The Value of Nurse Blogging

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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 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:

RxEconsult.com
An expert community for healthcare professionals to share solutions, connect with colleagues, and promote content.
Nurse Blog Examples:

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

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ain't that the truth

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

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

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

**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

**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
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
“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!

- Overall Appearance
- Variety and Quantity of Topics
- Relevancy
- Humor
- Innovative Content
- Career Information
- 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
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?
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.
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