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The Role of Social Media in Rebranding the Nursing Profession

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Abstract

This article examines the critical role of social media in reshaping the public perception of the nursing profession, building on recent research that highlights the need for strategic branding in nursing. Despite being ranked as the most trusted profession in annual Gallup polls, nursing's full scope—including its leadership and intellectual contributions—often remains underrepresented. This article argues that social media, particularly platforms like LinkedIn, offers a unique opportunity to bridge this gap by allowing nurses to present themselves as leaders, innovators, and intellectuals who are shaping the future of healthcare. Social media's ability to enhance visibility, engage with global audiences, and promote the diverse contributions of nursing is essential for rebranding the profession. Additionally, the article emphasizes the importance of digital literacy and the strategic use of social media for students and young professionals whose careers will span deep into the digital age. A well-crafted social media policy within healthcare institutions is also discussed, ensuring professionalism, protecting staff from online harassment, and promoting the nursing profession's values. This article highlights how effective use of social media can redefine nursing's image, showcasing it as a dynamic, science-driven, leadership-focused profession vital to global healthcare systems. © 2025 International Council of Nurses.

Indexed keywords

MeSH
Humans; Leadership; Nurse's Role; Nursing; Social Media

EMTREE medical terms
career; health care system; human; International Council of Nurses; internet literacy; leadership; letter; nurse; nursing; nursing as a profession; online harassment; professionalism; social media; visibility; nurse attitude

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