

## Demonstrating Professionalism Online

The GPhC standards for pharmacy professionals set out the behaviours, attitudes, qualities and attributes that are expected of pharmacy professionals and Community Pharmacy Somerset extends those standards to all team members who use Social Media Pharmacy WhatsApp groups.

We all have the same responsibilities and obligations when interacting online as we do when interacting face-to-face.

Community Pharmacy Somerset expects all WhatsApp participants to use good judgement and behave professionally when using social media.

Social media is a powerful way for pharmacy professionals and their teams to collaborate with peers, colleagues and the public.

But it can blur the boundaries between personal and professional use - always think about the impact of your posts/comments.

Do	Don't
<ul style="list-style-type: none"> <li>• Act professionally</li> <li>• Treat people with respect</li> <li>• Always maintain confidentiality and privacy</li> <li>• Maintain proper professional boundaries</li> <li>• 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.</li> <li>• 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 the pharmacy profession.</li> <li>• Be prepared to challenge poor behaviours and raise concerns with appropriate individuals or organisations when needed.</li> </ul>	<ul style="list-style-type: none"> <li>• Bully, harass or intimidate</li> <li>• Unlawfully discriminate</li> <li>• Post inappropriate comments</li> <li>• Share information about patients or their care</li> <li>• Get drawn into negative, unconstructive discussions</li> </ul>

Community Pharmacy Somerset reserves the right to remove anyone from the pharmacy WhatsApp groups who does not adhere to these standards.