From the Editor

For those who don’t use any form of social media, it can seem frivolous, a waste of time and possibly a little scary. But learn to use it effectively with the correct privacy settings and other emerging best practices and social media is a very creative, easy and exciting way to reach out to research and professional communities that you didn’t know existed. Merriam-Webster defines social media as “forms of electronic communication through which users creates online communities to share information, ideas, personal messages, and other content”. There are many different kinds of social media. Some are exclusive to video or picture sharing, such as YouTube or Flickr, and others, such as Twitter and Facebook, are more dialogue driven. The simplicity of social media makes it a valuable communication tool when applied to the professional setting. How many times have you wished you knew that your colleague made a great patient education handout? How many times have you thought that time could be saved if your team built a virtual space where ideas and resources could be shared and discussed as seamlessly as real time? You can – with social media. This issue of Info-RN gives you a place to start on your journey into social media.

Image: Social Media Wheel: smarnad / FreeDigitalPhotos.net

News

A Guide to Social Media Sites for Nurses
Here is a place to start your social media journey.

Facebook for Nurses: 101
On Facebook you can create a free account and connect with people and organizations of interest to you.

Twitter
Learn how Twitter can help you and/or your organization.

Social Media in Healthcare
Social media is now a staple in our personal lives to keep in contact with family and friends and to provide us with entertainment. Can it impact the work of healthcare professionals or the health and wellbeing of their patients?

Etiquette and Ethics in Social Media
Here are some tips for responsible use of social media.
The Health Sciences Libraries support the teaching, research, and patient care activities of the staff and students of the Faculties of Dentistry, Medicine, and the Schools of Dental Hygiene and Medical Rehabilitation.

The Elizabeth Dafoe Library supports the research, study, and teaching requirements of the staff and students of the Faculty of Nursing. Other faculties served by the Elizabeth Dafoe Library include the Faculties of Art, Education, Human Ecology, Physical Education and Recreational Studies, and Social Work.

Working with the Winnipeg Regional Health Authority, the University of Manitoba provides library services to Winnipeg hospitals and longterm care centres. The Health Sciences Libraries now include the Neil John Maclean Health Sciences Library (Health Sciences Centre), and the libraries of Concordia, Grace, Seven Oaks, St. Boniface, Victoria, Deer Lodge Centre, Misericordia Health Centre and the virtual library at Riverview Health Centre.

The Health Sciences Libraries and the Elizabeth Dafoe Library offer a wide range of services — including document delivery, literature searches, and training — and provide access to an extensive collection of monographs, journals, videos, and health databases.

Publication Information

Info-RN is an electronic newsletter of the University of Manitoba Libraries dedicated to informing nurses in Winnipeg of services or resources that will help them access quality health information. Info-RN is published three times a year by the University of Manitoba Health Sciences Libraries. Comments, questions, or letters to the editor should be addressed to: njm_ref@umanitoba.ca

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A Guide to Social Media Sites for Nurses

Not sure where to start your social media journey on the internet?

This listing provides:

- Resources for finding general information about social media on the internet.
- Selected nursing sites providing opportunities for interaction and engagement with nurse members.
- Selected nursing sites which use the popular social media tools Facebook, Twitter, and YouTube.

Resources for general information about social media

**Health Communicators Guide to Social Media**
From the Office of the Associate Director of Communication at the Centers for Disease Control and Prevention (CDC), this publication was designed as a guide to lessons learned in more than three years of integrating social media into CDC health communication campaigns, activities and emergency response efforts. The guide includes information to help you get started using social media—from developing guidelines to determining how to best meet your communication objectives in creating a social media strategy. Intended for a beginner audience.

**CDC's guide to writing for social media**
The aim of this guide is to provide you with specific ways to write for social media that allow you to create relevant messages which encourage action, engagement and interaction. It focuses on three specific channels: Facebook, Twitter, and text messages (short message service, or SMS).

**What is social media?**
This e-book is written as a short summary of the phenomenon called social media. It's straightforward and intended to give the reader a brief overview of the social media story so far, fill in a few gaps and act as a reference guide.

**A beginners guide to social media**
A resource that defines social media and describes the tools of social media (e.g. blogs, forums, social networks, wikis, podcasts etc.)

Social Media Sites for Nurses

**Nursing 2.0: HLWIKI Canada**
Nursing 2.0 lists nursing blogs, websites aimed at nurses and nursing students, as well as selected articles about the use of social media among nurses.

**NurseConnect**
NurseConnect.com is an online nursing community and networking site for nurses and other healthcare professionals. The site provides opportunities for continuing education and for sharing experiences and knowledge with others. NurseConnect is owned and operated by AMN Healthcare, Inc.

**Nurse.com**
Nurse.com is affiliated with 13 regional nursing magazines and contains resources for job hunting and continuing education. The site also contains nursing specialty guides, hosts blogs, provides discussion boards for nurses and links to other relevant web sites.

**Student Nurse Journey**
This site is designed as a place for nursing students to come together to share knowledge, thoughts, ideas, stories.
Nursing websites which use Facebook\(^1\), Twitter\(^2\) and Youtube\(^3\).

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<th>Website</th>
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\(^1\)Facebook is a social networking website that connects people with friends and others who work, study and live around them.

\(^2\)Twitter is an online social networking service and microblogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets".

\(^3\)YouTube is a video-sharing website on which users can upload, share, and view videos.

Submitted by Laurie Blanchard  
Sister St. Odilon Library, Misericordia Health Centre
Facebook is a social networking website with over 500 million users. On Facebook you can create a free account and connect with people and organizations of interest to you by adding people as “Friends” and by “Liking” organizations. In making the connection, you are provided with a news stream, when you are logged into Facebook, which shows you any status updates your Friends make in addition to any videos, links and photos those Friends decide to share. You can also “Like” organizations, sports teams, schools and libraries to name a few. From these you can expect to receive anything the organization would like to communicate with the world at large in your Facebook news stream. Using Facebook is like creating a customizable community newspaper relevant only to you.

While the predominant use of Facebook is to be social, a number of people are using it in their professional life. Librarians use Facebook to connect with clients and other librarians around the world to share information and collaborate. Nurses are using Facebook as well. They are using it to collaborate with other nurses and some Nurse educators are using Facebook to contact former nursing students who have graduated to participate in studies. The possible uses of Facebook in your professional life are only limited by your imagination.

That being said, more and more emphasis is being placed by health care organizations on cautioning professionals to ensure that they behave professionally and with due consideration to their patients privacy. The best thing to remember when deciding to post something on Facebook is to consider if you would want that information/photo/video to be overheard/seen in the lobby of the hospital you work in. If not… perhaps its best left un-posted.

The key to operating safely and cautiously in Facebook is to review your account settings and your privacy settings. These can be found after you have created an account and logged in, by clicking on the drop-down arrow next to “Home”. The Hospital Librarians have been using Facebook socially and professionally for years and are a good place to go to with any questions and concerns you might have about Facebook.

Facebook pages to “Like”

- American Journal of Nursing
- Canadian Nurses Association
- University of Manitoba Health Sciences Libraries
- Winnipeg Regional Health Authority
- Centers for Disease Control and Prevention

Bibliography

Submitted by Carol Cooke
Carolyn Sifton-Helen Fulld Library, St. Boniface Hospital
Twitter

If a tool existed that made communication, collaboration and learning easier and seamless, would you be interested? In our current social media age, this scenario is possible with online tools such as wikis, blogs, Facebook, Flicker, Twitter, and many others. A social media tool, like Twitter, allows you to create and distribute information instantly, directly and globally.

Twitter was launched in 2006 as a free communication tool. In 140 characters or less, messages (or tweets) can be posted online and read by active users in real time. As of February 2012 Twitter had 500 million registered users. Twitter, if used correctly by an organization or an individual, can help with marketing, building community, learning and knowledge dissemination.

Use Twitter to improve your public relations by surveying your constituents, announcing events, or providing updates on projects. Build community by engaging your colleagues in conversation, asking questions, requesting feedback about new ideas or programs, or making new contacts worldwide. Learning is facilitated through Twitter by sharing knowledge gained at a conference, monitoring current news, or disseminating your research findings. In an extremely succinct message, Twitter helps nurses connect with colleagues, share ideas, and build their professional reputation.

Here is how easy it is to get started:

1. Go to twitter.com.
2. Create a username, password and a profile.
3. Post a message of 140 characters or less also known as a "tweet".
4. Find a person or organization of interest and "follow" them.

Who should you follow? Here are some suggestions:

- Canadian Nurses Association
- Tim Bristol - Nurse Educator and E-learning Consultant
- Nursing in the News – Up to the hour Nursing News
- GeriNews – Current news on geriatrics, gerontology, long term care
- Nursing Jocularity
- MedScape Nurses
- World Health Organization
- Centers for Disease Control
- Winnipeg Regional Health Authority

Submitted by Angela Osterreicher
J.W. Crane Library, Deer Lodge Centre
Social Media in Healthcare

Social media is now a staple in our personal lives to keep in contact with family and friends and to provide us with entertainment. Globally, social media has shown its potential to reach millions of people in very short time periods and has been credited with raising awareness on countless issues. However, can Twitter, YouTube, Skype and Facebook have any impact on healthcare? Can it impact the work of healthcare professionals or the health and wellbeing of their patients? Savvy health care administrators and professionals do realize the potential. They understand that every social media user is also a healthcare consumer and that alone makes it a worthwhile landscape to explore.

The following are examples of how health care institutions, organizations and professionals are embracing social media to inform and educate.

Twitter

Twitter was created in 2006 and millions of people go online each day to tweet and follow conversations. Many healthcare organizations have multiple Twitter accounts to send out public health messages, interact with consumers and publicize their events. Twitter was used during the H1N1 outbreak by many organizations including the Winnipeg Regional Health Authority (@wpghhealthregion) to let people know where vaccinations clinics were set up and what times they were open. The World Health Organization (@WHO) regularly tweets updates on disease outbreaks such as the recent Ebola scare in Uganda and also hosts live Twitter chats with internationally renowned experts on various diseases and healthcare issues. In fact, Twitter is now so popular with healthcare professionals there has been an attempt to organize it with the HealthCare Hashtag Project where hashtags are listed for popular topics, chats, conferences and diseases. If you follow @healthhashtags you will be notified when a new health care hashtag is created.

Facebook

Facebook is used now by many hospitals and health authorities to promote their programs, raise awareness and deliver news to its clients. MD Anderson Cancer Center shares patient stories on its Facebook page to create a community feel among its clients. They also post links to information about coping with cancer, as well as facts and figures. MD Anderson encourages feedback, questions and criticism on its page and responds to each comment in a timely manner. The Centers for Disease Control and Prevention uses Facebook to, among other things, promote their Grand Rounds sessions and other online continuing education initiatives.

YouTube

Many organizations, including the WHO and the CDC, now have their own YouTube channels where they post videos they produce. Some of the videos are public service announcements that teach about disease prevention while others are directed towards professionals for educational purposes. The Sick Kids Foundation in Toronto uses YouTube as a promotional tool by sharing families’ personal stories and appeals from celebrities. Other hospitals allow patients to see videos of hospital facilities and watch how procedures are done prior to their appointments. Patients then know what to expect and hopefully have less anxiety. Virtual tours of hospitals can also be used as a staff recruitment tool.

Skype

Skype allows face-to-face communication from anywhere in the world. Health care professionals can attend seminars and meetings virtually and consult with patients and colleagues without leaving their office. Some physicians who use Skype to make “house calls” point out its many advantages such as overcoming problems of time, distance and weather that can make in-person visits difficult. They also note that sick people will not spread germs by visiting an office and it can be easier for less mobile patients to go online. Patients with ADHD and Asperger’s syndrome will soon be able to Skype with their doctors in Northamptonshire, England. This allows them to discuss their issues in a setting where they feel comfortable. The University of California San Francisco Children’s Hospital and Medical Centre became the first hospital to partner with Skype in 2010 to help inpatients connect with family members and friends. Laptops are delivered to the patients’ bedside to allow virtual visits for all patients including those in isolation. Other hospitals are also allowing Skype in the room for colleagues and family members who want to watch procedures including in the birthing suite.

Submitted by Lori Giles-Smith
Bill Larson Library, Grace Hospital
Etiquette and Ethics in Social Media

Facebook, Twitter, YouTube, blogs...social media is all around us. This communication is all about contributing to ongoing conversations, sharing personal insights and creating new content and ideas that others will want to engage with in a public forum.

The public nature of social media has led to the need for basic rules of etiquette and the responsibility to use social media tools professionally and ethically in the health care setting. In addition, many employers and organizations are now developing social media policies for their workplaces and members. Specific areas for concern include the requirement for patient privacy and confidentiality, professional boundaries between patients and nurses and the reputations of nurses and the organizations in which they work or study.

Some tips for responsible use of social media follow, but the general rules of common sense apply: before posting, "always consider what is said, who might read it, and the impact it might have, if viewed by an employer, a patient or a licensing body".¹ See the listed sources of these tips for more on social media etiquette and good use policies.

- Social media is not private. Consider that any information or images that you post, tweet, blog, etc. is the same as writing it on a big, public billboard. Not only are they public, but these electronic communications may form a permanent record and access can be ordered by courts in cases including defamation, dismissal and harassment.
- Privacy and confidentiality of patient information is protected by federal, provincial and territorial laws as well as the professional standards set by nursing regulatory bodies. Breaches can result in disciplinary action, job loss or civil suits.
- Keep tone professional and respectful. Refrain from venting about your employer and coworkers on a social networking site or commenting on coworkers' postings. Public criticism of your employer can be grounds for discipline or dismissal.
- Know and follow your employer’s policies on use of social media. Limit use of social media during work time just as you do personal phone calls.
- Professional boundaries and therapeutic relationships can be harmed by "friending" or social media contact with patients and families. Consider requests for e-relationships in the light of potential for boundary crossing and ability to maintain professional conduct.
- Avoid offering health-related advice in response to questions or postings on social media.
- Understand – and use - the privacy settings on social networking sites such as Facebook and adjust privacy settings as much as possible to limit access to your communications. Privacy settings can also be changed by the social networking site owners without notice or your prior agreement. Here are some specific tips for Facebook:
  - Consider who you will "friend" on Facebook and the risks of friending – and sharing too much information - with coworkers, supervisors and other professional colleagues, etc.
  - Set sharing default to "friends only", but remember complete privacy is not guaranteed. Although you may think only your contacts can access your postings, they may be sharing with others or printing and keeping information.
  - Privacy settings can be enhanced through customized friends lists in your Account settings; by locking specific posts to selected viewers; and by creating block lists of specific users to keep them from finding you on Facebook.
  - Remove the public subscribe option from your profile on Facebook otherwise anyone can subscribe to your public posts whether you know them or not.

Reference:

Bibliography:
Manitoba Nurses Union. (2010). Facebook & Twitter: an ounce of prevention is worth a pound of cure. MNU Front Lines Magazine, 2010(2), 4-5.


Submitted by Lisa Demczuk
Victoria General Hospital Library
Featured Book: The Nurse's Social Media Advantage

_The Nurse's Social Media Advantage: How making connections and sharing ideas can enhance your nursing practice_. by Robert Fraser. Indianapolis, IN: Sigma Theta Tau International, 2011.

Winner of an American Journal of Nursing Book of the Year Award in 2011, _The Nurse's Social Media Advantage_ is a book about social media, written specifically for nurses.

The author, Robert Fraser, is a nurse with a passion for how technology changes the way we communicate. When he was a graduate student at the University of Toronto, he founded the website Nursing Ideas, an online depository of nursing information, and began work on this book.

Designed as a basic introduction to the concepts and potential of social media, it also aims to teach individuals who are familiar with the tools to use them to enhance their nursing practice. The book provides explanations, guidance and tips about the internet in general, including evaluating internet sites, and dealing with information overload.

The book has an easy-to-use format with clearly marked tips, a Q and A layout for each chapter and quizzes. It is organized in 10 chapters covering the following topics:

- Laying the foundation
- Understanding the building blocks of social media
- Privacy, disclaimers and professional issues
- Internet access improvement
- Dealing with overload
- Developing online reputation
- Sharing knowledge
- Creating quality content
- Building your online network

_The Nurse's Social Media Advantage_ is also available from the University of Manitoba Libraries as an e-book. To access this book online you will be prompted to login with your Library ID and PIN/password.

Submitted by Laurie Blanchard
Sister St. Odilon Library, Misericordia Health Centre
Featured DVD: Social Media: Reduce the Risk

Social media: reduce the risk / Coastal Training Technologies Corp. [Virginia Beach, VA]; Coastal Training Technologies; Belleville, ON: [Distributed by] Electrolab Training Systems, c2010.

Running time: 23 minutes.

This DVD educates organizations and their employees about reducing the risks of using social media such as revealing confidential information, defamation of a company brand, failure to comply with social media policies and codes of conduct, digital harassment and other possible problems associated with social media interactions. It discusses:

- What Social Media is
- The benefits of social media
- Social media policy
- Blurred lines between personal and professional lives
- Tips when using social media (e.g. be transparent and accurate)
- Confidentiality
- Privacy
- Respect towards
  - Company's brand and image
  - Anti-defamation laws
  - Employer and your job
  - Anti-Harassment
  - Online community

Submitted by Melissa Raynard
Concordia Hospital Library
MedScape for Nurses - Podcasts

Medscape Nurses offers original professional content including review articles, journal commentary, expert columns, patient education articles, book reviews, selected nursing news and continuing education. As part of this, MedScape Nurses produces podcasts.

What is a podcast? It is a program that is broadcast on the Internet. Podcasts can be audio files, video files, documents or any combination of the three. You can download them to your iPod, iPhone or iPad (or other smart device) or you can listen to or watch them on your computer.

Podcasts can be a single production or they can have new episodes produced daily, weekly, monthly, etc. You can subscribe to a podcast, and when a new episode is available, it is automatically downloaded to your device.

Here are is an example of some of the podcasts produced by MedScape Nurses:

- Agitation: get it under control quickly (Released 9/5/12)
- Lean adults with new diabetes: treatment pearls (Released 9/4/12)
- Aspirin for CVD prevention in women: when is it appropriate? (Released 8/21/12)
- Human orf infection from household exposure (Released 8/6/12)
- Opioids for shortness of breath? (Released 7/25/12)
- Stopping recurrent UTIs in postmenopausal women (Released 6/19/12)
- Pet contact in nursing homes: infection risk for residents? (Released 6/18/12)

You can access Medscape Nurses podcasts through iTunes.

You can download individual episodes or subscribe free to have the newest release downloaded automatically to your computer or device (e.g. smart phone, tablet etc.).

Here are some other podcasts of interest:

- The Nursing Show
- Geriatric Nursing
- Insights in Nursing
- Nursing Continuing Education
- Nurse Talk
- Medical Matters (BBC Radio)
- White coat, black art

Submitted by Melissa Raynard
Concordia Hospital Library
For Your Patient: PatientsLikeMe.com

What is PatientsLikeMe?

PatientsLikeMe is a social networking platform that was created in 2004 by three engineers at the Massachusetts Institute of Technology. The engineers wanted to create an online patient forum that would allow its members to share information about their health condition and to gain social support to help them cope. PatientsLikeMe has four core values: putting patients first, promoting transparency, fostering openness and creating “wow.” PatientsLikeMe currently has approximately 165,000 members and over 1,000 health conditions.

How PatientsLikeMe Works

The site requires patients to become members by creating a login name and password at http://www.patientslikeme.com. Once logged in, members can create their personal and health profile. Members can view and join forums on a variety of different health conditions, including cancer, diabetes, epilepsy, HIV/AIDS, ALS, transplants and MS. Members can keep a personal journal, chart and document their own health data, and connect to patients with similar conditions by “following” other members and by chatting in the various forums.

Accessing PatientsLikeMe

Both patients and healthcare professionals can join PatientsLikeMe. Patients can share and learn, but healthcare professionals might also benefit from joining. In an online article in The Guardian, Dr. Mohammad Al-Ubaydli states that “when doctors use peer-to-peer sites where patients might be discussing their symptoms, don’t think that you are going on just to teach — go there to learn. You will most probably find a whole host of tips and advice about how patients are managing their conditions — information you probably never knew existed that you can pass onto other patients.” PatientsLikeMe can be accessed online at http://www.patientslikeme.com.

More information is available by visiting http://www.patientslikeme.com/about.

References

Submitted by Kerry Macdonald
Seven Oaks General Hospital Library