Background:
Social media in a cancer center provides knowledge, skills, and intelligence to advance interests in oncology nursing. The nurses use social media to connect with colleagues and share information. It is used on an organizational level for engagement, and to interconnect with nurses.

The private, invitation only page shares knowledge, information and clinical expertise which is key to advance personal and professional goals. The Facebook group shares accolades of our entire team which has revolutionized communication. Technology allows for people to connect in unprecedented ways; and more importantly, our patients who are dealing with cancer.

AIM:
Increase nursing morale and engagement by showcasing the professionalism of nursing using Social Media.

Project Actions Taken:
A group of nurses started the Facebook page to recognize each other or thank each other after a hard day. The group started out with 25% of the nurses participating; currently 53% of the nursing staff are members. All members are encouraged to highlight certifications earned, degrees achieved, and announcements.

Summary of Results:
Social media has provided a positive impact on the nursing team throughout the hospital; we have seen an increase in nursing moral. The page not only highlights the team but shares events throughout the hospital to engage the nurses. The social media page adds a valuable venue to communicate.

Sharing Acknowledgements

How has Social Media Empowered the Team

- Social media has had a significant impact on the nurses, both at the individual level and in the workplace.
- Nurses use social media to advance their personal and professional goals.
- Social media has revolutionized communication technology and allows for staff to connect in unprecedented ways.
- The nursing team uses social media across all domains of practice, allowing nurses to connect with colleagues and share information.
- Social media has benefited in a variety of ways, including fostering professional connections, promoting timely communication.
- Social media provides the nurses with a way to express their feelings, and reflect or seek support from friends, colleagues, and peers

References:

Richard G. Booth, RN, PhD, Gillian Strudwick, RN, PhD Candidate, Robert Fraser, RN, MN; The transformative power of social media: Considerations for practice and emerging leaders *Healthcare Management Forum* Vol 30, Issue 3, pp. 138 - 141 April-10-2017