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Developing social media guidelines for undergraduate pharmacy students.

BROWN, A., MACLURE, K.

2018





Developing social media guidelines for undergraduate pharmacy students



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Method

Online survey was sent to MPharm students in 22 institutions across UK and Ireland



Questions explored the definition of eprofessionalism, characteristics of appropriate/inappropriate online behaviour, consequences of inappropriate behaviours, content and delivery of SoMe guidelines



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

Conclusions

Introduction

- Literature suggests that undergraduate (UG) healthcare students should have social media (SoMe) guidelines that support their context as future professionals.
- Guidelines may address the blurred lines between professional and personal use of SoMe which have led to confusion over potential fitness to practise (FtP) consequences from inappropriate online behaviours.

The aim of this study was to explore UG Master of Pharmacy (MPharm) student views of eprofessionalism, appropriate online behaviours and the content and delivery of SoMe guidelines.

Results

341 students,
Represent all
MPharm stages and
all areas of the UK
and Ireland

STARE

what the

consequences of

'inappropriate'

behaviours should

be

Respondents
agreed with
definition of
eprofessionalism
but there was a
perceived need for
this to be more
'usable

There was

There remains a lack of awareness of the potential consequences for inappropriate online

Guidelines should include examples of appropriate and inappropriate behaviours with discussion of the potential FtP consequences.

Students do not readily use SoMe guidelines

Suggestions that

guidelines should

be accessible and a

variety of methods

used to engage

students effectively

agreement on what behaviours were 'appropriate'



behaviours.



