Overview of the Issue
Public awareness of the nurse anesthesia profession is limited, and the rampant ambiguity of the role may contribute limited trust between patient and provider.

Why Social Media?
Instagram is a free digital social media platform that engages over one billion users per month (Miles, 2019).

Goals
• Public awareness regarding the role of nurse anesthetists will increase to the general public through the use of a structured social media platform (Instagram)
• Change the practice of anesthesia through ownership of the role
• Impact patient outcomes through an enhanced patient-provider relationship

Evaluation Plan
Data collected during intervention period informed choices regarding types of posts and timing of publishing of posts.

Metric Definitions
Reach versus Impressions
- Reach tells you the total number of people who have seen your post.
- This is different from impressions. If the same person sees your post 3 times, that will count as 3 impressions. However, that person only counts as 1 towards reach, making it an important metric to measure how many people are actually seeing your post.

Public awareness of nurse anesthesia is measured by trending the following parameters as surrogates for awareness:
• Number of followers, views, likes, interactions per post
• Number of posts utilizing the unique hashtag (#nurseanesthesiainfo)
• Demographics of followers: age, gender, geographic region

Results
General Overview
- Impressions average between 2,500-3,000 per post
- Average follower growth rate/week: 7%
- As of this poster, 450 followers

Metrics on Most Popular Post
- Topic: the training and preparation required to become a nurse anesthetist
- Reach: 1,842
- Likes: 130
- Comments: 2
- Shares: 14
- Most liked post: 130 likes
- Most shared post: 30 shares
- Post with most impressions: 1,982 (six posts had more than 1,000 impressions)

Discussion
By averaging 2,500-3,000 impressions per post, the goal of increasing public awareness of the profession is met.

Ultimately, there is engagement with a topic where there once was none, and this serves to increase awareness regarding the nurse anesthesia profession.

Limitations
• Instagram algorithm may prevent posts from being seen or prioritized
• Inability to screen followers on a public account
• Inconsistent nature of social media: what is “trending” one day may not be popular the next

“Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage.”
- Amy Jo Martin

Economic Benefits of Project
The cost of training CRNAs is 25% that of an MD anesthesiologist (Hogan et al., 2010).

Cost savings are passed on to healthcare systems and the general public.

Impact on Healthcare Quality and Safety
• A positive patient-provider experience yields increased patient satisfaction
• Patient satisfaction scores impact reimbursement and reputation

Translation
• Important implications in how social media is viewed in academia
• Utilization of social media as a tool to procure participation or conduct research are important potential adaptations
• Submission to the Public Relations Inquiry Journal for possible publication in 2021

References