Smart Nurses, Thoughtless Posts

How Nurses Portray Themselves On Social Media

Laurie Bickhoff, RN
Who am I?

- Completing a Transition to Specialty Practice Program in Cardiology at John Hunter Hospital
- Graduated from University of Newcastle in 2012 - Currently completing Honours project
- www.DefiningNursing.com
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Social media has overtaken porn as the #1 activity on the web

Numbers of active monthly users:

- Facebook = 1.32 Billion
- Twitter = 255 million
- Vine = more than 40 million
- Instagram = more than 200 million

(Bullas, 2014; Facebook, 2014; Instagram; 2014; Qualman, 2014; Twitter, 2014; Vodafone, 2014)
Yep – another YouTube video
PLEASE BE CAREFUL WHEN SHARING PHOTOS ON SOCIAL MEDIA. THEY CAN LEAD POACHERS TO OUR RHINO

TURN OFF GEOTAG FUNCTION AND DO NOT DISCLOSE WHERE THE PHOTO WAS TAKEN

IN CASE OF FIRE

EXIT BUILDING BEFORE TWEETING ABOUT IT

**ADULT FLUID ORDER FORM**

<table>
<thead>
<tr>
<th>Date (dd/mm/yyyy)</th>
<th>Fluid Type</th>
<th>Volume (mL)</th>
<th>Additive (dose/volume)</th>
<th>Rate (mL/hr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15/11/14 Instagram</td>
<td>27g</td>
<td>1 mL/15 mL/h</td>
<td>1 mL/15 mL/h</td>
<td>0 mL/hr</td>
</tr>
</tbody>
</table>
140,000 Instagrams were filtered
250,000 Tumblr posts were shared
1.18 Million Tweets were sent
500 Hours of video were uploaded to YouTube
12 Million people updated their Facebook status

(Smith, 2013; Vodafone, 2014)
Nursing & the media

1930’s caring and reassuring
1940’s selfless and angelic
1950’s - humble heroes

(Cosgrove, 2014; Nolan, 2010; Ontario Nurses Association [ONA], 2008; )
1960’s
Doctor’s handmaiden

1970’s – sexy, desirable

1980’s - psychos & battle-axes

1990’s – fluffy professionals

(ONA, 2008; Patino, 2013)
Nursing & the media

- Nurse’s role is downplayed or trivialised
- Large disparity between how nursing is depicted & reality
- Out-dated stereotypes still persist

(Patino, 2013; Walker, 2014)
Why does this matter?

- Public Perceptions
- Sexualised workplace
- Discourages others becoming nurses
- Perceptions of policy makers / funders

(Kalisch, Begeny & Neumann, 2007; Truth About Nursing [TAN], 2009; Walker, 2014)
The Sexy Nurse

"A serious dose of adrenaline...with a naughty nurse to make it all better....Get your fix at a Coors Light event near you."
The Sexy Nurse
Naughty nurses told to behave after posting saucy selfies on social media

LINDA SIMALIS, THE SUNDAY TELEGRAPH, SEPTEMBER 29, 2013 12:00AM
Husband Seeking

“I've seen lots of cute little nurses go after doctors, because they're going to seduce and marry them a doctor, because that's their ticket out of having to work as a nurse”

(ONA, 2008)
Husband Seeking
Love the nurses on my ward at the moment... manipulating the situation so I end up assisting Dr Sexy on an ascitic tap. Everyone kept giving me knowing smirks while I blushed my way through the setup and then swooned and gushed once he'd gone.

An ascitic tap date with McDreamy, I have earned a coffee Thursday:-)

That you most certainly have! ;)

Aug 5, '01 by a

I hope I don't get slammed for this question! I am just curious...I am 25 and an extremely compassionate person. I just want to know if any nurses who have had that fairytale dream of marrying a doctor have had it come true! 😊
‘Just A Nurse’

(McLaren, 2014; ONA, 2008; Patino, 2013; )
Indigenous student Nikki Payne never imagined undertaking university study, let alone a degree in medicine.

After excelling in UON’s enabling program Open Foundation Nikki started studying nursing but soon realised she was capable of even more. Nikki, 27, gained entry into UON’s highly competitive Bachelor of Medicine (Joint Medical Program) and she’s loving it!

Join us in congratulating Nikki and her peers tonight in celebrate their enabling program success tonight at the English Language and Foundation Studies Centre Attainment Centre.


#HigherEd #UONgrads #WorldClassUniversity #alumni

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Unprofessional
Ban for nurse who used 'dangerous alternative' cancer treatments

LOUISE HALL

14 Apr, 2014 04:24 PM  A+  A-

The whistleblower nurse who made unsubstantiated claims of corruption at two south-west Sydney hospitals will be suspended or banned from nursing after a tribunal found she administered potentially dangerous “alternative” cancer treatments to at least three patients, including her brother.

Knighted nurse found guilty of misconduct

15 January, 2014 | By The Press Association

A professor knighted for services to nursing has been found guilty of sexually-motivated misconduct towards an 83-year-old widow who was sent to him for bereavement counselling.
Crash Call Tourette's: The uncontrollable and involuntary vocalisation of "AWWW FUCK - THEY'RE ARRESTING!" when first observing a cardiac rhythm incompatible with life.

Morning shifts with a hangover are one of my least favourite things.

(Greyson, Kind & Chretin, 2010)
Nurses sacked after posting pictures of themselves online wearing incontinence pads and tweet patients' personal details

- The women joked publicly online about being too hungover to work
- One woman said she nearly vomited while doing CPR on a patient
- Another recommended taking hospital painkillers to deal with it
- She received a reply saying ‘Harold Shipman ruined it for everyone’
Uncaring

Nurse made aged patients 'beg and suck his thumb'

September 27, 2013

Mistreated nursing home residents 'better off in a concentration camp'

Traumatised relatives have raised shocking claims that their loved ones were left to die unnecessarily or in great pain because of a critical lack of staff and training in nursing homes.

The ABC’s Lateline program has spoken to many people about their loved ones’ experiences in nursing homes across Australia.

Nurses lack compassion NHS admits

The NHS has admitted that its nurses lack compassion and has instigated a shake-up of training to tackle the problem, it has emerged.
Uncaring

Quit being annoying or I'll have you sedated, intubated, and restrained within 5 minutes. Love, your nurse.

ICU Nurses
5 July 2012

More nurses need to learn better bedside manner!

More patients need to realize that nurses are highly skilled professionals, here to help you, not serve you, be abused by you or be your personal assistant. We also have other patients who also require our care. Suck it up cupcake, if you want to be puffed and coddled better call your mommy.
5 July 2012 at 18:45 via mobile

Follow

99 yr old completely demented F I walk by and her gown is off and she's picking up her saggy breasts by the nipples "my buds"

24/03/13 11:59

Addiction patients- funnily enough the words pleasant, polite, well mannered doesn't come to mind...
Consequences

- Code of Professional Conduct:
  “both within and outside of professional domains in order to ensure the ‘good standing’ of the nursing profession”

- Reinforce negative stereotypes

- Lose right to argue

(Greyson, Kind & Chretin, 2010; Institute for Health Technology Transformation, 2011; Spector & Kappel, 2012; Springer, 2012)
How can we stop this?

- Don’t blame Social Media
- Personal accountability
- Education / Awareness
- Advocate for your profession

Shift started lovely then stress skyrocketed, had two panic attacks, and now all I wanna do is cry. F**k this shit!

13/02/2013 22:27

Randomly bumping into Dr McSexyCanadian in a hospital corridor and him initiating small talk with me always makes me feel good.

Like · Comment · Share

“Guess is she asleep or dead? Hint I’m the soul taker”

“Yeah your time is over. Send them to hell, where some of them belong. The rest goes into the hole for compost fertilizer,”
References


