

Introduction

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



Background & Significance

The lack of relevant, accessible information about nurse anesthetists impacts:

- Anyone who requires anesthesia
- The caregivers of those requiring anesthesia
- People curious about nurse anesthetists
- Nurse anesthetists themselves

Anesthesia is by its nature an "invisible career" (Zweig, 2014)

A job well done implies nobody knew you were ever there

The majority of existing publicity regarding the profession is negative (Goffard, 2017)

Nurse anesthetists deliver 80% of the anesthetic across the world (International Federation of Nurse Anesthetists, 2018) yet are often identified as MD anesthesiologists by the public (Moore, 1996)

Lack of role identity and consistent messaging among nurse anesthesia providers may lead to patients and families feeling:

- A lack of trust
- Confusion regarding the role
- A deficit in the knowledge of the profession's existence

Methodology

Evaluation Plan

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

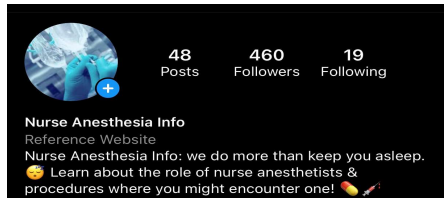
Metric Definitions

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

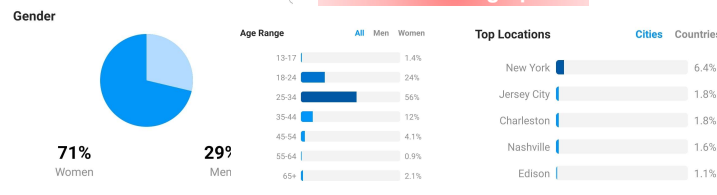
General Overview

- 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)

Follower Demographics



Discussion & Limitations

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*

Implications

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

