

ABSTRACT:

STREAM: PREPARING NURSES ACROSS THE CONTINUUM

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Facebook vs. Twitter: A Tale of Two Media

Engaging students and the development of meaningful teaching relationships have long been a pursuit of nursing educators. Now the means of building those engaging relationships is undergoing a dramatic transformation due to the advent of social media. This presentation provides an overview of two projects where two distinct social media outlets were utilized with first and second year nursing students. The strengths and challenges of using both Facebook and Twitter in the nursing classroom will be examined along with a brief discussion of some of the privacy, boundary, and appropriateness issues that can accompany the use of social media. Despite the challenges, the inclusion of social media in the nursing classroom has real benefits in terms of directing students to the potential use of these networking tools in their future professional endeavours. In addition, social media provides faculty with a unique contact point with students, and establishes a class specific peer network that can assist student in achieving course outcomes. Nursing classrooms are increasingly being populated with students who are accustomed to managing their social networks through electronic means. Research is beginning to show that these students respond well to managing their academic relationships in this same way. Nursing faculty should not hesitate to take advantage of the influence of social media to build effective relationships with students. Role modelling the use of these tools in an education setting may pave the way for students to create innovative social media relationships of their own with their future colleagues and clients.

BIO:

Tracie Risling BA, BSN, MN, RN has spent the past four years in the pursuit of improved student engagement as a faculty member in the Nursing Education Program of Saskatchewan (NEPS) at the Saskatchewan Institute of Applied Science and Technology (SIAST). Now serving as the Coordinator for the SIAST Nursing Division Institute of Nursing Scholarship Tracie continues to promote and utilize a variety of social media tools in the nursing classroom and beyond. Tracie can be reached at tracie.risling@siast.sk.ca