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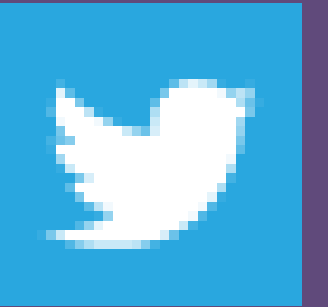
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# Social Media: a force for inclusion

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# Introduction

- Traditional pharmacy networks have migrated to online social networks
- Social Media (SoMe) is merging personal and professional personas
- Need for guidance on SoMe professional use
- Limited research on SoMe as a support for professional practice

The aim of the study was to explore how and why pharmacists interact through hosted networks on SoMe

## Method

## Two one hour hosted Twitter chats held in December 2015 via the #WePh network



## Topic guide around 'exploring the use of Twitter and WePharmacists'



## Themes inducted from analysis of chats using the topic guide as a framework



**Ethical approval granted by RGU School of Pharmacy and Life Sciences**



## Results

Each chat had over 2 million impressions with participants representing international pharmacy practice



**E-professionalism  
and online privacy  
emerged as themes of  
concerns.**

**Personal experiences and impact of ‘trolling’ (angry offensive behaviour) were also discussed**



**Pharmacists and students from across all sectors and all levels of experience reported benefits of using SoMe**



**Benefits included using SoMe for education, networking, support and career development**

## Conclusions

- 🐦 This study evidenced support for the responsible use of SoMe as a force for inclusion
- 🐦 SoMe has the ability to break down geographical barriers in pharmacy practice
- 🐦 Issues of e-professionalism and responsible online behaviour increasingly impact Fitness to Practise

**Further research is underway including a systematic review of professional body and regulatory organisation guidance on the use of SoMe by registered healthcare professionals**

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