

## **RCNA social media guidelines a must for nurses**

At a meeting in Taiwan this week, Royal College of Nursing, Australia (RCNA) and international colleagues discussed the appropriate use of social media by nurses. At the International Council of Nurses (ICN) Credentialing and Regulators Forum international nurse leaders recommended the development and use of guidelines for nurses.

The discussion follows the recent release of the *RCNA Social Media Guidelines for Nurses*. These guidelines endeavour to provide an outline of how Australian nurses can use social media in a way that is both professional and beneficial.

RCNA CEO Debra Cerasa states "Nurses are very adept at change. Continued improvement and flexibility is essential for best practice for nurses. Embracing the appropriate use of social media is yet another innovative way for nurses to continue to lead in delivering optimal health care to our communities.

"As professionals we must understand the latest technology in health and be tuned into research as best practice is constantly developed," Ms Cerasa says.

RCNA have supported the advancement of social media as a revolutionary way to participate in developments and be informed of breaking news, events and discoveries that affect the nursing profession and the role nurses play in their workplaces.

"The question is not whether or not the nursing profession should embrace social media. It is embracing us; it is now part of the world we work in. The real question is: how can we use the power of social media to strengthen the nursing profession?" Ms Cerasa says.

RCNA believes that the benefits of social media far outweigh the negatives. As with all best practice, responsible and appropriate use of social media is encouraged and expected. "We've put together these guidelines as a way to help nurses navigate the difficulties and potential problems that can be faced while using social media. The guidelines are also a way of encouraging nurses to make the most of the opportunities social media presents for our profession," Ms Cerasa states.

To read the *RCNA Social Media Guidelines for Nurses* visit the Press Room on the RCNA website: [www.rcna.org.au](http://www.rcna.org.au).