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RESEARCH

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DIGITAL MARKETING PROFILE OF NURSING PROFESSIONAL VENTURES PUBLISHED VIA INSTAGRAM

Perfil mercadológico digital de empreendimentos de profissionais de enfermagem divulgados via Instagram
Perfil de marketing digital de emprendimientos de profesionales de enfermería divulgados a través de Instagram

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ABSTRACT

Objectives: to identify the digital marketing profile of nursing professionals' ventures disclosed via Instagram. **Method:** netnographic study, conducted on Instagram, which is a social network of public access. The sample was composed of 15 profiles of digital entrepreneurs, which were nursing professionals. Data collection was performed between March and May 2022 using hashtags as a search strategy. **Results:** : there was a prevalence of digital books (30,0%), followed by online courses (26,6%). The areas undertaken and the content produced were about wound healing and dressings; general training in the nursing field; law in nursing; entrepreneurship for nurses; ear piercing; obstetric care; general nursing care; and exam preparation. **Conclusion:** there was a considerable increase in products disseminated via Instagram by nursing professionals, resulting in greater visibility, autonomy, and independence of the professional category.

DESCRIPTORS: Nursing; Entrepreneurship; Social networking.

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RESUMO

Objetivo: identificar o perfil mercadológico digital de empreendimentos de profissionais de enfermagem divulgados via Instagram. **Método:** estudo netnográfico, realizado no Instagram, sendo esta uma rede social de acesso público. A amostra foi composta por 15 perfis de empreendedores digitais, sendo estes profissionais de enfermagem. A coleta de dados foi realizada entre os meses de março e maio de 2022 por meio de hashtags como estratégia de busca. **Resultados:** houve prevalência de livros digitais (30,0%), seguido de cursos online (26,6%). As áreas empreendidas e os conteúdos produzidos foram sobre cicatrização de feridas e curativos; capacitações gerais do campo da enfermagem; direito na enfermagem; empreendedorismo para enfermeiros; furo de orelha; atendimento obstétrico; atendimentos gerais de enfermagem; e preparatório para concurso. **Conclusão:** houve um aumento considerável de produtos divulgados via Instagram por profissionais da enfermagem repercutindo em uma maior visibilidade, autonomia e independência da categoria profissional. **DESCRITORES:** Enfermagem; Empreendedorismo; Rede social

RESUMEN

Objetivos: identificar el perfil mercadológico digital de los negocios de profesionales de enfermería divulgados a través de Instagram. **Método:** estudio netnográfico, realizado en el Instagram, siendo esta una red social pública. Muestra compuesta por 15 perfiles de empresarios digitales, siendo estos profesionales de enfermería. La recopilación de datos se realizó entre marzo y mayo de 2022 por medio de hashtags. **Resultados:** predominan los libros digitales (30,0%), seguidos de los cursos en línea (26,6%). Las áreas emprendidas y los contenidos elaborados fueron sobre curación de heridas y vendajes; formación general en el ámbito de la enfermería; derecho en la enfermería; espíritu empresarial para enfermeras; perforación de orejas; cuidados obstétricos; cuidados generales de enfermería; y preparación de exámenes. **Conclusión:** se ha producido un aumento considerable de los productos difundidos a través de Instagram por profesionales de enfermería, lo que se traduce en una mayor visibilidad, autonomía e independencia de la categoría profesional.

PALABRAS CLAVE: Enfermería; Emprendimiento; Red social.

INTRODUCTION

The internet has become the fastest growing communication vehicle worldwide today. According to data from the English newspaper "We are Social", published in the year 2019, in partnership with "HootSuite", a North American system specialized in brand management in social media, founded on November 28, 2008 by Ryan Holmes in the city of Vancouver in Canada, the number of users in the year 2019 exceeded 3.48 billion people.¹ When making a comparison with the world population of seven billion people, according to the United Nations (UN), it is the equivalent of almost half of the world population (49.71%) active on the internet.²

In this context, social networks (SR) are intended for connection between people in real time, and are commonly used for the purpose of connecting with friends and family, as well as professionals, providing informative and educational content for other professional colleagues and for the general public. Among the best known and currently used SR are: Facebook, YouTube, Whatsapp, Instagram, Twitter and Snapchat, respectively.³

Furthermore, according to "We are social" and "HootSuit", Instagram was considered in 2021 the 4th most accessed SR in Brazil, with 110 million users. This application allows the sharing of photos and videos, motivating interaction among users, such as the actions of liking and commenting. Thus, many companies use Instagram to advertise their products and, in addition, people also use this possibility to promote their ideas, as well as their self-image, in order to increase the potential of the application for business dissemination.⁴

Instagram's accessibility rate is, however, very differentiated among the various age groups, peaking at a maximum usage of 91.1

percent among users aged 15 to 24. This age group uses Instagram most frequently so that they devote, on average, 118 minutes daily to SRs. Still, it is also the one that has stopped using SRs such as Facebook since 2013, with a reduction in the percentage of use from 89% to 37.7%.⁵ In terms of nurses' professional work, the profession used to be limited to hospitals, public health and, mainly, teaching. However, with the internet, the profession gains a sense of opportunity and provides nurses with greater autonomy and strengthens entrepreneurship.⁶

The right to entrepreneurship within nursing and have one's own business is supported by the Law of Professional Practice (Law No. 7,498, of June 25, 1986),⁷ which ensures the autonomy of nurses, and regulated by Resolutions No. 358, of October 15, 2009;⁸ No. 606, of April 10, 2019;⁹ and No. 568, of February 20, 2018,¹⁰ of the Federal Council of Nursing (COFEN). COFEN itself has encouraged nursing professionals to be digitally entrepreneurial, in order to strengthen and promote this culture through the creation of the Commission on Innovation and Entrepreneurship in Nursing (CNIE) in 2021.¹¹

Based on this assumption, Instagram is an excellent alternative for the sale of info-products, which are didactic contents produced in order to transmit knowledge and information on some kind of subject to the reader, and can be of various types, such as e-books, video lessons, podcasts, among others, and disclosure of nursing services provided.¹²

Likewise, according to studies conducted by Opinion Box, in June 2019, about Instagram in Brazil, data were collected from 2035 interviews with users from all over Brazil, and the results state that 83% of respondents follow some company or brand on SR, making

this a favorable scenario for companies thinking of using this route to boost their business. Moreover, making purchases of something that was indicated by someone on Instagram is a habit of 47% of users. The survey also shows that Instagram is the preferred network for one in four users, and its preference for women reaches 29%.¹³

The performance of this study can be justified in view of the scarcity of published scientific material addressing entrepreneurship within nursing. Therefore, in view of all the possibilities of the nursing professional, in the use of Instagram as a tool for the exercise of entrepreneurship, the following question arises: what is the digital marketing profile of enterprises of nursing professionals disclosed via Instagram?

Thus, this study aimed to identify the digital marketing profile of ventures of nursing professionals disseminated via Instagram.

METHODS

This is an observational, cross-sectional study, with a quantitative approach, conducted through direct observation of the profiles of nursing professionals located on Instagram, which is a publicly accessible SR. Also, the methodological path sought to incorporate the netnographic study. The sample was composed of 15 profiles of digital entrepreneurs, these being nursing professionals. Data collection was carried out between March and May 2022 using hashtags as a search strategy.

The neologism "netnography" (nethnography = net + ethnography) was originally coined by a group of American researchers, composed of Bishop; Star; Neumann; Ignacio; Sandusky; & Schatz, in 1995, to describe a methodological challenge. This challenge was based on preserving the rich details of ethnographic field observation by using the electronic medium to "follow the actors". The communicational analyses of Internet interactions present a great methodological challenge, because the process is recent and parts of the strategies are not inherited, but acquired, and one must respect the historical moment in which it takes place.¹⁴

The following methodological steps and procedures are recommended for planning, centering and initiating a netnographic study of online culture, whose studies present specific guidelines: (1) definition of research questions and topics to be investigated; (2) identification and selection of the community; (3) observation of the number of community participants and data collection; (4) data analysis and interactive interpretation of results; and (5) writing, presentation and reporting of research results.¹⁵

The findings of this study followed five stages until reaching their final presentation. These are: (1) coding; (2) annotations; (3) abstraction and comparison; (4) generalization; and (5) theorizing. The first stage consists of posting the hashtags and profiles used, as well as the information that follows them. Then, reflections are made about the collected data, such as the type of enterprise that the profile divulges and the contents addressed in its latest posts. Then, the materials are classified and filtered to identify similarity, engagement, and the corresponding amount of the disclosed enterprises in order to compare which themes and businesses are more in evidence in the profiles. The penultimate step consists of developing

a small set of generalizations in order to analyze the consistencies in the collected dataset and finally confront them from the data and formalize knowledge; building new theory in close coordination with both the data analysis and the existing relevant body of knowledge.¹⁵

The following criterion was adopted for eligibility of profiles for participation in the study: profile on Instagram with audience, engagement, and frequency. To this end, profiles with more than 10,000 followers; posts made within the last week; being managed by a nursing professional, so as to contain this information clearly on the profile; with disclosure of services or business; demonstration of engagement on the profile through comments on the latest posts; open to the public; and being a national profile were selected.

For the search for study materials, Instagram was consulted. As a strategic plan of the research, three hashtags were used, which performed the function of search algorithm: #nurseentrepreneur; #nursingconsulting and #enterprisingnurse. In each hashtag, 50 profiles were analyzed, totaling 150 profiles. After applying the eligibility criteria, the sample was reduced to 15 profiles. Of the profiles analyzed, some sell or advertise more than one enterprise/info-product, reaching a total of 30 disclosed enterprises. The hashtags, identified by the symbol "#" before the word, work as content indexers. Users use hashtags related to the content they are talking about, allowing other users interested in that topic to find their publication in search tools within Instagram.¹⁶

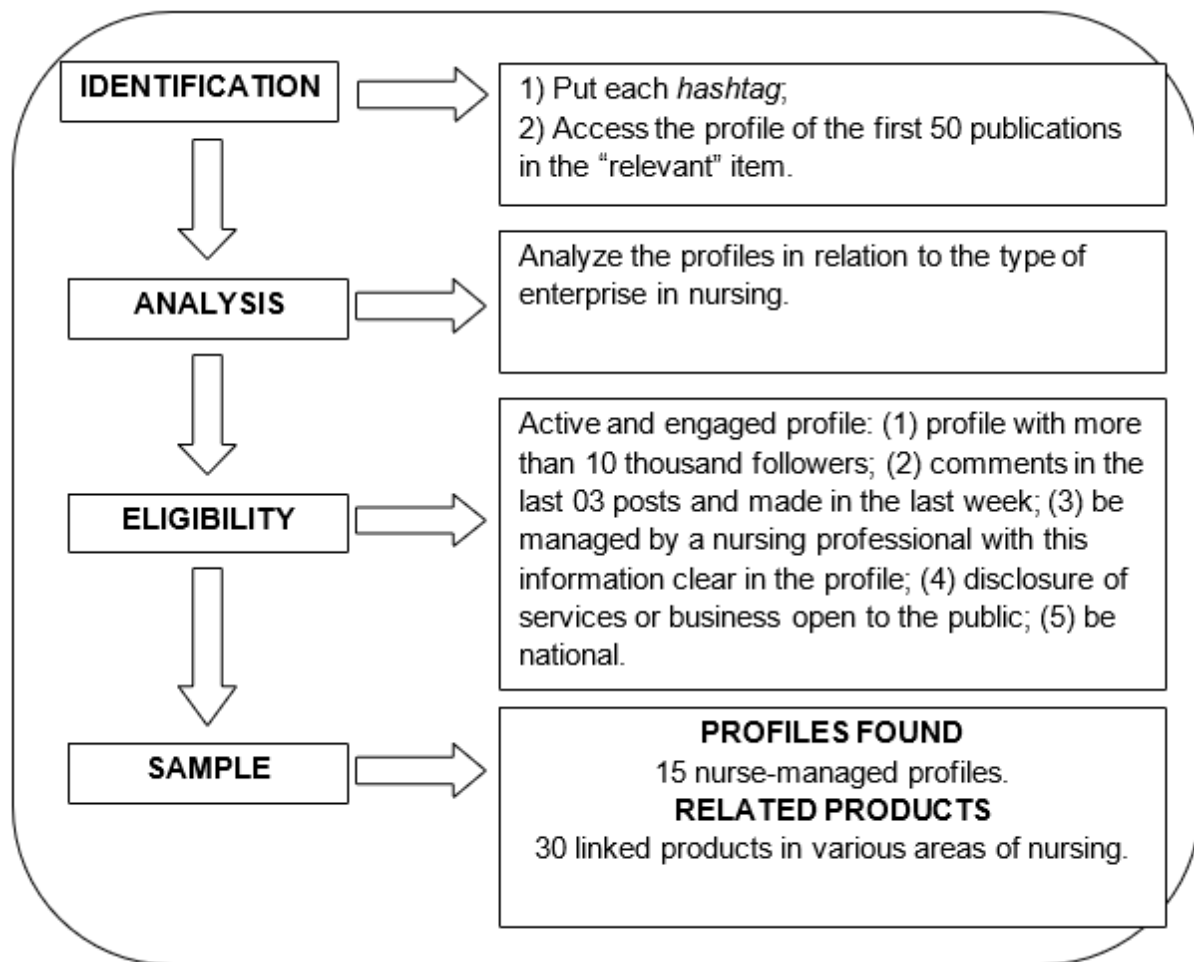
Furthermore, in order to analyze engagement, the "comment" tool was used in the publications. This is one of the main expressions of engagement and influence of a profile. Its relevance is greater than that of the "like" tool, since it requires more energy from the user to write a message about the publication. The "comment" can contain hashtags and also allows tagging to index another profile that will be notified about the mention.¹⁷ After using hashtags, the "relevant" command was selected and clicked on the first 50 users accessing the profile.

After selecting the profiles, they were listed in a Microsoft Excel® spreadsheet, version 2010, contemplating the following variables: (1) hashtag; (2) which enterprise it refers to; (3) the content of the last two posts; and (4) number of comments on the last two publications. The search was conducted on a single day to avoid bias in the study and to exhaust and record all the findings in the search.

It is noteworthy that the data used to conduct this research are of public and collective access and that, for this factor, there is no need to send the research project for consideration and approval by the Research Ethics Committee (REC).¹⁸ However, it should be noted that no data regarding the identification of professionals was used in this study, in order to maintain all ethical and legal aspects in accordance with Resolution 466/2012.¹⁹

RESULTS

The sample of this study was represented graphically by means of a table containing the following basic information: (1) hashtag; (2) number of posts; (3) date of access; (4) profile number; (5) number of followers; (6) enterprise; (7)

FIGURE 1 - Methodological path regarding the search for professional profiles on Instagram. Montes Claros, MG, Brazil, 2022.

Source: Own authorship, 2022.

products; (8) content of the last two posts; and (9) number of comments on the last posts (Table 1).

Table 1 shows that there was a higher prevalence of male professionals (66.6%) engaged in online media entrepreneurship, so that the most popular products are digital books (30.0%), also known as E-Books, followed by online courses (26.6%). The themes of the products undertaken from the most publicized on Instagram were: "wounds and dressings" (15.5%) and "entrepreneurship in nursing and client acquisition" (15.5%). In the last two posts, the themes for dissemination of the enterprise prevailed: "Disclosure of the enterprise to the target audience" (17.8%); "Legislation/Law/Policy in nursing aimed at professionals and nursing students" (17.8%); and "Entrepreneurship in nursing" (17.8%).

DISCUSSION

Instagram, over time, has become a very important but still recent working tool that has allowed nursing professionals greater autonomy within entrepreneurship. This way, accor-

ding to their area of expertise and affinity, the professional can disclose their product offered, in order to ensure a greater ease in the dissemination of these products, making possible a greater reach of customers. Some profiles stand out in the dissemination of their business becoming a reference in that subject and gaining notoriety in the SR as Digital Influencer (ID). This term is commonly used for those who reach large numbers of followers and maintain the engagement of their profiles.²⁰

It has been noticed that a large part of the profiles promotes the provision of some type of service (care of injuries and wounds, ear piercing, herbal medicine, and care for pregnant and postpartum women). This fact is due to the advantages that the dissemination of enterprises on Instagram makes possible. That is, in addition to the dissemination of broad knowledge in the profiles, the SR enables users greater visibility in the dissemination of the service provided, ensuring greater customer acquisition by nurses and a better positioning regarding the ID of their own info-product.^{21,22}

In addition, an info-product that has been gaining more and more space in Instagram profiles is the formulation of digital materials and the offering of online courses that are related to the intellectual preparation of professionals in order to pass a public exam. This is mainly due to the increase in the supply of vacancies for health professionals because of the COVID-19 (CoronaVirus Disease-19) pandemic, with a high demand for nurses in health services, whether municipal, state, federal, or private.²³

A researcher²⁴ conducted a study on personal marketing and nursing with the purpose of analyzing the projection of the social representativeness of nurses as online entrepreneurs; and COFEN, through its information vehicles, has increasingly pushed nursing professionals to position themselves socially in the dissemination of information that enables a greater reach of knowledge of that theme by their target audience, in order to enable the dissemination of their ventures, making them ID of that niche.²⁵

Due to the large growth of digital positioning, it is notorious that the main ventures promoted are info-products, i.e. products that are marketed and used only in the digital area,

which is the case of online courses and e-books. However, it is not enough just to advertise a product on SR, because it is necessary that there is a direct interaction of the seller with the customer on SR, generating an increased connection through the posts and publications. Profiles with good engagement gain notoriety and visibility in the SR, generating authority for the nurse and increasing the number of customers.²⁶

The comments, in addition to the engagement factor, make it possible to know the type of communication of the administrators of these profiles with their audience. The profiles that showed more comments on their publications are also the profiles with more followers. This is due to the connections created between the profile administrator and the public, in which the profile is more than a "showcase" of products, but rather an informative and interactive channel that provides extensive knowledge to its followers, in order to make its administrators more influential and being a reference on the subject addressed and the info-product sold.²⁶

In addition, it is possible to observe that there is a central group (with more engagement) and a peripheral group (with less engagement) in the SR. The central group has the

Table 1 - Presentation of the study sample as to the professional profiles found on Instagram according to the use of each hashtag. Montes Claros, MG, Brazil, 2022

Hashtags Publications Access	Profile	Followers	Enterprise	Products	Content*	Comment**
#nurseentrepreneur 17,300 posts Access: 09/26/2022	P1	54.6 thousand	Courses and e-books for nurses	Wound and Dressing Summaries; E-Book "Motivational Nursing"; Online courses to update and train nurses.	1) Product disclosure; 2) ICU drugs.	1:31 comments 2:18 comments
	P2	91.1 thousand	E-Books	E-Books related to law in nursing.	1) Motivational phrase; 2) Legislation in favor of nursing.	1:2 comments 2:56 comments
	P3	10 thousand	Mentoring	Mentoring for nurses on client acquisition.	1) Schedule of lives; 2) Live: "06 attitudes that can bring your nursing business to an end".	1:1 comment 2:1 comment
	P4	40.7 thousand	Courses, master class and book	Course "The ABC of manipulation/ phytotherapy". Book "Treatment of Wounds and Dressings". Master class: Anatomy of perfect healing.	1) Reel about nursing congress; 2) Answering doubts about arterial ulcer.	1:9 comments 2:0 comments
	P5	59.6 thousand	Course	Online course on humanized ear piercing.	1) Entrepreneurship and client acquisition in nursing; 2) How to financially value the ear piercing service.	1:1 comment 2:1 comment
	P6	12.5 thousand	Course, laser therapy, ear piercing, E-Book	Online courses for pregnant and postpartum women; On-site courses and mentoring for pregnant and postpartum women; Postpartum and post-surgical laser therapy; Humanized adult and baby birthing; E-books on breastfeeding.	1) Clinical case on Food Introduction; 2) Laser therapy: respiratory system in children and babies.	1:9 comments 2:5 comments
	P7	38.3 thousand	Consulting, Nursing Practice, E-Books	Publicizing the practice and nursing services; Mentoring for nurses who want to open their own practice; E-book about the Nursing practice	1) Photos of the face-to-face course; 2) Reel on speech in taught course.	1:6 comments 2:2 comments

#enfermeiroempreendedor 5 mil publicações Acesso: 26/09/2022	P1	91.1 thousand	E-Books	E-Books related to nursing law.	1) Motivational phrase; 2) Legislation in favor of nursing.	1:2 comments 2:56 comments
	P2	14.6 thousand	Course	Course for nurses on how to create and launch courses on social media.	1) Live: "Entrepreneurship in nursing, where to start?" 2) Live: "What to post on social media?"	1:0 comment 2:0 comment
#nursingconsultancy 16.9 thousand publications Access: 09/26/2022	P1	75.1 thousand	Nursing Competition Preparation	Preparatory course for nurses who want to try out for public competitions.	1) Publicizing his candidacy as a federal deputy; 2) Reel about his candidacy.	1:73 comments 2:63 comments
	P2	91.1 thousand	E-Books	E-Books related to nursing law.	1) Motivational phrase; 2) Legislation in favor of nursing.	1:2 comments 2:56 comments
	P3	38.3 thousand	Consulting; Nursing Practice; E-Books	Publicizing the practice and nursing services; Mentoring for nurses who want to open their own practice; E-book about the Nursing practice.	1) Photos from in-person course; 2) Reel about speech in taught course.	1:6 comments 2:2 comments
	P4	40.7 thousand	Course, Master class and book	Course "The ABC of manipulation/phytotherapy". Book "Treatment of Wounds and Dressings". Master class: Anatomy of perfect healing.	1) Reel about nursing congress; 2) Answering doubts about arterial ulcer.	1:9 comments 2:0 comments
	P5	59.6 thousand	Course	Online course on humanized ear piercing.	1) Entrepreneurship and client acquisition in nursing; 2) How to financially value the ear piercing service.	1:1 comments 2:1 comments
	P6	87.1 thousand	Summaries and mind maps	Abstracts about wounds and dressings; mind maps about the nursing process.	1) Reel on call; 2) Reel on drain removal.	1:16 comments 2:29 comments

Source: Own authorship. Montes Claros, 2022.

*Refers to the content of the last two posts.

**Referred to the number of comments of the last posts.

characteristic of being a more theoretical content, related to the preparation of nurses for public exams and content with a legislative content aimed at disseminating the rights of nursing professionals and the importance of political positioning of the class. The publications of the peripheral group, on the other hand, are characterized by the promotion of entrepreneurship in nursing. That is, nurses have searched more for content that has financial stability and/or that guarantees their rights than for content that teaches them how to position themselves in the digital world. They are more influenced to consume products, rather than influencers producing content.²⁷

Likewise, digital communication differs from personal communication. In everyday life, products/services are fixed in one place and the customer goes to it as needed. In digital, both the customer searches for the product and the entrepreneur brings the product to the customer through its dissemination. This is why what is communicated makes such a difference. More than an advertisement, it is up to the nurse entrepreneur to generate connection with his audience through interaction on his profile, especially through comments on publications. Knowing what the public needs and

delivering content in the form of a post on the feed is the best way to make the profile visible and make the customer want that type of enterprise. Thus, it is up to the nurse entrepreneur the mission to enhance and value your professional image through the dissemination of your enterprise on Instagram.²⁴

CONCLUSION

Within this type of research, part of the limitations of the study is the collection source itself, i.e., the profiles. This is justified because the data collected does not present a fixed prevalence in such a way as to have an unstable character since the amount of accesses, likes, and messages received change rapidly, making the information on the profiles fluctuating and possibly varying exponentially in a single day. Still, the methodology itself can be attributed to the limits of the study. This is because netnography is still a new and recent method, with few published scientific papers available. Added to the limits is the theme involved, since entrepreneurship, allied to digital media, constitutes an unprecedented character and scarcity of publication in this area.

Table 1 -. Epidemiology of profiles of nursing professionals who undertake on Instagram according to gender, products disclosed and themes of the last two posts. Montes Claros, MG, Brazil, 2022

Montes Claros, MG, Brasil, 2022		
VARIABLES	n=15	%
Gender of the profile manager (n=15)*		
Male	10	66,6
Female	05	33,4
Undertakings disclosed (n=30)**		
Online Course	08	26,6
On-site course	01	3,3
Digital Book (E-Book)	09	30,0
Abstracts	02	6,7
Master Class	02	6,7
Mentorships	04	13,3
Face-to-face nursing care (service delivery)	02	6,7
Nurse's office	02	6,7
Themes of the disclosed ventures (n=26)***		
Wounds and dressings	04	15,5
Updating and training for nurses	01	3,8
Nursing Law	03	11,6
Entrepreneurship in nursing and client acquisition	04	15,5
Manipulation/Phytotherapy	02	7,6
Healing	02	7,6
Ear hole	03	11,6
Pregnant and postpartum women	01	3,8
Nursing care	03	11,6
Preparatory for competitions	01	3,8
Other	02	7,6
Themes of the last two posts (n=28)***		
Publicizing the enterprise to the target public	05	17,8
Main drugs used in ICU by nurses	01	3,5
Legislation/Law/Policy in nursing for nursing professionals and students	05	17,8
Live with themes about nursing	02	7,1
Knowledge about what arterial ulcer is	01	3,5
How to perform the drain removal procedure	01	3,5
Motivational messages	03	11,4
Viral video about nursing duty	01	3,5
How to do the feeding introduction	01	3,5
Entrepreneurship in nursing	05	17,8
Laser therapy in children's respiratory system	01	3,5
Knowledge about ear piercing service for nurses	02	7,1

Source: Own authorship. Montes Claros, 2022. ICU = Intensive Care Unit.

*The sample was made-up of 15 profiles of nursing professionals.

**More than one profile in the sample can divulge and undertake more than one online product.

***More than one profile in the sample can divulge more than one theme for its venture.

In this study, there was a considerable increase in products disclosed via Instagram in profiles of nursing professionals, prevalently male, with engagement in entrepreneurship through SR. Digital books and online courses, known as e-books, were the most widespread products. The themes of greatest public access and interest were: "wounds and dressings" and "entrepreneurship in nursing and client acquisition". The increased interaction between the target audience and the nursing professional through the media has resulted in greater visibility, autonomy, and independence of the professional category. However, the entrepreneurial market for nursing on Instagram is still relatively small, making the possibility of Digital Marketing even more promising.

Given the offering of products through Instagram by nursing entrepreneurs, this increases online interaction in order to have knowledge in what the public most seeks to consume in online profiles giving them greater comfort, convenience and quality in product choice. Entrepreneurship in nursing is still somewhat obscure and unknown by the nursing category itself. This subject still generates fear and anxiety because many nursing professionals do not know how to invest in their own business and do not find many people to motivate them to do so. Given this, this study can collaborate with the realization of other new studies, as well as the initial incentive for other nursing professionals to invest in their own enterprise.

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