

“Kicking hornet nests: an occupational hazard?”

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Introduction

This poster reflects on an innovative process used to review an existing NZNO publication: “*Social media and the nursing profession: a guide to online professionalism for nurses and nursing students*” (2012) and considers how the process disrupted the dominant professional voice that is a characteristic of publications by an influential author such as NZNO.

Objectives

To undertake a collaborative, strengths-based review process to produce a document that is true to the NZNO Mission Statement and

- represents member expectations
- promotes nursing and midwifery
- models critical thinking

Process of review

- Consultation and partnership with multiple stakeholders including representatives from NZNO, the National Student Unit (NSU) and Nurse Educators in the Tertiary Sector (NETS)
- Engagement with professional, managerial, safety and legal discourses

The review asked:

- Do we need the document?
- What is its impact and contribution?
- Who will use it?

This review established the document as a key resource for students about to enter the profession as well as those members with digital literacy challenges. It also ensured congruence of the document with new legislation (Harmful Digital Communications Act 2015) and publications of the regulatory authority.

The process was facilitated by digital tools including Facebook and Google Docs which the students used to collate feedback, share drafts and plan the presentation of the reviewed document to stakeholders.

Results

A critical thinking approach to the review got us beyond the taken-for-granted assumptions about social media use by professionals and re-presented the complexity of social media as being both potentially harmful but also beneficial for both nurses and care recipients.

Conclusion

The Guideline review occurred in the context of employment contract negotiations for NZNO members. The ‘hornets nest’ metaphor captures the Facebook activity of members as they considered the employer offers. Now out for wide consultation, the feedback, critique, comment and debate on the draft Guideline reflects the complex context of the industrial and professional mandates of NZNO.

Limitations

- The tension between the dual role of NZNO as having both an industrial and professional role
- Lack of consultation with care recipient advocates on the document by an ‘influential author’
- Lack of engagement by employers of nurses

References

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