

CRNAs & Social Media: Elevating Our Profession with Purpose, Presence & Integrity

Overview

In today's digital age, nurse anesthetists have a powerful opportunity — and responsibility — to shape public perception, advocate for patients, and elevate our profession. This panel explores how CRNAs can use social media with professionalism, authenticity, and impact.

Objectives

- Recognize the importance of social media presence for CRNA advocacy and education.
 - Understand the challenges of balancing personal opinions with professional representation.
 - Identify best practices for credibility and professionalism online.
 - Explore strategies for building a meaningful online presence.
 - Engage in open discussion about representation, respect, and resilience.
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Meet the Panelists

- **@coreanesthesia** — CRNAs, mentors, and educators making anesthesia concepts accessible for SRNAs and CRNAs.
 - **@amber_crna** — Advocate for authenticity, mentorship, and personal growth in nurse anesthesia.
 - **@vinny2guns_** — Brings humor, honesty, and a strong voice to highlight the realities of the CRNA profession.
 - **@kateb_crna** — Newly minted CRNA and advocate for clinical excellence, professional unity, and empowerment.
 - **@confidentcareacademy** — CRNA-founded platform providing mentorship and study strategies for future providers.
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Panel Flow

- **Moderator Questions** (25–30 min)
 - **Audience Q&A / Open Discussion** (10–15 min)
 - **Wrap-Up Takeaways** (5 min)
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Key Discussion Themes

1. The “Why” behind content creation.
 2. Balancing professionalism with personality.
 3. Grace over judgment in the digital space.
 4. Representation and storytelling in healthcare.
 5. Starting from zero: practical tips for getting active online.
 6. Motivation beyond monetization.
 7. Ethical and legal considerations.
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Audience Engagement

- Live Poll: *What’s your biggest concern with being active on social media as a CRNA?*
 - Open Q&A: Share challenges and ideas.
 - Reflection Prompt: *What’s one thing you wish more CRNAs talked about online?*
 - Challenge: Post one advocacy, education, or mentorship message this week — tag a panelist for support!
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Takeaway: Social media is not just about visibility — it’s about voice, integrity, and impact. Together, CRNAs can use digital platforms to shape the future of our profession.