



OBJECTIVE:

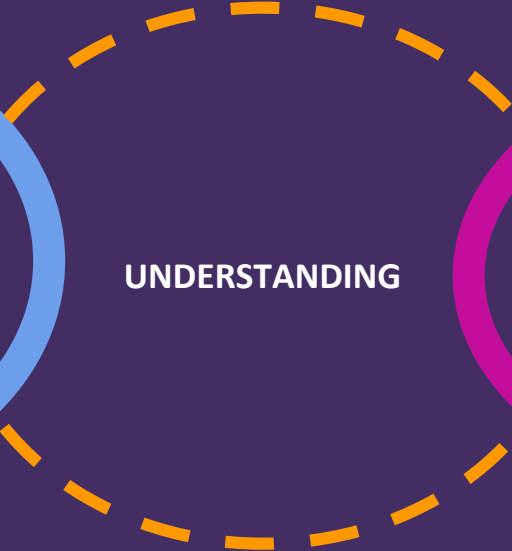
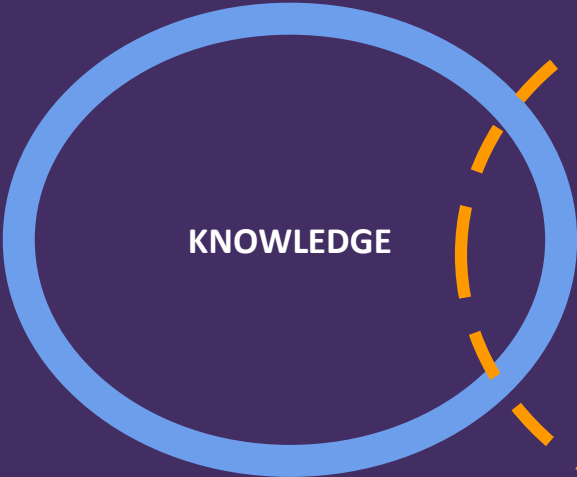
IDENTIFY GAPS WITH AN OPPORTUNITY FOR IMPROVED
UNDERSTANDING AND PRACTICES



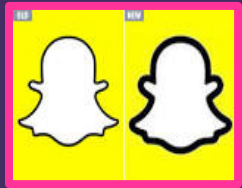
DESCRIPTION OF CURRENT STATE

Social media is more than an emerging platform or cultural trend, but a method of communication that is changing the ways students, faculty, and nursing schools transmit and receive information

**DESIRED OUTCOME:
TO INCREASE**



TYPES OF SOCIAL MEDIA OFTEN USED AND SEEN ON COLLEGE CAMPUSES



Social Media Platform	How Used	Who Uses
Snap Chat	24-hour social media platform; pictures/video and information	Students most often
Instagram	Picture/video and information giving	Students and Faculty
Twitter	Microblogging and social networking; post and interact with messages know as “tweets”	Students and Faculty
Facebook	Picture/video posting, information giving/getting, announcements	Some students; more faculty
Tumblr	Post multimedia and other content to a short-form blog	Students
My Space	Early social media; most popular 2005-2008	Faculty
Tik Tok	For short-form videos	Students most often
Pinterest	Designed to enable saving and discovery of information, using images on a smaller scale, GIFs and videos	Students and Faculty
YouTube	Video sharing	Students and Faculty

- ⊗ Connecting with people
- ⊗ Getting information out
- ⊗ Keeping current with events
- ⊗ Platform for posting events



- ⊗ Perspectives often vary with students and faculty
- ⊗ Some use frequently; some use infrequently, and some do not participate
- ⊗ Student perspective
- ⊗ Examples of students that know school's policy but decide social exposure is more important and worth the risk
- ⊗ Faculty understanding

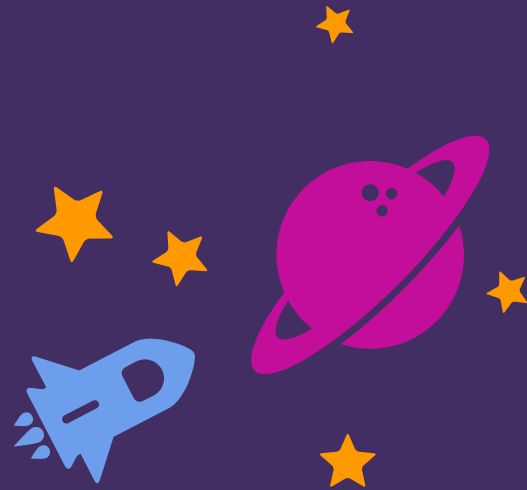


**STUDENT/FACULTY
PERSPECTIVES/UNDERSTANDING
OF
SOCIAL MEDIA**

- ⊗ Bullying (intentional and unintentional)
- ⊗ Pictures/videos posted without permission
- ⊗ Privacy issues



**POTENTIAL
NEGATIVE
ASPECTS
OF
SOCIAL
MEDIA**



SUMMARY

Knowledge and understanding of social media platforms/practices have increased.

QUESTIONS

