



# Patient Confidential Nurse's Social Media Use

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# About the Case

- ▶ An interview was done with a woman by the name of Johanna Ward, who holds a Masters Degree in Professional Communication. The research she has gathered through her examination process is being used and adapted into new/existing programs that educate and connect with nurses and health care professionals.
- ▶ The Pod cast interview was all about the information and data she has gathered over her time of examination and development, as well as the sever implications that improper use of social media is having on our publics. The health care field has expectations unlike any other business" out there, and they should be held to the highest account for not only their actions but for there inactions as well.

# RACE FORMULA

## Research

- ▶ Regulators are covering up what is happening within the health care system pertaining to employee misuse of social media, and this is causing an extreme lack of trust between health care workers and patients
- ▶ Throughout the interviews done with various nurses across British Columbia, the lack of understanding in the severity between posting something even without names can have lasting effects, and the “it doesn’t involve me attitude” was universal.
- ▶ People are losing faith in the system and something needs to be done about it

# Analysis / Assessment



HEALTH CARE IS SOMETHING THE EFFECTS EVERYONE, YOU SHOULD NO HAVE TO FEAR GOING TO THE DOCTOR, BECAUSE THE DOCTOR MIGHT FIND YOUR STORY COOL AND SHARE IT WITH ALL HIS FACEBOOK FRIENDS.



PROVIDE PLACES LIKE THIS WITH PEOPLE WHO WAIT FOR SOMEONE TO COME IN WITH A RANT ! SOMEONE TO JUST SIMPLY LISTEN, SOMEONE WITHIN THE PROFESSIONAL FIELD HELD TO THE SAME STANDARDS AND ACCOUNTABILITY IN REGARDS TO PATIENT CONFIDENTIALITY.

# Communication



Changing the public voice and opinion around trust in health professionals is fundamental



Adapt to the technology around you, people are going to reach out to whatever, whoever will listen, often people are hard to come by these days, so social media it is



The hospitals and care centers to begin to recognize the important role these people play in the running to these facilities and start treating them with the respect they deserve.



Give them a place for there voices to be herd, make there concerns feel justified and answered.

# Evaluation

- ▶ By often unintentionally crossing that professional line boundaries are crossed that an not be undone
- ▶ Lacking of total understanding as to what the technology is we are really dealing with. Example Facebook, Twitter (saying things, posting a picture you can never get back)
- ▶ We have created a culture of silence
- ▶ Professionalism and trust is key to success
- ▶ We need to increase the education in online professionalism
- ▶ Develop more training and education
- ▶ Potentially develop some sort of safe space, as nurses have difficult jobs
- ▶ Share stories of past faults, cases, use real world experiences to teach



BCCNP – British  
Columbia College  
of Nursing  
Professionals

35 open cases  
relating to  
breaches of  
confidentiality  
Of which more than  
half involve social  
media



Study done by  
National Council  
of State Boards of  
Nursing found,

have received  
complaints  
about  
nurses/health care  
professionals, who  
have violated  
patient  
confidentiality  
through the use of  
social media

# SWOT

Strengths



# Weakness

- ▶ Damaged reputation, very hard to recover from
- ▶ Blurring the lines between professional and personal, private stories and personal stories
- ▶ Massive lack of trust between public and health care professionals
- ▶ Unprofessional representation of staff, care facility and potentially biased information

# Opportunity

Take

Take what has and is happening in the health care profession and social media and bring awareness to the new generation coming in. Social media is not going any where

Start

Start really showing people where to go if they feel they are being unheard, Example a board member, Chair of the hospital

Find

Find a way for the nurses/health care professionals to express what they are feeling, after all were only human

# Threats

- ▶ Having an online platform for nurses leaves room for mistakes
- ▶ The openness of the information is forever out there
- ▶ The breaking of traditional boundaries
- ▶ Violation in patient confidentiality
- ▶ The inappropriate use of social media cause public outrage and concern
- ▶ Diminishes the publics perception of the health care field weather the act was intentional or not

# Discussion Questions

1. Do we feel it is acceptable for a nurse to use social media to rant out there bad day?

Staffing, management, a patient? Even if no names were used?

2. Do you find we are seeking out social media for the wrong reasons?

3. Do you feel it is the responsibility for co workers to report such negative behaviour ?