



# MIDIRS Search Pack


## Search Pack MS62

### Social media and the maternity health care professional


Use of internet social media sites and facilities (Facebook, Myspace, Twitter, blogs, wikis) by maternity health care professionals. Includes information on the opportunities social networking can provide, as well as issues concerning confidentiality, privacy and professionalism. Excludes general information on maternity health care professionals' use of the internet and confidentiality (M67).

**Date created:** 08/30/2024

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2024-09107

**TikTok midwife: 'Jealous colleagues bullied me out'.** Buchanan M (2024), BBC News 26 July 2024

A midwife who makes popular videos on TikTok advising women about giving birth claims she was bullied out of her job by "jealous" colleagues. (Author)

Full URL: <https://www.bbc.co.uk/news/articles/c9x8pp10951o>

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2024-06700

**Breastfeed4Ghana: Design and evaluation of an innovative social media campaign.** Harding K, Aryeetey R, Carroll G, et al (2020), Maternal & Child Nutrition vol 16, no 2, April 2020, e12909

Although targeting health behaviour change through social media campaigns has gained traction in recent years, few studies have focused on breastfeeding social media campaigns. Within the context of rising social media utilization and recent declines in exclusive breastfeeding practices in Ghana, we implemented Breastfeed4Ghana, a Facebook- and Twitter-based breastfeeding social media campaign. This study determined feasibility of implementing Breastfeed4Ghana and evaluated its impact on breastfeeding knowledge in Ghana. Key performance indicators of the campaign were monitored on social media platforms, Facebook and Twitter. An online cross-sectional survey conducted across three time points (n = 451) assessed breastfeeding knowledge, campaign exposure, and understanding and acceptability of Breastfeed4Ghana among Ghanaian adults. Modified Poisson models were used to assess the relationship between campaign exposure and breastfeeding knowledge, adjusting for survey time point, sex, and parenthood status. The campaign acquired 4,832 followers. Based on follower demographics collected from Facebook and Twitter analytics, the target population was successfully reached. Campaign exposure among survey participants was 42.3% and 48.7% at midline and endline, respectively. Campaign acceptability was high (>90%), and >44% of those exposed to the campaign also shared the campaign with others. However, 61.0% of those exposed did not know or could not remember the purpose of the campaign. Campaign exposure was not associated with higher breastfeeding knowledge (APR [95% confidence interval] = 0.96 [0.73, 1.26]). Breastfeed4Ghana was highly feasible. However, campaign understanding yielded mixed findings and may explain the limited impact on breastfeeding knowledge. (Author)

Full URL: <https://doi.org/10.1111/mcn.12909>

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2024-03645

**Ask A Midwife: A Service Evaluation.** Marsh A, Ward S, Collins S, et al (2024), The Practising Midwife vol 27, no 2, March 2024, pp 40-43

Identifying novel ways to improve communication is vital for an inclusive health service. Ask A Midwife is a collaborative social media innovation introduced during the COVID-19 pandemic. It provides a platform for women and birthing people to contact a midwife directly using social media. The aim of this service evaluation was to explore the frequency and content of messages received to inform future service provision and health promotion campaigns. (Author)

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2024-03320

**WhatsApp group created by midwives for midwives helps save lives and provides real time support to midwives in Papua New Guinea.** Polomon CP (2023), Australian Midwifery News vol 35, Summer 2023, pp 26-28

Describes how the midwifery professional WhatsApp group in Papua New Guinea (PNG), also known as the Midwifery Community of Practice (MidCoP), came into being, and the difference it is making to midwives serving women in rural communities through information sharing and professional support. (JSM)

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## 2023-13107

**What's trending? Reach and content of the Society for Maternal-Fetal Medicine on social media.** Strang AR, Backley S, Wade K, et al (2023), American Journal of Obstetrics & Gynecology MFM vol 5, no 11, November 2023, 101159

### BACKGROUND

The Society for Maternal-Fetal Medicine uses social media to increase awareness of the Society and its key programs and to foster community and discussion around perinatal health, especially on Twitter. The influence and role of the Society for Maternal-Fetal Medicine Twitter account in public discourse around issues relevant to pregnancy have not been studied.

### OBJECTIVE

This study aimed to evaluate the trends in engagement with the Society for Maternal-Fetal Medicine on Twitter by analyzing Society for Maternal-Fetal Medicine follower growth and discussion topics on Twitter compared with Facebook and by quantifying public engagement during the Society for Maternal-Fetal Medicine Annual Pregnancy Meeting.

### STUDY DESIGN

This retrospective study analyzed follower growth data from August 2019 to July 2022 for the Society for Maternal-Fetal Medicine Twitter (@MySMFM) and Society for Maternal-Fetal Medicine Facebook (@SocietyforMaternalFetalMedicine) accounts. We identified the top 10 tweets and Facebook posts during the study period using Twitter Analytics and Facebook data. The popularity of tweets and Facebook posts was determined by "impressions" and "reach," respectively; these metrics reflect the number of times a post was viewed. To evaluate annual trends in Society for Maternal-Fetal Medicine Twitter engagement, we analyzed data associated with the Society for Maternal-Fetal Medicine Annual Pregnancy Meeting, including the number of tweets using the hashtag (#SMFM(Year)) and overall impressions for the Society for Maternal-Fetal Medicine Twitter account for each meeting from 2016 to 2023.

### RESULTS

The absolute number of new followers for the Society for Maternal-Fetal Medicine Twitter and Facebook accounts was similar, but the relative increase and rate of follower growth was higher for Twitter than for Facebook. The Twitter account consistently gained followers, whereas the Facebook account experienced intermittent periods of stagnancy or follower loss. More than half of the top-ranked posts on Twitter and Facebook mentioned the COVID-19 vaccine; other popular topics included COVID-19 and abortion. During the Society for Maternal-Fetal Medicine Annual Pregnancy Meeting, the number of tweets using the meeting hashtag consistently peaked on meeting day 4, coincident with the opening plenary session (mean 1270±499). An upward trend in annual pregnancy meeting tweets was observed each year until 2021—the first virtual Society for Maternal-Fetal Medicine meeting.

### CONCLUSION

The trends in Society for Maternal-Fetal Medicine Twitter engagement suggest increasing use and popularity of the platform for timely dissemination of pregnancy-related news, guidelines, and research. The reduction in annual pregnancy meeting tweets and impressions in 2021 and 2022 suggests the potential negative effect of virtual meetings on Society for Maternal-Fetal Medicine member engagement around annual meeting content. (Author)

## 2023-12773

**What are UK nurses' and midwives' views and experiences of using social media in their roles? A review.** Marsh A, Hundley V, Luce A, et al (2023), MIDIRS Midwifery Digest vol 33, no 4, December 2023, pp 312-318

### Background

Social media is increasingly used by service users to seek health information. However, professional presence in this sphere is limited, with many concerned about engaging with social media for fear of retribution from employers. Exploring how nurses and midwives view and experience social media may provide some explanation as to why they do not use it and propose solutions to encourage their engagement.

### Aim

To synthesise the evidence on UK nurses' and midwives' views and experiences of using social media within their roles.

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## Design

Scoping review, including quantitative, qualitative, mixed-methods studies and grey literature.

## Methods

The following databases were searched: MEDLINE, CINAHL, Scopus, Web of Science, Academic Search Ultimate and Communication Source. Titles and abstracts were screened, followed by full review of 124 papers. Data were extracted using a bespoke tool. From this, codes were generated and thematic analysis used to group data.

## Results

Ten papers were identified, including four qualitative and six mixed-methods studies of varied size and quality. Four studies focused on midwives and six on nurses. Seven studies included undergraduate students and four included qualified professionals (one included both). Ninety–96 per cent of participants reported having at least one social media account. Three themes were identified through thematic synthesis: (1) knowledge sharing; (2) community; and (3) reluctance among nurses and midwives to engage, with subthemes of 'fear' and 'uncertainty of what to say'.

## Conclusions

There is little literature around nurses and midwives, and their experiences of using social media. Although most practitioners reported using social media in a personal capacity, professional usage was minimal. Nurses and midwives reported uncertainty about correct professional usage although, when interventions using social media were introduced with appropriate training, outcomes were positive to both students and qualified professionals.

(Author)

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## 2023-10584

**'Blurred boundaries': When nurses and midwives give anti-vaccination advice on Facebook.** Green J, Petty J, Whiting L (2022), *Nursing Ethics* vol 29, no 3, May 2022, pp 552-568

### Background:

Nurses and midwives have a professional obligation to promote health and prevent disease, and therefore they have an essential role to play in vaccination. Despite this, some nurses and midwives have been found to take an anti-vaccination stance and promulgate misinformation about vaccines, often using Facebook as a platform to do so.

### Research question:

This article reports on one component and dataset from a larger study – 'the positives, perils and pitfalls of Facebook for nurses'. It explores the specific issue of nurses and midwives who take an anti-vaccination stance, deemed to be unprofessional by crossing professional boundaries and by providing medical information on Facebook that is not within their scope of practice.

### Participants:

Data were collected via an online worldwide survey from nurse and midwife participants, distributed and 'snowballed' through relevant nursing and midwifery groups on Facebook. In total, 1644 Registered Nurses and Midwives, and Enrolled Nurses worldwide attempted the online survey. There were 1100 (66.9%) completed surveys and 54 partially (33.1%) completed surveys. Semi-structured interviews were also conducted online using Skype® with 17 participants in Australia.

### Ethical considerations:

Ethical processes and procedures have been adhered to relating to privacy, confidentiality and anonymity of the participants.

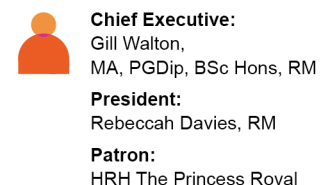
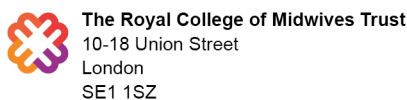
### Findings/results:

A mixed-methods approach was used, including descriptive and content analysis of the quantitative survey data and thematic analysis of the qualitative interview data. The main theme 'blurred boundaries' was generated, which comprised three sub-themes: 'follow the science, 'abuse of power and erosion of trust' and 'the moral and ethical responsibility to safeguard public health'. The results offer an important and unique understanding of how nurses and midwives interpret the conduct of fellow health professionals as unprofessional and crossing the professional boundary if they used Facebook to promulgate anti-vaccination messages and/or give medical advice online.

### Conclusion:

There are many positives and negatives for nurses and midwives associated with using Facebook for personal and professional communication, which is in keeping with the results of the larger study from which this article is taken.

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Professional behaviour is a key theme in the larger research as is the ethical construct of 'every act has a consequence'; however, in this article, the theme 'blurred boundaries' offers an overall understanding of how nurses and midwives interpret the behaviour of their colleagues who espouse anti-vaccination sentiment and/or give medical advice online that is outside their scope of practice and education. (Author)

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### 2023-06893

**The top social media influencers in obstetrics and gynecology on twitter.** Ghaith S, Dyre LJ, Vasilev DV, et al (2023), Archives of Gynecology and Obstetrics 2 June 2023, online

This commentary piece discusses how social media has transformed medicine, allowing physicians to connect with their colleagues, share medical knowledge, and promote academic publications. (JM)

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### 2023-03826

**Social Media-based Parenting Program for Women With Postpartum Depressive Symptoms: An RCT.** Guevara JP, Morales K, Mandell D, et al (2023), Pediatrics vol 151, no 3, March 2023, e2022058719

Objectives: To test effects of a social media-based parenting program for mothers with postpartum depressive symptoms.

Methods: We conducted a randomized controlled trial from December 2019 to August 2021 of a parenting program using Facebook. Women with mild-to-moderate depressive symptoms (Edinburgh Postnatal Depression Scale [EPDS] 10-19) were randomized to the program, plus online depression treatment or depression treatment alone for 3 months. Women completed the EPDS monthly and the Parent-Child Early Relational Assessment, Parenting Stress Index-Short Form, and Parenting Sense of Competence pre- and postintervention. Differences among groups were assessed using intention-to-treat analysis.

Results: Seventy-five women enrolled and 66 (88%) completed the study. Participants were predominantly Black (69%), single (57%), with incomes <\$55 000 (68%). The parenting group reported a more rapid decline in depressive symptoms than the comparison group (adjusted EPDS difference, -2.9; 95% confidence interval, -4.8 to -1.0 at 1 month). There were no significant group X time interactions for the Parent-Child Early Relational Assessment, Parenting Stress Index-Short Form, or Parenting Sense of Competence scores. Forty-one percent of women sought mental health treatment for worsening symptoms or suicidality. Women in the parenting group who exhibited greater engagement or reported mental health treatment had greater parenting responsiveness.

Conclusions: A social media-based parenting program led to more rapid declines in depressive symptoms but no differences in responsive parenting, parenting stress, or parenting competence relative to a comparison group. Social media can provide parenting support for women with postpartum depressive symptoms, but greater attention to engagement and treatment access are needed to improve parenting outcomes.

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### 2023-02072

**Using Social Media Platforms to Enhance the Delivery of a Childbirth Education Program.** Hatamleh R, AbdelMahdi AbuAbed AS, Abujilban S, et al (2023), The Journal of Perinatal and Neonatal Nursing vol 37, no 1, January 2023, pp 36-43

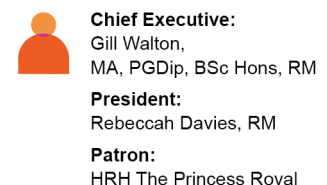
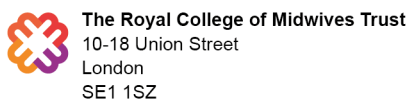
Objective:

This study aimed to evaluate the effectiveness of a childbirth education program on self-efficacy and state anxiety among first-time Jordanian mothers.

Methods:

A randomized controlled trial was conducted using pretest/posttest design with 128 low-risk, first-time Jordanian mothers. The experimental group (N = 64) received a childbirth education program, while those in the control group

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(N = 64) received standard care in antenatal clinics. Data were collected at two different time points: at recruitment and 3 weeks after attending the program.

#### Results:

The mean score of the experimental group on outcome expectancy (posttest) (139.91, SD = 15.586) was significantly higher than that of the control group (110.16, SD = 28.33) ( $F = 72.356$ ,  $P = .003$ , partial Eta squared = .37). On the efficacy expectancy, the mean score of the experimental group (133.33, SD = 16.246) was also higher than that of the control group (92.06, SD = 27.07) ( $F = 144.282$ ,  $P = .000$ , partial eta squared = .54). On the state anxiety scale, the mean score of the experimental group was significantly lower than that of the experimental group ( $F = 89.715$ ,  $P = .002$ , partial eta squared = .42).

#### Conclusion:

The childbirth education program improved the coping ability of mothers during childbirth and decreased their state of anxiety. (Author)

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#### 2023-02046

**Midwifery care and social media.** Chee R, Capper TS, Muurlink OT (2023), British Journal of Midwifery vol 31, no 2, February 2023

Rachelle Chee, Tanya Capper and Olav Muurlink discuss navigating the challenges of providing women-centred care in the social media age. (Author)

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#### 2023-01549

**Experiences of giving birth during the COVID-19 pandemic: a qualitative analysis of social media comments through the lens of birth integrity.** Miani C, Leïße A, Wandschneider L, et al (2023), BMC Pregnancy and Childbirth vol 23, no 32, January 2023

#### Background

Social media offer women a space to discuss birth-related fears and experiences. This is particularly the case during the COVID-19 pandemic when measures to contain the spread of the virus and high rates of infection have had an impact on the delivery of care, potentially restricting women's rights and increasing the risk of experiencing different forms of mistreatment or violence. Through the lens of birth integrity, we focused on the experiences of women giving birth in Germany as shared on social media, and on what may have sheltered or violated their integrity during birth.

#### Methods

Using thematic analysis, we identified key themes in 127 comments and associated reactions (i.e. "likes", emojis) posted on a Facebook public page in response to the dissemination of a research survey on maternity care in the first year of the COVID-19 pandemic.


#### Results

Women contributing to the dataset gave birth during March and December 2020. They were most negatively affected by own mask-wearing—especially during the active phase of labour, not being allowed a birth companion of choice, lack of supportive care, and exclusion of their partner from the hospital. Those topics generated the most reactions, revealing compassion from other women and mixed feelings about health measures, from acceptance to anger. Many women explicitly formulated how inhumane or disrespectful the care was. While some women felt restricted by the tight visiting rules, those were seen as positive by others, who benefited from the relative quiet of maternity wards and opportunities for postpartum healing and bonding.


#### Conclusion

Exceptional pandemic circumstances have introduced new parameters in maternity care, some of which appear

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acceptable, necessary, or beneficial to women, and some of which can be considered violations of birth integrity. Our research calls for the investigation of the long-term impact of those violations and the reassessment of the optimal conditions of the delivery of respectful maternity during the pandemic and beyond. (Author)

Full URL: <https://doi.org/10.1186/s12884-022-05326-2>

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#### 2022-10630

**Utilising Social Media in Midwifery Education.** Solanke O, Todd S (2022), *The Practising Midwife* vol 25, no 10, November 2022, pp 37-41

This article explores the use of social media within midwifery education as a method to highlight health disparities and to reduce health bias within maternal care. In the United Kingdom, non-Caucasian women and birthing people are at higher risks of poorer health outcomes, resulting in increased maternal mortality and morbidity. Research has shown that some of the poorer health outcomes are associated with implicit and explicit bias from health professionals. By utilising a contemporary approach to address these biases early on within midwifery education, we hope to reduce health biases amongst professionals and consequently reduce health disparities. (Author)

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#### 2022-06528

**Social Media Superpowers in Obstetrics and Gynecology.** Good MM, Tanouye S (2021), *Obstetrics and Gynecology Clinics of North America* vol 48, no 4, December 2021, pp 787-800

This article encourages the obstetrician-gynecologists to use social media platforms to share their wealth of clinical expertise and experience with the public in an engaging and empowering way. Social media is a powerful tool that increases communication, education, and support that can be leveraged to increase comprehension of women's health topics and advocate for our patients, both inside and outside the examination room. Included are tips for physicians on how to harness their social media superpower to connect with patients on social media, build a brand, and network in a meaningful and authentic way. (Author)

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#### 2022-01903

**Social media minefield.** Marsh A (2022), *Midwives* vol 25, March 2022, pp 38-40

Anna Marsh looks at the rise of social media and asks: are the lines between professional and private life being blurred? (Author)

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#### 2022-01401

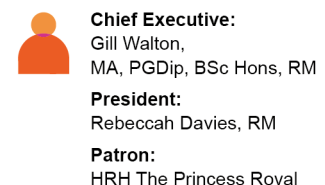
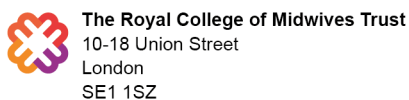
**Factors affecting nursing and midwifery students' attitudes toward social media.** Terzi B, Bulut S, Kaya N (2019), *Nurse Education in Practice* vol 35, February 2019, pp 141-149

With the advancement of technology, social media use increases day by day, especially among university students. This descriptive and correlational research was conducted with the aim of investigating attitudes of nursing and midwifery students towards social media in terms of certain variables. The population of the research comprised students studying at the nursing and midwifery department of a health college (N = 336), and the sample of the research constituted students who were chosen using accidental sampling from the population (n = 254). A Student Information Form and the Social Media Attitude Scale were used for data collection. It was identified that 73% of the students studied nursing and 64.2% used social media for various reasons. The averages scores for total score, social competence, need for sharing, relationship with the teachers, and social isolation dimensions of Social Media Attitude Scale were found as  $72.19 \pm 10.92$  (23–115),  $14.17 \pm 4.87$  (6–30),  $27.65 \pm 6.08$  (8–40),  $7.50 \pm 3.20$  (3–15), and  $13.14 \pm 5.01$  (6–30), respectively. It was observed that nursing and midwifery students had positive attitudes towards social media. Furthermore, although the personal characteristics of students do not affect their attitudes towards social media, the features of social media have a statistically significant effect on students attitudes towards social media. (Author)

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#### 2022-00166

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**E-professionalism and social media use amongst nurses and midwives: A cross-sectional study.** Griffin G, Williams N, Bradfield Z, et al (2021), Nurse Education in Practice vol 57, November 2021, 103248

#### Aim

To describe nurses' and midwives' social media use, knowledge, attitudes and information needs, in the context of e-professionalism. A secondary aim was to identify any relationship between these variables and age, or professional role.

#### Background

Midwives and nurses are viewed by the public as trusted professionals. On social media, the boundary between professional and personal identities can be blurred. Previous research has explored how student nurses navigate professional behaviour online, or e-professionalism. However, confusion persists amongst established nurses and midwives, despite the policies which guide and regulate their online conduct.

#### Design

A cross-sectional design was applied. The STROBE guideline informed reporting of the findings.

#### Methods

A validated survey tool was modified to the study setting. Responses to 17 survey items were analysed using Chi-square and Fisher's exact tests. Qualitative content analysis was conducted on responses to two open-ended questions.

#### Results

In total, 311 nurses and midwives from one Western Australian tertiary hospital participated between August 2019 and February 2020. Social media use was widespread (97.4%, n = 299). Associations were identified between age group and eight survey items assessing social media use, knowledge and attitudes. No associations were identified between professional role and social media use, knowledge and attitudes. Content analysis revealed five themes: Maintaining professional boundaries; Avoidance; Protecting self; Responsibilities and consequences; and Social media as a tool.

#### Conclusions

Midwives and nurses in this study approached social media with caution yet many were curious about its potential. If midwives and nurses are to be held accountable to social media policies and use the benefits social media affords, they must be supported to evolve into proficient users by educators and policy makers. (Author)

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#### 2021-13588

**Navigating social media: professionalism in the 21st century.** Zitha C (2022), The Student Midwife vol 5, no 1, January 2022, pp 6-9

Many student midwives find themselves confused in aligning their social media presence with their newfound role as healthcare professionals. Inclusivity and freedom of identity are current hot topics: is it acceptable that some students are expected to hide their true selves to comply with an outdated perception of professionalism? For example, does someone's choice of clothing affect their ability to be seen as "professional"? Should universities be criticising or even disciplining students over outfits worn on social media? This article explores the difficulties student midwives face as they try to balance professionalism with being true to their own identities and how they represent themselves on social media. (Author)

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#### 2021-08067

**Social networking sites: Can midwives and nurses working with adolescent mothers harness their potential value?.**

Nolan SJ, Hendricks J, Williamson M, et al (2021), International Journal of Nursing Practice vol 27, no 3, June 2021, e12895

#### Aim

This paper aims to discuss social networking sites as potentially salutogenic, culturally relevant extensions to

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maternity care provision for adolescent mothers.

#### Background

Studies report that online networking may enhance social capital, a concept linked to enhanced well-being, particularly for marginalized individuals. Improving outcomes for adolescent mothers is an ongoing global strategy; thus, this paper has relevance for all professionals involved in their care.

#### Design

This is a discussion paper.

#### Data Sources

This paper draws on the authors' research and is supported by literature and theory. Key terms and Boolean operators were used to identify English-language papers published in January 1995 to January 2019 in nine databases and Google Scholar databases.

#### Implications for nursing

Despite limited evidence specific to adolescent mothers, contextual studies suggest that social networking sites may enhance well-being. Nurses and midwives need to understand adolescent mothers' use of online networks to aid development of innovative, health-enhancing care strategies using adolescent-familiar modalities.

#### Conclusion

This paper highlights the need for further research regarding the value of professional engagement in online networks to enhance an adolescent's transition to motherhood. (Author)

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#### 2021-06574

**Being a good influence: using social media to make a difference.** Rawlinson J, Hall M, Louise M (2021), *The Student Midwife* vol 4, no 3, July 2021, pp 6-9

Social media has become a key source of information about conception, pregnancy, childbirth and the postnatal period for new and expectant parents. It is now commonplace for aspiring student midwives to document their progress towards becoming trainee midwives, and for student midwives to create social media accounts to document their journey to registration. While guidance about social media is available from the Nursing and Midwifery Council (NMC) (1), Royal College of Midwives (RCM) (2) and higher education institutions, this article features advice from three influential midwives that can be used to supplement this guidance.

1. Nursing and Midwifery Council (NMC) (2019). Social media guidance. <https://www.nmc.org.uk/standards/guidance/social-media-guidance/>.
2. Royal College of Midwives (RCM) (2020). Staying safe with social media. <https://www.ilearn.rcm.org.uk/enrol/index.php?id=630>.

(Author, edited)

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#### 2021-04000

**Midwives' perceptions and experiences of using Facebook groups to support families.** Morse H, Brown A (2021), *MIDIRS Midwifery Digest* vol 31, no 2, suppl, June 2021, pp 176-177

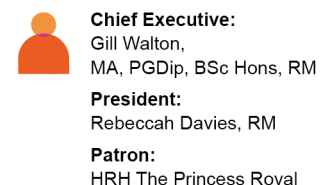
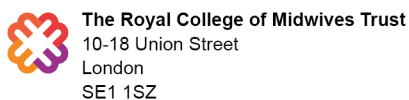
Mixed methods exploratory study aiming to investigate the perceptions and experiences of midwives using Facebook groups to support mothers and families. Results indicate that midwives recognise the social and informational value of Facebook groups, but have concerns about professional conduct online and maintaining personal boundaries. (LDO)

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#### 20210120-23\*

**Think before you send: Professional conduct and online communication.** Wischer K (2020), *Australian Nursing and Midwifery Journal* vol 26, no 11, July-September 2020, p 5

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Health practitioners, nurses and midwives are bound by a code of conduct and professional standards. In addition, many workplaces will have policies setting out the standard of behaviour expected with regard to electronic communication with colleagues, patients, clients and residents as well as their families and representatives. (Author)

**Full URL:** [https://anmi.org.au/wp-content/uploads/2020/07/UPDATED\\_ANMJ-JUL-SEP-2020.pdf](https://anmi.org.au/wp-content/uploads/2020/07/UPDATED_ANMJ-JUL-SEP-2020.pdf)

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#### 20201116-1\*

**Caring with Confidence: The Code in Action: Social media.** Nursing & Midwifery Council (2020), London: NMC 16 November 2020

'Caring with Confidence' is a series of bite-sized animations about key aspects of the role of nursing and midwifery professionals, and how the Code can support them. This animation, the sixth in the series, looks at social media. Social media has helped us build professional networks and personal relationships. It can help us share ideas, spread good practice, and support our continuing professional development. But there are pitfalls that can catch any of us out, often unwittingly. This animation supports you to avoid some of these pitfalls. (Author, edited)

**Full URL:** <https://www.nmc.org.uk/standards/code/code-in-action/social-media/>

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#### 20200727-33

**Wellbeing? There's an app for that.** Anon (2020), Midwives vol 23, July 2020, pp 30-32

There's a vast number of apps, websites and online support for mental health and wellbeing. Now is the perfect time to see what works for you. (Author)

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#### 20200727-31

**Social media.** Trotter R, Galvin L (2020), Midwives vol 23, July 2020, pp 22-23

Senior learning organiser Rae Trotter and regional officer Lynne Galvin discuss this double-edged sword. (Author)

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#### 20200325-10\*

**Babyscripts Lowers Prenatal In-Person Visits During COVID-19 Outbreak.** Pennic J (2020), HIT Consultant 24 March 2020

Describes how Babyscripts, a virtual care platform for pregnancy and obstetrics, is helping to reduce the number of antenatal in-person visits from the average 12-14 to 4-6, during the current COVID-19 outbreak. (JSM)

**Full URL:** <https://hitconsultant.net/2020/03/24/babyscripts-covid-19-outbreak-prenatal-in-person-visits/#.Xns2tkB2vid>

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#### 20200316-130\*

**Academic tweeting in #ObGyn. Where do we stand?.** Yadav GS, Nagarkatti NR, Rohondia SO, et al (2019), Journal of Perinatal Medicine vol 47, no 8, October 2019, pp 867-870

##### Objective

To describe the scenario of academic tweeting and utilization of Twitter by editorial board members of the leading journal in obstetrics and gynecology.


##### Methods

The Twitter presence of an editorial board members of obstetrics and gynecology journal with an impact factor greater than 4 was determined. Details of their Twitter activity, year of graduation from medical school and gender were analyzed. Median SparkScore™, an online influence measure, of journals was compared to the highest impact factor journals in medicine (New England Journal of Medicine, The Lancet, The British Medical Journal and Journal of the American Medical Association).


##### Results

In the six highest impact factor journals in obstetrics and gynecology, 92 of 240 (38.3%) editorial board members had an active Twitter account. The Twitter presence of editorial members of Obstetrics and Gynecology was statistically less when compared to all other journals ( $P < 0.01$ ). The median number of tweets in the last 24 h and 7 days were 0. Median SparkScore™ for the highest impact factor obstetrics and gynecology journals (24) were lower compared to

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the highest impact journals in medicine (66) (P = 0.03).

#### Conclusion

Editorial board members of the six highest impact factor journals in obstetrics and gynecology are not capitalizing on the dynamic nature of Twitter and its instant convenient access from our smartphones to further academia, when compared to specialties in medicine. There is a need for increased adoption of Twitter among physician leaders in the specialty. (Author)

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#### 20200305-92

**Using social media to improve the communication bottleneck in learning from risk incidents.** Fraser C, Ashton C, Hudson C, et al (2019), Infant vol 15, no 6, November 2019. pp 215-217

The intensive care environment is prone to risk incidents. Bradford Neonatology introduced a multi-platform approach including social media to provide improved awareness and timely dissemination of learning from risk incidents. A qualitative survey a year after introduction showed that staff felt this to be a useful learning tool that had led to a perceived change in their practice. (4 references) (Author)

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#### 20200205-41\*

##### **Novel Use of a Social-Media-Based Survey to Detect Regional Differences in Management of**

**Monochorionic-Diamniotic Twins.** Pluym ID, Paek B, Walker M, et al (2020), American Journal of Perinatology vol 37, no 9, July 2020, pp 890-897

**Objective** This study aims to evaluate the utility of social media to distribute a patient survey on differences in management and outcomes of monochorionic-diamniotic (MCDA) pregnancies.

**Study Design** A cross-sectional survey was posted to an English-language MCDA twins patient-centered support group within the social media site, Facebook from April 2, 2018 to June 26, 2018. Subjects were recruited through a technique called 'snowballing,' whereby individuals shared the survey to assist with recruiting. Patient reported data were analyzed using Chi-square and Kruskal-Wallis's tests to explore characteristics associated with surveillance and outcomes as related to region and provider type.

**Results** Over 3 months, the post 'reached' 14,288 Facebook users, among which 5,653 (40%) clicked on the post. A total of 2,357 respondents with MCDA pregnancies completed the survey. Total 1,928 (82%) were from the United States (US) and 419 (18%) from other countries. Total 85% of patients had co-management with maternal-fetal medicine (MFM), more in the US compared with the rest of the world (87 vs. 74%,  $p < 0.01$ ). MFM involvement led to increased adherence to biweekly ultrasounds (91 vs. 65%,  $p < 0.01$ ), diagnosis of monochorionicity by 12 weeks (74 vs. 69%,  $p < 0.01$ ) and better education about twin-twin transfusion syndrome (90 vs. 66%,  $p < 0.01$ ). Pregnancies with MFM involvement had a higher take-home baby rate for both babies (92 vs. 89%,  $p < 0.01$ ) or for at least one baby (98 vs. 93%,  $p < 0.01$ ) compared with those without MFM involvement.

**Conclusion** A survey distributed via social media can be effective in evaluating real-life management and outcomes of an uncommon obstetrical diagnosis. This survey elucidates wide international variation in adherence to guidelines, management, and outcomes. (17 references) (Author)

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#### 20191119-49\*

##### **Google AdWords and Facebook Ads for Recruitment of Pregnant Women into a Prospective Cohort Study With**


**Long-Term Follow-Up.** van Gelder MMHJ, van de Belt TH, Engelen LILPG, et al (2019), Maternal and Child Health Journal vol 23, no 10, October 2019, pp 1285-1291

**Objectives** Several types of epidemiologic studies suffer from decreasing participation rates, resulting in potential selection bias and delay or termination of studies. We aimed to determine the feasibility of online methods for recruitment of pregnant women into a prospective cohort study. **Methods** In addition to traditional recruitment through prenatal care providers, we advertized participation in the PRenancy and Infant DEvelopment (PRIDE) Study, an ongoing prospective cohort study with long-term follow-up in The Netherlands enrolling women in early pregnancy, through Google AdWords (30 days) and Facebook Ads (31 and 27 days) campaigns between September 2016 and January 2017. We calculated costs per eligible participant and compared demographics, health-related

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characteristics, and follow-up rates between participants recruited through online methods and prenatal care providers. Results During the study period, we recruited six women through AdWords (€54.28 per participant), 59 through Facebook (€10.17 per participant), and 327 through prenatal care providers (no valid cost estimate available). Facebook participants seemed to be younger (29.0 vs. 30.7 years), to have a higher body mass-index and/or low/intermediate education (27.0 vs. 24.0 kg/m<sup>2</sup> and 41 vs. 25%, respectively), and to start prenatal care in secondary care more often (12 vs. 5%) than participants recruited through prenatal care providers. Item non-response and loss to follow-up rates were higher among women recruited online than among those recruited through prenatal care providers. Conclusion Google AdWords did not contribute substantially, but Facebook Ads may complement traditional recruitment methods of pregnant women into prospective cohort studies, despite challenges that may threaten internal validity. (Author)

Full URL: <https://doi.org/10.1007/s10995-019-02797-2>

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#### 20191015-42\*

**Professional use of digital and social media.** American Congress of Obstetricians and Gynecologists (2015), *Obstetrics & Gynecology* vol 125, no 2, February 2015, pp 516-520

Digital and social media quickly are becoming universal in modern medical practice. Data sharing, online reviews and ratings, and digital privacy concerns likely will become a part of most every physician's practice, regardless of his or her use of social media. The widespread use of social media in the United States brings unprecedented connectivity that opens new horizons for physicians, ranging from interactions with patients, to communication with peers and the public, to novel approaches to research. (18 references) (Author) [Replaces Committee Opinion Number 622, February 2015].

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#### 20190723-26\*

**Using Facebook To Recruit Pregnant Women for Research.** Herbell K (2019), *Nursing Research* vol 68, no 3, May/June 2019, pp 242-245

**Background** An estimated 80% of clinical trials fail to meet recruitment and enrollment goals. Recruitment can be even more challenging when vulnerable populations are the focus of the study. This problem may be mitigated with the use of contemporary and innovative methods such as Facebook recruitment.

**Objectives** The purpose of this brief is to detail an account of diversifying recruitment strategies with the use of Facebook to recruit pregnant women into research.

**Methods** This brief was derived from a parent study that aimed to examine relationships among social determinants of health, psychophysiological stress, and mental health in pregnant women. A Facebook account was created in which the principal investigator (PI) sought permission and posted in private Facebook groups about the research study. All data reported and analyzed in this brief are frequencies of Facebook activity including, likes, shares, comments, referrals (i.e., tags), and participants enrolled.

**Results** Target enrollment for the parent study was met, with a total enrollment of 82 participants. The PI gained approval from 100% of the 61 private Facebook groups. Over 75% of the total sample was recruited in 48 days via Facebook. The greatest frequency of likes, shares, comments, and referrals by the recruitment flyer were generated from the sell/trade/jobs page. However, the greatest frequency of participants enrolled viewed the flyer in Facebook groups focused on parent discussion. Facebook groups classified as events, nonparent discussion, and miscellaneous were generally unsuccessful in yielding participants.

**Discussion** In order to decrease the time lag between research and practice, and to enroll more participants, innovative strategies are necessary. Although there is evidence that Facebook was useful in recruiting a sample of pregnant women into research, Facebook may also be a useful resource in recruiting other populations into research as well. (Author)


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#### 20190703-20


**World Birth Defects Day: the baptismal experience of using social media to communicate key resources and shared knowledge.** Sinclair M, McCullough JEM (2019), *Evidence Based Midwifery* vol 17, no 1, March 2019, p 3

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#### 20190703-142\*

**The False and the Furious.** Allers KS (2018), Clinical Lactation vol 9, no 4, 2018, pp 164-170

Social media has become an important source of information for new mothers. Many seek out information on breastfeeding. This is particularly true for low-income mothers who may not have paid access to credible news sources or to evidence-based journals. This may also perpetuate racial disparities in breastfeeding. Negative social media campaigns have highlighted the 'dangers' of breastfeeding and used extremist language to brand breastfeeding supporters. This article suggests some specific strategies for addressing gaps in our current system and countering the negative information. Breastfeeding should be framed as a reproductive right. (Author)

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#### 20190116-9\*

**Google Classroom to Share Resources and Build Community.** Muza S (2019), Science and Sensibility 16 January 2019

Science & Sensibility contributor Sharon Muza discusses how she now prefers to use Google Classroom, rather than Facebook, to establish communities for attendees at her childbirth classes. (CAP)

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#### 20181213-88\*

**Questionnaire-based study showed that neonatal chest radiographs could be reliably interpreted using the**

**WhatsApp messaging application.** Gross I, Langer Y, Pasternak Y, et al (2019), Acta Paediatrica vol 108, no 1, January 2019, pp 94-100

##### Aim

We surveyed whether clinicians used the WhatsApp messaging application to view neonatal chest radiographs and asked a sub-sample to compare them with computer screen viewings.

##### Methods

The study was conducted at three university-affiliated medical centres in Israel from June-December 2016. Questionnaires on using smartphones for professional purposes were completed by 68/71 paediatric residents and 20/28 neonatologists. In addition, 11 neonatologists viewed 20 chest radiographs on a computer screen followed by a smartphone and 10 viewed the same radiographs in the opposite order, separated by a washout period of 2 months. After another 2 months, five from each group viewed the same radiographs on a computer screen. Different interpretations between viewing modes were assessed.

##### Results

Most respondents used WhatsApp to send chest radiographs for consultation: 82% of the paediatric residents and 80% of the neonatologists. The mean number of inconsistencies in diagnosis was 3.7/20 between two computer views and 2.9/20 between computer and smartphone views ( $p = 0.88$ ) and the disease severity means were 3.7/20 and 2.85/20, respectively ( $p = 0.94$ ). Neonatologists using WhatsApp only determined umbilical line placement in 80% of cases.

##### Conclusion

WhatsApp was reliable for preliminary interpretation of neonatal chest radiographs, but caution was needed when assessing umbilical lines. (Author)

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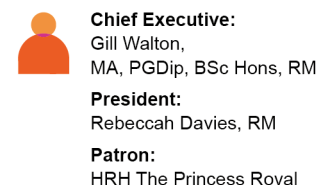
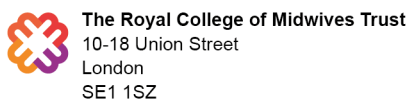
#### 20180925-23

**Social Media Savvy: Risk Versus Benefit.** Miller LA (2018), The Journal of Perinatal and Neonatal Nursing vol 32, no 3, July/September 2018, pp 206-208

The risks associated with the use of social media in a healthcare context include violating patient privacy and causing professional reputational damage. This article offers advice on the benefits and risks of social media use for nurses in the US, together with guidelines for safe and positive uses. (4 references)

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## 20180918-45

**RCM branch voice: virtual reality.** Hammond A (2018), *Midwives* vol 21, Autumn 2018, p 28

RCM Powys branch share their experience of engaging with members through Facebook Live meetings to overcome the challenge of geographical distance and the difficulty keeping in touch traditionally. (Author)

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## 20180906-5\*

**The 'z generation': digital mothers and their infants.** Sinclair M (2013), *Evidence Based Midwifery* vol 11, no 1, March 2013, p 3

Urges guideline and policy makers to address the increasing use of digital technology in maternity care. (5 references) (MB)

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## 20180725-70

**Realizing the potential of real-time clinical collaboration in maternal-fetal and obstetric medicine through**

**WhatsApp.** Carmona S, Alayed N, Al-Ibrahim A, et al (2018), *Obstetric Medicine* vol 11, no 2, June 2018, pp 83-89

### Background

This study aimed to explore the potential of using instant messaging to enhance patient-care and physician-education in obstetric medicine and maternal-fetal medicine.

### Methods

This retrospective study examined real-time correspondence between a closed group of maternal-fetal medicine physicians and fellows-in-training. Correspondence was grouped into four domains. Time to obtain a response and their utility was analysed.

### Results

Over the two-year period, 41 international members contributed 534 clinically relevant messages (291 stems and 243 responses). Of these, 33% were advice seeking, 23.4% case-sharing, 35% educational content and 8.2% miscellaneous content. The median response time was 52 min, and 53% responded in less than 60 min. At least one response in each case influenced clinical management.

### Conclusion

Instant messaging is effective for real-time clinical collaboration and could serve as an important platform for enhancing management and continuing education for obstetric medicine and maternal-fetal medicine physicians. International societies should consider exploring this avenue further. (32 references) (Author)

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## 20180110-61

**Online marketing for birth professionals.** Zimmerle JC (2018), *International Journal of Childbirth Education* vol 33, no 1, January 2018, pp 22-26

Despite overall low percentages of births attended by doulas and midwives around the world, the number of mothers working with these birth professionals is on the rise. Birth professionals may consider online marketing to reach more clients. Web users' trust and mistrust of health-related sites are heavily influenced by both website design and content features. Research-based suggestions are given to birth professionals for creating both a personal business page and a Facebook business page in order to provide credible and trustworthy information about their services to potential clients. (12 references) (Author)

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## 20171109-7

**Integrating social media into routine midwifery services: Maternity Direct+.** Tranter R, McGraw C (2017), *British Journal of Midwifery* vol 25, no 7, July 2017, pp 458-464

The use of social media to disseminate and receive health messages has increased over the past ten years, and many women use social media to access pregnancy information. However, the NHS has been slow to integrate consumer facing Internet technologies into routine care services. This article describes an innovative social media project, Maternity Direct+, an Internet midwife employed by Basildon and Thurrock University Hospitals NHS Foundation Trust.

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The Internet midwife uses Facebook to disseminate health messages and answer non-urgent questions from pregnant women, mothers up to 28 days after birth, and women planning a pregnancy. Findings from the project evaluation demonstrated a high level of demand for a responsive, evidence-based, non-urgent information and advice service for pregnant women and new mothers, and high levels of user satisfaction. The authors conclude that social media can be integrated into routine midwifery services and used to complement existing communication channels. (29 references) (Author)

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#### 20171108-155

**The importance of technology.** Windsor S (2016), British Journal of Midwifery vol 24, no 12, December 2016, p 886  
Servers crashing and email failures highlight the negative aspects of our reliance on technology, but Sophie Windsor points out that there are also many potential benefits. (4 references) (Author)

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#### 20171017-50\*

**Obstetric Medicine and social media: Friend or foe?.** Frise C (2017), Obstetric Medicine vol 10, no 3, September 2017, p 103  
Associate Editor Charlotte Frise weighs up the potential benefits and pitfalls of clients and medical professionals utilising social media as an immediate format for information to be disseminated. (AB)  
Full URL: <http://journals.sagepub.com/doi/full/10.1177/1753495X17730799>

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#### 20171004-69\*

**Development and evaluation of an iPad application to promote knowledge of tobacco use and cessation by pregnant women.** Dotson JAW, Pineda R, Cylkowski H, et al (2017), Nursing for Women's Health vol 21, no 3, June-July 2017, pp 174-185  
We describe the development and evaluation of an iPad application to promote knowledge of tobacco risk and cessation resources for pregnant women. Pregnant women completed a survey on tobacco use in pregnancy, and clinicians reviewed their tobacco cessation practices and resources. The women reported that content was easy to understand (98%) and helped them understand tobacco risks (94%). Tobacco users reported that the information helped them want to quit smoking (75%) and provided ideas on how to quit (58%). Clinicians reported themes that reflected ease of use, support of pregnant women, and use of electronic resources. We conclude that iPad applications and other electronic health education delivery methods are useful tools that can augment coordinated and consistent tobacco cessation efforts in clinical settings. (Author)

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#### 20170525-23

**Midwifery continuity: the use of social media.** McCarthy R, Choucri L, Ormandy P, et al (2017), Midwifery vol 52, September 2017, pp 34-41

- This is the first study that focuses on midwifery continuity being achieved using social media.
- Relational continuity can be achieved using social media and is positive for both mothers and midwives
- A lack of face to face interaction does not negatively affect the development of relationships between midwives and mothers.
- A high level of relational satisfaction can be achieved through regular online contact.
- Information continuity can be achieved using social media based interactions. (Author) (37 references)

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#### 20170428-19

**The internet of things.** Sinclair M (2017), Evidence Based Midwifery vol 15, no 1, March 2017, pp 3-4  
Editor Marlene Sinclair examines the future of midwifery in a digital era. Looking at the benefits of various forms of technology including web applications, sensor technologies and self-assessment tools for use by parents and midwifery professionals. (8 references) (AB)

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20170322-111

**Twitter has changed my life.** Cole C (2017), *Midwives* vol 20, Spring 2017, p 26

Charlene Cole explains the impact that one of the most popular social media platforms has had on her studies so far.  
(Author)

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20170210-30

**Midwifery basics: Becoming a midwife. 4. Promoting professional behaviour in practice.** Shepherd J (2017), *The Practising Midwife* vol 20, no 2, February 2017, pp 13-15

In this fourth article of the series, Jancis Shepherd discusses the issues of maintaining confidentiality, use of social media and veracity of students' practice assessment documents, to demonstrate the need to uphold the NMC Code (2015a) in clinical practice. (3 references) (Author)

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20161212-7

**More than just a chat: bringing service user involvement to an online community of practice.** Potter B, Kendall S, Calvert H (2016), *Journal of Health Visiting* vol 4, no 10, October 2016, pp 512-518

The Department of Health (DH) advocates communities of practice (CoPs) as a key vehicle for delivering service transformation (DH, 2011). In 2012, a health visitors' online community of practice (Kendall and Ikioda, 2014) extended the concept through a web-supported platform. A recent development involved a closed Facebook group to bring a group of health visitors and service users together through a series of online 'chats', aimed at learning more about the service user perspective of receiving an evidence-based service. This article explores the experience of service user involvement in the interpretation of research-based practice, drawing on the narratives of both groups, and considers the impact this could have on service delivery. (33 references) (Author)

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20161108-57\*

**Perspectives: Managing professional boundaries and staying safe in digital spaces.** Cooper A, Inglehearn A (2015), *Journal of Research in Nursing* vol 20, no 7, November 2015, pp 625-633

Healthcare professionals who engage in social media face new challenges in maintaining boundaries in online platforms. The online environment has the potential to threaten and subvert these boundaries, in particular the boundary between the personal and the professional. Using DoH Guidance 'See, Think, Act' provides a useful template for maintaining boundaries. Understanding the potential risks in social media is a key competency for social media healthcare professionals. Knowing how to act in situations which may be risky is a critical skill for those who engage in innovative social media practice. (Author)

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20161020-35

**LinkedIn or out? Can social media platforms be useful to POGP members?.** Savage A (2016), *Journal of Pelvic, Obstetric and Gynaecological Physiotherapy* no 119, Autumn 2016, pp 6-14


This article is a discussion of and a response to Graham Aikin's talk about social media (SoMe) at the 2015 POGP Annual Conference. The author considers the potential benefits of and personal conflicts related to these increasingly popular digital tools, particularly with regard to LinkedIn social networking service. She also discusses how best to manage an online presence, and SoMe guidance is provided. Following this, there are short summaries of the three SoMe platforms discussed at Conference. This information is supplemented with practical advice, and personal insights from several POGP members who are active SoMe users. It is hoped that readers will feel encouraged to consider their own SoMe presence and how this may be useful to them professionally, and that this article will promote debate. (10 references) (Author)

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20161004-37

**Beyond Baby Steps: Today's Use of Social Networking Sites and the Nursing Profession.** Sandlin JK, Hinmon D (2016), *The*

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Nurses' use of online social networking sites, such as Facebook and Twitter, are increasing and with it the controversy surrounding the compatibility of social networking sites within a profession that values privacy and confidentiality. This article draws on case studies, experiments, surveys, and policies from professional organizations, academic research, and nursing education programs spanning the last 5 years to highlight best practices that address 2 critical areas where the values of the nursing profession and those of social media most directly collide: regulatory issues and the blurring of professional and personal online identities. It also suggests ways of using social media to complement patient outcomes and the professional development of nurses while remaining consistent with professional ethics and values. (35 references) (Author)

Full URL: [http://journals.lww.com/jpnjournal/Fulltext/2016/07000/Beyond\\_Baby\\_Steps\\_Today\\_s\\_Use\\_of\\_Social.11.aspx](http://journals.lww.com/jpnjournal/Fulltext/2016/07000/Beyond_Baby_Steps_Today_s_Use_of_Social.11.aspx)

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#### 20161004-36

**There's an App for That!: New Directions Using Social Media in Patient Education and Support.** Wellde P, Miller L (2016), The Journal of Perinatal and Neonatal Nursing vol 30, no 3, July/September 2016, pp 198-203

Social media has opened the door of information to patients and fundamentally changed communication in ways never imagined 30 years ago. Apps and Web sites from professional organizations as well as private individuals and commercial businesses abound. Opportunities for both research and unique forms of social and emotional support are part of the trend. While there are obvious advantages to having so much information available, social media has disadvantages as well. Today's clinicians need to understand how to access and evaluate social media for patient education and provide guidance for patients seeking health information from the cloud. (19 references) (Author)

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#### 20160916-3

**Why you should have a LinkedIn profile.** Bildstein T (2016), Australian Midwifery News vol 16, no 1, Autumn 2016, p 18

A brief overview of the social media network LinkedIn and how midwives can benefit from the website. It can open up career opportunities by making users discoverable to recruiters, and is the easiest way to find and connect with peers and make contact with experts. Gives advice on building a profile and using it to its best advantage. (KRB)

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#### 20160907-15\*

**Social media use in healthcare: a systematic review of effects on patients and on their relationship with healthcare professionals.** Smailhodzic E, Hooijsma W, Boonstra A, et al (2016), BMC Health Services Research vol 16, no 442, 26 August 2016

##### Background

Since the emergence of social media in 2004, a growing percentage of patients use this technology for health related reasons. To reflect on the alleged beneficial and potentially harmful effects of social media use by patients, the aim of this paper is to provide an overview of the extant literature on the effects of social media use for health related reasons on patients and their relationship with healthcare professionals.


##### Methods

We conducted a systematic literature review on empirical research regarding the effects of social media use by patients for health related reasons. The papers we included met the following selection criteria: (1) published in a peer-reviewed journal, (2) written in English, (3) full text available to the researcher, (4) contain primary empirical data, (5) the users of social media are patients, (6) the effects of patients using social media are clearly stated, (7) satisfy established quality criteria.


##### Results

Initially, a total of 1,743 articles were identified from which 22 were included in the study. From these articles six categories of patients' use of social media were identified, namely: emotional, information, esteem, network support, social comparison and emotional expression. The types of use were found to lead to seven identified types of effects on patients, namely improved self-management and control, enhanced psychological well-being, and enhanced subjective well-being, diminished subjective well-being, addiction to social media, loss of privacy, and being targeted for promotion. Social media use by patients was found to affect the healthcare professional and patient relationship,

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by leading to more equal communication between the patient and healthcare professional, increased switching of doctors, harmonious relationships, and suboptimal interaction between the patient and healthcare professional.

#### Conclusions

Our review provides insights into the emerging utilization of social media in healthcare. In particular, it identifies types of use by patients as well as the effects of such use, which may differ between patients and doctors.

Accordingly, our results framework and propositions can serve to guide future research, and they also have practical implications for healthcare providers and policy makers. (36 references) (Author) [Please note: BMC initially publish articles in a provisional format. If there is a note on the document to indicate that it is still provisional, it may undergo minor changes] [The full version of this text is available free of charge at:

<http://bmchealthservres.biomedcentral.com/articles/10.1186/s12913-016-1691-0>

**Full URL:** <http://bmchealthservres.biomedcentral.com/articles/10.1186/s12913-016-1691-0>

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#### 20160809-15\*

**Using telemedicine in the care of newborn infants after discharge from a neonatal intensive care unit reduced the need of hospital visits.** Robinson C, Gund A, Sjöqvist BA, Bry K, et al (2016), Acta Paediatrica vol 105, no 8, August 2016, pp 902-909

#### Aim

This study examined the use of telemedicine as a means to follow up infants discharged from a Swedish neonatal intensive care unit to home health care.

#### Methods

Families were randomised to either a control group receiving standard home health care (n = 42 families) or a telemedicine group receiving home health care with telemedicine support (n = 47 families) after discharge from the hospital. Both groups had follow-up hospital appointments with the neonatal nurse. In the telemedicine group, appointments were supplemented by the use of a specially designed web page and video calls.

#### Results

The use of the web page and video calls decreased the number of emergency visits to the hospital (p = 0.047). In the telemedicine group, 26% of the families felt they had more scheduled appointments than necessary, whereas only 6% of the families in the control group thought so (p = 0.037). The parents were highly satisfied with the use of telemedicine. Although the nurses were favourable to using telemedicine, the rigid organisation of the home healthcare programme and the nurses' schedules and work routines prevented its optimal use.

#### Conclusion

The use of telemedicine decreased the need of hospital visits. Organisational adaptations would be necessary to make the best use of telemedicine. (8 references) (Author)

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#### 20160809-14\*

**Hospital-assisted home care after early discharge from a Swedish neonatal intensive care unit was safe and readmissions were rare.** Lundberg B, Lindgren C, Palme-Kilander C, et al (2016), Acta Paediatrica vol 105, no 8, August 2016, pp 895-901

#### Aim

It is common in Sweden to discharge infants early from a neonatal intensive care unit (NICU) and provide hospital-assisted neonatal home care (HANHC), as an alternative to hospital care, for infants with a persisting need for specialised care. This study assessed the safety of HANHC by reviewing hospital readmissions.

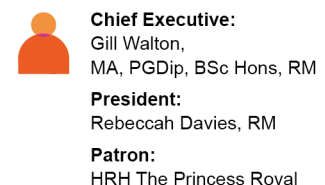
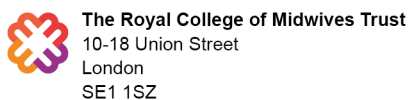
#### Methods

We retrospectively reviewed the files of all 1410 infants enrolled in HANHC at the NICU at Sachs' Children's Hospital, Stockholm, from 2002 to 2011 up until hospital readmission or their discharge from HANHC. Each readmitted infant was matched to the next HANHC infant who was not readmitted. Predictors and reasons for readmission were investigated in a retrospective nested case-control study.

#### Results

We readmitted 74 (5.2%) of the 1410 infants in HANHC. Extremely preterm infants, born at less than 28 weeks, were

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readmitted more frequently than other infants, with an odds ratio of 6.07 (range 2.06-17.8). The most common symptoms were respiratory symptoms (55%), and viral respiratory tract infections were the most common reason (28%) for readmission.

#### Conclusion

HANHC was safe for the vast majority of infants (94.8%). Extremely preterm birth was identified as a predictor for hospital readmission. Further studies investigating the safety of HANHC in other settings would be valuable. (22 references) (Author)

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#### 20160621-28

**Social media and evidence-based maternity care: a cross-sectional survey study.** Dekker RL, King S, Lester K (2016), The Journal of Perinatal Education vol 25, no 2, Spring 2016, pp 105-115

The purpose of this study was to describe how people use social media to find and disseminate information about evidence-based maternity care. We used a cross-sectional Internet-based survey design in which 1,661 participants were recruited from childbirth-related blogs. Participants answered questions about how they find, use, and share evidence-based maternity information using social media. Overall, women in this study were highly engaged in using social media to find and share maternity information. Most respondents were very interested in reading evidence-based maternity care articles online. Most intend to use this information that they found, despite the fact that a substantial percentage had no intentions of discussing this information with their childbirth educators or physician. (7 references) (Author)

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#### 20160209-65

**Exploring undisturbed birth through art and social media: an interactive project with student midwives.** Uppal E, Davies S, Nuttall J, et al (2016), British Journal of Midwifery vol 24, no 2, February 2016, pp 124-129

To facilitate exposure of student midwives to images of undisturbed birth by engagement with the YouTube Series of images created by artist Helen Knowles (2015).

Although birth in the Western world is a relatively safe process, there is a culture of fear around the process of giving birth. Women search for 'realistic' accounts from other women, as indicated by the number of hits on the YouTube videos on which Knowles' YouTube Series is based.

As part of their midwifery education, midwifery students from a range of groups were shown the YouTube Series screen-print images. The associated videos were then played to the students, followed by a class discussion.

Themes that arose from the discussions included tensions around using social media in the curriculum, and the educational value of viewing undisturbed birth.

It is important for midwifery educationalists to engage with technology and social media to be able to appreciate women's and students' perspectives. It is also necessary to be aware of potential difficulties inherent in the use of social media, such as in relation to professional behaviour, the possible exploitation of women and ownership of the material. The study raised important issues for further investigation and analysis, and suggests that the videos and artwork have significant potential as tools for learning. (16 references) (Author)

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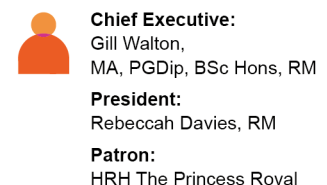
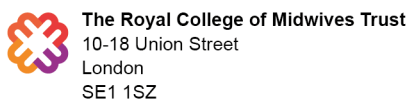
#### 20160209-41

**The impact of clinical research on developing an alternative way to provide antenatal and postnatal education to Black and Minority Ethnic mothers, using the internet as a means of mass communication.** Nikolova G (2016), MIDIRS Midwifery Digest vol 26, no 1, March 2016, pp 41-47

Maternity services in the UK are among the best in the world, however as more studies define the internet and social media as factors reshaping the way maternity care can be provided (Lagan et al 2011, Lima-Pereira et al 2011, Dugas et al 2012), opportunities for development should not be squandered. Research Councils UK defines research impact as 'the demonstrable contribution that excellent research makes to society and the economy, of benefit to individuals, organisations and nations' (RCUK 2014), therefore the findings from a literature review published by the author last year (Nikolova & Lynch 2015), which looked at women's use of the internet during pregnancy, were implemented in the design of a new model of early antenatal education for Black and Minority Ethnic (BME) mothers and families. (35

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#### 20160205-2

**Socially visible midwives.** Chinn T, Clarke J (2016), The Practising Midwife vol 19, no 2, February 2016, pp 22-24

Social media are playing a bigger and bigger part in our personal lives and what's more they are now infiltrating our professional lives, too. Moving from just 'being on' social media to using social media effectively as a midwife, is a huge challenge that many midwives are facing. To be effective and to really utilise social media to their full potential, midwives need to consider role-modelling, leading, social capital, digital footprint, visibility and continuing professional development. If all of these aspects are considered and midwives take a more considered approach to social media they can really start to benefit from engaging in these online spaces. (6 references) (Author)

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#### 20160115-6

**Connect, share, discuss: using Twitter to enhance learning.** Johns A (2015), Journal of Health Visiting vol 3, no 11, November 2015, p 574

It started with a tweet! Andrea Johns looks at how Twitter has become a valuable way of connecting, informing and supporting the workforce. (1 reference) (Author)

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#### 20151209-81\*

**Experiences of parents caring for infants with rare scalp mass as identified through a disease-specific blog.** Worthen M, Leonard TH, Blair TR, et al (2015), Journal of the American Board of Family Medicine: JABFM vol 28, no 6, November-December 2015, pp 750-758

**Background:** Delayed subaponeurotic fluid collection (DSFC) is a self-limited disorder of unknown etiology characterized by a benign, fluid-filled mass in the subaponeurotic layer of an infant's scalp. While a few case series describe DSFC, the experiences of families whose infants develop this condition have not previously been reported. **Methods:** We used a disease-specific blog to evaluate the experiences of 69 families affected by DSFC. We identified self-reported clinical features of DSFC and qualitatively analyzed the families' experiences with obtaining a diagnosis and care for their infants.

**Results:** Infants presented in several clinical settings, and multiple diagnostic procedures were administered, including ultrasound (46%), computed tomography (30%), and head radiography (22%). Qualitative themes emerged: lack of provider awareness of DSFC, concern about potentially harmful diagnostic procedures, suspicion of child abuse, and the importance of the website in providing support to families.

**Conclusions:** Though DSFC can be diagnosed clinically and its natural history is benign, its presence can be emotionally draining for parents. Physicians should be aware of this clinical entity to rapidly allay parental distress and avoid unnecessary procedures. Disease-specific blogs can help providers learn about rare diseases, contain useful clinical information for research, and can benefit patient care by providing social support for families. [Full article available online at: <http://www.jabfm.org/content/28/6/750.full.pdf+html>] (34 references)(Author)

**Full URL:** <http://www.jabfm.org/content/28/6/750.full.pdf+html>

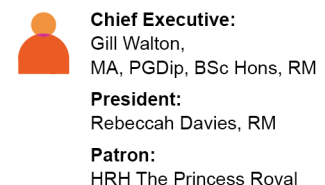
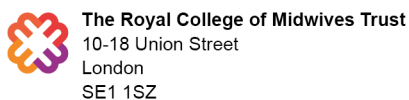
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#### 20150824-25

**Speaking their language: integrating social media into childbirth education practice.** Weatherspoon D, Weatherspoon C, Ristau C (2015), International Journal of Childbirth Education vol 30, no 3, July 2015, pp 21-24

With the advancement of modern technology, the internet has become a standard platform for many forms of communication and education. The majority of pregnant females fall into the cohort known as Millennials and have experienced technology since early in life. Millennials consider technology as part of their everyday life and use it for personal interaction or a source of information. The established comfort with the use of technology combined with busy lifestyles, multiple commitments, transportation costs or logistics, childcare, or a desire for privacy, support the use of perinatal online learning. This article examines options that childbirth educators may consider for integrating social media or other forms of technology into their repertoire. (23 references) (Author)

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**20150824-21**

**A blogging primer for childbirth education professionals.** Stadtlander L (2015), International Journal of Childbirth Education vol 30, no 3, July 2015, pp 7-8

Blogs are frequently updated websites where content (e.g., text, pictures, music) is posted on a regular basis and the information is displayed in chronological order. A blog provides a mechanism to establish an online presence as a childbirth education professional. The new blogger does need to learn new software and terminology; however, there are many resources available to help get a blog started. Keys to successful blogging include maintaining a regular schedule of posts, keeping the posts fun and interesting, and providing information that is useful to the audience. (6 references) (Author)

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**20150804-50**

**Edie the e-midwife.** Labriola G (2015), Midwives vol 18, Spring 2015, pp 59-61

Describes Edie, the e-midwife, an electronic midwife service developed by the Lewisham and Greenwich NHS Trust, with the aim of improving women's access to maternity services through the use of social media. (JSM)

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**20150527-11**

**From the editor: the voice of our 'virtual self'.** Anderson M (2015), Essentially MIDIRS vol 6, no 2, March 2015, pp 5-6

Essentially MIDIRS editor, Michelle Anderson, considers how social media can improve communication and information sharing between midwives and the women in their care, while pointing out that sometimes reality TV programmes such as One Born Every Minute can leave women with unrealistic expectations. (JSM)

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**20150522-18**

**Clinical research benefits go viral via Twitter.** Gibbs CL (2015), Nursing Times vol 111, no 19, 6 May 2015, pp 16-17

Clinical research nurses were part of a team that started a Twitter campaign to communicate about the hidden world of research, and it has now gone global. (3 references) (Author)

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**20150513-52\***

**Breastfeeding and use of social media among first-time African American mothers.** Asiodu IV, Waters CM, Dailey DE, et al (2015), JOGNN: Journal of Obstetric, Gynecologic and Neonatal Nursing vol 44, no 2, March-April 2015, pp 268-278

Objective:

To describe the use of social media during the antepartum and postpartum periods among first-time African American mothers and their support persons.

Design:

A qualitative critical ethnographic research design within the contexts of family life course development theory and Black feminist theory.

Setting:

Participants were recruited from community-based, public health, and home visiting programs.

Participants:

A purposive sample was recruited, consisting of 14 pregnant African American women and eight support persons.

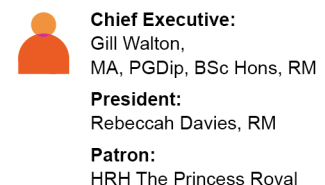
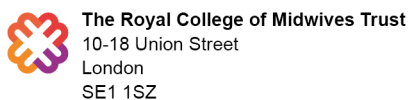
Methods:

Pregnant and postpartum African American women and their support persons were interviewed separately during the antepartum and postpartum periods. Data were analyzed thematically.

Results:

Participants frequently used social media for education and social support and searched the Internet for perinatal and parenting information. Most participants reported using at least one mobile application during their pregnancies and after giving birth. Social media were typically accessed through smartphones and/or computers using different

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websites and applications. Although participants gleaned considerable information about infant development from these applications, they had difficulty finding and recalling information about infant feeding.

Conclusion:

Social media are an important vehicle to disseminate infant feeding information; however, they are not currently being used to full potential. Our findings suggest that future interventions geared toward African American mothers and their support persons should include social media approaches. The way individuals gather, receive, and interpret information is dynamic. The increasing popularity and use of social media platforms offers the opportunity to create more innovative, targeted mobile health interventions for infant feeding and breastfeeding promotion. (Author)

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#### 20150423-20\*

**Guidance on using social media responsibly.** Nursing and Midwifery Council (2015), London: NMC 30 March 2015. 9 pages  
Guidance for nurses, midwives and students on using social media and social networking sites responsibly. This publication should be read in conjunction with The Code (1) and any guidance on social media issued by employers. 1. Nursing and Midwifery Council (2015). The Code. Professional standards of practice and behaviour for nurses and midwives. London: NMC, [The full text of this document can be downloaded from <http://www.nmc.org.uk/globalassets/sitedocuments/nmc-publications/social-media-guidance-30-march-2015-final.pdf>] (JSM)

Full URL: <http://www.nmc.org.uk/globalassets/sitedocuments/nmc-publications/social-media-guidance-30-march-2015-final.pdf>

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#### 20150420-35\*

**Professional use of digital and social media.** American Congress of Obstetricians and Gynecologists (2015), Obstetrics & Gynecology vol 125, no 2, February 2015, pp 516-520

Digital and social media quickly are becoming universal in modern medical practice. Data sharing, online reviews and ratings, and digital privacy concerns likely will become a part of most every physician's practice, regardless of his or her use of social media. The widespread use of social media in the United States brings unprecedented connectivity that opens new horizons for physicians, ranging from interactions with patients, to communication with peers and the public, to novel approaches to research. (18 references) (Author) [Replaced by Committee Opinion Number 791, October 2019].

Full URL: <https://www.acog.org/clinical/clinical-guidance/committee-opinion/articles/2019/10/professional-use-of-digital-and-social-media>

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#### 20150401-3\*

**Using Pinterest for your childbirth classes.** Weiss RE (2015), Science and Sensibility 17 February 2015

Today on Science & Sensibility, social media expert and Lamaze International President Robin Elise Weiss shares how she uses the popular social media platform Pinterest with her childbirth education classes and offers suggestions on how you can use it as well with great results. (Author)

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#### 20150325-52

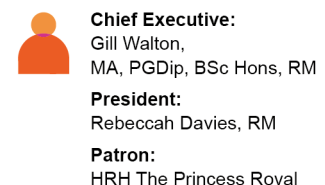
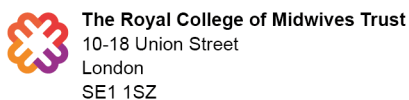
**LinkedIn: Facebook for professionals?.** Power A (2015), British Journal of Midwifery vol 23, no 3, March 2015, p 197-8  
Founded in 2003, LinkedIn claims to be the world's largest professional network with over 300 million members worldwide. It is a publicly-held social networking site with a diversified business model; funded by member subscriptions, advertising sales and recruitment campaigns. Its mission is to 'connect the world's professionals to make them more productive and successful'. However, is this business-orientated social networking site a suitable platform for midwives to connect, collaborate, share best practice and disseminate research? (11 references) (Author)

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#### 20150318-2

**Connecting for compassion.** Menage D (2015), The Practising Midwife vol 18, no 3, March 2015, pp 27-31

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On a mission to promote compassion in midwifery practice I was looking for effective methods of sharing and developing my ideas. I recognised the benefits of networking through more traditional methods but was not really utilising social media. Then another midwife encouraged me to use Twitter. Although not particularly confident with social media and unsure about how it could support me professionally, I decided to try it. Six months later I have some new skills and I am part of a dynamic and stimulating online community. This article is a personal account of that learning journey in which I reflect on some of the benefits that I have discovered so far. (12 references) (Author)

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#### 20150206-42

**Is Facebook an appropriate platform for professional discourse?**. Power A (2015), British Journal of Midwifery vol 23, no 2, February 2015, pp 140-142

Facebook was founded in 2004 and is an online social networking service. There are over 31 million users in the UK, with more than 77 000 of these listing their occupation as nurse, midwife or health visitor. Historically, Facebook was used to supplement and enhance existing real-world relationships, rather than to access, communicate and disseminate professional information; however, with the growing popularity and accessibility of social media, could Facebook be used safely and effectively as a platform for professional discourse? (18 references) (Author)

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#### 20150204-1

**Using social networking sites (namely Facebook) in health visiting practice - an account of five years experience.** Dion X (2015), Community Practitioner vol 88, no 2, February 2015, pp 28-31

With new developments in electronic and social networking communication methods the way health visitors communicate with clients is rapidly changing. With good governance these technologies can be utilised to enhance the health visiting service and can be an effective way of accessing hard-to-reach families, saving time and resources. This paper presents five years' experience in the use of Facebook between the health visiting team and clients and explains the benefits and potential it offers to health visitors and other community practitioners. (11 references) (Author)

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#### 20150114-17

**Twitter's potential to enhance professional networking.** Power A (2015), British Journal of Midwifery vol 23, no 1, January 2015, pp 65-67

Twitter is a microblogging service where users can 'tweet' short messages of 140 characters. Historically it was seen as a platform for personal communication; however, more recently it has been adopted by a growing body of health professionals and academics to communicate, access, share and disseminate professional information. Tweets can include links to blogs, web pages, images, videos, journal articles or provide real-time feedback from a live event such as a conference, thereby disseminating information to a potentially global audience. In the UK it has been suggested that its widespread acceptance by health professionals in a professional context is slow, with 'workforce knowledge deficits or the fear of reprimand and retribution' being cited as barriers to its adoption (Ferguson, 2013: 746). Could these barriers be responsible for midwives' hesitancy to engage with Twitter? Twitter can be used effectively and productively for professional discourse and networking if used judiciously with appropriate privacy settings in accordance with The Code (Nursing and Midwifery Council, 2008). This 'how to' guide will take you through the registration process, introduce you to Twitter jargon and provide you with suggestions of key accounts to follow. Finally it will provide you with an opportunity to 'meet' experienced and novice tweeters to demonstrate the potential for Twitter to support and inform midwifery practice. (13 references) (Author)

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#### 20150107-68

**Reflecting on blogs.** Chinn T, Foord D (2014), Journal of Health Visiting vol 2, no 11, November 2014, p 584

This month, Teresa Chinn and David Foord consider the potential impact that reading and writing blogs can have on a health professional's practice. (1 reference) (Author)

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20150107-29

**Social media now comes as standard.** McMurtrie H (2014), Midwifery News (New Zealand College of Midwives) no 75, December 2014, p 29

Discusses some of the advantages and disadvantages of social media for midwives and other health care professionals. (JSM)

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20141217-42

**Partnering with patients to realize the benefits of social media.** Colbert JA, Soleymani Lehmann L (2015), American Journal of Obstetrics & Gynecology (AJOG) vol 212, no 3, March 2015, pp 302-303

Despite widespread concern about the potential risks of using social media, we are optimistic that social networks and blogs have the potential to enhance the practice of medicine by allowing clinicians to share ideas and information within the healthcare community, with patients and with the general public. In particular, we believe that there can be value in posting information related to a patient encounter on social media, but only if care has been taken to consider the consequences of such a post from the patient's perspective. Thus, having a discussion with a patient and obtaining verbal consent prior to posting even deidentified patient information should become standard practice for all physicians using social media. (5 references) (Author)

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20141210-34

**What is social media?.** Power A (2014), British Journal of Midwifery vol 22, no 12, December 2014, pp 896-897

There is growing evidence to suggest that social media platforms have great potential for professional discourse, dissemination of research and sharing of best practice; with their use being supported by the Nursing and Midwifery Council (NMC) and the Royal College of Midwives (RCM) who both have active social media profiles on Facebook and Twitter. In the absence of official guidelines, the NMC advises its members to act as professionally online as in person, in line with the principles of The Code (NMC, 2008). The extension of the construct of professionalism to the digital domain has blurred the boundary between personal and professional personas and this lack of clarity seems to have created a barrier to social media being used by midwives to its full potential in a professional context. This series of short articles will offer step-by-step guides on how to join the social media platforms Facebook, Twitter and LinkedIn using appropriate privacy settings and will provide suggestions on how to use the platforms confidently, productively and safely in a professional context. (21 references) (Author)

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20141030-1\*

**Oswestry mum's breastfeeding photo deleted by Facebook.** (2014), BBC News 28 October 2014

Reports that a photograph of a premature baby breastfeeding removed from Facebook following complaints that it contained nudity has been put back up. Facebook said that breastfeeding photos were a problem where nipples were visible, but that its policy has been updated so that the context of the photograph is considered. (JR)

**Full URL:** <http://www.bbc.co.uk/news/uk-england-shropshire-29800500>

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20140826-118

**Developing an online community of practice to empower health visitors: Findings from a pilot study.** Ikioda F, Kendall S, Brooks F, et al (2014), Journal of Health Visiting vol 2, no 8, August 2014, pp 436-444


The Burdett Trust for Nursing funded a 2-year project to pilot an online community of practice to enable health visitors to share, manage and co-produce knowledge in a virtual space. The aim of the project was to develop a robust web-based tool to allow practitioners to share expertise and promote learning to empower them to exchange professional knowledge and best practice with other practitioners across organisational boundaries. In this paper, the authors reflect on the process of developing an online community of practice for health visiting, and report some initial findings and challenges from the pilot study. (12 references) (Author)

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20140826-115

**Maintaining a professional approach online.** Chinn T (2014), Journal of Health Visiting vol 2, no 8, August 2014, p 418

Some health professionals may have concerns about using social media. Teresa Chinn offers tips on ensuring that your conduct online is as professional as in real life. (Author)

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20140807-4

**A social media debate: engaging supervisors of midwives with vulnerable adults.** Doe H (2014), MIDIRS Midwifery Digest vol 24, no 3, September 2014, pp 281-285

It has been nearly a decade since the development of social media (SM) in the UK and it is now a familiar aspect of everyday society. Its use in health care is not a new concept; its risks and attributes have been heavily debated in recent years and presented many challenges for government. The Department of Health (DH) launched their Twitter account in 2012 to link professionals and improve communication both nationally and internationally and now has around 6000 followers. NHS Direct uses SM to share information, ask for feedback and to immediately handle complaints or investigate rumours spreading amongst staff or the public. We know there is great potential for women to engage with internet forums as demonstrated by Netmums who have over 1,200,000 members (<http://www.netmums.com>). The vast network of personal social interactions gives this method of communication its unique advantage.

With constant pressures in supervision to develop woman-centred care, listen to women's choices and engage with vulnerable groups it seems leading and innovative to harness the advantages of SM and learn from the mistakes. (22 references) (Author)

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20140805-100

**Why should health visitors get involved with social media?.** Chinn T (2014), Journal of Health Visiting vol 2, no 7, July 2014, p 360

In the first of a new series of columns on social media, Teresa Chinn discusses why this form of communication is important and why health professionals should embrace it. (3 references) (Author)

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20140805-1

**Social media policy.** Stewart S (2014), Australian Midwifery News vol 15, Winter 2014, p 12

Presents an overview of the Nursing and Midwifery Board of Australia social media policy and advertising guidelines, published in March 2014, and considers the implications for health professionals. (CI)

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20140709-19

**The social media revolution.** Wylie L (2014), British Journal of Midwifery vol 22, no 7, July 2014, pp 502-506

Social media is the latest evolution in the development of communication pathways and many midwives and students have been advised to avoid its use professionally. The education of midwives about the professional use of social media is inadequate in many areas. As a result, midwives have been slow to use social media platforms to support women and students, and to interact professionally. The regulatory framework which underpins the profession provides clear guidance about the use of social media. This article debates whether these professional regulations have contributed to missed opportunities in revolutionising health care. Suggestions are offered to encourage the professional use of social media to empower women, support and educate students and to offer opportunities for continuing professional development. (17 reference) (Author)

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20140708-12

**Virtuous cycles and social media.** Byrom S (2014), The Practising Midwife vol 17, no 7, July/August 2014, p 46

Sheena Byrom discusses the importance for midwives of connecting, sharing and supporting each other via social

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#### 20140522-2\*

**Social networking as a learning tool: Nursing students' perception of efficacy.** Tower M, Latimer S, Hewitt J (2014), Nurse Education Today vol 34, no 6, 2014, pp 1012-1017

##### BACKGROUND:

The pedagogical use of social networking technology in education is of growing interest to academics as a potential teaching and learning tool. However, the educational use of social networking sites such as Facebook is still under explored. Nursing students often perceive bioscience subjects as difficult and lack self-efficacy in their ability to be successful. In this case, as the final assessment for a bioscience related subject approached, students became increasingly anxious about their ability to perform in the assessment item. To better support students, a Facebook group was formed.

##### OBJECTIVES:

The aim of the study was to examine students' perceptions of the efficacy of using Facebook as a tool to support study.

##### DESIGN:

A convenience sample of BN students (n=533 across 3 campuses), enrolled in the subject Medications and Safe Administration, were invited to join. 373 BN students joined the group (70% of the student cohort). A solution-focussed orientation underpinned the management of the group.

##### METHODS:

A descriptive, online survey was administered following release of students' results for the final assessment item to assess students' perceptions of how effective the group had been in helping them learn. The survey contained both quantitative and qualitative questions. Responses were received from 89 students (24%). Survey data were analysed descriptively and qualitative data were analysed thematically by the academic team.

##### RESULTS:

Students perceived the group to be an innovative method of study support that guided learning by enhancing self-efficacy in their learning. Students also described how it was useful in promoting peer learning and engaging with academics.

##### CONCLUSIONS:

Social media platforms such as Facebook have the potential to enhance students' self-efficacy in learning and can support students to develop their learning to a deeper level. (Author)

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#### 20140514-51

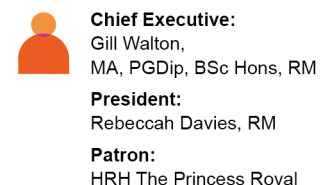
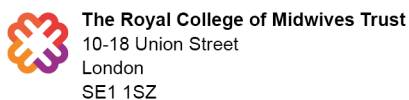
**Social media: connecting women and midwives globally.** Byrom S, Byrom A (2014), MIDIRS Midwifery Digest vol 24, no 2, June 2014, pp 141-149

The world is on the crest of a social media revolution wave. 'Follow-me on Twitter', 'Find us on Facebook' - words increasingly used in midwifery circles, illiciting a mixed response. On the one hand there are some avid supporters and willing users of social media, yet on the other there are those who range from curious and uncertain to skeptical avoiders (Bagley et al 2014). Whilst the use of social media, including Facebook and Twitter, has exploded globally, some midwives - and other health professionals - have been left wondering: what are the professional and personal benefits or costs to getting online? In this article we will explore the issues of being a health professional online and examine the implications of using social media for midwives, both personally and professionally. This will include a review of social media: what it is, how it can be harnessed and the current benefits, challenges and implications of getting involved. Engaging with social media doesn't just require the development of our Information Technology (IT) skills, it also means learning another language. 'Tweets', 'platforms', 'hashtags', and 'digital-technology' are all terms that can be used, somewhat confusingly, to describe features of the social-media-online-world. Yet if we can move beyond the confusion of language we might be free to enjoy the real benefits social media has to offer us. So let's start with a definition - what is social media? (40 references) (Author)

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#### 20140417-60

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**An emerging model of maternity care: Smartphone, midwife, doctor?.** Tripp N, Hainey K, Liu A, et al (2014), Women and Birth: Journal of the Australian College of Midwives vol 27, no 1, March 2014, pp 64-67

Background Mobile technology in the form of the smartphone is widely used, particularly in pregnancy and they are an increasing and influential source of information. Aim To describe the diverse nature of pregnancy related applications (apps) for the smartphone and to flag that these apps can potentially affect maternity care and should be considered in future planning of care provision. Methods The 2 smartphone platforms, Apple and Android, were searched for pregnancy related apps and reviewed for their purpose and popularity. Findings iTunes and Google Play returned 1059 and 497 pregnancy related apps respectively. Forty percent of the apps were informative, 13% interactive, 19% had features of a medical tool and 11% were social media apps. By far the most popular apps, calculated as the number of reviews multiplied by average reviewer rating, were those with interactive features. Discussion The popularity of pregnancy-related apps could indicate a shift towards patient empowerment within maternity care provision. The traditional model of 'shared maternity care' needs to accommodate electronic devices into its functioning. Reliance on healthcare professionals may be reduced by the availability of interactive and personalised information delivered via a smartphone. This combined with the fact that smartphones are widely used by many women of childbearing age, has the potential to modify maternity care and experiences of pregnancy. Therefore it is important that healthcare professionals and policy-makers are more aware of these new developments, which are likely to influence healthcare and alter health-seeking behaviour. In addition healthcare professionals need to consider whether to discuss the use of apps in pregnancy with the women in their care. (13 references) (Author)

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#### 20140310-9

**The impact of internet use on the client-professional relationship: A comparative analysis.** Johnsen H (2014), British Journal of Midwifery vol 22, no 3, March 2014, pp 188-193

This study explores how internet use impacts the client-professional relationship among midwives compared to related professions. Thirty health professionals in Denmark and Norway took part in nine focus group interviews. A template approach was used to analyse data. Findings indicate that clients use the internet to prepare for the client-professional meeting and to seek second opinions. Professionals reported more limitations than benefits in relation to internet use. Limitations were linked to doubts of reliability of internet information and information overload. Midwifery clients were reported to use internet chatrooms as an information source. However, these were often perceived as interfering with midwifery work. Although midwifery clients were frequent users of internet information, they also turned to midwives for verification of the information they found. Seeking reassurance and the midwives distinctions between lay and professional knowledge suggests that the traditional client-professional relation is still intact. (42 references) (Author)

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#### 20140205-43

**Opting in to online professionalism: social media and pediatrics.** Kind T, Patel PD, Lie DA (2013), Pediatrics vol 132, no 5, November 2013, pp 792-795

One of a series from the Council on Medical Student Education in Pediatrics of skills and strategies used by clinical teachers. This one concentrates on social media in pediatrics and considers risky behaviour and also benefits and opportunities it can offer.(18 references) (JR)

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#### 20140106-19

**Crowdsourcing in healthcare.** McCartney P (2013), MCN - American Journal of Maternal/Child Nursing vol 38, no 6, November/December 2013, p 392

Explains how crowdsourcing can be used in health care research. (3 references)(JR)

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#### 20131205-28

**Raising ARM's Facebook profile.** Jackson M (2013), Midwifery Matters no 134, Autumn 2012, p 19

The author's reflects on the joys of managing the Association of Radical Midwives Facebook page. (SB)

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## 20131107-12

### **Online support for parents of preterm infants: a qualitative and content analysis of Facebook 'preemie' groups.**

Thoren EM, Metze B, Buhner C, et al (2013), Archives of Disease in Childhood: Fetal and Neonatal Edition vol 98, no 6, November 2013, pp F534-F538

#### OBJECTIVE:

To qualitatively evaluate the content of communication in Facebook communities dedicated to preterm infants.

#### DESIGN:

The 25 largest public English-language Facebook groups focusing on preterm infants were identified. For each group, the 20 most recent wallposts and a maximum of the 15 first comments to these wallposts, and the 15 most recent discussion topics were analysed according to a thematic coding scheme. The purpose of each group was determined and personal characteristics of administrators and active posters were analysed.

#### RESULTS:

1497 individual Facebook groups focusing on preterm infants were found, wherein the 25 largest had between 391 and 14 986 members. Non-profit fundraising groups comprised 48% of analysed groups and had the greatest number of members (median 1450, IQR 548-5435), followed by general awareness (24% of all groups, members: median 1183, IQR 658-2116) and interpersonal support groups (28% of all groups, members: median 823, IQR 484-1022). 85.0% of administrators and 91.5% of posters were women, and two-thirds of posts had been written by mothers of preterm infants. The analysis of posts, comments and discussion topics (n=1054) showed that 'information sharing' (31%) and 'interpersonal support' (53%) were the most common purposes.

#### CONCLUSIONS:

Facebook groups related to preterm birth have become a popular tool for fundraising and awareness-raising. However, most group members use these forums for information sharing and interpersonal support. Given their popularity and reach, further research is warranted to understand the motivations, implications and risks of dynamic online communication among parents of preterm infants. (17 references) (Author)

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## 20130702-22

### **Facebook: a free-for-all or a future faux pas?.** Cooper T (2013), Essentially MIDIRS vol 4, no 7, July/August 2013, pp 46-49

Considers midwives' use of social networking sites, Facebook in particular, in the light of guidelines and advice offered by professional and governing bodies and whether such advice is fit for purpose. Suggests ways in which midwives may deal with the increasingly blurred boundaries between public, private and professional life. (20 references) (JR)

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## 20130205-121\*

### **Association between fatigue and Internet addiction in female hospital nurses.** Lin SC, Tsai KW, Chen MW, et al (2013), Journal of Advanced Nursing vol 69, no 2, 2013, pp 374-383

**Aims.** To report a study conducted to examine the association between fatigue and Internet addiction among female hospital nurses. **Background.** The Internet provides unprecedented convenience for social interaction and information retrieval. Although excessive Internet use has been demonstrated to correlate with fatigue in adolescents, no studies have examined whether it is associated with fatigue in nurses. **Design.** Cross-sectional survey. **Methods.** The study was conducted in August 2010. Female Registered Nurses working in a regional teaching hospital in southern Taiwan were asked to complete a paper-based questionnaire. The questionnaire included questions on demographics, the Chen Internet Addiction Scale and the Chalder Fatigue Scale. Multiple linear regression analysis was performed using Chalder fatigue scale as the dependent variable. **Results.** Of the 564 (79% response) valid questionnaires returned, 6 and 10% of the participants were classified as diagnostic cases and possible cases of Internet addiction, respectively. Fatigue levels, adjusting for other potential confounders including work unit, shift work, regular self-medication, and self-perceived health status, was significantly associated with both possible cases of Internet addiction and diagnostic cases of Internet addiction. **Conclusion.** This study is the first in reporting a statistically significant association between fatigue levels and Internet addiction in female hospital nurses. **Relevance**

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to clinical practice. Nurses should pay attention to their Internet activity and whether it adds to their fatigue levels. Addictive behaviour should promptly be dealt with to ensure that the best care is provided to patients. (Author)

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#### 20121105-18\*

**Establishing an online and social media presence for your IBCLC practice.** McCann AD, McCulloch JE (2012), Journal of Human Lactation vol 28, no 4, November 2012, pp 450-454

Women of childbearing age, especially in industrialized nations, are using social media in record numbers and are seeking information about pregnancy, birth, and breastfeeding online. Social media is a form of communication that enables online communities to share ideas, information, and personal messages. Those providing support to breastfeeding mothers are uniquely equipped to share information, guidance, and encouragement with new mothers. Lactation professionals, advocates, and volunteers should be aware that mothers are using Web-based communication to gain information about breastfeeding. Those who support breastfeeding mothers can also learn to use these methods to engage with the breastfeeding community online. Regardless of the chosen platform, social media is most successful when it promotes engagement with a target audience. Facebook, Twitter, blogs, and Pinterest are identified as useful platforms for connecting with breastfeeding mothers. (Author)

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#### 20121010-48\*

**Duty of confidence and the use of social networking sites.** Griffith R (2012), British Journal of Nursing vol 21, no 16, 2012, pp 988-989

Social networking sites are a popular form of online communication used by an estimated 350000 registered nurses. The use of such sites by nurses must be done with caution because their duty of confidence extends to their online presence and inappropriate remarks or pictures posted online can call their fitness to practise into question. This article reviews the scope of a nurse's duty of confidence and discusses the requirements for the acceptable use of social networks by health professionals. (Author)

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#### 20120906-8\*

**International networking: connecting midwives through social media.** Stewart S, Sidebotham M, Davis D (2012), International Nursing Review vol 59, no 3, 2012, pp 431-434

**Purpose:** This article reports on the 'Virtual International Day of the Midwife E-vent', an innovative initiative that uses social media to provide opportunities for learning and networking internationally. **Background:** This e-vent was conceived of and initiated in 2009 by a small group of midwives with an interest in social media. The e-vent uses web conferencing software and schedules a presentation every hour for a 24-h period so as to reach midwives or other interested parties in all time zones of the globe. **Methods:** The authors draw on their experiences to describe the e-vent including the e-vent aims and organizing processes, and to report on participation trends over the 3-year period. **Findings:** The e-vent has seen significant growth over a 3-year period with participation increasing from an average of five participants per session to 50. The organizing committee has expanded to include an international team and they have extended the reach of the project by establishing a Facebook page. **Conclusions:** While the use of social media has its limitations, projects such as the International Day of the Midwife E-vent have real potential to increase access to educational materials and provide opportunities for international networking. (Author)

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#### 20120822-59

**Digital footprints on the internet.** Moore SC (2012), International Journal of Childbirth Education vol 27, no 3, July 2012, pp 86-91

Digital privacy has been a concern since the internet became such a popular means of communication. The abundance of computers and smart phones, the proliferation of communication, and the explosion of digital information has precipitated people's disclosure of very personal information online, sometimes unwittingly. Young people, particularly teens, spend a substantial amount of time on internet social media sites such as Facebook and MySpace. Some of the information that users post may not be in their own best interests or those interests of their children.

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This article describes some of the privacy pitfalls of online social networking and how educators can guide young mothers in its use. These issues are relevant to childbirth educators as they counsel families about the dangers of sharing sensitive information, encouraging them to stay informed regarding security policies in a constantly changing digital era. (8 references) (Author)

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#### 20120815-37

**Sharing losses online: do internet support groups benefit the bereaved?.** Pector EA (2012), International Journal of Childbirth Education vol 27, no 2, April 2012, pp 19-25

Internet support groups for loss of a child are popular. Most users are young, white, female, and well-educated. Although research about internet groups has not shown better health or grief outcomes, groups empower members to access information, resources and social support. Perinatal loss group participants appreciate convenient, safe online communities to validate grief and discuss emotions, experiences, and hopes. Limits of groups include misinterpretation, anger, fraud, and difficulty managing crises. Social media and memorial sites offer other means of commemorating the deceased. Online resources are best used to supplement local or professional support. Selected resources for perinatal loss are provided. (21 references) (Author)

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#### 20120705-33

**Social media and midwives: what is appropriate?.** George L (2012), Midwifery Today no 102, Summer 2012, pp 48-49

The advent of the internet, medical websites and in particular, social media sites has made the issue of professionalism and client confidentiality much more complicated. Here some of the pitfalls are explored. (5 references) (VDD)

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#### 20120628-57

**Social networking in the health professions.** Jones C (2012), Essentially MIDIRS vol 3, no 7, July/August 2012, pp 32-36

Examines some of the significant issues surrounding e-professionalism - the emerging term used to describe the attitudes and behaviours used in a professional capacity within digital media - and in particular the use of social networking sites. Highlights some of the most recent examples of inappropriate use of social media by student midwives and nurses, and identifies three key findings: a lack of understanding about the importance of privacy settings; a generational gap between attitudes towards social media; and a lack of institutional policies on appropriate use of social media. (19 references) (TC)

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#### 20120628-13

**Facing up to Facebook.** Barker R, Anisy J, Nicoll K, et al (2012), Midwifery News (New Zealand College of Midwives) no 65, June 2012, p 20

A salutary warning about the pitfalls of social networking sites and the capacity whilst using them of breaching confidentiality. (VDD)

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#### 20120621-3\*


**New mothers helped by blogging.** (2012), Medical News Today 21 June 2012

Summarises a study of 157 new mothers (1) by researchers from Brigham Young University, Provo, Utah, USA which has found those who read and write blogs have an easier transition to motherhood and have a greater sense of well-being than those who are not involved in the blogging community. 1. McDaniel BT et al (2011). New mothers and media use: Associations between blogging, social networking, and maternal well-being. Maternal and Child Health Journal, 18 November 2011 (Online version ahead of print). <http://www.springerlink.com/content/f570317vv4748227/> (JSM)


**Full URL:** <http://www.medicalnewstoday.com/releases/246808.php>

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**20120614-26**

**Technology and groupwork: a mandate and an opportunity.** Simon SR, Stauber KW (2011), *Groupwork* vol 21, number 3, 2011, pp 7-21

This paper addresses the relationship between social groupwork and technology. It discusses the evolution of online technology-how the technological revolution of the computer, the Internet, and mass access to new communication devices has impacted our lives with unprecedented speed and universality. It acknowledges the natural and understandable resistance of many skilled and renowned groupworkers to the use of these new modalities. It addresses the numerous benefits and challenges that technology brings, and the critical and timely need for groupworkers to make the conceptual shift to embrace these modalities. A case is made for groupworkers' ability to take a leadership role in the development of effective, efficient and ethical online groups across disciplines and fields, and the need to contribute to the burgeoning scholarly literature on best practices in the development of online communities. An example of the use of technology to facilitate connection and effective teaching among adjunct groupwork educators is offered as one avenue for increasing groupwork's voice within an academic institution. (24 references) (Author)

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**20120607-49**

**Social media: a new way of offering services.** Thomas K (2012), *Perspective* issue 15, 2012, p 9

Facebook, Twitter and other social media technologies have transformed the way we communicate. But they can also be a great way for branches and practitioners to keep people informed. (Author)

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**20120606-17\***

**New parents' Facebook use at the transition to parenthood.** Bartholomew MK, Schope-Sullivan SJ, Glassman M, et al (2012), *Family Relations* vol 61, no 3, July 2012, pp 455-469

New parents' Facebook use was examined from a social capital perspective. Surveys regarding Facebook use and parenting satisfaction, parenting self-efficacy, and parenting stress were completed by 154 mothers and 150 fathers as part of a larger study of dual-earner, Midwestern U.S. couples making the transition to parenthood. Results indicated that mothers used Facebook more than fathers, and that mothers perceived an increase in use over the transition. When more of mothers' Facebook friends were family members or relatives, and when fathers reported connecting with more of their Facebook friends outside of Facebook, they reported better parental adjustment. For mothers, however, more frequent visits to Facebook accounts and more frequent content management were each associated with higher levels of parenting stress. (Author)

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**20120521-32\***

**When a parent is away: promoting strong parent-child connections during parental absence.** Yeary J, Zoll S, Resche K (2012), *Zero to Three Journal* May 2012

How does a parent stay connected with an infant or toddler during a prolonged separation? Research has shown how important early connections are for child development. When a parent is not present physically, there are strategies that military parents have been using to keep a parent and child connected, promoting mindfulness. Because infants and young toddlers are not verbal, it is important to try to use the other senses in promoting strong connections, for example the sense of smell. The use of technology, such as the digital recording of a parent reading to a child used by United Through Reading, as well the use of other social media platforms may help parents keep the connections strong through family separations. Nonmilitary parents may find these strategies helpful when faced with separation from their child because of work, hospitalization, divorce, foster care, or parental incarceration. (Author)

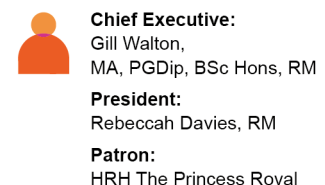
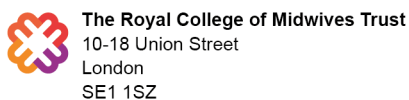
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**20120417-10**

**Social networking principles for nurses.** McCartney PR (2012), *MCN - American Journal of Maternal/Child Nursing* vol 37, no 2, March/April 2012, p 131

Brief look at issues around social networking and the negative consequences it can have on a nurse's career, including

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the American Nurses Association (ANA) principles for social networking and tips for avoiding problems. (3 references)  
(AEP)

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#### 20120314-15

**Support and counseling after maternal death.** Hill PE (2012), Seminars in Perinatology vol 36, no 1, February 2012, pp 84-88  
Teamwork, communication, critical incident debriefing, and grief counseling surrounding the events of an unexpected maternal death are important continuing education and practice topics for health care employees working with pregnant women. Social technologies have impacted health care institutions and systems. Ethical dilemmas have been created in hospitals as they develop policies and procedures regarding electronic communications and social networking Web sites. (16 references) (Author)

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#### 20120302-75\*

**Sorry, Facebook - on breastfeeding you seem rather confused.** Phipps B (2012), The Guardian 29 February 2012  
Discusses Facebook's attitude towards censoring photographs of breastfeeding women and asks that they change their policy of censorship. (JR)

Full URL: <http://www.guardian.co.uk/commentisfree/2012/feb/29/facebook-breastfeeding-photo-policy-confused>

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#### 20120210-1\*

**Why 'lactivists' are milking Facebook's breastfeeding ban: the website's decision to remove revealing pictures is curdling women's feelings..** Cooper G (2012), Daily Telegraph 10 February 2012

Facebook's headquarters in California and other offices including London have been visited by breastfeeding activists ('lactivists') after the social networking site labelled around 30 photos of a Canadian mother breastfeeding her daughters as 'obscene' and 'sexually explicit'. In this article a journalist writes about society's attitude to breastfeeding and why she has chosen to breastfeed. (AEP)

Full URL: <http://www.telegraph.co.uk/technology/facebook/9072201/Why-lactivists-are-milking-Facebooks-breastfeeding-ban.html>

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#### 20120126-54

**How can digital activists, bloggers and social networkers help to improve nursing and midwifery standards?.** Chinn T, Cooper A, Nelmes P, et al (2012), NMC Review no 4, Winter 2011, pp 12-13

Six people (nurses, lecturer, managers, an online community, and a patient) briefly say how they use social networks and other internet facilities (blogs, Facebook, Twitter, Google) and if this has a role in improving standards. (AEP)

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#### 20111128-68

**A digital social marketing approach to breastfeeding: MumBubConnect.** (2011), Essence [Magazine of the Australian Breastfeeding Association] vol 47, no 6, November 2011, pp 10-11

Summarises the results of a pilot programme in Queensland, Australia which used two-way text messaging, a customised website and social media to support and empower breastfeeding mothers. The pilot has been extremely successful with 79% of participants fully breastfeeding 8 weeks after joining the programme. (CI)

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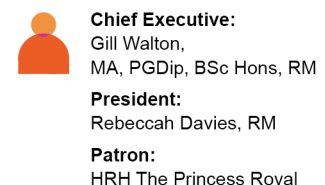
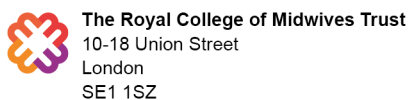
#### 20111115-12

**Social networking through Facebook: are we asking for friends or foes?.** McCarthy R (2011), British Journal of Midwifery vol 19, no 11, November 2011, pp 734-735

Looking at the potential perils of social networking sites such as Facebook for midwives as the risk of blurring boundaries is immense, concluding that 'we should think twice about our reasons for having a social network profile'. (7 references) (AEP)

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## 20111006-22

**'Midwives are an unevaluated intervention in birthing'**. (2011), Midwifery Matters no 130, Autumn 2011, pp 7-11

Explains that an independent midwife and home birth activist posted this statement on her Facebook page as a way of generating discussion about the current situation in maternity services. Reproduces the online conversation, which includes contributions from NHS and independent midwives, mothers, fathers and grandmothers. (CI)

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## 20110928-8

**Facebook warning.** (2011), Practising Midwife vol 14, no 7, September 2011, p 8

Reports that the Nursing and Midwifery Council has issued new advice on using social networking sites such as Facebook, recommending that nurses and midwives make a clear distinction between their personal and professional lives online. (CI)

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## 20110919-1\*

**Online medics reveal secret names for patients and colleagues.** Beckford M (2011), The Telegraph 17 September 2011

Reports a scandal that has been widely reported about the terminology used by several doctors on Twitter to refer to maternity wards and midwives and discusses whether it is offensive or just an example of black humour used to combat stress in the medical profession. Considers whether they should face disciplinary action from the General Medical Council because it is a public forum which can be viewed by anyone and may cause offence. (JR)

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## 20110726-11

**NMC issues Facebook warning to midwives.** (2011), Midwives no 5, 2011, p 8

The NMC has warned midwives and nurses not to whistleblow on social networking sites like Facebook and Twitter. They need to retain professionalism and not to compromise confidentiality. (AEP)

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## 20110721-13

**Professionals online: sharing too much?.** Ly K, Ratnaik D (2011), Community Practitioner vol 84, no 7, July 2011, pp 14-16

More people are using social media in their everyday lives, including health professionals, but care is needed to avoid blurring boundaries and breaking codes of conduct. (Author)

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## 20110712-2\*

**Facebook warning for nurses.** Beckford M (2011), The Telegraph 12 July 2011

Reports that the Nursing and Midwifery Council (NMC) has warned nurses, midwives and other health professionals not to post information or photographs relating to their work on social networking sites, and not to accept friend requests on Facebook. The NMC estimates that there are 355, 000 Facebook users among its 660, 000 membership. States that investigations have already taken place following enquiries concerning online conduct, and one health worker has been struck off as a result. (JSM)

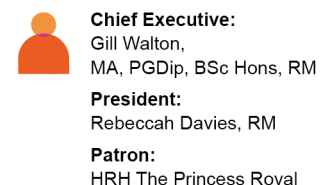
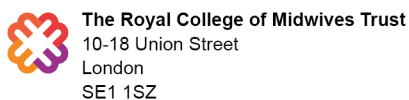
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## 20110504-82\*

**Facebook friend request from a patient?.** Devi S (2011), The Lancet vol 377, no 9772, 2011, pp 1141-2

Sharmila Devi discusses the ethical dilemmas that social networking sites (such as Facebook) and search engines are creating for physicians, who are having to work out how such tools can be used responsibly and professionally. The article discusses the fact that many professional organisations are in the process of creating guidelines for use, the need for which has been brought on in part by a number of incidents involving inappropriate comments, photos or 'friend' connections. The American Medical Association warns members against engaging in personal relationships with clients online and cites a number of issues that have arisen when either doctors or their clients have accessed information about each other online which may lead to issues within a professional relationship. Devi also notes some

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of the issues that can arise when one or other party uses search engines such as Google to search for information about the other but also notes the rapid speed of change in this area and the fact that different generations of people have different perceptions of what is and is not acceptable in relation to the sharing of information online. (SW)

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#### 20110420-58

**Midwives and social media.** Hastie C (2011), Australian Midwifery News vol 11, no 1, Autumn 2011, pp 23-24

Midwives are becoming more engaged with social media and electronic communications in both their professional and personal lives. We explore some of the pitfalls, precautions and powerful possibilities that social media offers to midwives in this article. (Author)

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#### 20110317-44

**With a little help from our friends.** Devani I (2011), Midwives vol 14, no 2, 2011, pp 30-31

When attempts to generate feedback about East Kent's maternity services proved fruitless, it was time to embrace the social networking phenomenon. (Author)

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#### 20110316-21

**Starting your own website.** Weiss RE (2011), International Journal of Childbirth Education vol 25, no 3, September 2010, pp 20-21

This is the third in a four-part series about childbirth professionals and how they can use the Internet more effectively. (Author)

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#### 20110113-1\*

**Facebook stirs up another row with nursing mothers.** Mesure S (2011), Independent 9 January 2011

Reports that Facebook has upset nursing mothers by deleting a page for a breastfeeding support group with thousands of followers. States that this is the latest in a series of incidents between the social networking site and breastfeeding mothers. Explains that Facebook often removes pictures of breastfeeding mothers because they consider them to be of 'obscene content', an opinion which has led to the creation of several groups protesting that breastfeeding is not obscene. The page has been reinstated on Facebook. (JSM)

Full URL: <http://www.independent.co.uk/life-style/gadgets-and-tech/news/facebook-stirs-up-another-row-with-nursing-mothers-2179739.html>

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#### 20101104-4

**Texting while birthing.** Soens M, Govindji T, Camann W (2010), International Journal of Obstetric Anesthesia vol 19, no 4, October 2010, pp 469-470

Anaesthesiologist Mieke Soans writes a letter to the Editor telling of a recent occasion where a woman having a caesarean section under regional anaesthetic texted her friends and family at the moment her baby was born in order to announce its arrival. The author views this as 'another advantage of regional anaesthesia' (Soens 2010:470), marvels at the way in which modern technology enables situations where 'Dad can actually have the baby's picture on the internet before mom has received her final stitch' (470) and urges obstetric anaesthetists to be aware of emerging technology and how it can make women's experiences more comfortable and enjoyable. The letter is followed by an Editor's note written by Warwick Ngan Kee who raises the question of the extent to which the use of mobile phones can interfere with the functioning of monitoring and other equipment and quips that he hopes that doctors will encourage women to practice safe text. There is no discussion by either author of other potential downsides of the use of such technologies, for instance the question of whether this has an effect on bonding. (3 references) (Abstract written for Essentially MIDIRS, vol 2, no 2, February 2011, p 16)

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#### 20101020-88

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**Social media, power, and the future of VBAC.** Romano AM, Gerber H, Andrews D (2010), Journal of Perinatal Education vol 19, no 3, Summer 2010, pp 43-52

The Internet has been called a disruptive technology because it has shifted power and altered the economics of doing business, whether that business is selling books or providing health care. Social media have accelerated the pace of disruption by enabling interactive information sharing and blurring the lines between the 'producers' and 'consumers' of knowledge, goods, and services. In the wake of the National Institutes of Health Consensus Development Conference on Vaginal Birth After Cesarean (VBAC) and major national recommendations for maternity care reform, activated, engaged consumers face an unprecedented opportunity to drive meaningful changes in VBAC access and safety. This article examines the role of social networks in informing women about VBAC, producing low-cost, accessible decision aids, and enabling multi-stakeholder collaborations toward workable solutions that remove barriers women face in accessing VBAC. (32 references) (Author)

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#### 20101015-62

**Web 2.0: easy tools for busy clinicians.** Phillippi JC, Buxton M (2010), Journal of Midwifery & Women's Health vol 55, no 5, September/October 2010, pp 472-176

Internet content has become interactive; new tools can help clinicians market their practice and provide evidence-based care. Many of these tools are free or low cost and are easily mastered using simple video tutorials found on the Internet. This article highlights the uses of e-mail, social networking, smartphones, RSS feeds, social bookmarking, and collaborative Web 2.0 tools in clinical practice. (29 references) (Author)

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#### 20101014-10

**Twittering on about social networking and babyfeeding matters.** Guy C, Paterson A, Currie H, et al (2010), British Journal of Midwifery vol 18, no 10, October 2010, pp 620, 622, 624-627

The aim of this pilot study was to investigate whether or not social networking increases traffic to a website offering support and advice on infant feeding and whether or not this technology is potentially more useful than the existing online forum. Profile accounts were set up on Bebo, Facebook and Twitter and people who might be interested in infant feeding were contacted through the search facility on each of these sites over a 6-week period. If interest was expressed, they were invited to complete an online evaluation on [www.babyfeedingmatters.co.uk](http://www.babyfeedingmatters.co.uk). A total of 250 invitations were issued and 136 surveys were completed. The study found that [www.babyfeedingmatters.co.uk](http://www.babyfeedingmatters.co.uk) is meeting its aims and is both easy to navigate and understand. However, the current forum may be outdated and would benefit from being incorporated into a social networking platform to provide informal peer support. Overall, social networking increased web traffic and responder feedback from the 'wisdom of the crowd' and has led to further refinement of the website. (26 references) (Author)

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#### 20100820-58

**Staying connected while living abroad.** Szajnbrum L (2010), International Journal of Childbirth Education vol 25, no 2, June 2010, p 23

An Israeli childbirth educator, doula and breastfeeding counsellor writes about how to stay in touch, including internet links and websites. (AEP)

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#### 20100820-54

**Using Facebook to grow your childbirth-based business.** Weiss RE (2010), International Journal of Childbirth Education vol 25, no 2, June 2010, pp 13-15

This is the second in a four-part series on using current technologies to market and grow your business. Next quarter: Websites. (Author)

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#### 20100811-13

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**Social networking: confidentiality and professional issues.** Lee K, Bacon L (2010), British Journal of Midwifery vol 18, no 8, August 2010, pp 533-534

Use of social networking sites has grown rapidly in recent years but students and health professionals should think carefully about their employer before posting about their day at work and about their personal life. In this article issues of confidentiality and professional behaviour are explored, including the possible consequences of posting to as posting to a potential readership of 400 million people. (5 references) (Author)

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#### 20100728-30

**Think before you type!** Wray J (2010), Practising Midwife vol 13, no 7, July/August 2010, p 28

Julie Wray has some words of warning about social networking. (1 references) (Author)

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#### 20100728-29

**Don't forget respect.** Hall J (2010), Practising Midwife vol 13, no 7, July/August 2010, pp 26-27

A midwife warns that, despite the benefits that social networking can bring, caution should be exercised by midwives when posting comments online, to ensure that the profession is not brought into disrepute. (2 references) (CR)

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#### 20100728-28

**Going viral.** Gommon V (2010), Practising Midwife vol 13, no 7, July/August 2010, p 26

The internet can be a tool for mass mobilisation. (2 references) (Author)

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#### 20100728-27

**Do you facebook?.** Kemp J (2010), Practising Midwife vol 13, no 7, July/August 2010, p 25

Social networking offers new opportunities for midwives. (4 references) (Author)

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#### 20100728-25

**Staying out of trouble online.** Stewart S (2010), Practising Midwife vol 13, no 7, July/August 2010, p 24

Sarah Stewart offers some tips on how to enjoy the social networking site safely. (Author)

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#### 20100521-20

**Using Twitter to grow your childbirth-based business.** Weiss RE (2010), International Journal of Childbirth Education vol 25, no 1, March 2010, pp 14-16

A childbirth educator and editor explains how to set up a Twitter account and how it can be used to raise the profile of a childbirth-related business. (4 references) (JR)

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#### 20100212-1\*

**Campaign to cut teenage pregnancies in Peterborough.** Anon (2010), BBC News 11 February 2010

Briefly reports the release of a video directed at teenage boys as part of a campaign to lower the teenage pregnancy rate in Peterborough. The video, by NHS Peterborough and the city council, has been posted on Facebook and YouTube as part of a viral campaign. (JR)

**Full URL:** <http://news.bbc.co.uk/1/hi/england/cambridgeshire/8511503.stm>

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#### 20100126-61

**Social networking. Ethics and etiquette.** Witt CL (2009), Advances in Neonatal Care vol 9, no 6, December 2009, pp 257-258

Editorial considering the personal and professional privacy issues of social networking websites. (5 references) (AEP)

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20090423-26

**Workplace warning for midwives.** Dutfield T, Cafferty S (2009), Midwives April/May 2009, p 43

With the increase in social networking sites, there is growing concern about the professional and employment law implications for midwives misuse of these communication means. (Author)

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20090331-114

**Lactivists stage nurse-in on Facebook.** Marcus JA (2009), Mothering no 153, March-April 2009, p 30

Reports on the response of Facebook users who breastfeed their babies to the removal of images of breastfeeding from the social networking site. Describes how, for one day, some members chose to replace their profile photographs with pictures depicting breastfeeding. States that this action was taken by members of the 'Hey, Facebook, breastfeeding is not obscene' group. (3 references) (JSM)

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20090324-23

**The new networking 2.0: Second life.** McCartney PR (2009), MCN - American Journal of Maternal/Child Nursing vol 34, no 2, March/April 2009, p 130

Presents an overview of the Web 2.0 application, Second Life, and highlights the opportunities that it can provide for professional education and patient support. (5 references) (CR)

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20090209-47

**Facebook backs down over breastfeeding.** (2009), Practising Midwife vol 12, no 2, February 2009, p 7

Brief news item reporting that the social networking site, Facebook, has backed down from a ban on photographs of breastfeeding mothers following online protests and demonstration marches in California. Facebook claimed the photo in question had violated its policy restricting photographs containing nudity, but later revised the photography policy to allow breastfeeding photos that did not show the nipple or areola. (TC)

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20090106-39

**Midwives promote unit on Facebook.** (2009), Practising Midwife vol 12, no 1, January 2009, p 9

Brief news item reporting that midwives at the midwife led unit at Bishop Auckland General Hospital have produced a video and set up a Facebook group to let more people know about the services and facilities available at the unit and for parents to share information and advice. (CR)

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20081231-2\*

**Breastfeeding photo ban by Facebook sparks global protest by mothers.** Khan U (2008), The Telegraph 31 December 2008

News item reporting that a global campaign has been launched by thousands of mothers against the social networking site Facebook, after it banned photographs of women breastfeeding, classifying the images as 'obscene content'. (CR)

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20081231-1\*

**Mums furious as Facebook removes breastfeeding photos.** Sweney M (2008), The Guardian 30 December 2008

News item reporting that an online petition has been launched by users of the social networking site Facebook, after the site banned photographs of its users breastfeeding, claiming that the images violate its terms on obscene, pornographic or sexually explicit material. (CR)

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20081230-1\*

**Protest as Facebook removes breastfeeding photos.** Harvey M (2008), Times 30 December 2008

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News item reporting on the reaction of thousands of users of the social networking website Facebook to its removal of photos showing its users breastfeeding. The site's owners state that the images contravene its rules on obscene or offensive images. (MB)

Full URL: <http://technology.timesonline.co.uk/>

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#### 20080805-113

**A guide to social networking.** Perry R (2008), Midwives August/September 2008, p 23

Missing your social life because you only have 30 minutes a day to catch up? Maybe you've missed a perfect job because you'd lost touch with the ex-colleague advertising it? It could be time for you to enter the world of social networking and this guide should help. (Author)

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#### 20080603-10

**Wikis: Virtual community collaborations.** McCartney PR (2008), MCN - American Journal of Maternal/Child Nursing vol 33, no 3, May/June 2008, p 18

Gives an overview about wikis and social networking and their value as resources for nurses and nurse-midwives. (2 references) (CB)

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