Advancing Employee Engagement: A Responsible Internal Social Media Wiki
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Problem:
Complex patient care environments can fragment staff social interactions. Cohesiveness builds engagement and related positive outcomes.

Evidence:
Literature review demonstrates that employee engagement impacts patient satisfaction. Few models existed for building team relationships based on social media technologies. Social media tools are reshaping information sharing. Prudent use is demanded. Employee engagement impacts retention, absenteeism, patient satisfaction, patient outcomes, and patient safety.

Strategy:
A Wiki page was developed, targeted to social interaction, “seeded” with social information, and introduced at a mandatory unit meeting. Marketing strategies were integrated including individual education, logo development, posters, cookie rewards, e-mails, and verbal encouragement.

Practice Change:
Staff enthusiastically engaged in enrollment and expanded the site to share photos, videos, family events, recipes, engagements, pets, and ugly Christmas sweaters. The popularity attests to the cultural integration of online interactions.

Evaluation:
A pre/post survey design was utilized. Survey results indicate staff didn’t regularly use a social media page (17.3%), and were interested in using a social media page to stay connected with peers at work (47.2%).

Results:
Post survey results indicate a increase in employee engagement through the use of social media. Specific changes indicate these increases: “I feel socially connected to peers at work” 7.3%; “I have a best friend at work” 7.8%; “Using a social web page helps stay connected to employees personally” 4.9%; and “I am interested in using a social webpage to stay connected to other employees” 13.9.

Participation increased from the 10 initial task force members to 106 current members (and growing).

Recommendations:
Responsible use of a social media page can increase employee engagement. Evidence suggests increased employee engagement can increase retention, patient satisfaction and patient safety, and lower absenteeism. Highly recommend development of a social media site for employees to connect.

Lessons Learned:
Staff openness improved. Social media can increase cohesion among employees and employee engagement through communication, team building, and personal relationships.
Bibliography:


