

# Can you believe a student pharmacist posted a patient chart to Facebook? Or racy photos in their white coat on Instagram?

These situations actually happened—and each came with professional consequences.



## Take a look at some professionalism do's and don'ts to consider before posting to social media.

### DO'S



#### Build community.

Connect with others with related roles and interests. You never know what you might learn from a new connection!



#### Express yourself, positively!

Engage civilly with others, and abstain from or remove yourself from unproductive debates—they're never worth it.



#### Promote the profession of pharmacy.

Share your perspectives with others: As a growing health expert, you can be an advocate for positive change!



#### Consider your "brand."

Social media is a great tool for professional advancement: Consider how you're showcasing yourself to potential employers.

### DON'TS



#### Post about patient interactions.

Even in temporary spaces like Instagram Stories, posting about patients can pose ethical concerns and violate privacy and HIPAA laws.



#### Use unprotected speech.

Be Aware: Not all expression is protected by the First Amendment. From harassment to incitement and more, knowing the limits can help you avoid potential issues online.



#### Misrepresent yourself.

Be transparent about your status as a student (vs. a licensed pharmacist). If you affiliate yourself with a school, consider a disclaimer that the views expressed are solely your own.



#### Cross professional boundaries.

"Sliding into DMs," following patient, peer or professor accounts; tagging them without permission; and other forms of uninvited social media contact can violate professional and ethical boundaries.

For further resources and recommendations on social media professionalism, see the newly-published AACCP Professionalism and Social Media Resource Guide:

<https://bit.ly/AACPSocialMediaGuide>

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