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Advancing Employee Engagement Through the Development and Responsible Use of an Internal Social Media Wiki

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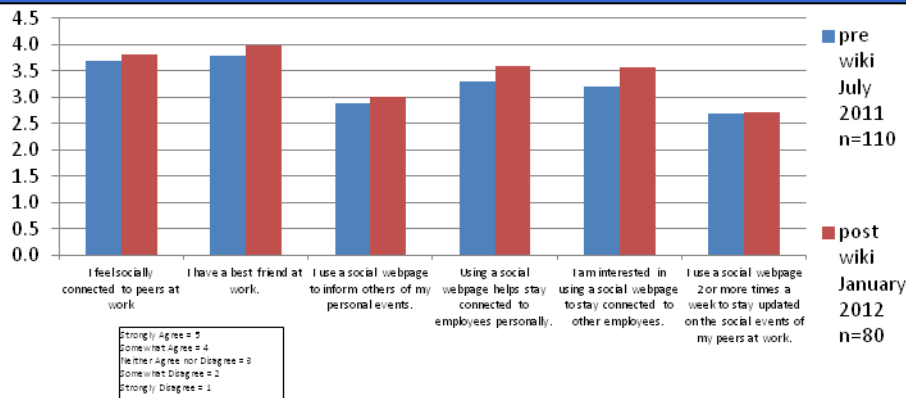


Purpose

The purpose of this Evidence-Based Practice project is to increase employee engagement on the Surgical Care Unit through the use of social media.

The fundamental reason for the project is to increase cohesion among employees by increasing communication, team building, and personal relationships.

Staff Response to Engagement Questions



Results

The pre and post survey results indicate an increase in employee engagement through the use of social media.

A total of 116 out of 150 staff voluntarily joined the wiki page. It has been a productive form of media in which employees stay updated on the social events of peers at work. Staff express excitement about the opportunity to share photos, videos, and family events.

Synthesis of Evidence

- Burke (2009) -social media tools are reshaping the way nurses share information.
- Wynn (2010) -social networking craze connects nurses.
- Wagner (2006) -the level of employee engagement significantly impacts retention, absenteeism, patient satisfaction, patient outcomes, and ultimately, patient safety.

Examples of Wiki Pages

- Baby Board
- Med Surgery Nurses Week
- Birthday
- 4NW Bean Bag Tournament
- Fun with Maxine
- 4NW Xmas party
- Potluck
- Biggest Loser
- Wedding Announcements
- Poetry
- Halloween Costumes
- Cloud of Love
- Ugly Xmas sweaters
- Furry Friends
- Secret Santa
- Cookies- Desserts
- Coffee Fundraiser
- Recipes
- Sports
- Wine Tasting Event

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- Wujcik, D. (2010). Nurses can enjoy personal and professional benefits from social networking. *ONS Connect*, 25(2), 7. Level of Evidence: E
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Practice Change

- Initiated a social media page where nurses could interact socially as a tool for employee engagement.
- Wiki page developed and named "Surgical Situation".
- Preliminary social information was added to the page with the hopes that staff would soon be involved with its development.

