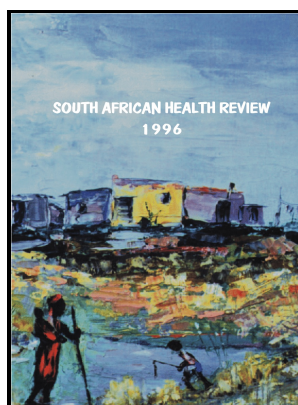


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Primary health care systems and services for the twenty

The purpose of this article is to describe the use of Facebook and LinkedIn social media sites in the recruitment of nurses for an online survey, using a 5-week modified online Dillman approach. The image of the acute hospitals could be favourably projected; however, local as well as national difficulty persisted in the recruitment of candidates to Cinderella services such as tuberculosis sanatoria. Most of this activity is concentrated in Delhi, Bangalore, and Kochi.

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In addition, a snowball method was applied for recruitment, where directly-contacted respondents provided additional names of graduate mates or sent them the invitation. For recruitment, as well as retention, improving the image and reputation of nursing along with improvements in work-life balance were pre-requisites for meeting the challenging target of an additional 20,000 nurses on the wards by 2004.

Primary health care systems and services for the twenty

Methods The quantitative survey took place in 2012.

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In an increasingly competitive global labour market, the UK is faced with a nursing shortage and has been recruiting trained nurses from abroad NMC 1993-2002. Three conditions were used: a control group, one condition that required visiting the Facebook page of a hospital and one

condition that required visiting the LinkedIn page.

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Self-report bias was inherent to our survey study design. The quantitative survey took place in 2012.

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