



Demonstrating professionalism online

The standards for pharmacy professionals set out the behaviours, attitudes, qualities and attributes that are expected of pharmacists and pharmacy technicians. Pharmacists and pharmacy technicians have the same responsibilities and obligations when interacting online as they do when interacting face-to-face.

Using social media

The GPhC expects pharmacists and pharmacy technicians to use good judgement and behave professionally when using social media.

Social media is a powerful way for pharmacists and pharmacy technicians to collaborate with their peers, colleagues and the general public.

But it can blur the boundaries between personal and professional use - always think about the

expectations and perceptions of patients, colleagues, and employers.

Remember that anything you say online can be easily copied and redistributed, and can be taken out of context. This can affect public confidence and trust in pharmacy professionals.

Be prepared to challenge poor behaviours and raise concerns with appropriate individuals or organisations when needed.

Do:

- act professionally
- treat people with respect
- maintain confidentiality and privacy at all times
- maintain proper professional boundaries
- think before you post, privacy settings do not mean that something will remain private and a statement that these are your own views means little in practice

Don't:

- bully, harass or intimidate
- unlawfully discriminate
- post inappropriate comments
- share information about patients or their care
- get drawn into negative, unconstructive discussions

Further guidance and resources

The National Pharmacy Association has issued [advice on social media](#) for its members