

INCORPORATING SOCIAL MEDIA INTO NURSING RESEARCH THROUGH VISUAL ABSTRACTS

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The purpose of this talk is to educate nurse practitioners (NP) about the importance of translating scholarly work into a visual abstract to better communicate with the general public and the media. It is vital that nurse practitioners share their knowledge and expertise with our patients and communities. There is a dearth of literature on this topic. However, it is an important topic to discuss and to encourage. There is some evidence of this topic being taken up in medical journals. More than 25 journals, organizations and institutions have become early adopters of the visual abstract and have incorporated its strategy in disseminating research to the public. No nursing organizations or journals were on this list of early adopters. Nurse Practitioners need to incorporate visual abstracts to disseminate scholarly research and findings to better communicate with the general public and media. Nurse Practitioners need to make sure their work and scholarship is accessible to the general public. By repurposing NP scholarship into social media bites, the public can become more aware of the important work that is being pursued by NPs. Every NP who writes for publication should create a visual abstract to translate their work for use by the media and general public

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