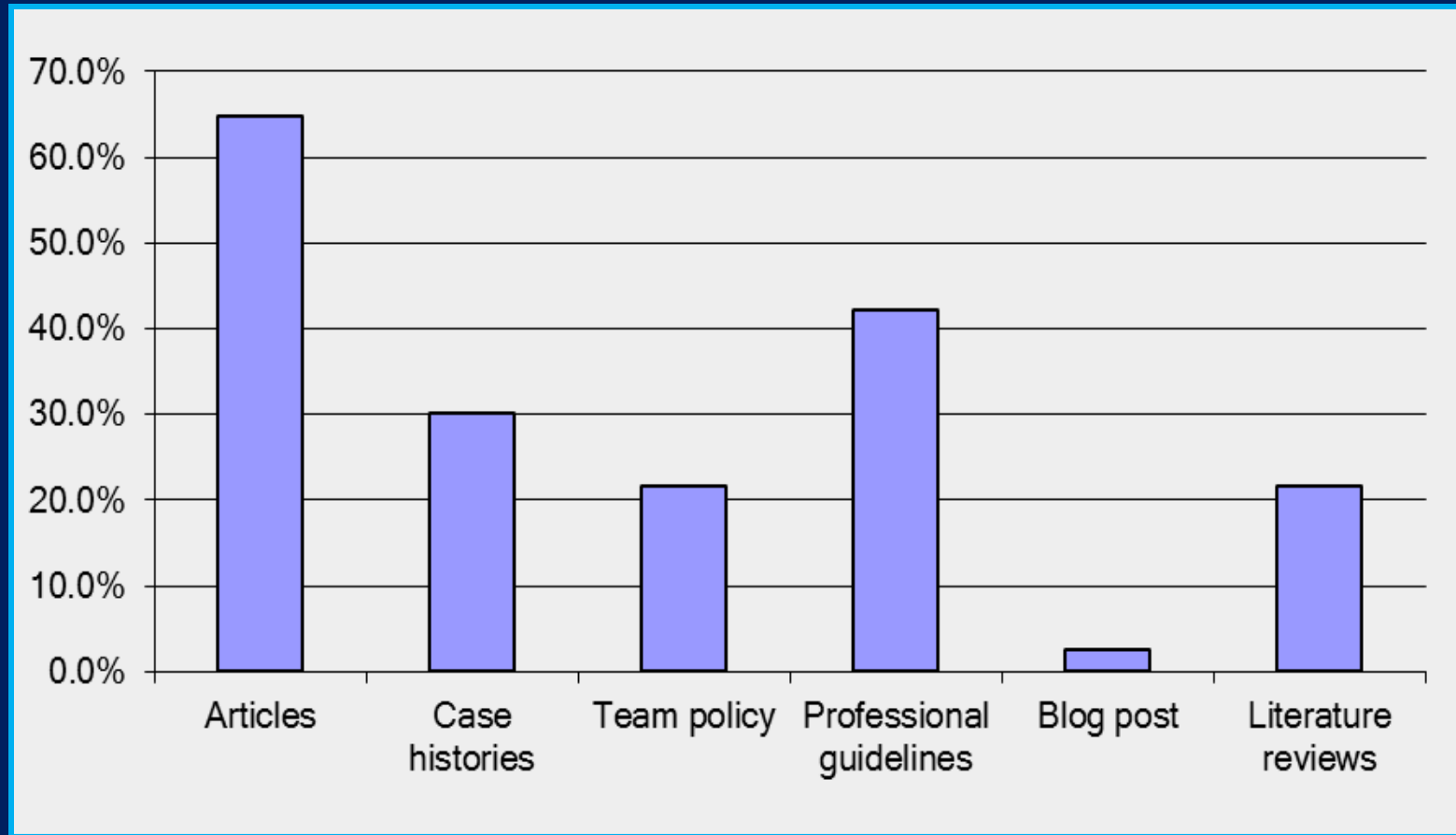
Do you follow any professional organisations or journals on social media



Why use social media professionally?



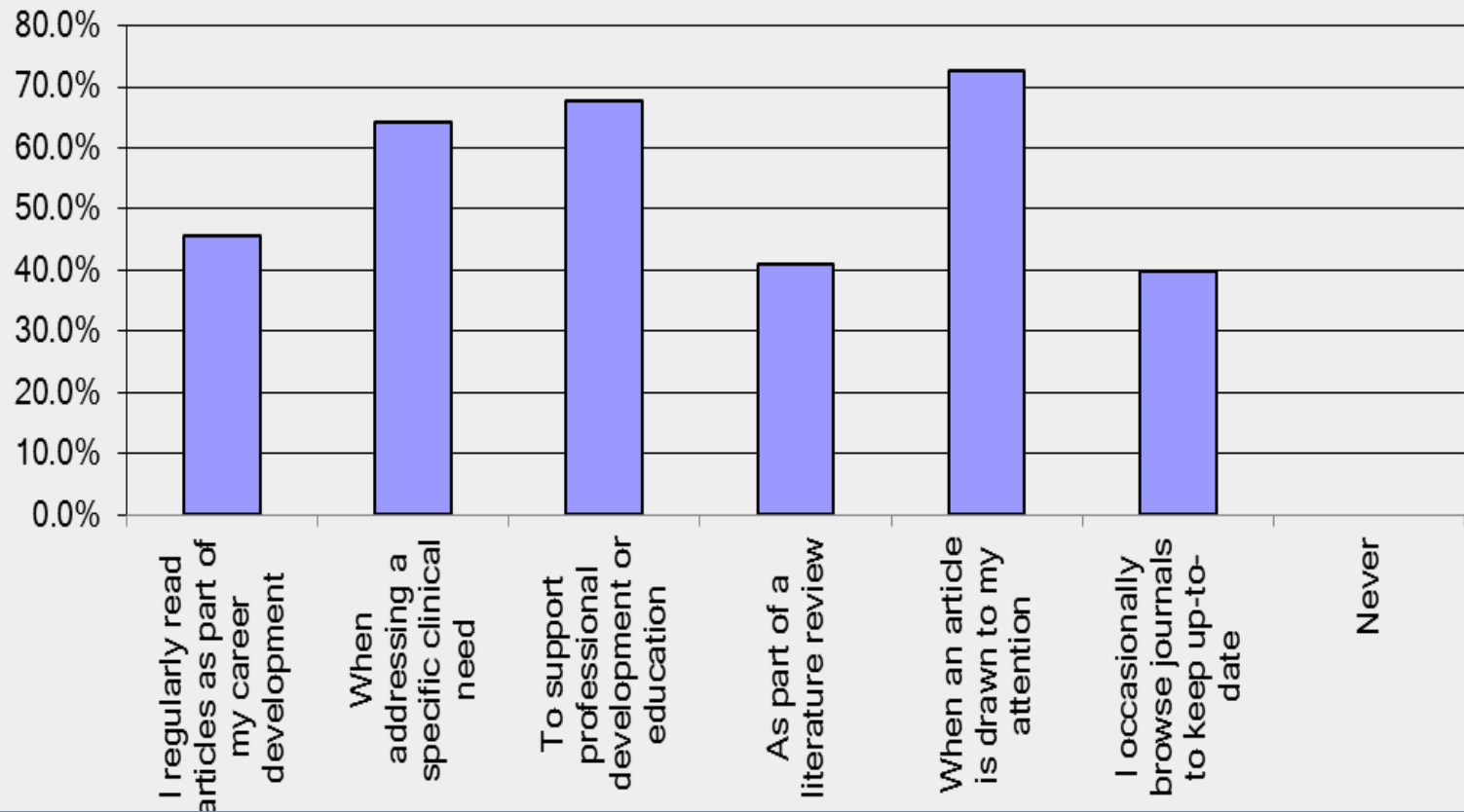
Writing professional material



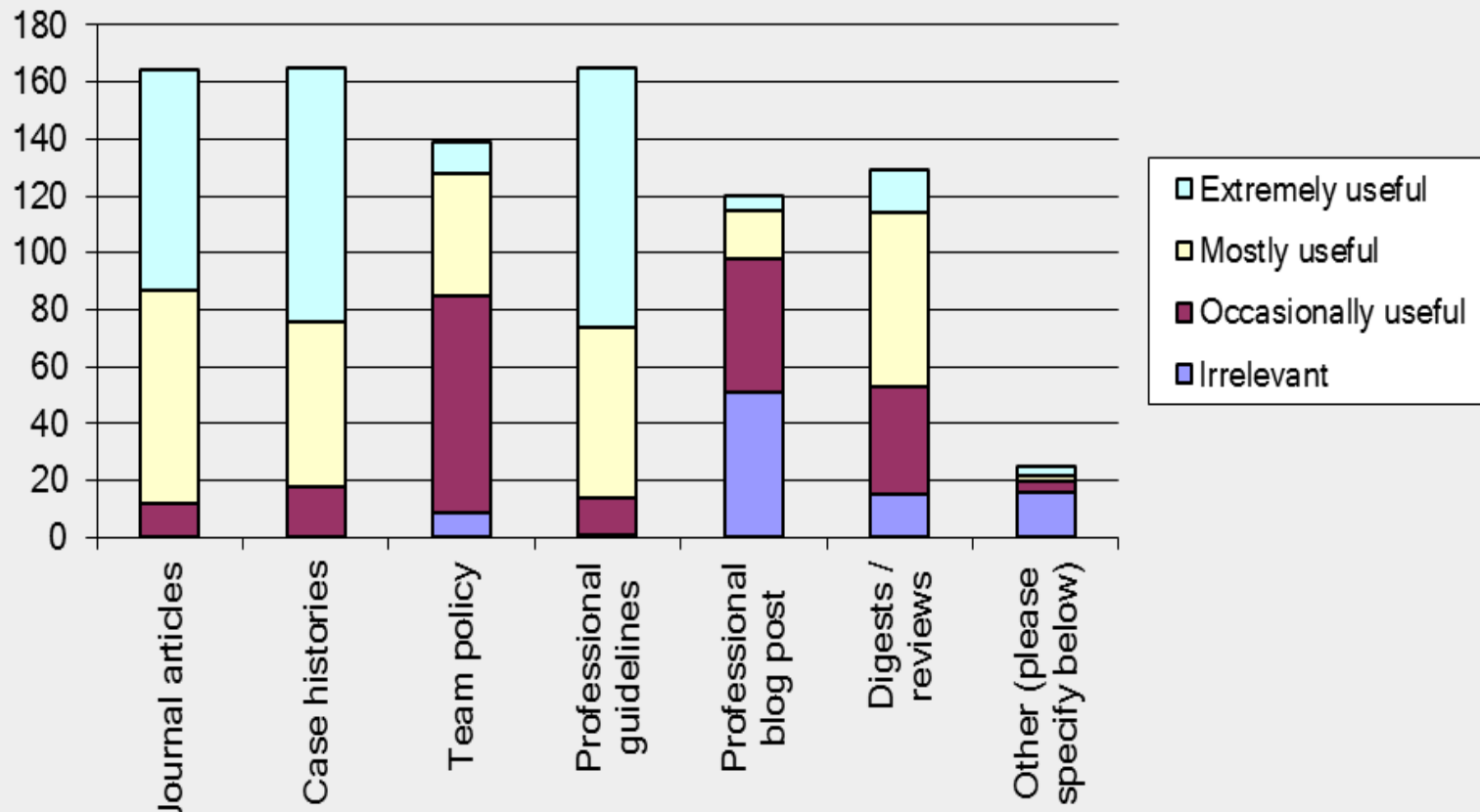
Barriers to creating content



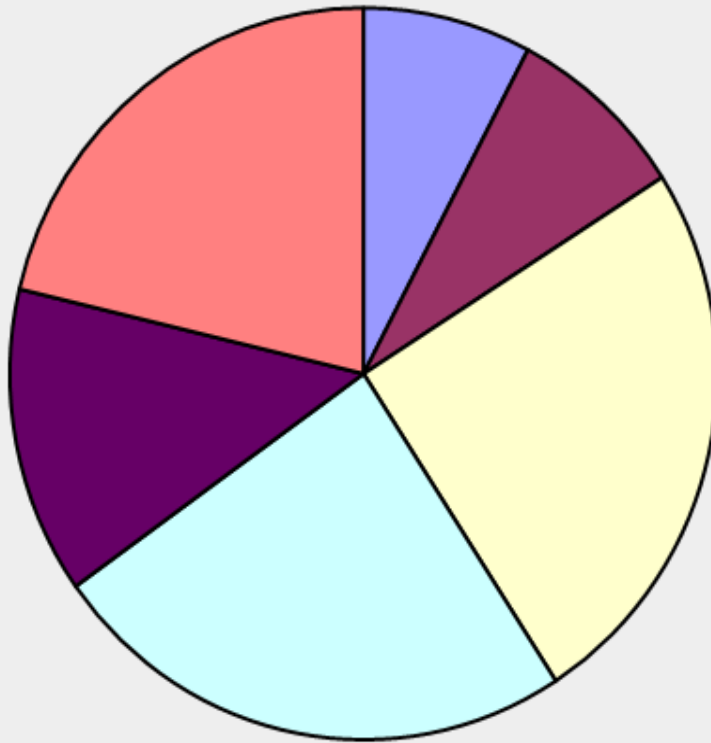
Why read journal articles



What is most useful

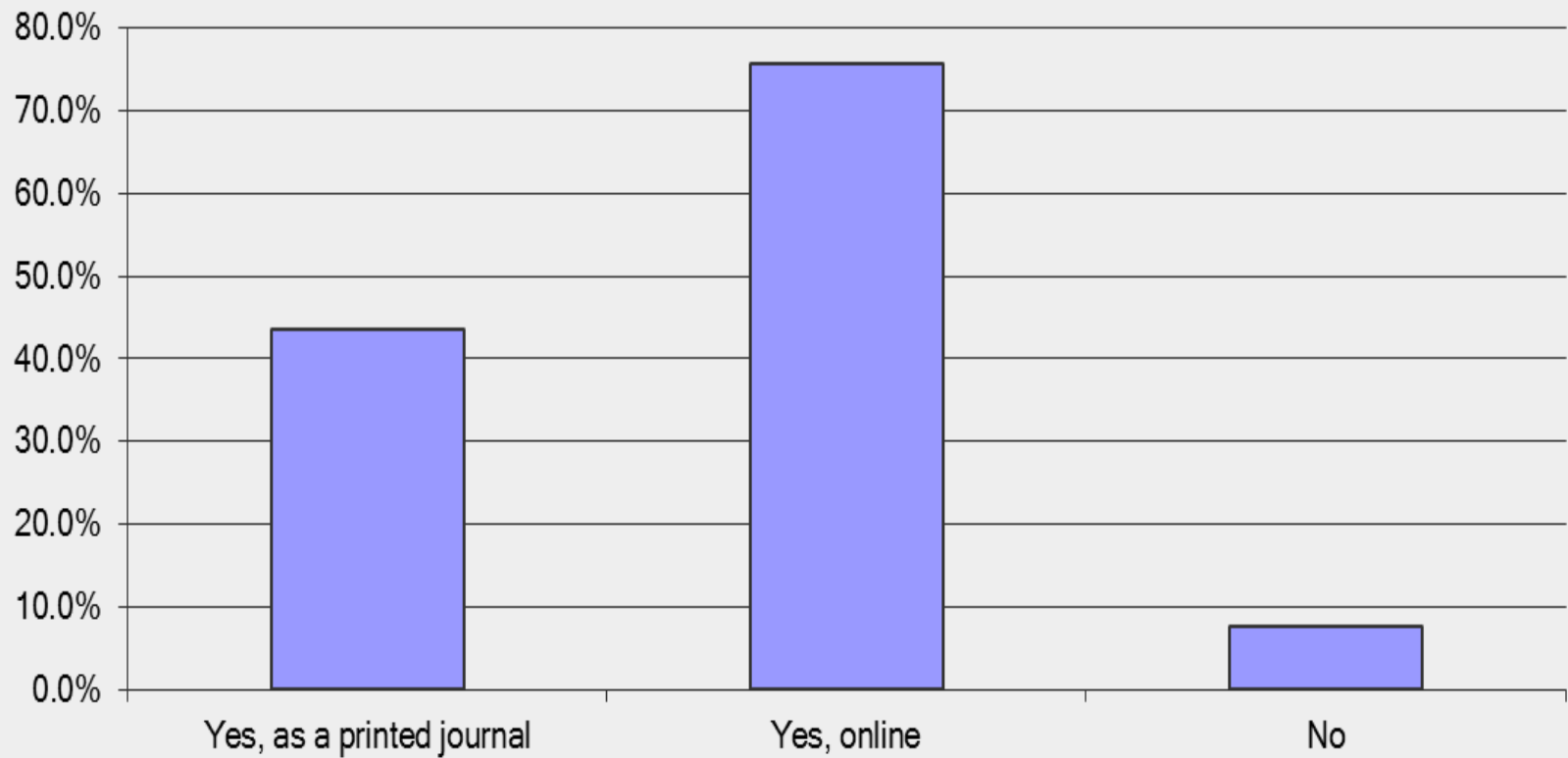


Is Research part of your role?

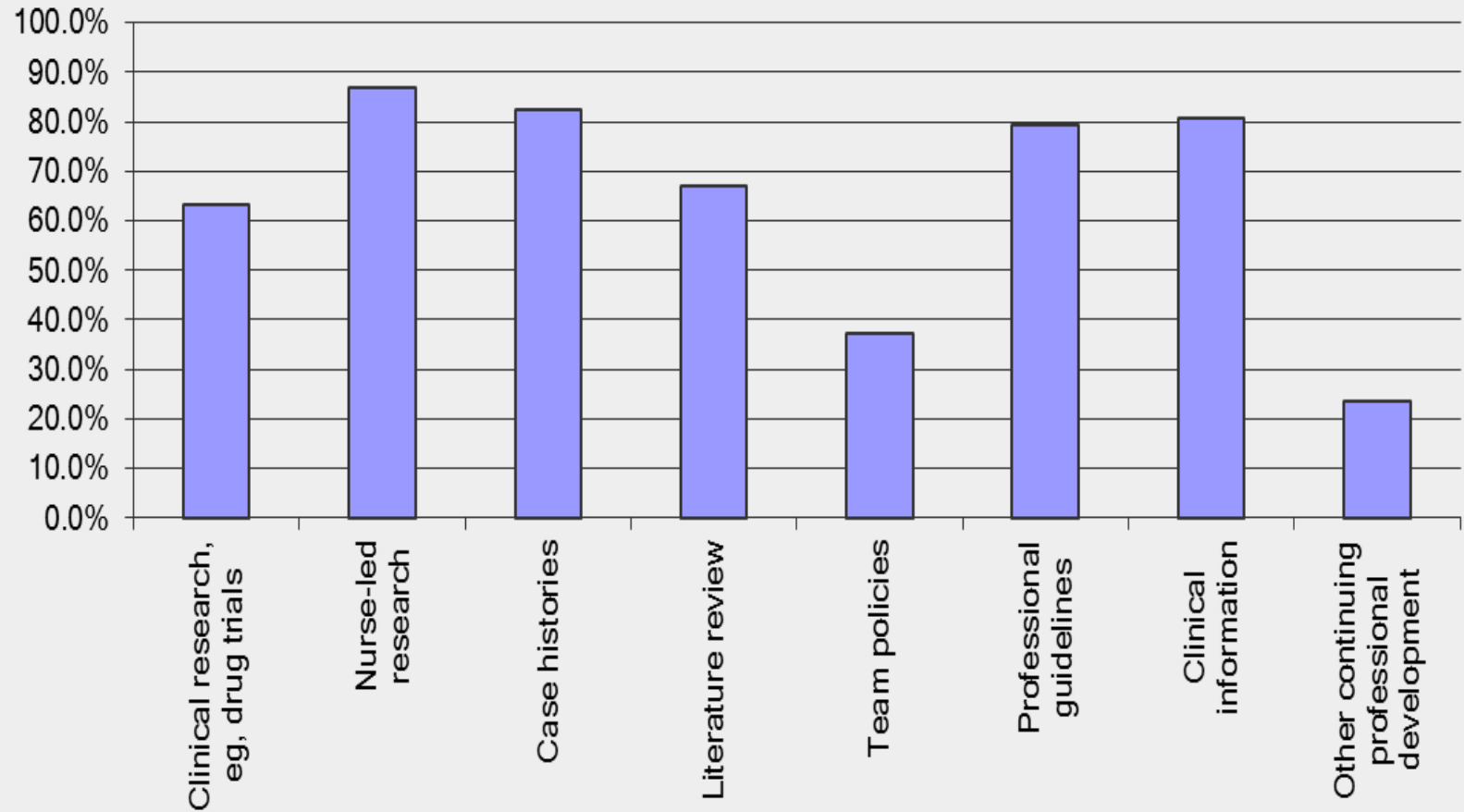


- ☐ Research is the main part of my job
- ☐ Yes, it is a compulsory part of my job
- ☐ Yes, it is expected
- ☐ It is permitted as part of my work
- ☐ I do it in my own time
- ☐ No

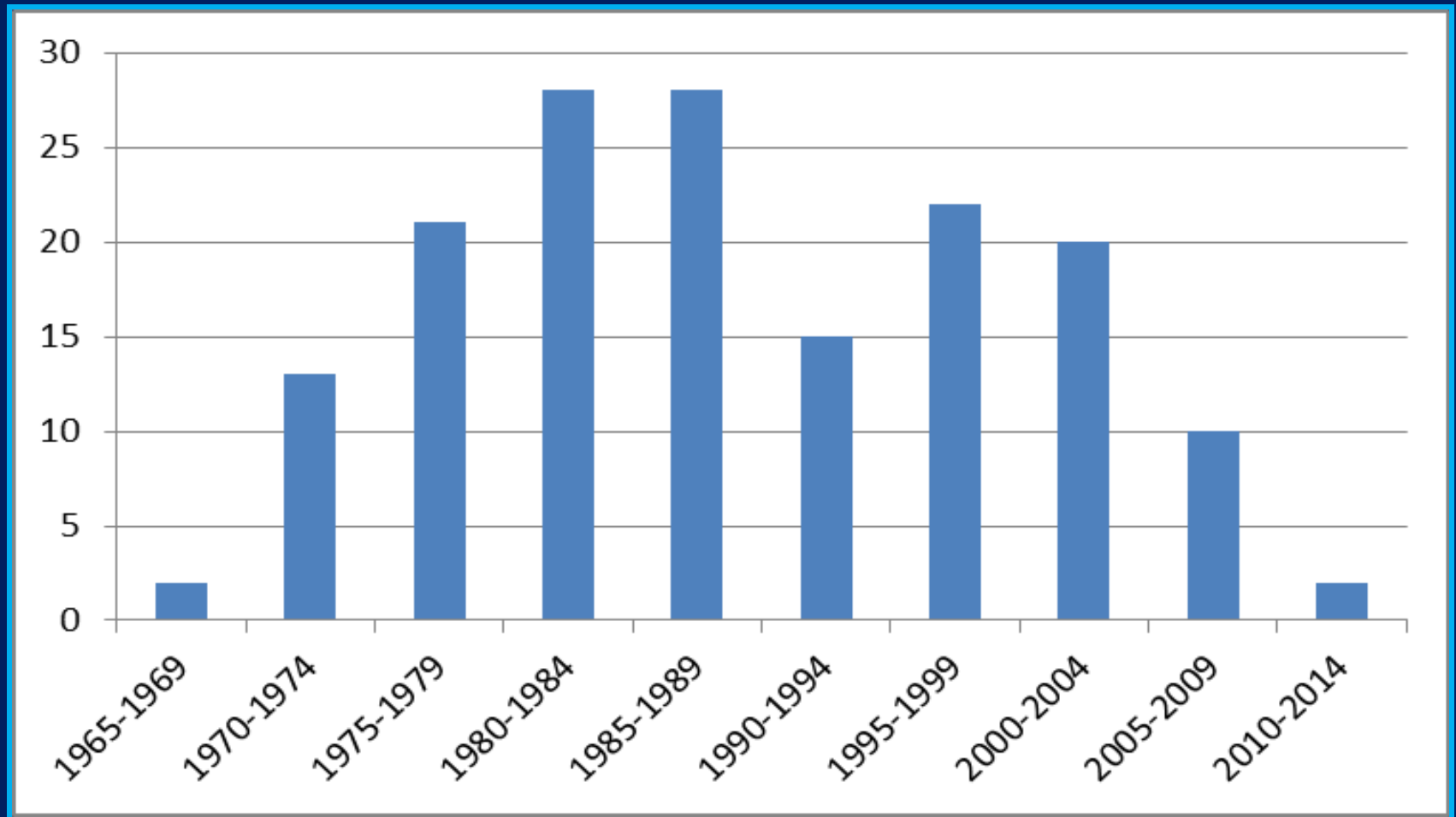
Would you like a new Endocrine Nursing Journal?



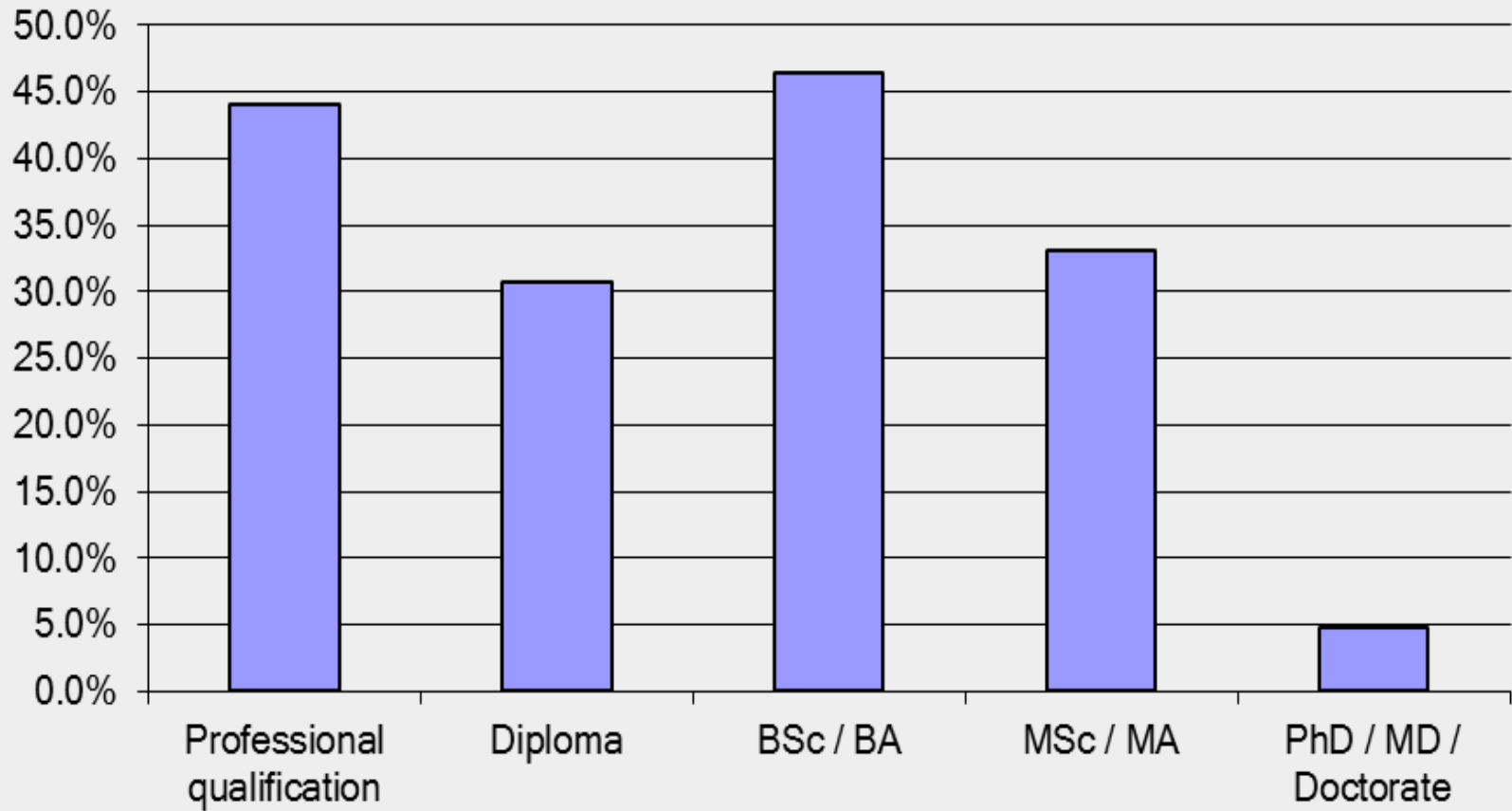
What would you like in it?

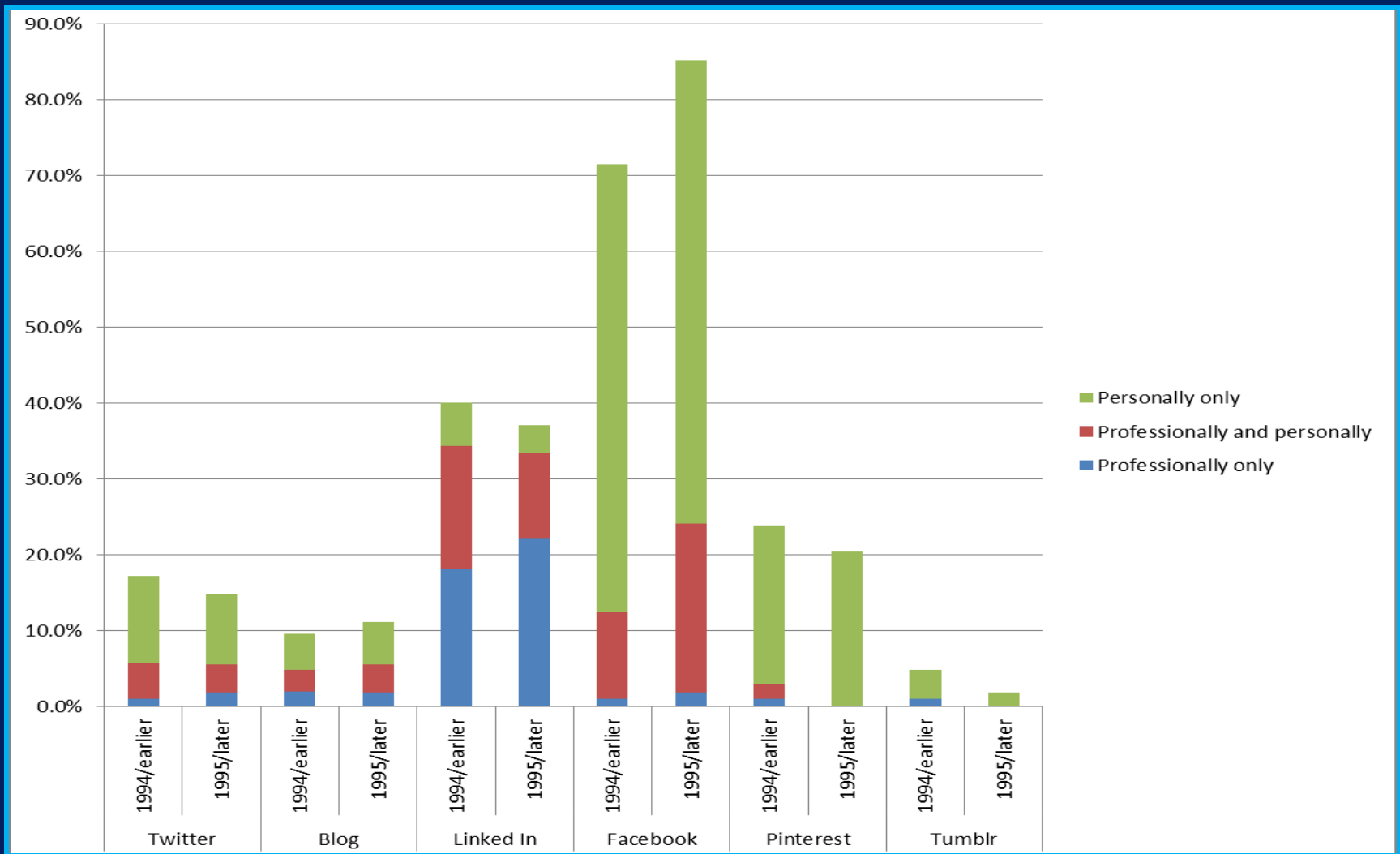


Year qualified as a nurse

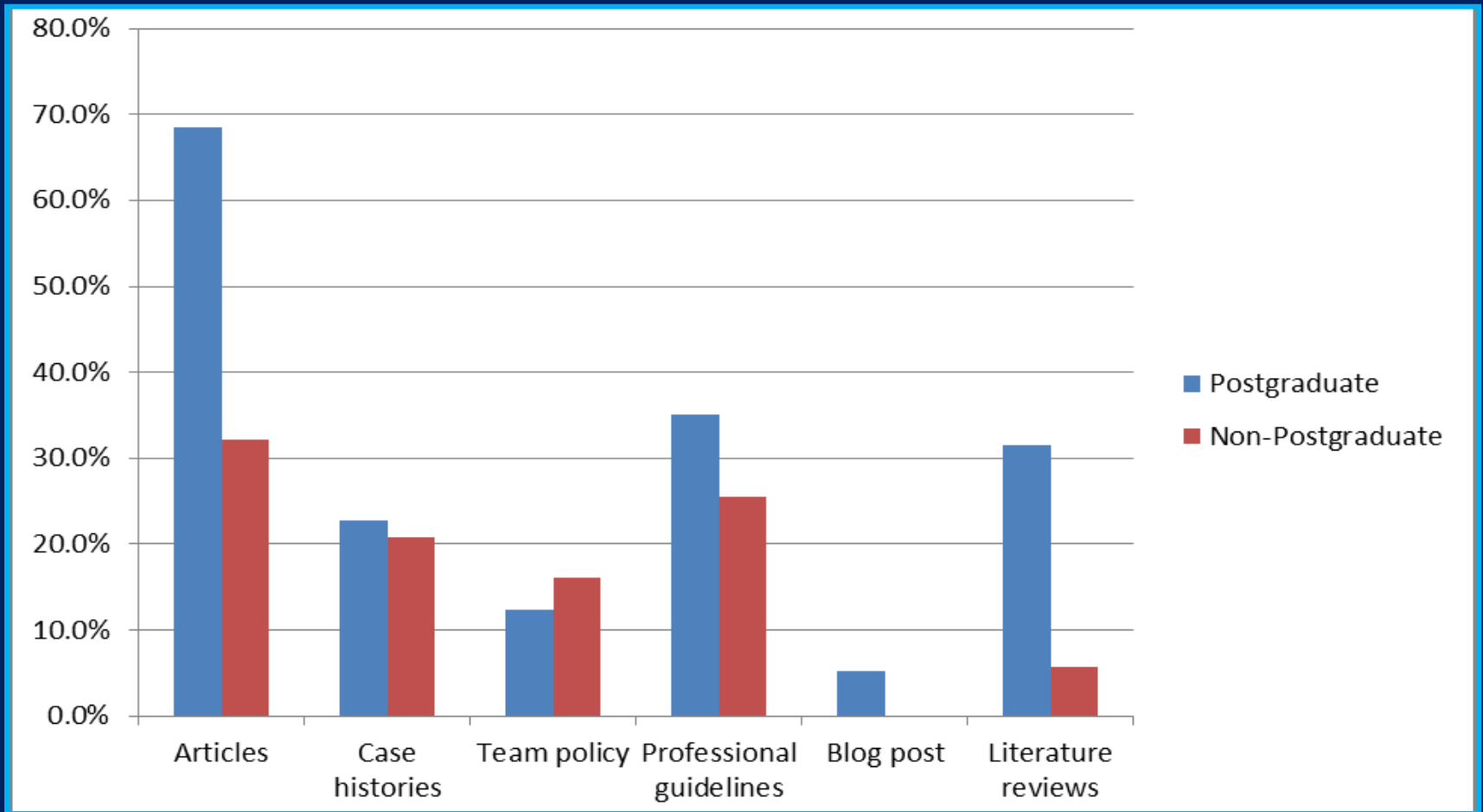


Qualifications





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 world wide
- Research
 - Important aspect of the CNS role
 - Keen interest internationally
- Gap identified
 - Platform for disseminating research

Social media v Endocrine Journal?

Thanks

- Thanks to Mike Taylor
 - PhD candidate, University of Wolverhampton
- Thanks to all the endocrine nurses around the world who took the time to complete the survey

