



## 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