

PROFESSIONAL USE OF

# FACEBOOK

FOR THE PHARMACY STUDENT

By the ASHP PSF Community and eCommunications Advisory Group



## First appearances matter.

Make sure your profile picture and photo albums are appropriate and mature.



## Untag yourself from inappropriate content.

Untag yourself from pictures that you don't want your boss to see or anything that could be construed as unprofessional.



## Showcase your likes.

Show your pharmacy interests by the pages you like and what groups you are associated with. Avoid any controversial topics.



## Clean up your wall posts.

Make sure your wall posts are appropriate and avoid negative comments about a pharmacy organization, school, or your profession. Consider changing your profile to "Private" so only friends and family can see your posts.

Use ASHP Connect to access more information at:

<https://connect.ashp.org/viewdocument/facebook-in-the-age-of-digital-branding>

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pharmacists advancing healthcare