

The Impact of Education and Social Media on Certified Registered Nurse Anesthesiologists' Professional Advocacy

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BACKGROUND & IMPACT

CRNAs are addressing healthcare issues like inaccessibility and financial debt by influencing legislative scope of practice (SOP) and access to care. However, low advocacy engagement amongst CRNAs and SRNAs threatens the profession's future. Social media offers a promising tool to boost advocacy, influencing SOP legislation, donations, and online discussions.

PURPOSE & OBJECTIVES

The purpose of this project is to investigate social media's impact on CRNA advocacy and use findings to lead an educational initiative with the NCANA. The objective is to boost CRNA/SRNA engagement with the NCANA's social media ahead of the 2024 annual conference.

METHODOLOGY

PICOT: In North Carolina's CRNA and SRNA populations, how does exposure to advocacy through social media-based education influence professional advocacy activities?

The initiative was conducted virtually via NCANA social media and in-person at the 2024 NCANA conference. Seven SRNA interview videos were shared on social media, with engagement metrics tracked. A post-implementation survey on advocacy involvement was completed by 58 CRNAs/SRNAs at the 2024 NCANA conference.

RESULTS

Amongst the 58 NCANA conference attendees who completed the post-implementation survey, 58.6% followed NCANA on social media, 63.8% saw a student-feature post, and 53.6% reported increased interest in professional advocacy (Figure 1). Despite engagement, 70.7% had not donated to the PAC in the last year (Figure 1). However, 69% strongly agreed that social media is a valuable tool for advocacy (Figure 2).

Figure 1. NCANA Responses (n=58)

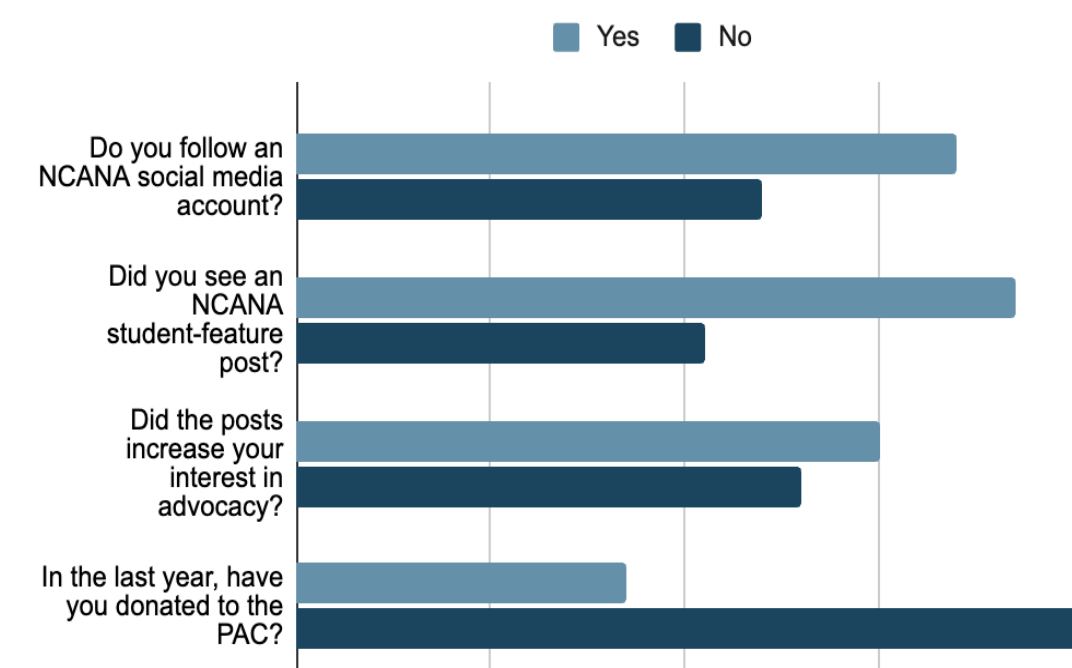
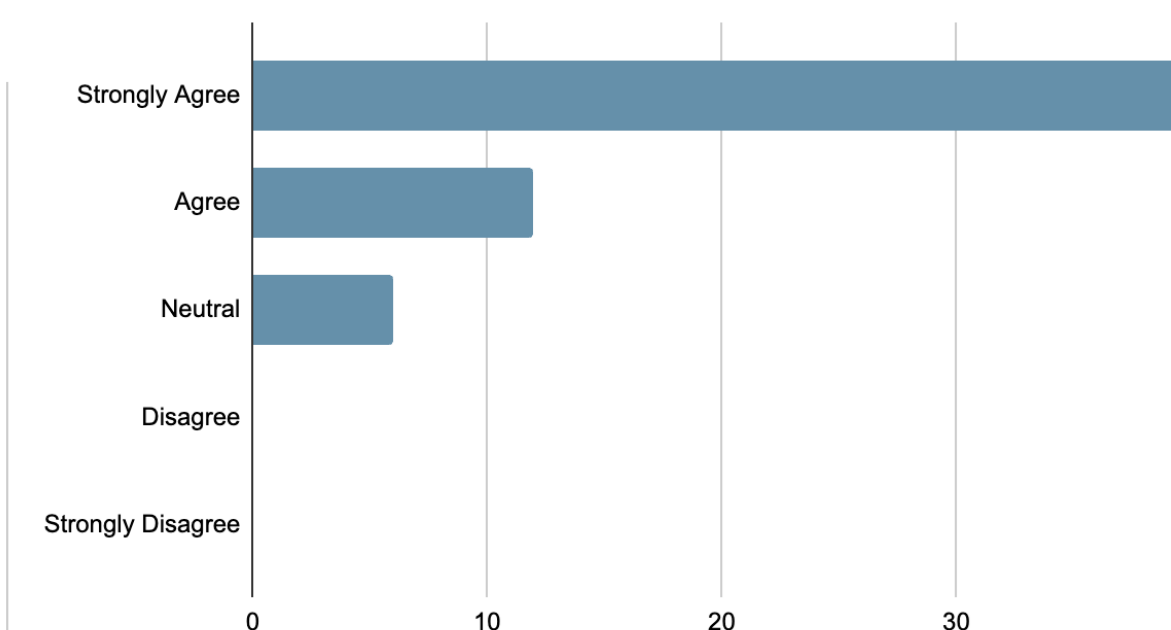


Figure 2. Social Media is a Valuable Tool for Advocacy (n=58)



Amongst NCANA's social platforms, Instagram showed the highest engagement growth, with a 232.5% increase in reach and 1,974 total followers in October 2024 (Figure 3). Engagement surged, with 25,510 total impressions (+232.5%), 14,067 more users reached (+231.8%) (Figure 4), and 659 additional profile views (+258.4%) (Figure 5).

Figure 3. New Followers

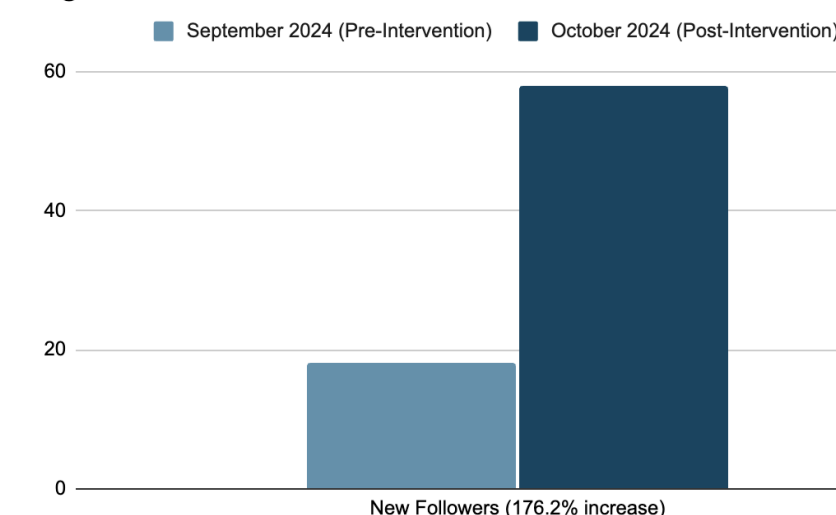


Figure 4. Engagement

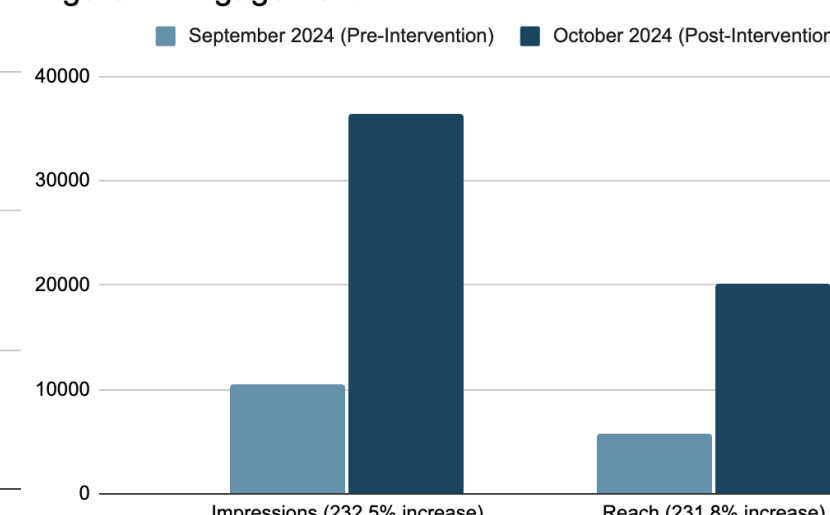
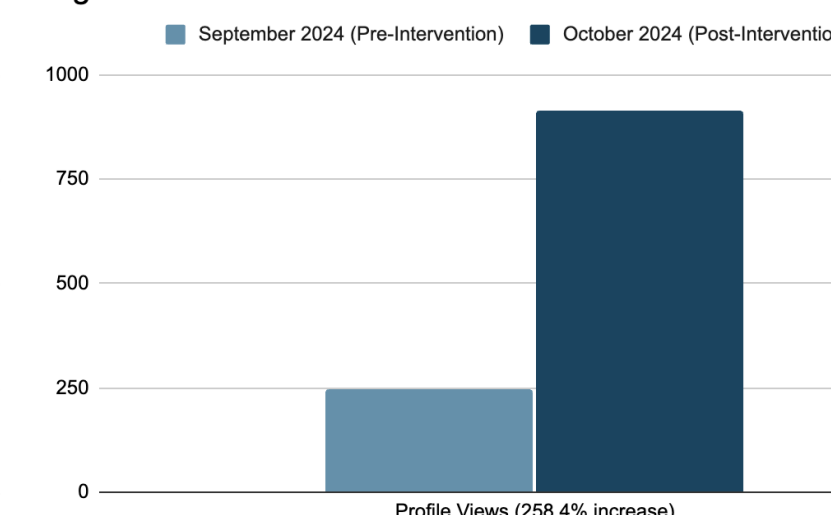


Figure 5. Profile Views



CONCLUSIONS

Platforms like Instagram can boost advocacy engagement amongst CRNAs/SRNAs. Social media raises awareness of key legislative issues in nurse anesthesia, potentially leading to more donations and online discussions on professional advocacy.



RECOMMENDATIONS

Recommendations to the NCANA include expanding social media strategies to target underrepresented groups, creating content that encourages SRNAs and CRNAs to engage in advocacy, and using social media to spotlight legislation related to scope of practice issues. Additionally, recommendations include to encourage other professional organizations to adopt similar social media initiatives to amplify advocacy efforts and influence legislative outcomes.

