Kaplan and Haenlein,( 2010 ),have described social media as online based tools that allow people to gather information,share ideas,perspectives, photos, video and audio clips.In addition to this c lee ventora(2017), explained that social media sitescan be grouped according to purpose.such as social networkin-facebook,professional development-linked in,media sharing –youtube,knowledge/information aggregation-wikipedia.He also explains that social media is very useful in nursing profession.The purpose of this essy is to discuss the advantages of social media in nursing profession.

According to (quote aref)social media has greatly enhanced development of nursing profession.he further explains that apart from discussing work related matters,nurses also address conflicting subjects such as ethics,politics,practice management,career strategies and even dating in the nursing environment.In agreement tto this Barry&Hardiker (2012) ,asserts that it links up nurses in third world countries with those nurses who are in more medically advanced areas.in addition it offers a channel of communication to share and exchange ideas in ways that were not there before hence leading to nurses staying updated of recent healthcare developments.An example of profeesional networking among nursing profession is streaming nursing procedures such as infection control techniques through youtube and allowing nurses to ask questions and at the same time,give opinions.( )goes ahead to say that social development in nursing has been promoted through social media in that job vacancies have been communicated through social media and nurses interviewed through social media platforms such as skype.this has enabled an ease of access to information and job opportunities unlike whe n one had towait for a print media.

The second advantage is that social media has greatly impacted education for nurses.It has made acces to learning materials easier and fast to students.Not only do nurses and students acces information fast but also provides a platform where they share information with international students and this leads to development in nusing career.(Schmitt,Sims-Giddens&Booth,2012) .(……..)expands further that use of social media has promoted the understanding of students about professionalism.code of ethics in nursing and communication in the nursing environment.He further explains that,it has promoted critical thinking in emergency situations.For example students watching a scenario in a hospital setting and sending their observations and opinions on the condition of the patient for the lecturer or clinical instructor to give a feedback.

Another benefit is promotion of public health .(Tribe &Webb,2014).Due to the sociable nature of human being,they easily influence each other and information spreads to a large number of audience.This is as a result of many people participating in discussions and activities,it enhances greater outcome towards the public health goals.for example,nurses can create a discussion forum for patients with similar health problems such as cancer patients,where they interact,share their experiences and give emotional support to each other.In support to that Glanz et al 2008,confirms that through social networking nurses are able to give health education to the community..he continues to explain that it has influenced behavioral change such as eating a balanced diet and washing hands, among patients and the community.He also adds that nurses can use this platform to inform to the community in instances of disease outbreaks and to teach them on disaster management and preparedness .On the other hand the community can use the social media platforms to ask questions on matters affecting their health and also to book appointments.(quote…)

The final advantage is