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 AACP Professionalism and Social Media Resource Guide: https://bit.ly/AACPSocialMediaGuide