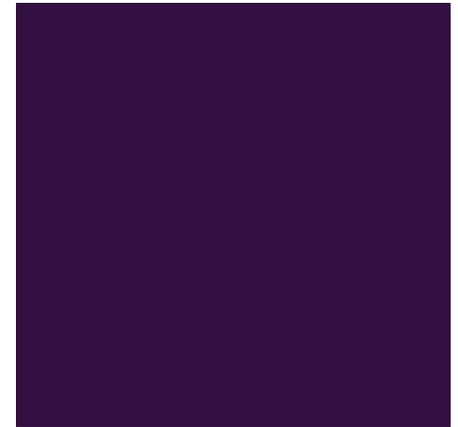




The Value of Nurse Blogging



06-08 APRIL 2016

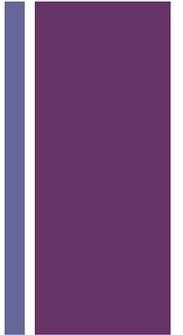


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April 8, 2016

+ Disclaimer Statement

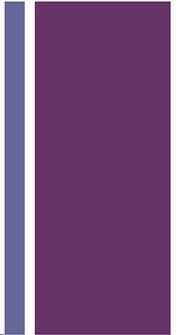


Tim Fish is an affiliate faculty member for RxEconsult, an employee of Baxalta Healthcare, and a volunteer board member of HandReach. Rose Vella is an employee of PPD Inc.

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Introduction to blogging



Definition:

A “blog” is an electronic log maintained on a web site that is routinely updated. A portmanteau of Web and Log.

“Blogging” is the act of writing and updating a blog.

A “Blogger” is the person doing the blogging on a blog.

The “Blogosphere” is the entirety of available blogs.

Types of blogging/bloggers

- Experts
- Promoters
- Journalers
- Freelancers

Types of blogs:

Micro-blogging, diary blogging, professional/advanced blogging

+ History of blogging

- It's generally recognized that the first blog was Links.net (still active), created by Justin Hall, while he was a Swarthmore College student in 1994. He referred to it as his personal homepage.
- In 1997 that the term “weblog” was coined.
- Difficult to figure out the first nursing blog - PixelRN 2005.
- Today a quick search in google yields many nursing blogs with a diverse list of topics and interests.
- In 2016, estimated 152 million blog sites.



+ Are Blogs Evidence Based?



Gold standard continues to be peer review publications

Not always completely reliable:

Peer reviewer inconsistency

Slow

Unqualified reviewers

Open-access (newer concept)

Expert Nursing Blogs can offer:

Anecdotal experience of teaching

Fast publication of experience

Can be case-study style, literature review, or conversational

Viral nature of the internet –

Good (and sometimes bad) content gets found and circulated

+ Why nurses should blog

Inspire

- New people to the profession and retain nurses.
- As nurses we have awesome experiences to share with the world and each other

Teach

- Share information and expertise

Vent

- Nursing is stressful profession. Writing and journaling is a powerful method of dealing with the sorrow, stress, and bizarre humor or situations that we encounter

Support

- Starting a blog or contributing to a blog fits right in with our nature of helping others

+ Nurse Blog Examples:



Home About ▾ Articles ▾ Jobs ▾

Join Now

Login

A Healthcare Blogger & Networking Community

Publish health articles & increase your visibility

Publishing articles is the easiest way to demonstrate your capabilities to employers and business prospects. Standout amongst your peers and build your reputation.

Join Now

Take A Tour



Blog About Healthcare

Be An Expert

Get Discovered

Grow Your Network

Blogging, Networking, And Jobs For Healthcare Professionals

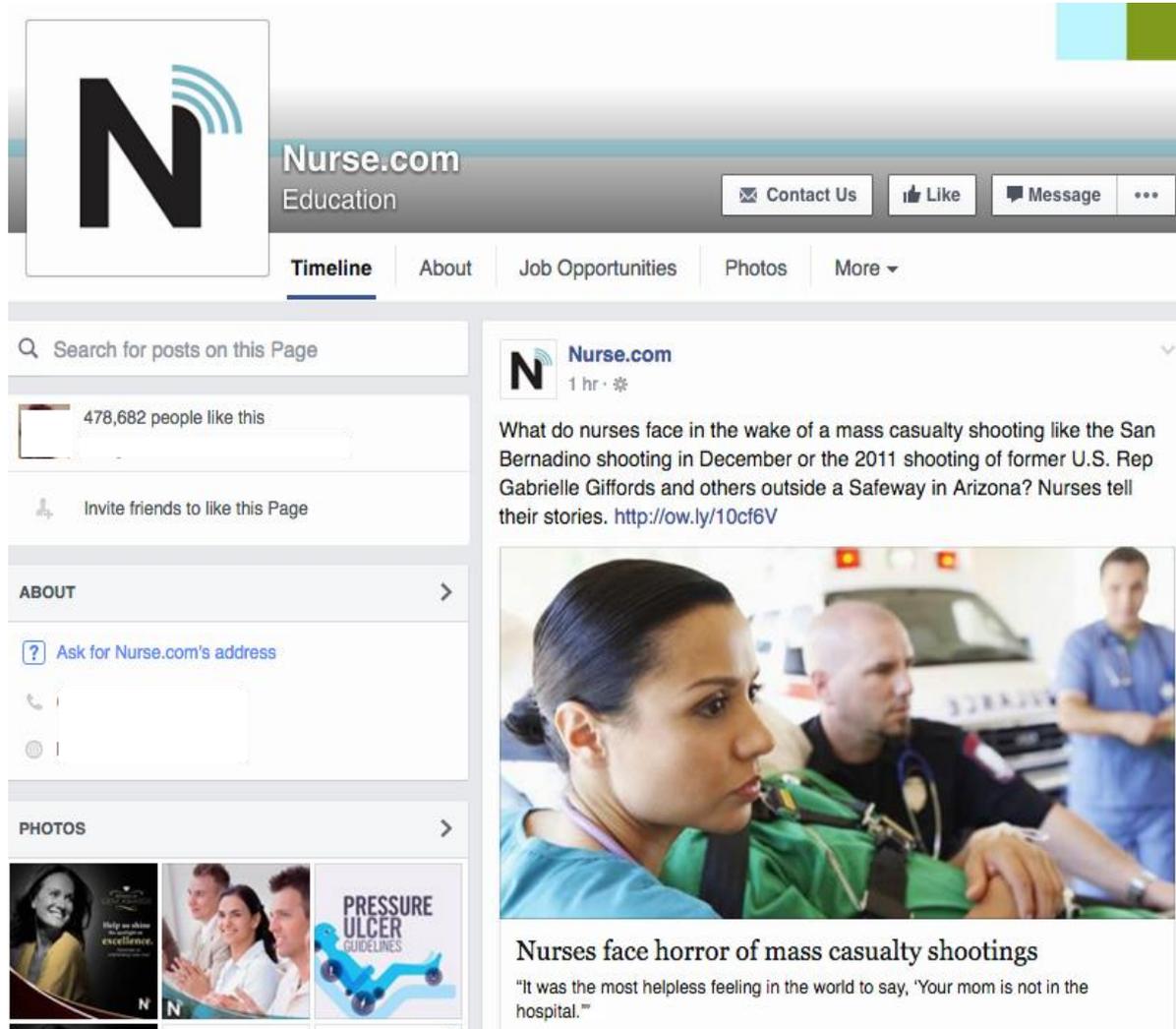
SHARE KNOWLEDGE — BE DISCOVERED FOR WHAT YOU KNOW

Our passion is healthcare education and giving healthcare professionals and businesses maximum visibility to help them succeed.

RxEconsult.com

An expert community for healthcare professionals to share solutions, connect with colleagues, and promote content.

+ Nurse Blog Examples:



The image shows a screenshot of the Nurse.com Facebook page. The page header includes the Nurse.com logo (a large 'N' with a Wi-Fi symbol), the name 'Nurse.com', and the category 'Education'. Navigation buttons for 'Contact Us', 'Like', 'Message', and a menu icon are visible. The main content area features a post from Nurse.com, dated '1 hr' ago, with the text: 'What do nurses face in the wake of a mass casualty shooting like the San Bernadino shooting in December or the 2011 shooting of former U.S. Rep Gabrielle Giffords and others outside a Safeway in Arizona? Nurses tell their stories. <http://ow.ly/10cf6V>'. Below the text is a photograph of a nurse in a green scrubs attending to a patient in a hospital setting. The post title is 'Nurses face horror of mass casualty shootings' and the text below the photo reads: '"It was the most helpless feeling in the world to say, 'Your mom is not in the hospital.'"

Microblogging:

Facebook page
Nurse.com

An nursing community to spark conversation, news, and ideas. Links to current nursing issues.

+ Nurse Blog Examples:

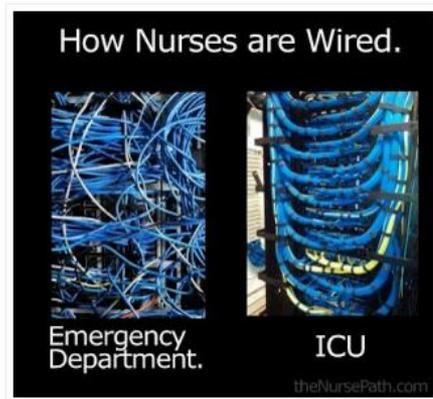
madness: tales of an emergency room nurse

the adventures of a veteran nurse in an inner city ER

Select Language 
Powered by  Google Translate

SATURDAY, MARCH 26, 2016

[ain't that the truth](#)



Yeah i'm still here. I still work in the nut house.

Posted by [girlvet](#) at 2:12 PM 0 comments 
 Recommend this on Google

advertise
here

SUBSCRIBE NOW:

 [Subscribe in a reader](#)

LINKS

- [cartoon guide to becoming a doctor](#)
- [first world emergency medicine](#)
- [gomer blog](#)
- [er nurse insanity](#)
- [beach cam](#)
- [humans of new york](#)
- [the tweets of God](#)
- [your pharmacist may hate you](#)
- [dr grumpy](#)
- [what should we call nursing?](#)
- [white coats call room](#)

Journaling:

Madness: Tales of an Emergency Room Nurse

Journaling style – running commentary on an individual's personal experience. May incorporate wisdom, links, humor, etc.



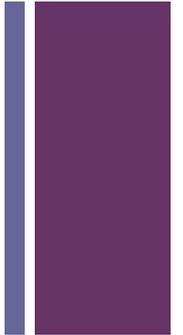
Strengths

- Content Promotion
- Conversational
- Fun
- Problem Solving
- Career Development
- Make money
- Recruiting
- Job seeking



Weaknesses

- Some tech saviness
- Writing skills
- Too many
- Hard to search





Career Development and Content Promotion

Career Development

Recruiters and potential employers see more than just a Facebook or LinkedIn page on a google search.

Establish yourself as a SME

Cultivate followers/network online

Patients may search a nurses name as well, improve patient relationships

Content Promotion

Keep it simple

Establish value

Be authentic

Get to the point, be brief

Cross promote on other social media sites

Reporters may seek expertise based on blog content



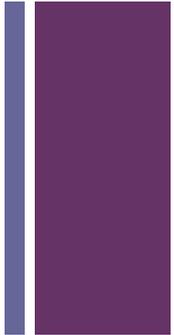
Opportunities

- Promote awareness of the profession
- Increase knowledge on therapy areas
- Large institutional support of SME nurse bloggers
- Emerging platforms being refined



Threats

- Etiquette protocols
- Privacy
- Consequences
- Competitive
- Poor quality/misinformation
- Out of scope advice
- Conflicts of interest





Etiquette and Privacy Concerns

Privacy Issues:

Don't disclose patient information!

Risk of violation whenever data is shared

- Severity of injury, # of meds given, etc.
- Compliant to HIPPA standards

DO NOT

- post videos or photos of patients – even if they cannot be identified
- post photos or videos that reveal room numbers or patient records
- describe patients, their medical conditions, and/or treatments
- refer to patient in a degrading or demeaning manner

Etiquette Issues:

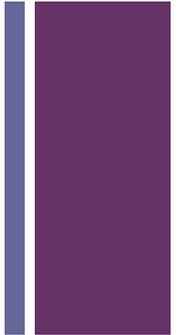
- Positive representation of place of employment
- Inappropriate blogging can lead to disciplinary action, negatively affect a nurse's career and license.
- Compliant to Workplace Policy
- Use a personal email address as a primary means of identification on social medical accounts, not a facility of employment address
- Do not use offensive language or voice offensive comments

+ Consequences

The hospital and state board of nursing can take action against a nurse who has violated a patient's privacy .

Disciplinary Actions:

- Fines
- Suspension
- Required sensitivity training
- Expulsion from nursing school
- Being fired from a job
- Loss of licensure
- Criminal charges
- Jail time



+ Starting a blog, the basics

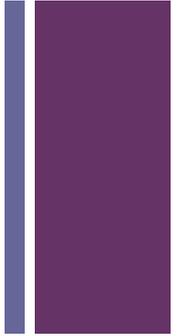
Being a nurse is challenging....starting a nursing blog is not. It's really pretty simple



1. Decide on a topic
2. Secure a domain name
3. Select a website hosting site
4. Run blogging software like WordPress
5. Select a theme
6. Design your site
7. Write your first post
8. Share your post via social media outlets

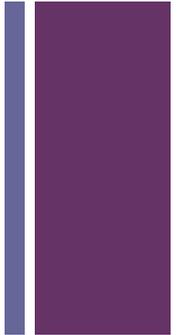


Consider a Blog Site Disclaimer



“This blog is in compliance with HIPAA regulations, all names, ages, genders, and circumstances have been changed to protect the patients, families, nurses, and occasionally physicians”

+ Make a Competitive Blog!



Value

Relevancy

Innovative
Content

Variety and
Quantity of
Topics

Career
Information

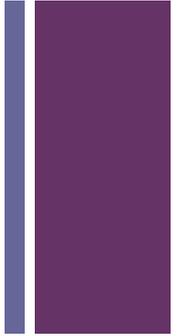
Overall
Appearance

Humor

Frequent
Updates

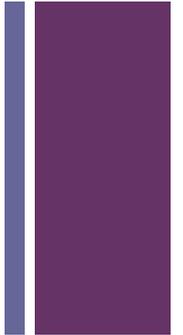


Some Good Tips for blogging



- Be accountable. Put your name on your blog. The days of anonymity in health care are over.
- “Feel now, blog later”. It behooves you to put a lot of time and space between you and an incident that has made you upset, even if it is 24 hours
- Some things should just never be blogged about

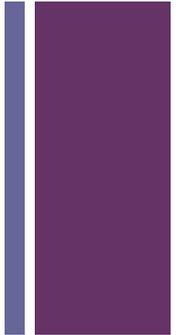
+ Blogosphere is Booming



- Long list of passionate and entertaining nurse bloggers – here is just a few...
- [Nurse Practitioner Business Owner](#) - a blog that is aimed at advance practice clinicians running their own business. In addition to articles, the site provides resources.
- [Nursing Informatics | HIMSS Blog](#) a “global, cause-based, not-for-profit organization focused on better health through information technology (IT).” Blog post topics include news, survey results and analysis, nursing knowledge, general health, organizational issues and more
- [RN: Real Newbie, a Nurse’s Blog](#) - shares the life of a recent addition to trauma nursing, as well whatever happens as life moves on.
- [Dear Nurses](#) a veteran blog that launched in May 2006. Each post typically summarizes a clinical session and offers either an illustration depicting the situation, or a video of a sequence of illustrations



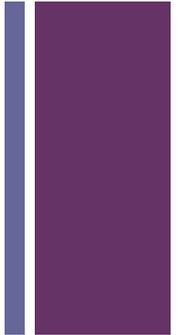
Questions for further consideration



1. Under what circumstances should content in a blog be considered evidence?
 - Low level, qualitative, citable?
2. Should blogs be organized to be searchable?
 - PubMed/Google Scholar style, new search engine?
3. Should content in a blog be actionable, if so, how?
 - Poor experience with a medical device or drugs?
 - Patient privacy violations?



Conclusion



- Blogging has an established history and can be expected to continue offer value in new and innovative ways.
- A nurse blogger can share expertise, experience, and emotions over a blog site.
- The continuum of quality nursing evidence can be found on blog sites.
- Becoming a nurse blogger can be easy and enhance a career. Must take care to produce quality, competitive content avoiding the many pitfalls that exist.



References

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- <http://nursecode.com>
- <http://www.thesocialnurse.com>

