

Be a Social Pharmacist!

Integrate Into Social Media to Impact Your Practice

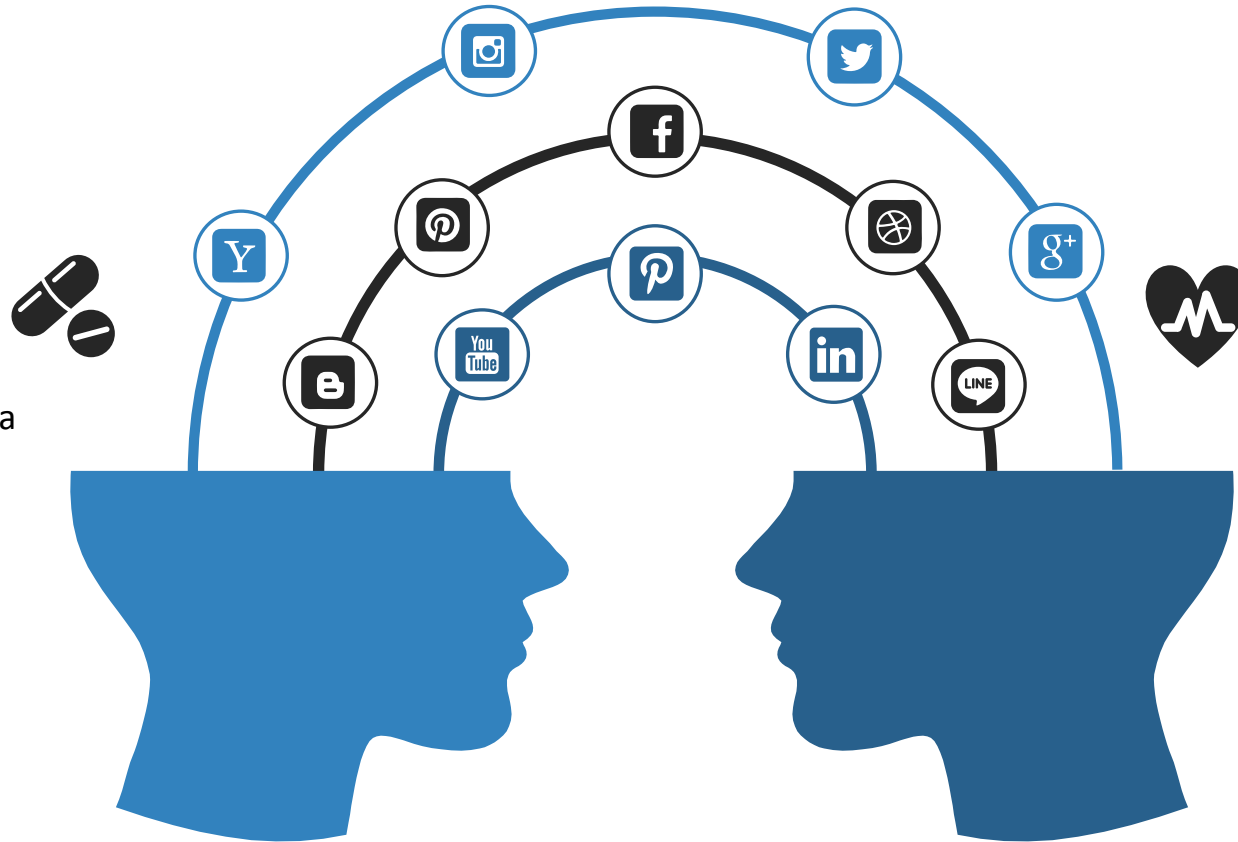
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Hello!

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Learning Objectives

By the end of this presentation, attendees will be able to:

- List various social media platforms used in professional practice
- Describe the benefits and limitations of utilizing social media as a professional tool
- Suggest ways to implement social media into professional practice



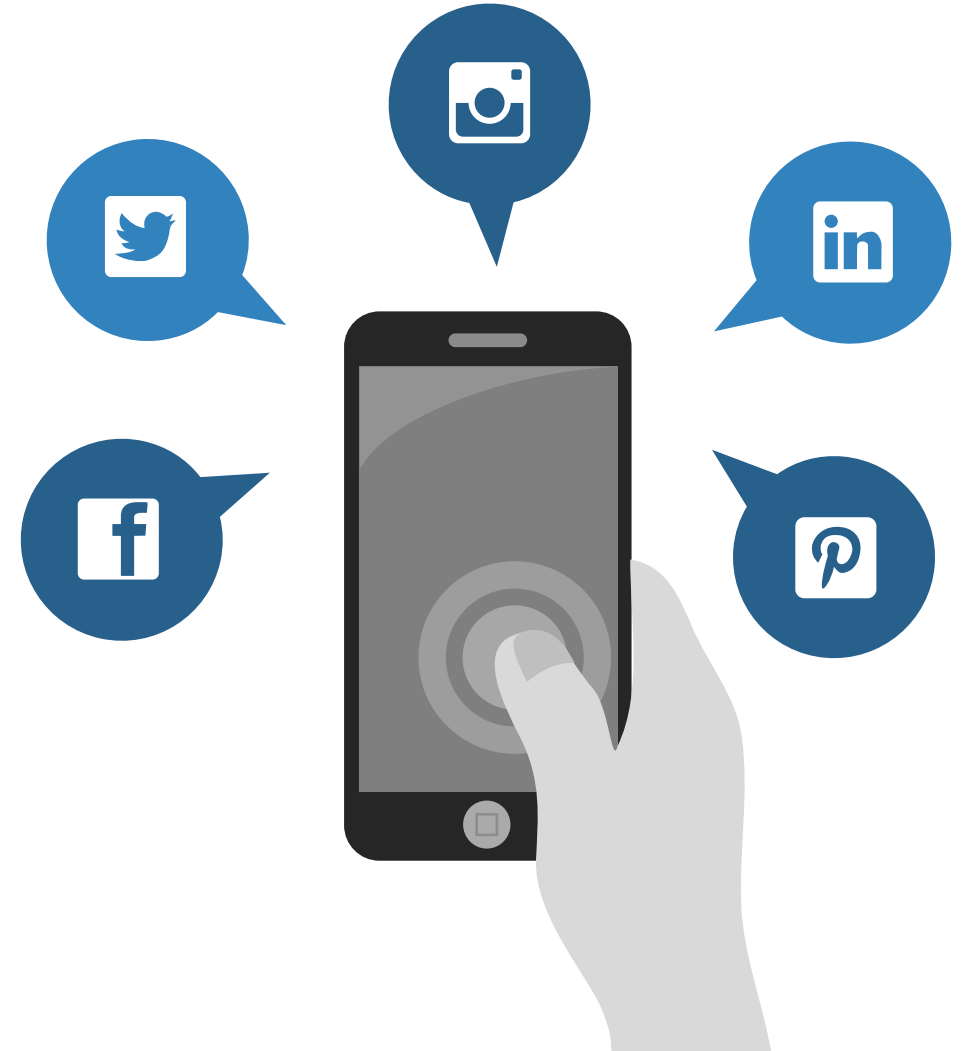
Disclosures

Aleina Haines, BSP ACPR

- I have no conflicts of interest to declare
- I have no current or past relationships with commercial entities
- I have received an honoraria for this presentation from CCPN

Samantha Tri, BSP ACPR

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Disclosures

We are not “experts”



Let's Take a Poll...

What social media platforms do
you use currently?



What social media platforms do you currently use?

Platforms: What to use?



- Twitter
- Facebook
- LinkedIn
- Instagram
- Reddit
- YouTube
- Pinterest
- Blogger
- WhatsApp
- Tumblr
- ResearchGate

Let's Take a Poll...

What do you enjoy about using
social media?



What do you enjoy about using social media?



Why use Social Media as a Professional Tool?

- Instant dissemination of health care knowledge and research
- Create a community of mentors and peers
- Dispel inaccurate information
- Personal branding, networking and professional development
- Scholarly activity
- Patient care/education
- Pharmacy education

Let's Take a Poll...

What are some barriers/limitations
to using social media?



What are some barriers/limitations to using social media?

Major Critiques and Limitations of Social Media

- Privacy concerns
 - Personal
 - Patient
- Distraction from responsibilities
- Trouble confirming accuracy of information
- Group-think
- Divisive/Risky
- Too difficult to keep up (time constraints)



Social Media as a Source of Health Advice



Preferred source of health advice for the public
791 survey respondents (London Area - UK, 2016)

43.1%

**General
Practitioner
(341/791)**

33.0%

**Digital and
tele-mediums
(261/791)**

18.6%

**Community
pharmacist
(147/791)**

- Reasons for not prioritizing community pharmacists:
 - Prefer to contact General Practitioner
 - Easier to use internet/websites
 - Not aware community pharmacists give health advice

Developing a Social Media Strategy



1. Pick a platform

Take a peek at various platforms to see what suits you best

2. Pick who to follow

Consider: content, credibility, personality

3. Tailor the platform's algorithm to your needs

Example: Twitter lists

4. Create content

Tailor to your platform and target audience

ABCDE



FIGURE 1 Social media strategy for pharmacists (ABCDE)

Tips and Tricks to Manage Your Social Media Presence

Make it a Daily Routine

10 - 15 min every day rather than 1 hour every once in a while

Maintain Your Brand

Google yourself every so often and check in on your online presence

Be Genuine

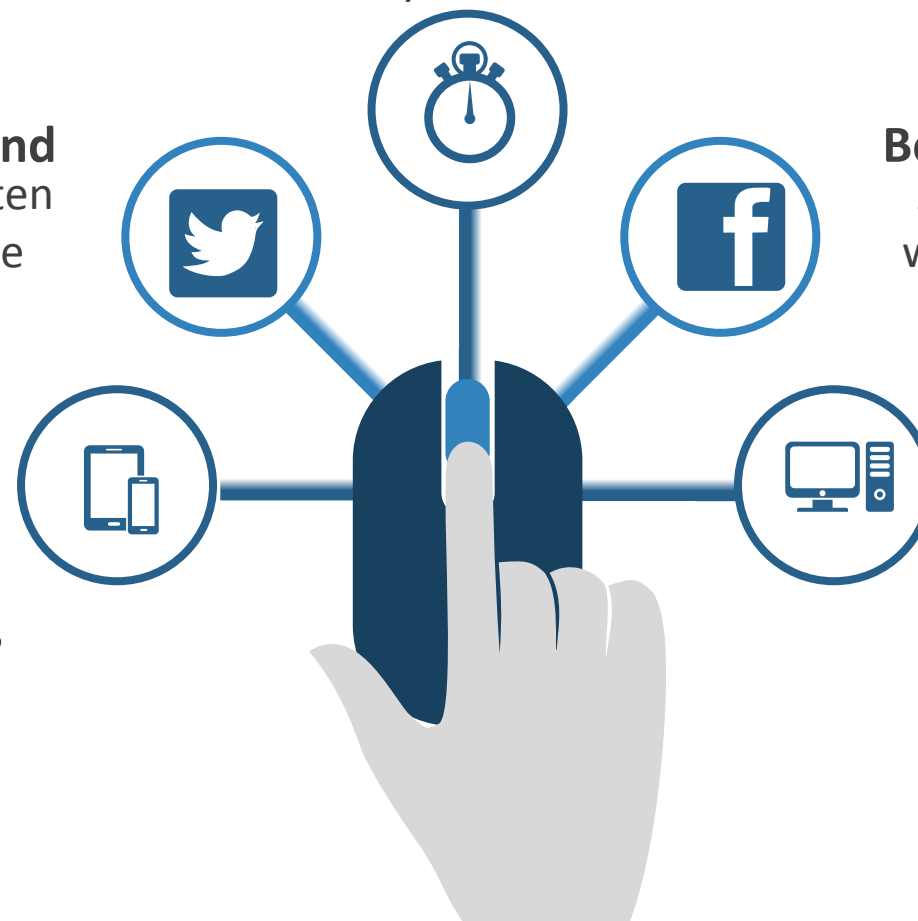
Authenticity is key! Engage in what you are passionate about

Schedule Posts

To keep yourself sane and organized. But turn them off during big news days

Follow Employer's Policies

Use common sense and post appropriately. Stick to your specialty



Find Accounts to Follow

Some of our favorite Cardiology Twitters

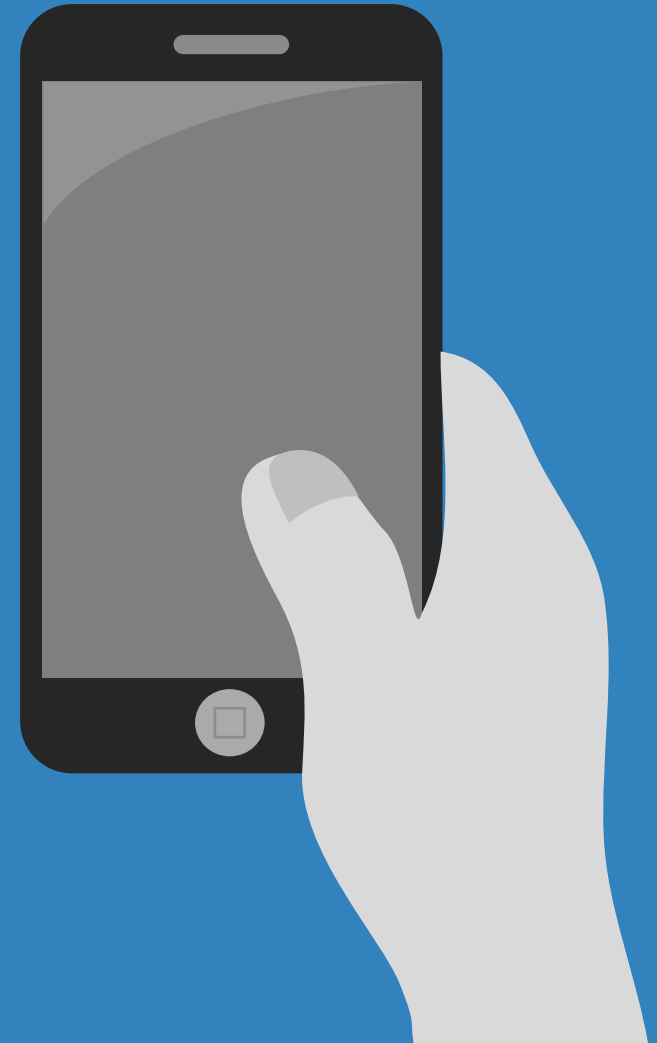
- 1 @CCPNRx
- 2 @ATRIUMRx
- 3 @Heart_BMJ
- 4 @JAMACardio
- 5 @SCC_CCS



Find Hashtags to Follow

Some of our favorite #hashtags

- 1 #cardioed
- 2 #cardiotwitter
- 3 #cardiology
- 4 #TwitterRx



Take a Mental Break!

Some of our favorite #joyful Twitters

- 1 @WeRateDogs
- 2 @Distractify



References:

1. Chan TM, Stukus D, Leppink J, Duque L, Bigham BL, Mehta N, Thoma B. Social media and the 21st-century scholar: how you can harness social media to amplify your career. *Journal of the American College of Radiology*. 2018 Jan 1;15(1):142-8.
2. Dixon D, Reed B. To tweet or not to tweet? A primer on social media for pharmacists. *Journal of the American College of Clinical Pharmacy*. 2019. Available at: <https://accpjournals.onlinelibrary.wiley.com/doi/epdf/10.1002/jac5.1120>
3. Crilly P, Jair S, Mahmood Z, et al. Public views of different sources of health advice: pharmacists, social media and mobile health applications. *International Journal of Pharmacy Practice*. 2019;27(1):88-95.

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#CCPN2019

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