

Social Media Addresses Communication Challenges Among Nurses in a Large Pediatric Hospital



Jody Childs MBA, RN; Hasti Taghi





No place for bullying 3,954 Remembering professional caregivers 3,393 **Caring for Mata twins** 2,829 The patient who changed our hearts 2,584 Leading from the font line 2,558 Going back to school 2,539 100 Nurses in 100 days 2,117 Our nurse, our hero 2,002 How much do nurses make 1,951

Background

The *Voice of Nursing* is a blog for and about Texas Children's nearly 3,000 nurses. The need for a more targeted communications vehicle became clear when a Magnet gap analysis conducted by a consultant engaged by Nursing identified communication as an area in need of immediate attention. The consultant noted gaps in front-line nurses' knowledge of current issues, strategies for improvement and awareness of their peers' accomplishments. The analysis also noted a lack of consistency in knowledge from campus to campus.

Subsequently, Nursing engaged the organization's Corporate Communications team to explore the feasibility of a blog as a communication channel to help bridge the information gap between the organization's nurses and leadership and to foster communication among nurses.

Objectives

- Strengthen nurses' engagement and sense of culture by creating a platform that invites collaboration and provides a voice for all members of Texas Children's nursing population.
- Share insight into organizational strategy to clarify the "big picture" and the nursing audience's relevance to the overall success of the organization.
- Build trust in leadership by facilitating candid, constructive dialogue between the organization's CNO and nursing leadership team and the nursing audience.
- Ensure a single source of accurate, timely messaging to nursing audiences at all locations to promote a sense of consistency and cohesion.
- Provide a venue where the nursing role is celebrated and individual and team accomplishments are appropriately and regularly recognized.
- Ensure a channel of communication that is easy to access from all devices.

Strategic Content Categories

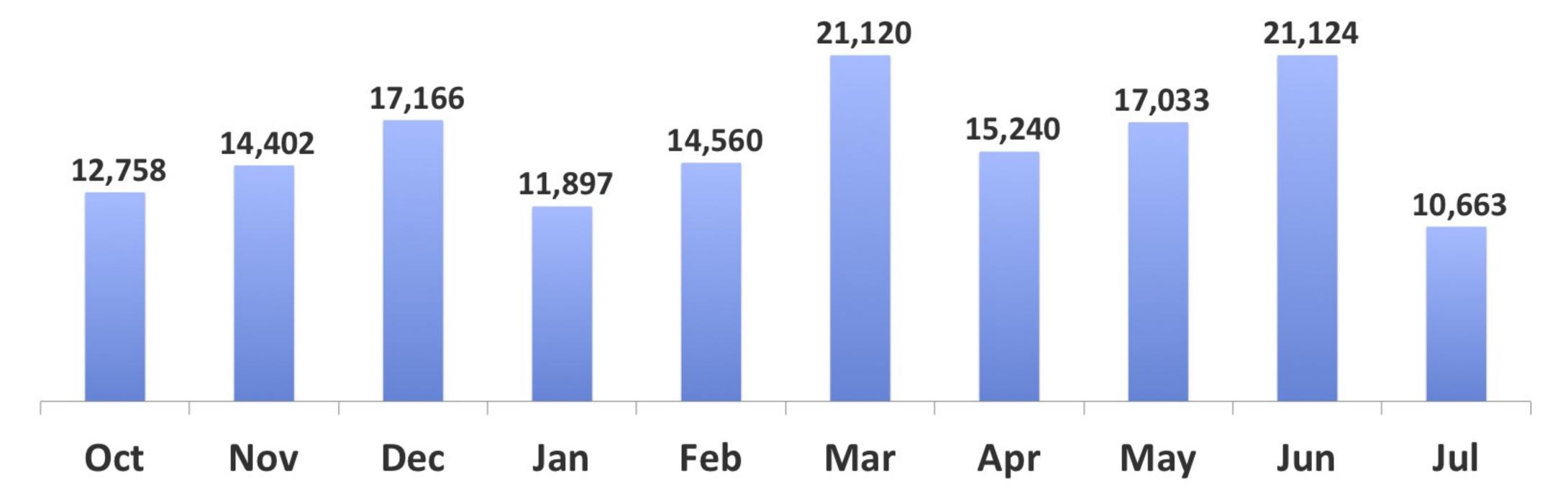
- Career advancement and education
- Nursing experience
- Organizational and industry news
- Patient care
- Policies and procedures
- Quality/safety and outcomes
- Recognition
- Research

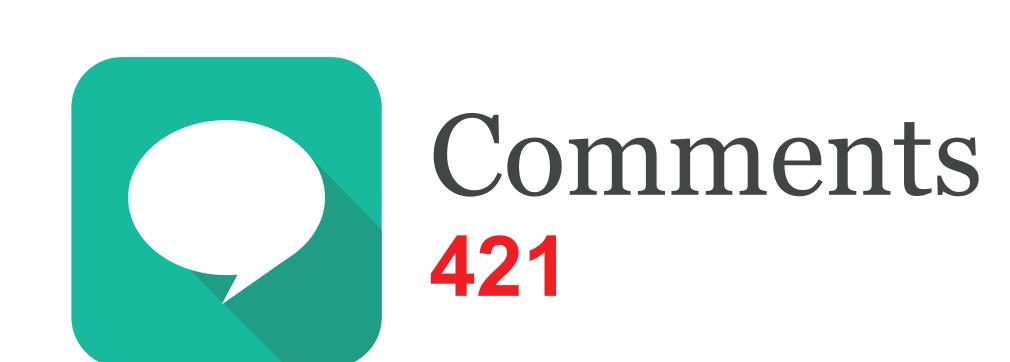
Discussion

Lessons learned:

- Performance (views, comments) of the each blog post should guide the selection of future blog topics
- Blogs can be invaluable tools for crisis communications
- Internal vs. external viewers and moderation policy need to be considered
- An editorial board with broad representation plays an integral role in the success of the blog













Mobile Users 5,793

Dates reported: October 2014 - July 2015