

Experience report

## Transmedia in pediatric nursing for guidance to family members in coping with COVID-19: experience report

Transmídia na enfermagem pediátrica para orientações aos familiares no enfrentamento da COVID-19: relato de experiência

Transmedia en enfermería pediátrica para orientación a familiares en el enfrentamiento al COVID-19: relato de experiencia

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### Abstract

**Objective:** to describe the experience of transmedia in pediatric nursing for guidance to family members on care for newborns and children in coping with covid-19. **Method:** experience report systematized in five stages (starting point, initial questions, recovery of the lived process, background reflection and points of arrival), from a technological initiation project, with data from the period of August 2021/June 2022, on the publication of transmedia content, referring to childhood care in times of covid-19, with the target audience being family members of newborns and children. **Results:** content was created and published on several social media (Instagram, Facebook, Spotify, Youtube and WhatsApp), allowing during the pandemic the convergent sharing of reliable scientific guidelines. **Conclusion:** transmedia in pediatric nursing proved to be innovative, dynamic and profitable, in addition to low cost and great potential for coverage. **Descriptors:** COVID-19; Infant, Newborn; Health Education; Pediatric Nursing; Social Media

## Resumo

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**Objetivo:** descrever a experiência da transmídia na enfermagem pediátrica para orientações aos familiares sobre os cuidados aos recém-nascidos e às crianças no enfrentamento da covid-19.

**Método:** relato de experiência sistematizado em cinco tempos (ponto de partida, perguntas iniciais, recuperação do processo vivido, reflexão de fundo e pontos de chegada), oriundo de um projeto de iniciação tecnológica, com dados do período de agosto 2021/junho 2022, sobre a publicação de conteúdos transmidiáticos, referentes aos cuidados na infância em tempos de covid-19, tendo como público-alvo os familiares de recém-nascidos e crianças. **Resultados:** conteúdos foram criados e publicados em diversas mídias sociais (*Instagram, Facebook, Spotify, Youtube* e *WhatsApp*), permitindo durante a pandemia, o compartilhamento, de forma convergente, de orientações científicas fidedignas e confiáveis. **Conclusão:** a transmídia na enfermagem pediátrica mostrou-se inovadora, dinâmica e proveitosa, além de baixo custo e grande potencial de abrangência.

**Descritores:** COVID-19; Recém-Nascido; Educação em Saúde; Enfermagem Pediátrica; Mídias Sociais

## Resumen

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**Objetivo:** describir la experiencia de transmedia en enfermería pediátrica para orientar a los familiares sobre el cuidado del recién nacido y del niño en el enfrentamiento al covid-19. **Método:** relato de experiencia sistematizado en cinco etapas (punto de partida, preguntas iniciales, recuperación del proceso vivido, reflexión de antecedentes y puntos de llegada), de un proyecto de iniciación tecnológica, con datos del período agosto 2021/junio 2022, a partir de la publicación de contenido transmedia, referente al cuidado de la infancia en tiempos de covid-19, siendo el público objetivo familiares de recién nacidos y niños. **Resultados:** se crearon y publicaron contenidos en diversas redes sociales (*Instagram, Facebook, Spotify, Youtube* y *WhatsApp*), que permitieron, durante la pandemia, compartir, de forma convergente, orientaciones científicas fidedignas y confiables. **Conclusión:** el transmedia en enfermería pediátrica demostró ser innovador, dinámico y fructífero, además de ser de bajo costo y con gran potencial de cobertura.

**Descriptores:** COVID-19; Recién nacido; Educación en salud; Enfermería Pediátrica; Medios de Comunicación Sociales

## Introduction

In the year 2020, the World Health Organization (WHO) declared the beginning of the *coronavirus* disease 2019 (covid-19), caused by the Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). Due to the high transmissibility of the virus, there was a need for preventive measures, including social distancing.<sup>1</sup> This new reality boosted the use of social media in a short period of time, making them essential for obtaining information throughout society and for interaction between users.

The term “social media” is often mistakenly used as a synonym for “social network”. However, the concept of “social network” refers to a group of people who know each other or who are connected in some way aimed at interacting with each other, inside or outside the virtual world. However, “social media” refers to digital platforms that enable the production, dissemination and sharing of information, in addition to public interaction, such as Facebook, Youtube, twitter, Instagram, SlideShare, among others,<sup>2</sup> therefore, this is the focus of the current study.

In the area of health, social media, if used carefully and safely, has great potential to improve people's quality of life, which is why they have been used by health professionals to interact with the public and thus improve health education and social support. The overall benefits of health communication via social media include greater amounts of available, shared and personalized information, more accessibility and expanded access to health information, and increased interactions with others.<sup>3</sup> In this directive, the potential of social media for coping with Covid-19 in childhood is recognized, as they allow the rapid dissemination of scientific knowledge to different places in Brazil and the world, without restrictions of geographical barriers.<sup>4</sup>

Since the beginning of the pandemic, the first that occurred in the digital age, social media gained strength in the dissemination of numerous content, which made room for false information, so-called fake news, to also gain prominence in information media, leaving the population exposed to a range of low reliability information and, with it, susceptible to erroneous practices in coping with the pandemic.<sup>5</sup> However, although mobile devices promote access to fake news, they are also able to offer quality information through, for example, the use of social media for health education, even seeking to reverse the losses generated by misinformation and fake news.<sup>6</sup>

Health education routinely integrates the work of nurses, who use different strategies in health care, guiding their patients towards self-care and contributing to the improvement of quality of life, based on reports of their problems, experiences and attitudes. To this end, these professionals can employ several didactic and technological resources, based on technical-scientific knowledge, in order to act dynamically and promote health education in a safe and qualified way.<sup>7</sup> In this context, social media stand out for the possibility of socializing the production of knowledge in health,

mediating the relationship between the population and health professionals who are physically separated, thus adding innovative parameters to the teaching-learning process in health.<sup>6</sup>

Health education via social media is an innovative and effective process to provide reliable information and reach the desired target audience. In this scenario, transmedia, a term used in the current experience report, refers to a communication strategy based on media convergence, which permeates the dissemination of content through multiple channels, with the objective of producing a single, broad and coordinated experience in the face of the combination of integrated and complementary content.<sup>8</sup> This mode of communication facilitates and streamlines access and deepening of the desired information, allowing people to make independent choices, choosing one or more media platforms, according to their interests and needs, which makes learning active.<sup>9</sup>

Among the numerous possibilities for technological innovation in times of pandemic, health education on different social media with the families of newborns and children in coping with covid-19 emerges as an important ally, in order to mitigate doubts and uncertainties in children care. Therefore, the development and publication of transmedia contents in pediatric nursing become essential, as they allow the comprehensive and diversified sharing of scientific guidelines on different platforms, which can contribute to the healthy and harmonious development of children and the reduction of childhood morbidity and mortality.

It is essential that people, in this case, the families of newborns and children have in the palm of their hands a range of social media that carry reliable guidelines, based on scientific evidence, to encourage qualified and safe care, especially at this time when society, in addition to suffering from the difficulties inherent in the pandemic, is constantly bombarded by fake news.

Considering the scarcity of scientific research in the area of health and nursing on transmedia, it is necessary to expand studies that serve as a reference to instigate the use of this communication strategy in health educational actions by health professionals, including nurses. Thus, the objective was to describe the experience of transmedia in pediatric nursing for guidance to family members on the care of newborns and children in coping with covid-19.

## Method

Systematized experience report,<sup>10</sup> for the period from August 2021 to June 2022, on the development and publication of transmedia content (on social media Instagram, Facebook, Spotify, Youtube and WhatsApp) related to child care in times of covid-19. It concerns a technology initiation project, linked to the Fluminense Federal University, on the campus of Rio das Ostras, Rio de Janeiro (RJ), and coordinated by a PhD professor and with two nursing undergraduates (technological initiation scholarship holders) and a master's student as collaborators in nursing, and whose target audience for guidance is family members of newborns and children.

The systematization of an experience is the critical understanding of the elements experienced, which from its methodology and reconstruction identifies or shows the process lived, the factors that interfered in it and how they were related. For the elaboration of this report, the experiences were analyzed by the systematization process and described from the five times: starting point, initial questions, recovery of the lived process, background reflection and arrival points.<sup>10</sup>

The main characteristic of the first half (starting point) is the participation of the members and the recording of the experience; the second (initial questions) takes into account three aspects: Why do we want to systematize? What experience do we want to systematize? What central aspects of this experience are we interested in systematizing?; the third (recovery of the lived process) takes place from the reconstruction of history, in order to order and classify the information; the fourth (background reflection) concerns the analysis, synthesis and critical interpretation of the lived experience process; the fifth and last time (arrival points) is the time to formulate the conclusions and communicate the learning arising from the experience.<sup>10</sup>

As it is an experience report, which aims to deepen the theory of situations that arose spontaneously from the practice of the technological initiation project, it was not necessary to send the project to an Ethics Committee, in accordance with Resolution 510, of 07/04/2016 of the National Health Council. The secrecy of the individual information and the anonymity of the project's social media users were guaranteed throughout the study description.

## Results

The first time (starting point) of this report originated in the technological initiation project, called "Covid-19 UFF", which emerged with the observation and identification of the problem that the families of newborns and children were exposed to numerous content on social media, including superficial and erroneous information, without scientific basis with regard to care practices directed to childhood in times of covid-19. In this context, the project began its activities with its team considering the need to share trustworthy and reliable information with families in the face of the best scientific evidence, in order to collaborate in the promotion of safe and qualified care for this population group, in coping with the pandemic.

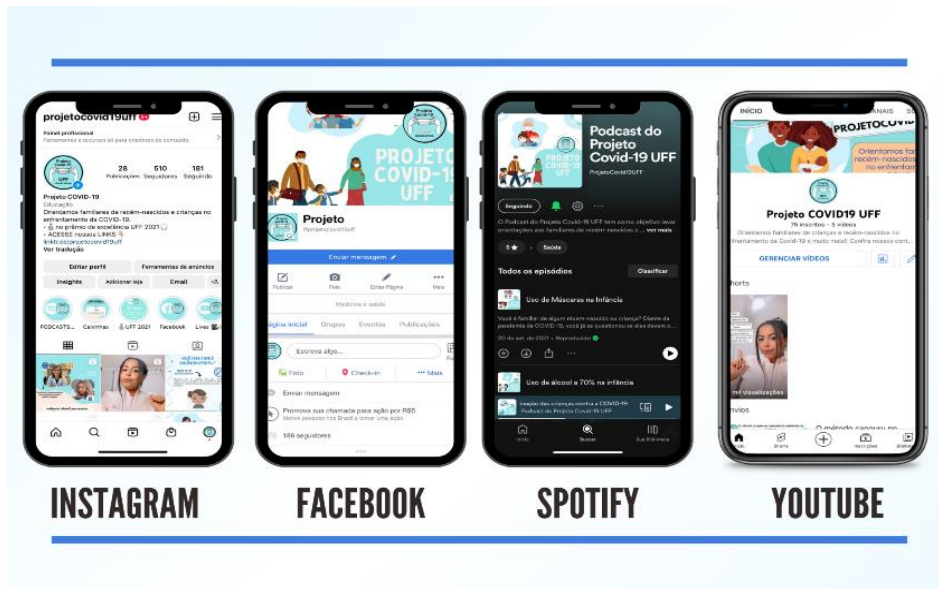
Thus, initially, in August 2021, the researchers of the group held virtual meetings through the video communication service Google Meet in order to define the stages to be followed, in addition to creating a group in the messaging and voice calls app WhatsApp to facilitate the full communication of the group. In the meantime, the visual identity of the project was conceived, to be used in the posts of all the channels used, aiming to include the family diversity that exists in Brazil, so that all family members could identify themselves when consuming the content developed and published in the different media. The color palette of the posts was also defined, in order to standardize them.

To this end, the graphic design platform Canva was used, which was also subsequently used to create all visual content (texts and images) of the publications. After the group reached a consensus on visual identity, the social media to be used by the project was also defined, namely: Instagram (online social network for sharing photos and videos); Facebook (social network that allows the sharing of messages, links, videos and photographs); Spotify (music, podcast and video streaming service); Youtube (video sharing platform) and WhatsApp (multiplatform application for instant messaging and voice calls to smartphones). In addition, a schedule was structured with dates, themes and general activities of the group, with the aim of organizing future posts and maintaining the level of engagement on the platforms.

As for the second period (initial questions), the intention to systematize the trajectory made in the technological initiation project related to transmedia in pediatric nursing resulted from the need to share this innovative experience in the scientific environment, since publications related to the use of different social media with the families of newborns and children, from the perspective of health education, were scarce. Thus, the objective was to demonstrate the path taken in the project in order to instigate the development and/or continuity of actions of this nature during and after the pandemic, thus encouraging the use of these new educational technologies in the area of health and nursing in the scope of assistance, teaching, research and outreach. Therefore, it was decided to report central elements of the idealization, elaboration, dissemination and reach of publications in different media.

About the third period (recovery from the process experienced), in September 2021, pages were created on Facebook (projetocovid19uff) and on Spotify (Podcast do Projeto Covid-19 UFF). It is noteworthy that on Instagram (@projetoocovid19uff) and Youtube (Projeto Covid-19 UFF) the pre-existing profiles on these platforms were used, entitled as "projetoocovid19uff", available since 2020, linked to a previous teaching, research and outreach project on coping with the pandemic with a focus on nursing professionals, under the coordination of the guiding teacher and participation of the same students.

An account was also created on the Google platform, which has an email address for the members to contact the academic environment and the target audience, in order to offer them another means of contact and facilitate access, enabling these people to resolve any doubts, for example. In addition to this benefit, the use of the Google Drive tool made it possible to store documents related to the project, scientific articles, works and presentations. Then, posts were started in all media, on a monthly basis, in most of them (Figure 1).



**Figure 1** – Prints of the pages on social media of the technological initiation project. Rio das Ostras - RJ.

During this period, the activities of dissemination and presentation of the project to reach the target audience (relatives of newborns and children) were also initiated. To this end, the coordinator, together with the other researchers of the project, used three methods: the first was based on sending text messages, using the members' personal profiles on WhatsApp and Instagram. These messages had an inviting and attractive format containing the links of each social media linked to the project, allowing easy access to these digital platforms. By the second method, the members used their personal profiles on Instagram for sharing the project page, through the tool story, to increase the reach of profile views. In the third method of dissemination was also applied to social media Instagram, by which the members used the action “follow” to reach corresponding users with the target audience.

Since then, from September 2021 to June 2022, the members of the group have communicated periodically to discuss issues related to the project, such as questions and suggestions, both from themselves and the target audience, regarding publications, assembly of content for each social media, development of interactive stories (tool within the Instagram profile), creation of interview scripts and the choice of guests for podcasts, in addition to the evaluation of publications already made.



It is noteworthy that all publications made by the project have a scientific basis, as reliable materials are used, which were selected according to the predetermined theme, according to the project schedule. In this way, the scholarship holders carried out the search for content directly on the websites of the Brazilian Society of Pediatrics, the Ministry of Health and the WHO. In addition, publications were also selected through the following informational resources: Scientific Electronic Library Online (SciELO), Medical Literature Analysis and Retrieval System Online (MEDLINE\PUBMED) and Latin American and Caribbean Literature in Health Sciences (LILACS).

Regarding the formulation of the publications, each month, one of the researchers assumed responsibility for a predetermined theme in the schedule available on Google Drive. With the theme defined, the next stage was the search for the information resources already mentioned and the development of the written document to be used as a theoretical basis for publications on all platforms. After completing this stage, the document was sent to the Whatsapp and through discussion among the members, if necessary, changes were made.

With the document approved, the creation of posts for the social networks Instagram and Facebook began, through the Canva platform, since these two media initially publish the explanatory texts and images on the theme of the month. All guidelines published on these platforms were disseminated through texts with accessible, simple and quick-to-read language, accompanied by illustrative images, in addition to the indication of bibliographic references. The publications were made at times when the target audience was most active on social media, according to insights provided by the platforms, namely: 4 pm, 5 pm, 6 pm and 7 pm.

It is noteworthy that in the year 2022, the schedule of video posts on the Instagram reels tool was started, with short and dynamic videos, of a maximum of 90 seconds. The intention was that they would also be published monthly, because according to the insights provided by Instagram itself; this video model generates a greater range of views compared to regular videos. Therefore, this mode of publication provides greater engagement, enabling new viewers to consume educational content and even gain new followers on the profile.

After preparing the content and posting on the pages of the Instagram and Facebook, the next stage was the production of the podcast, with the same theme as posts published and made available on Spotify. Therefore, the podcasts were outlined as follows: the members of the group used as a basis the posts published on other social media in the current month and, thus, the script and the search for guests with experience in the subject were produced, for example, nurses, physicians, psychologists, on the Lattes Platform or by indications of the members themselves. Subsequently, the selected experts were invited and, upon acceptance, the podcast was recorded.

In face-to-face mode or online, the recording with the guest was performed through the personal cell phone of the responsible researcher, through the use of the platform Anchor, a free application for smartphones that allows recording and editing of audio files. At the end of the recording stage, the focus was directed to editing the podcast on the Anchor platform itself or through other editing applications such as Wave Pad Audio Editor, Lexis Audio Editor and Music Cutter.

The profile of the project on the Youtube platform was the only one that did not yet have monthly periodicity, but was seen as a possibility of expansion and, therefore, it was intended to be used monthly for posting short videos (similar to Instagram reels) and even other videos related to the themes of each month. So far (June 2022), the profile has some saved lives, carried out previously, when it was still part of the teaching, research and outreach project already mentioned and with a short video posted on the tab of the shorts tool.

After publication in all media mentioned, it was published on WhatsApp, media used for the dissemination of all other media. This disclosure happened with the sending, by the personal WhatsApp of each member of the group, of an image with an informative text containing the monthly theme addressed and all the links of the other platforms. Regarding the themes already addressed, the following were published: use of a mask in childhood, use of 70% alcohol in childhood, return to school in a pandemic scenario, stimulation of the newborn during the pandemic, mental health of children during the pandemic, vaccination of children against covid-19, breastfeeding in times of covid-19 and child violence in a pandemic scenario.

As for the fourth time (background reflection), through the advent and expansion of social distancing provided by the proliferation of covid-19, many guardians were without the availability of their support network, thus, the burden related to the care of newborns and children under their tutelage increased. Therefore, the search for reliable guidance regarding best practices in the care of children and newborns in coping with covid-19 was limited in the face-to-face environment.

Likewise, another worrying factor refers to the exposure of these individuals to fake news linked to this theme. With these aspects in mind, the role of the Covid-19 UFF Project has become fundamental in raising family awareness about safe child care practices in the fight against the pandemic. The search for quality content independent of the time frame made the work of the project important, both in the pandemic period and in the current post-pandemic moment.

After structuring the technological project, there were some challenging issues, such as reaching the target audience in the virtual environment, creating a bond with it, generating engagement in social media, creating attractive content, seeking trained professionals for interviews carried out in the podcast and manage digital tools and applications. All of these issues demanded creativity and commitment from the group, which proved to be resolute and determined, seeking ways to resolve these issues, either through the use of boxes in the story tool on the project's Instagram to interact with users, by sharing the posts in the story in the personal profile of the members and the use of hashtags in the captions to reach more users, in addition to the association with other professionals from different educational institutions who could publicize the "covid-19 UFF" Project in their research and/or outreach groups, among others strategies.

Added to the increase in the use of digital platforms by the population in general, the use of new technological tools aligned to converge towards a common purpose of promoting child health, allowed the target audience to actually consume the guidelines produced by the group in the face of covid-19. Another important aspect is the benefit that the use of pediatric transmedia in health education made possible in relation to the flexibility of time and space, making it possible for users to access the material published anywhere and at any time, simply having a mobile device with access to the internet, which was essential in the pandemic, due to the advent of social distancing.

Allied to this, there were difficulties for family members to make frequent visits to pediatric consultations, for example, not being able to resolve their questions in person. However, a limiting factor stands out, the fact that not all individuals of the target audience had access to social media and those who had not always interacted and opined about the content, making the complete view of the results achieved by the project restricted.

As for the fifth time (points of arrival), 510 followers were registered on Instagram in ten months (September 2021 to June 2022), with 27 posts and a reach of 7,659 accounts; 9,225 impressions on videos and reels and 2,270 on feed posts, totaling 11,495 views and 180 profile visits in June 2022. It is noteworthy that in the first reels published by the project the following results were obtained: 9,879 accounts reached, 10,096 reproductions, 148 likes, 64 shares, 40 comments and 19 savings. The reach of the publications reached the public of three countries: Brazil (98.5%), Cape Verde (1%) and Portugal (0.5%); as for the Brazilian cities with the highest rates, they were, respectively: Rio das Ostras/RJ (42.4%), Rio Grande, Rio Grande do Sul (RS) (9.3%), Rio de Janeiro/RJ (5.6%) and Macaé/RJ (3.1%).

It was observed in Instagram followers, mostly, the presence of women, corresponding to 88.2% of users; in relation to the male audience, the index represents 11.8% of users. In general, the age groups corresponded to both genders and are ordered as follows: the age group from 18 to 24 years (38.8%) was the most incident, soon after, the public from 25 to 34 years was found (34.7%), followed, respectively, by the age groups from 35 to 44 (15%) and 45 to 55 (6.2%).

Thus, there was a significant participation of the public in publications on Instagram, with interaction through comments in the feed and story, tagging other profiles, sharing publications and saving. In addition, several people sent messages through the direct messaging tool in order to solve questions, interact with project participants or praise the published content. According to the metrics of this social media, regarding engagement, the most active public referred to women (80.2%) from Brazil (98.1%) between 18 and 24 years old (44.2%) from the city of Rio das Ostras (40%).

At the Facebook 13 publications were made, with a total of 183 followers registered. The reach of the public was mostly female (64.3%), with male representing

35.7% of users. The main age group was concentrated in audiences between 25 and 34 years old (28%) and between 35 and 44 years old (22%). Regarding the countries, there was predominance in Brazil (99%), but also in Bolivia (1%). With respect to Brazilian cities, the following were found: Itaboraí/RJ (27.9%), Rio Grande/RS (15.8%), Rio das Ostras/RJ (14.8%), São Gonçalo/RJ (5.5%), Rio de Janeiro/RJ (4.9%), Macaé/RJ (3.8%), São Pedro da Aldeia/RJ (3.8%), Cabo Frio/RJ (2.7%), Duque de Caxias/RJ (2.7%) and Niterói/RJ (1.6%).

In relation to podcasts, eight were posted on Spotify, until June 2022, with a majority female audience (81%) and with men representing only 18% of users, in addition to 1% who did not specify the gender. The consumers of podcast had a greater presence in Brazil (97%), followed by the United States (2%) and Germany (1%). The age of the public corresponded, respectively, to 23 to 27 years (46%); 35 to 44 years (18%); 28 to 34 years (15%); 45 to 59 (10%) and individuals over 60 years (2%). On Youtube, 75 subscribers were observed, with a short video published in the "shorts" category with 3,500 views and four other videos of saved lives, presenting, together, 572 views. It is worth mentioning that in Whatsapp there is no such metric on the reach of publications.

## Discussion

Social media have been the protagonist of information and communication technologies, being important resources today, as they expand the range of reach, allowing the sharing of a diversity of guidelines<sup>11</sup> and, thus, favor the construction of knowledge for new health practices.<sup>12</sup> That said, in view of the pandemic scenario, the use of new digital platforms has increased,<sup>13</sup> the application of transmedia in pediatric nursing enabled the promotion of health education, scientifically based, directed at the target audience that initially adopted distancing measures.

Considering that this strategy breaks with geographical barriers and allows the subject to choose the platform on which he feels most comfortable to inform himself, in addition to providing the opportunity to connect and debate around a topic related to child health, it is reinforced that the user has freedom and autonomy in the search for knowledge.<sup>3</sup> The use of various social media has become essential for families, mainly by sharing knowledge in an accessible and free manner, in addition to its effectiveness in

promoting child health, since personal search can positively stimulate the knowledge learned and health outcomes.<sup>14</sup>

Considering that most of the guardians are not adapted to the use of sites related to children's health that have technical-scientific language and these same people are increasingly using social media to search for information related to this subject, it is essential for families to provide scientific content, with simple and accessible language, in various social media. Thus, strategies that share reliable information, such as transmedia in reported pediatric nursing are important, since information about child health on social media can impact family decisions about care practices directed to newborns and children, as pointed out in the literature.<sup>15</sup> Systematic review reinforces that interaction on social media for health promotion can be effective in stimulating health knowledge and decreasing risky behaviors.<sup>16</sup>

The project addressed in this study proved to be efficient in developing transmedia content in pediatric nursing, as it provided media convergence in an innovative, creative, dynamic, interactive and accessible way, which was confirmed by the notorious interaction of followers with regard to the posted content, having the Instagram with greater emphasis on public engagement. Thus, in agreement with a study on social media theories, transmedia is a technological innovation, multiplatform and multilingual, being an efficient and innovative means in the scope of dissemination of information, whose effectiveness is directly associated with public engagement with products.<sup>17</sup>

The Instagram application has a simple and functional interface, which contributed to the dynamic of the communicative processes carried out by the project, with content produced in an attractive way. Another facilitating characteristic was the accessibility to the statistics of each content, provided by the Instagram, allowing the authors to identify the best way to conduct the posts. It is noteworthy that the authors obtained excellent rates in this social network, which can be justified by the fact that the Instagram is characterized as the sixth most popular social network in the world and Brazil constitutes its largest total user base in Latin America, occupying third place in the ranking worldwide.<sup>18</sup>

The conception of podcasts took place in 2004 and the use of this tool has been growing more and more over the years, due to its different characteristics such as:

flexibility, speed in the dissemination of sound information, free and democratic access, diversity of subjects distributed in episodes, interactivity and possibility of use at any time and place.<sup>19</sup> Therefore, the project in question also sought to promote the construction of knowledge through podcasts, proving the efficiency of this method, based on the reach generated, according to statistics provided by Spotify and compliments received on WhatsApp and Instagram. This tool has proven to be powerful, inclusive and helps to complement the traditional educational context, as it promotes innovation in the teaching-learning process, favoring the apprehension of the contents addressed by the target audience.<sup>20</sup>

In this sense, the podcast of “Projeto covid-19 UFF” worked and has also served as an innovative educational tool and facilitator of teaching and learning, as it has open educational use and diffusion, since the contents are distributed free of charge and can be accessed by any mobile device. It is noteworthy that the construction of podcasts emerges, therefore, as a strategy capable of enabling family members to apprehend new knowledge without dissociating themselves from their daily functions and without exposing themselves to the risks of contamination by covid-19, becoming an indispensable tool for the promotion of health education.<sup>21</sup>

Considering that knowledge is not acquired in a unidirectional way, social media Facebook was also used to cover the dissemination of educational content in order to reach even more people, considering that this channel is characterized as a media vehicle that has several learning tools, facilitating the interlocution and exchange of experiences between users. This media provides multidirectional interactions, as it allows sharing messages, links, videos and photographs, among other interactions.<sup>22</sup>

In addition to the aforementioned social media, the Youtube it is also a tool that can be used for health education, as it is a video platform that increases the sharing of information. Because it is free to use, it allows ease of access by anyone who wants to acquire knowledge, since it provides a multitude of videos on the most varied topics, thus enabling the free choice by the users,<sup>23</sup> which reinforces the importance of sharing scientifically based videos, such as those reported in the present study.

Given the increase in the dissemination of information on the internet, there are pros and cons in this reality. With regard to the rapid development of communication

processes, electronic media and technological processes that have improved the quality of teaching and learning, despite the propagation of reliable information about the pandemic, the circulation of fake news also became present.<sup>24</sup> Thus, it is essential for nursing professionals and students to disseminate true knowledge to the population about coping with the covid-19 pandemic, using social media.<sup>16</sup>

Technological initiation projects can offer the benefits generated by outreach activities, as well as improvements in communication and socialization, in critical and reflective thinking, in teamwork, in addition to developing skills in handling virtual tools. This fact corroborates a study on the importance of outreach program activities and their impact on the training process, showing that through outreach activities, the university enables the exchange of values between the academic environment and the community.<sup>25</sup>

Among the challenges of the study is the constant need to minimize fake news and knowledge gaps in the intrafamily environment and expand the university's strategies in the community, in addition to analyzing the real impacts related to the new model developed, due to the volatility of social media and the impossibility of meeting and interacting with all participants simultaneously.

Some limitations can be mentioned, among them, is that internet access is not yet a reality for all Brazilian families; thus, the publications generated in the present study were not able to reach all family members of children and newborns. It is noteworthy that the execution of transmedia in pediatric nursing proved to be a resource of low financial cost, since the project members and users did not need to use any form of payment to publish or have access to information, on the other hand, they needed to have access to the internet.

Despite the challenges related to the constant battle against fake news and inequalities in access to the internet and/or digital devices, it is important to continue seeking to combat low reliability information, in addition to democratizing the internet. Therefore, it is intended that the project will continue with its target audience orientation activities, as they have proven to be beneficial and fundamental for child care, based on the interactions obtained with users. In addition, it is necessary to expand research related to the apprehension of knowledge by individuals inserted in the teaching-learning process via transmedia in pediatric nursing.



It is noteworthy that technological innovations, such as transmedia, favor the development of new educational processes. Therefore, this communication modality is innovative, dynamic and can result in positive impacts for the members of the group, given the autonomy in the production of content and the development of social and technological skills. There are also positive impacts for the target audience that has access to guidance on scientifically based child care during this pandemic period.

## Conclusion

In view of the reported experience, it was concluded that transmedia in pediatric nursing has potential for use, evidenced by the clarity with which the contents made available went through the different platforms, adapting and using its own language for each one of them and converging with each other to provide guidance to the families of newborns and children in coping with covid-19. Thus, it became possible to access the content published by the "Covid-19 UFF Project" available free of charge on its various social media, such as Instagram, Facebook, Spotify, Youtube and WhatsApp.

The project's performance has proven to be beneficial, as it has allowed achieving the proposed objective of guiding families of children and newborns in coping with covid-19. In addition, it allowed (academic) researchers to have freedom in the teaching-learning process and in-depth understanding of knowledge, since at each new cycle of production on a given topic, they were exposed to the active search for knowledge, generating important learning, before unknown in their training.

The improvement of skills was a relevant factor, since when faced with the need to develop transmedia content, it was possible to develop skills for managing digital tools, synthesizing information, resourcefulness in social interactions, improving oratory and communication active due to the production of podcasts, resolution of public doubts and search for professionals with training to address the topic of interest. Thus, transmedia in pediatric nursing proved to be innovative, dynamic and profitable, in addition to low cost and great potential for coverage.

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