ENAO Social Media Position Statement

ENAO believes that social media has been defined as any websites or apps that allow the user to create and share content or to participate in social networking (1). While initially created for personal use, social media is rapidly growing and is prevalent in most aspects of this modern society. As a professional interest nursing group, it is important to provide content for our members using various mediums and to be a leader in creating and supporting reliable education sources.

Nursing is a profession that is highly respected and trusted by the public with the expectation that behavior and decorum are professional when representing the profession in the public realm. The Canadian Nurses Association released a comprehensive document in 2012 which provides an overview of various types of social media modalities, ethical concerns nurses face in the virtual world and suggested rules to follow when engaging in social media from a professional perspective. For more background on social media, please review the document here (2). The International Council of Nurses has also recognized the importance of a social media policy and it can be found here (4).

The American Nurses Association lists the following as benefits of social media utilization:

- Networking and nurturing relationships
- Exchange of knowledge and forum for collegial interchange
- Dissemination and discussion of nursing and health related education, research, best practices
- Educating the public on nursing and health related matters (3)

The International Council of Nurses notes the following possible implementation points for professional nursing associations to be mindful of when initiating involvement with social media:

- Raise awareness of the power of social media and highlight both its benefits and risks if not used appropriately.
- Develop and widely disseminate clear social media standards, policies, guidelines and resources and provide guidance to nurses regarding their application in practice.
- Integrate these social media standards, policies and guidelines in organisational practices related to social media usage (4).

It is important for ENAO to capitalize on the benefits of social media for the membership while maintaining a professional presence as a contributor to social media circles.

References:

1.social media - definition of social media in English | Oxford Dictionaries. (n.d.). Retrieved December 31, 2016, from https://en.oxforddictionaries.com/definition/social_media

2.ethics_in_practice_feb_2012_e.pdf. (n.d.). Retrieved from https://www.cna-aiic.ca/~/media/cna/page-content/pdf-en/ethics_in_practice_feb_2012_e.pdf?la=en

3.Fact-Sheet-Navigating-the-World-of-Social-Media.pdf. (n.d.). Retrieved from
http://www.nursingworld.org/FunctionalMenuCategories/AboutANA/Social-Media/Social-Networking-Principles-Toolkit/Fact-Sheet-Navigating-the-World-of-Social-Media.pdf

4.E10a_Nurses_Social_Media.pdf. (n.d.). Retrieved from
http://www.icn.ch/images/stories/documents/publications/position_statements/E10a_Nurses_Social_Media.pdf