

## USING SOCIAL MEDIA IN NP PROGRAMS

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### Overview

Social media is revolutionizing the way that people access health information, find supportive services, and interact with primary care providers. There are currently more than 800 million active users of Facebook; more than 200 U.S. hospitals have Facebook, YouTube channels, and Twitter accounts, and every second one hour of video is uploaded to YouTube. More than half of adults have used the Internet to look up health information. How do nurse practitioners practice in a world where the internet serves as a source of health information? How do we prepare NP students to practice in a world where Facebook and YouTube are communities larger than the population of North America?

### Presentation Outline

#### e-Patients

What do we know about how internet savvy patients gather information? Share information? Interact with providers?

<http://e-patients.net>

#### The next generation of nurse practitioners

What is social media? What is the rationale for the use of social media in education?

<http://www.socialmediadefined.com>

#### Blogging

How can blogging be used to create a sense of community for students?

<http://wordpress.org>

#### Virtual Clinics

How can social media be used in the classroom to enhance the use of clinical cases? What is digital storytelling? How are chat rooms, polling, and webcams used to increase student interactivity? How can YouTube and/or webinars be incorporated into the classroom?

[http://www.nhlbi.nih.gov/health/dci/videos/anemia/video\\_anemia.html](http://www.nhlbi.nih.gov/health/dci/videos/anemia/video_anemia.html)

#### Immersion in Social Media

Can students find evidence-based resources? How is the use of social media used in providing student feedback and evaluation? What is the student feedback about social media use?

[www.facebook.com](http://www.facebook.com), [www.youtube.com](http://www.youtube.com), [www.twitter.com](http://www.twitter.com), [www.pinterest.com](http://www.pinterest.com),  
[www.linkedin.com](http://www.linkedin.com)

#### Student participation in Social Media

How can student participation in social media improve their understanding of the NP role? Where do students “post, upload, tweet, pin, and link?” What advice might faculty have for students who would like provide health information through social media?

<http://www.youtube.com/user/myNowClinic?feature=watch>