

Abstract

High nursing turnover rates are costly (5.9 million dollars/year) impacting quality of care and patient satisfaction. New graduate nurses are leaving the profession at a staggering rate. 17.5% of nursing graduates leave within their first year of employment and 43.4% leave within their first three years. One cause of this high turnover is Compassion Fatigue, which is emotional injury resulting in the inability to derive satisfaction from work impeding the nurse from experiencing Compassion Satisfaction. This project addresses Compassion Fatigue in nurses by using social media as a platform to increase Compassion Satisfaction. A shift to leverage social media for health information should include all generations of nurses. 70% of all Americans, across multiple generations, use social media for communication and information. Facebook has the largest usage with more than 75% of its users visiting the site daily. A non-experimental descriptive research design using Stamm's (2010) Professional Quality of Life version five (ProQOL-V) survey (n= 83) and input from an expert panel was used to inform the creation of a social media page addressing Compassion Fatigue. Additionally, a mobile application entitled "Compassion Satisfaction in Nursing: There's an APP for that!" was created. Data over the first three months included 18,522 impressions received, 13,781 users reached, and 36 people taking action, Effectiveness of social media for improving Compassion Satisfaction in Nursing is an area for future research.