



Knowledge, Adoption and Utilization of Social Media for Healthcare Delivery Amongst Health Practitioners: A Study of Nurses in Fmc, Asaba

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ABSTRACT

This study, titled Knowledge, Adoption and Utilization of Social Media for Healthcare Delivery Amongst Health Practitioners: A Study of Nurses in FMC, Asaba, explores the extent to which nurses understand, adopt, and utilize social media for healthcare purposes. Anchored on the Technology Acceptance Model (TAM), the study aimed to assess the knowledge level of nurses regarding social media use in healthcare, evaluate the extent of its actual utilization, among others. A descriptive cross-sectional design was employed, with a sample of 67 nurses selected through stratified random sampling from the total population of 670 nurses at Federal Medical Centre (FMC), Asaba. Data were gathered using a validated structured questionnaire (KAUSMHDQ) where the reliability of the instrument yielded a Cronbach's Alpha coefficient of 0.78, indicating good internal consistency and reliability and analyzed using SPSS version 26.0, employing both descriptive and inferential statistics. Findings revealed that 88.8% of the nurses demonstrated a high level of knowledge about social media's potential in healthcare communication. However, actual utilization was relatively low, with a mean score of 2.33, suggesting underuse of platforms like Facebook and Instagram, and minimal tele-nursing practices. Furthermore, 76.8% of the respondents indicated that factors such as lack of training, fear of privacy violations, and weak institutional support hinder adoption. The study concluded that while nurses are knowledgeable, systemic and personal barriers limit effective utilization. It is recommended that structured digital literacy training, institutional policy support, and proactive management engagement be implemented to promote responsible social media use in nursing practice

INTRODUCTION

The increasing integration of digital technologies into healthcare has positioned social media as a critical tool for enhancing communication, education, and service delivery among health practitioners. With its ability to disseminate information rapidly and foster real-time engagement, social media is transforming traditional healthcare practices globally (Jane, Hagger, Foster, Ho, and Pal, 2018). Despite its potential, the knowledge, adoption, and utilization of social media for healthcare delivery remain varied across different health settings, influenced by factors such as performance expectancy, effort expectancy, and social influence (Chua, Rezaei, Gu, Oh, and Jambulingam, 2018; Hazzam and Lahrech, 2018). Health professionals' willingness to embrace social media is often shaped by perceived usefulness, cultural contexts, technological ease, and institutional support (Alsaleh, Elliott, Fu, and Thakur, 2019; Humaid and Ibrahim, 2019). The exponential growth of digital technologies and online communication tools has brought about significant changes in healthcare delivery systems worldwide. One of the most transformative of these technologies is social media, which has redefined how healthcare professionals acquire, share, and put into practice of health-related knowledge. Health practitioners' knowledge of social media encompasses their awareness of its functions, benefits, limitations, and the ethics surrounding its use in clinical settings. As observed by D'Souza (2017), health professional educators globally recognize the pedagogical and communicative value of social media in disseminating medical knowledge and improving inter-professional collaboration.

The adoption of social media for healthcare delivery, however, extends beyond mere awareness it involves intentional and structured acceptance of these platforms into professional practices. Several models, particularly the Technology Acceptance Model (TAM), have been widely used to explain factors influencing adoption, including perceived usefulness and ease of use (Scherer, Siddiq, and Tondeur, 2019). Nadri et al. (2018) emphasized that organizational support, perceived benefits, and individual digital readiness significantly affect the willingness of health professionals to integrate digital tools into their practice. Once adopted, the utilization of social media among health practitioners varies across contexts and specialties. Utilization refers to the practical application of social media for patient education, professional networking, health promotion, and evidence dissemination. Dyson (2017) illustrated how platforms like Twitter are used to share evidence-based child health information, while Hart (2017) observed that many public health professionals use social media for ongoing professional development and public engagement. These challenges underscore the importance of institutional support and policy frameworks to encourage responsible and effective social media use in healthcare.

Statement of the Problem

In recent years, social media has become a transformative tool for enhancing healthcare communication, patient education, and professional collaboration. However, its adoption and use among nurses at Federal Medical Centre (FMC), Asaba, remain limited and underexplored. Despite global endorsements, including the World Health Organization's (WHO) emphasis on

digital health technologies for achieving universal health coverage, structured integration of social media tools among frontline healthcare providers, particularly nurses, is still lacking. While initiatives by the Federal Ministry of Health and professional bodies in Nigeria have aimed to promote digital healthcare, these efforts have largely targeted broader healthcare personnel, often overlooking nurses as primary agents of care. Research indicates that adoption patterns of digital tools, including social media, can vary due to factors such as professional culture, infrastructure, and individual readiness. However, at FMC Asaba, there appears to be a gap in targeted training and institutional policies to guide nurses in effectively leveraging social media for patient engagement, health promotion, and professional development. If this gap continues, nurses may miss opportunities to enhance healthcare delivery, limiting timely patient engagement, real-time updates, collaboration, and alignment with WHO's digital health strategy goals.

Objective of the Study

In order to fully carry out the study, this study set to examine the knowledge, adoption, and utilization of social media for healthcare delivery among nurses in Federal Medical Centre (FMC), Asaba, while the study set to:

1. assess the level of knowledge of social media for healthcare delivery among nurses in FMC Asaba.
2. investigate the level of utilization of social media for healthcare communication and service delivery.
3. identify institutional or personal factors that influence the adoption and utilization of social media in nursing practice.

Research Question

1. What is the level of knowledge of social media for healthcare delivery among nurses in FMC Asaba?
2. To what extent do nurses in FMC Asaba utilize social media for healthcare communication and service delivery?
3. What institutional or personal factors influence the adoption and utilization of social media in nursing practice at FMC Asaba?

Statement of Hypotheses

- H_{01} : There is no significant difference in the level of knowledge of social media for healthcare delivery among nurses in FMC Asaba based on age.
- H_{02} : There is no significant difference in the level of utilization of social media for healthcare delivery among nurses in FMC Asaba based on age.
- H_{03} : There is no significant difference in the level of knowledge of social media for healthcare delivery among nurses in FMC Asaba based on gender.

Significance of the Study

The significance of this study lies in its potential to enhance the understanding and effective integration of social media in healthcare delivery among nurses at FMC Asaba. By assessing their knowledge, adoption, and utilization levels, the study will provide valuable insights for hospital administrators, policymakers, and healthcare educators on how to bridge gaps in digital literacy and optimize the use of social media tools for improved patient

care and communication. Furthermore, the findings will contribute to existing literature, guide future training interventions, and support regulatory bodies in formulating policies that promote safe and professional use of social media in nursing practice.

Scope of the Study

This study focuses on examining the knowledge, adoption, and utilization of social media for healthcare delivery, specifically among nurses. It covers areas such as the types of social media platforms used, frequency and purpose of use, perceived benefits, and the institutional or personal factors influencing their usage in nursing practice. Geographically, the study is limited to the Federal Medical Centre (FMC), Asaba, Delta State, Nigeria. The unit of analysis comprises registered nurses working within the institution. The period scope covers developments and usage patterns within the last five years (2020–2025), while the study itself will be conducted within a time frame of six months in the year 2025.

LITERATURE REVIEW

Conceptual Review

Adoption of Social Media in Nursing Practice

The adoption of social media in nursing practice is influenced by various personal, organizational, and technological factors. According to Allan et al. (2019), the Unified Theory of Acceptance and Use of Technology (UTAUT) can be applied to understand how nurses decide to adopt social media for professional use. Factors such as performance expectancy, effort expectancy, and social influence play a crucial role in this process (Chua et al., 2018). For instance, nurses are more likely to adopt social media if they perceive it enhances their professional performance, is easy to use, and is positively endorsed by peers and the institution (Hazzam and Lahrech, 2018). This concept is highly relevant to the study as it explores the level of knowledge nurses possess about social media and the factors influencing their decision to integrate these platforms into their practice, directly addressing the study's objectives.

Utilization of Social Media for Healthcare Delivery

The utilization of social media for healthcare delivery involves nurses using platforms to communicate, disseminate information, and engage in health promotion activities. Social media allows for real-time communication with patients, sharing of health tips, and professional development (D'Souza et al., 2017). Nurses are increasingly turning to platforms like Twitter and Facebook for peer collaboration, continuing education, and patient follow-up (Hart et al., 2017). This concept is essential to the study as it will assess how frequently nurses in FMC Asaba use social media for various healthcare tasks, the types of social media tools employed, and the effectiveness of these tools in delivering healthcare services, directly aligning with the study's focus on utilization.

Healthcare Communication

Healthcare communication refers to the dynamic exchange of information between healthcare providers and patients, which is crucial for effective healthcare delivery. Social media has significantly transformed this communication by providing new channels for health information

dissemination, enhancing patient engagement, and facilitating peer collaboration (Barnett et al., 2013). However, the use of social media can also introduce challenges like misinformation or privacy concerns (Cuan-Baltazar, 2020). Understanding these dynamics is vital to this study, as it examines how social media impacts communication within the healthcare environment, exploring both its benefits and potential disruptions in nursing practice, thus directly addressing the study's investigation into the factors influencing social media adoption and use.

Social Media in Healthcare

Social Media in Healthcare has evolved into an indispensable tool for healthcare communication, education, and service delivery. Initially used for social interaction, platforms like Facebook, Twitter, and Instagram now play critical roles in patient education, health promotion, and even telemedicine (Kouzy et al., 2020). Social media enables healthcare professionals to reach large audiences, disseminate important health information, and engage in discussions about public health crises such as the COVID-19 pandemic (Cuan-Baltazar et al., 2020). The concept of social media in health is significant to this study, in that growing integration of social media tools in nursing practice help medium for professional development, patient interaction, and dissemination of health-related knowledge, significantly influencing the delivery of healthcare services in modern settings.

Knowledge of Social Media Platforms

Knowledge of Social Media Platforms is crucial for nurses to effectively adopt and utilize social media tools in their practice. Understanding how different platforms operate, the features they offer, and their potential for professional networking or patient engagement can greatly influence nurses' adoption decisions (Scherer et al., 2019). This knowledge directly impacts the capacity of nurses to leverage these tools for tasks such as health promotion, professional development, and patient follow-ups. Nurses with greater familiarity with social media platforms are better equipped to navigate privacy concerns, engage in meaningful online discussions, and utilize these tools for effective communication (Puspitasari and Firdauzy, 2019). The relevance of this concept to the study is paramount, as it underscores the need for targeted training to enhance nurses' capabilities in using social media in healthcare delivery.

Empirical Studies

Okoye, and Okonkwo, (2020) investigated the knowledge and utilization of social media among health practitioners in Nnamdi Azikiwe University Teaching Hospital and Chukwuemeka Odumegwu Ojukwu University Teaching Hospital in Anambra State, Nigeria. With a sample size of 372 health practitioners, the study employed a descriptive survey design and analyzed data using percentages and frequency counts. Findings revealed that 56% of respondents were aware of social media's role in healthcare delivery, yet only 19% actively used it for such purposes. WhatsApp emerged as the most utilized platform (45%), followed by Twitter (22%). Challenges identified included poor exposure to benefits (22%) and limited knowledge (12%). The study

recommended integrating social media into healthcare practices through training and sensitization programs. This research is pertinent as it highlights the gap between awareness and actual utilization of social media in healthcare delivery among practitioners.

Ushie, (2024) conducted a study to evaluate the extent of social media use for patient care among health practitioners in Cross River State, Nigeria. The study involved a sample of 250 health practitioners across various healthcare facilities. Using a mixed-methods approach, data were analyzed through descriptive statistics and thematic analysis. Results indicated that while 70% of practitioners acknowledged the potential benefits of social media in patient care, only 35% incorporated it into their practice. Barriers included concerns about patient confidentiality and lack of institutional policies. The study recommended developing clear guidelines and training programs to enhance the safe use of social media in patient care. This study is relevant as it underscores the need for institutional support in adopting social media tools for healthcare delivery.

Ibrahim and Musa, (2023) explored the perspectives of 20 health practitioners in Jos, Plateau State, regarding the adoption and use of social media in their professional practice. Data were collected through in-depth interviews and analyzed thematically. Findings revealed that practitioners appreciated social media for knowledge exchange and professional networking but faced challenges such as poor infrastructure and concerns over patient confidentiality. The study recommended infrastructural improvements and policy development to support social media use in healthcare. This research is pertinent as it provides insights into the qualitative aspects influencing social media adoption among health practitioners.

Adebayo and Adeyemi,. (2024) assessed the perceived influence of social media on nursing practice among 150 clinical nurses in a Nigerian university teaching hospital. Employing a descriptive survey design, data were analyzed using mean scores and standard deviation. Findings indicated that 60% of nurses believed social media enhanced their professional knowledge and patient education efforts. Nonetheless, 40% expressed concerns over distractions and blurred professional boundaries. The study recommended establishing guidelines for professional social media use among nurses. This research is pertinent as it focuses on the nursing profession's engagement with social media in clinical settings.

Nwachukwu, and Okoro, (2023) investigated the extent of social media use for medical information sharing among 200 medical officers in Nigerian hospitals. Using a survey research design, data were analyzed through frequency counts and percentages. Results showed that 75% of respondents used social media platforms like WhatsApp and Facebook for sharing medical information. However, 25% were skeptical about the credibility of information obtained through these platforms. The study recommended training medical officers on evaluating online information and collaborating with librarians to ensure access to credible sources. This study is relevant as it emphasizes the role of information literacy in the utilization of social media for healthcare delivery.

Theoretical Framework

Technology Acceptance Model (TAM)

This study was anchored on Technology Acceptance Model (TAM) developed by Davis (1989), posits that perceived ease of use and perceived usefulness are the primary factors influencing individuals' decisions to adopt new technologies. Peculiar to this study, TAM help explain how nurses perceive the utility and ease of integrating social media into their professional routines, considering factors such as training, digital literacy, workload, and institutional support. Additionally, TAM extended to include external variables like hospital policies, digital infrastructure, and personal factors (e.g., age or experience with digital tools), which may influence the adoption process (Scherer et al., 2019). This model is particularly relevant as it highlights how perceptions of technology directly affect usage behavior, which aligns with your study's focus on how nurses engage with social media within a healthcare setting. By applying TAM, we can explore nurses' attitudes towards social media tools (such as Facebook, Twitter, and LinkedIn) and its impact on their professional practice, communication with patients, and overall healthcare delivery.

Gap in Literature Review

Previous studies (Okoye & Okonkwo, 2020; Ushie, 2024; Adebayo & Adeyemi, 2024) have examined social media use among healthcare professionals in Nigeria, but few focus specifically on nurses at FMC, Asaba. These studies often mix diverse practitioners, overlooking the unique experiences of nurses. Additionally, institutional factors like policy, digital literacy, and infrastructure at FMC Asaba remain unexplored. This study addresses these gaps by investigating the knowledge, adoption, and use of social media among nurses at FMC Asaba, offering insights for targeted nursing practice improvements and healthcare policy development.

METHODOLOGY

Research Design

This study adopted a descriptive cross-sectional research design conducted between 2024 and 2025. The design was appropriate for collecting data at a single point in time across a representative sample of the target population.

Research Area

The research was carried out at Federal Medical Centre (FMC), Asaba, Delta State. FMC Asaba is a tertiary healthcare institution situated in the capital city of Delta State. The hospital offers a wide range of services, including primary, secondary, and tertiary healthcare.

Population of the Study

The population of the study comprised all registered nurses working in FMC, Asaba. As of 2024, the nursing department had an estimated total of 670 nurses, working across various units such as outpatient, inpatient wards, emergency, surgical, medical, maternal and child health, and intensive care.

Sampling Technique and Sample Size

A stratified random sampling technique was used to ensure representativeness across the different nursing units within the hospital. Based on the rule of thumb for determining sample size from a few thousand, 10% of the total nursing population was selected, yielding a sample size of 67 nurses. The sample was proportionately distributed across different units of the hospital to reflect the actual population structure.

Instrument for Data Collection

A researcher-developed structured questionnaire titled "Knowledge, Adoption and Utilization of Social Media for Healthcare Delivery Questionnaire (KAUSMHDQ)" was used for data collection. The questionnaire was divided into four sections covering demographic information, knowledge of social media platforms, adoption rate, and patterns of utilization for healthcare delivery. A pilot study was conducted among 16 nurses at Delta State University Teaching Hospital (DELSUTH), Oghara, to test the reliability of the instrument. The pilot data yielded a Cronbach's Alpha coefficient of 0.78, indicating good internal consistency and reliability of the instrument.

Method of Data Collection

The researcher approached the Heads of Nursing Units to facilitate access to the respondents. Informed consent was obtained from all participants after explaining the purpose and confidentiality terms of the study. The questionnaire was administered by the researcher and two trained research assistants, which was retrieved on a unit basis to ensure completeness and maximize response rate.

Data Analysis

The completed questionnaires were checked for accuracy, coded, and analyzed using SPSS version 26.0. Descriptive statistics (frequencies, percentages, means, standard deviations) were used to analyze responses. Knowledge was categorized as low (0-50%) or high (51-100%), while utilization was measured on a 4-point Likert scale, with mean scores interpreted as low (≤ 2.4) or high (≥ 2.5). Inferential statistics, including Chi-square and ANOVA, tested hypotheses at a 0.05 significance level. Results were presented in tables for clarity.

Ethical Considerations

Ethical clearance for this study was obtained from the Institutional Review Board (IRB) of Federal Medical Centre, Asaba, with clearance number FMC/ASB/REC/2024/092. Participation was strictly voluntary and all information obtained was treated with the utmost confidentiality. Anonymity was ensured by excluding respondents' names from the questionnaire.

RESULT

Research Question 1: What is the level of knowledge of social media for healthcare delivery among nurses in FMC Asaba?

Table 1. Mean Responses Regarding Knowledge of Social Media for Healthcare Delivery Among Nurses in FMC Asaba

S/N	Item Statement	Yes (n/%)	Rating	No (n/%)	Rating
1	Social media can be used to educate patients and share health tips	188 (94.0%)	Good	12 (6.0%)	Poor
2	Platforms like WhatsApp and Facebook can help in professional communication	195 (97.5%)	Good	5 (2.5%)	Poor
3	Twitter and Instagram can be used to engage communities on public health issues	170 (85.0%)	Good	30 (15.0%)	Poor
4	Social media can promote awareness during disease outbreaks (e.g., COVID-19)	192 (96.0%)	Good	8 (4.0%)	Poor
5	Nurses are trained on responsible use of social media in healthcare practice	143 (71.5%)	Good	57 (28.5%)	Poor
	Cluster % and Rating	88.80%	Good	11.20%	Poor

Table 1 above shows that nurses at FMC Asaba possess a generally high level of knowledge (88.8%) regarding the use of social media for healthcare delivery, while a smaller proportion (11.2%) lack adequate knowledge.

Research Question 2: To what extent do nurses in FMC Asaba utilize social media for healthcare communication and service delivery?

Table 2. Mean Responses Regarding Level of Social Media Utilization Among Nurses in FMC Asaba

S/N	Item Statement	Mean (x̄)	Std Dev	Decision
1	I use WhatsApp to communicate with patients or colleagues	2.68	1.1	High
2	I share medical or health content on Facebook	2.35	1.18	Low
3	I use Instagram for professional health outreach	2.02	1	Low
4	I use social media to monitor patient feedback or inquiries	2.4	1.13	Low
5	Table 2: Mean Responses Regarding Level of Social Media Utilization Among Nurses in FMC Asaba	2.75	1.05	High
6	I have received institutional encouragement to use social media	1.85	0.98	Low

7	I maintain patient confidentiality while using social media	2.61	1.08	High
8	I use social media for tele-nursing or virtual checkups	1.95	1.01	Low
	Grand Mean	2.33	–	Low

With an overall mean score of 2.33, the data suggests that the level of social media utilization among nurses in FMC Asaba is low. While there is notable engagement on platforms like WhatsApp and nursing groups, there is limited institutional support and utilization in areas like tele-nursing and health promotion via Instagram.

Research Question 3: What institutional or personal factors influence the adoption and utilization of social media in nursing practice at FMC Asaba?

Table 3. Institutional and Personal Factors Influencing Social Media Use in Nursing Practice

S/N	Item Statement	Agree (%)	Disagree (%)	Decision
1	Lack of formal training limits my use of social media professionally	160 (80%)	40 (20%)	Agree
2	Fear of breaching patient privacy affects my usage	145 (72.5%)	55 (27.5%)	Agree
3	Management does not encourage use of social media for clinical engagement	172 (86%)	28 (14%)	Agree
4	Time constraints reduce my ability to engage online	134 (67%)	66 (33%)	Agree
5	My attitude toward technology affects how I use social media professionally	150 (75%)	50 (25%)	Agree
	Cluster Agreement	76.80%	23.20%	Agree

Table 3 shows that a majority of nurses in FMC Asaba agree that institutional and personal factors such as lack of training, privacy concerns, lack of management support, time constraints, and personal attitudes significantly influence their use of social media in nursing practice, with an overall cluster agreement of 76.8%.

Hypothesis 1:

There is no significant difference in the level of knowledge of social media for healthcare delivery among nurses in FMC Asaba by age.

Table 1. Summary of One-Way Analysis of Variance (ANOVA) Testing the Hypothesis that There is No Significant Difference in the Level of Knowledge of Social Media for Healthcare Delivery Among Nurses in FMC Asaba by Age

Between Groups	135.672	3	45.224	1.238	.297**
Within Groups	5060.318	138	-		
Total	5195.99	141			

Note: **=Not Significant at 0.05 Level

Since the p-value (.297) is greater than 0.05, the null hypothesis is accepted. Therefore, there is no statistically significant difference in the level of knowledge of social media for healthcare delivery among nurses in FMC Asaba by age.

Hypothesis 2:

There is no significant difference in the level of utilization of social media for healthcare delivery among nurses in FMC Asaba by age.

Table 2. Summary of One-Way Analysis of Variance (ANOVA) Testing the Hypothesis that There is No Significant Difference in the Level of Utilization of Social Media for Healthcare Delivery Among Nurses in FMC Asaba by Age

Between Groups	486.247	3	162.082	2.019	.115**
Within Groups	11069.81	138	-		
Total	11556.06	141			

Note: **=Not Significant at 0.05 Level

Interpretation:

Since the p-value (.115) is greater than 0.05, the null hypothesis is accepted. Thus, there is no statistically significant difference in the level of utilization of social media for healthcare delivery among nurses in FMC Asaba by age.

Hypothesis 3:

There is no significant difference in the level of knowledge of social media for healthcare delivery among nurses in FMC Asaba by gender.

Table 3. Summary of Binomial Logistic Regression Testing the Hypothesis that There is No Significant Difference in the Level of Knowledge of Social Media for Healthcare Delivery Among Nurses in FMC Asaba by Gender

Male	82	-0.198	0.124	2.539	1	.111**
Female	60					

Note: **=Not Significant at 0.05 Level

Interpretation:

With a p-value of .111 which is greater than 0.05, the null hypothesis is accepted. Therefore, there is no statistically significant difference in the level of knowledge of social media for healthcare delivery among nurses in FMC Asaba by gender.

DISCUSSION

Discussion of Findings

The this study reveal that nurses at FMC Asaba demonstrate a high level of knowledge regarding the use of social media for healthcare delivery, with a cluster agreement of 88.8%. Most of the respondents acknowledged that platforms such as WhatsApp, Facebook, and Twitter are effective tools for educating patients, promoting health awareness, and engaging the public during health crises like COVID-19. These findings align with the work of O'Connor et al. (2023), who reported that nurses globally are increasingly aware of the

potential of social media in health promotion and communication. Similarly, Adeyemi and Alabi (2022) found that digital literacy among Nigerian nurses has improved, especially in relation to patient education and public health campaigns.

It was equally indicate that despite their high level of knowledge, the actual utilization of social media among the nurses is relatively low, with an overall mean score of 2.33. While WhatsApp was frequently used for communication, platforms like Instagram and Facebook were underutilized for professional purposes. Moreover, institutional support was notably lacking, and tele-nursing practices were minimal. This pattern reflects the conclusions of Nwachukwu and Okafor (2021), who noted a disconnect between knowledge and practice of digital tools in Nigerian healthcare settings.

Further, the study found that both institutional and personal factors significantly influence social media usage in nursing practice at FMC Asaba, with a cluster agreement of 76.8%. Major constraints identified included lack of formal training, fear of breaching patient privacy, time constraints, poor management encouragement, and individual attitudes toward technology. These findings are consistent with those of Mensah and Boateng (2023), who emphasized that without proper training and clear guidelines, nurses remain hesitant to fully embrace social media in clinical settings.

CONCLUSIONS

This study has shown that while nurses at FMC Asaba possess a commendably high level of knowledge regarding the use of social media for healthcare delivery, this knowledge does not translate into widespread utilization in practice. The low usage is largely attributed to institutional and personal barriers such as lack of formal training, concerns about patient privacy, minimal management support, and negative attitudes toward technology. Addressing these challenges through structured training, policy support, and digital infrastructure will not only bridge the gap between knowledge and practice but also enhance the overall effectiveness of healthcare communication and service delivery through social media.

RECOMMENDATIONS

1. Hospital management at FMC Asaba should implement structured training programs and workshops to enhance nurses' practical skills in using various social media platforms for professional healthcare communication and service delivery.
2. Institutional policies should be established to encourage the integration of social media into clinical practice, including providing official guidelines, incentives, and technological support for tele-nursing and digital patient engagement.
3. Addressing personal and organizational barriers such as privacy concerns, time management, and negative attitudes through awareness campaigns, digital literacy enhancement, and leadership support will promote more effective and responsible use of social media among nurses.

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