

Navigating Social Media



Selecting the type of presence.

There are different types of presence you can have, from a completely private and personal account to a public account where you present as a pharmacist.

If you want your profiles to be for different audiences, e.g. family and friends vs. being a "social media pharmacist" use different profile images and even different versions of your name e.g. "Elizabeth, Liz, Beth".



Having a personal and private account

Ensure your settings are appropriate for how you want to share. But, be mindful that even with high security settings, this does not guarantee complete privacy. Anything you say on social media can be screenshot regardless.

Social media posts are rarely deleted forever and this should always be considered when posting. Posting content privately that lacks professionalism can still have ramifications on your career.

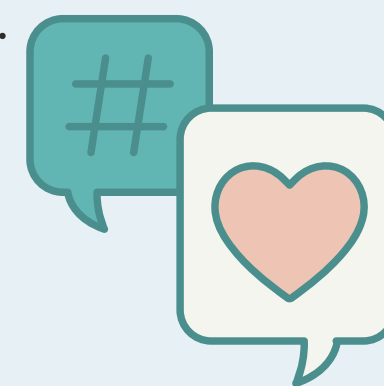
Having a public account or being a "social media pharmacist"

You should be wary of how you present the profession and ensure your actions do not devalue pharmacy. Note that you should only use 'pharmacist' in your usernames/description once you are on the register, as it is a protected title.

As a "social media pharmacist", if individuals seek advice, whether that is academic or medical, be mindful in how you respond and think about whether you should respond.

Social media can be a positive tool

Social media can be used to garner interest in the profession and increase public awareness. However, this can also invite negative comments and interactions. Where interactions are particularly negative and unconstructive, try to minimise engagement, respond using neutral tones and be factual. Often the more you engage, the more intense and unproductive the discussion can become.



Remember the basics.

- Always maintain patient confidentiality and boundaries by not engaging with patients on social media
- WhatsApp and Telegram groups are social media
- Be wary that things can be perceived very differently on social media
- A screen creates distance between individuals, but there are still people behind these screens so be mindful
- If you would not say it in a meeting, ask yourself why you would say it on social media, and if you would not use terms on a public post, ask yourself why you would use those terms in private messages
- Many that work in education exclude their surnames on social media profiles to avoid being found, tracked, and/or contacted by pupils, you might consider the same with regard to patients

