

PROFESSIONAL USE OF

TWITTER



FOR THE PHARMACY STUDENT

By the ASHP PSF Community and eCommunications Advisory Group



Keep posts brief and to the point.

Research shows posts with 100 characters or less are shared more often.



Include a relevant image with your tweet.

Images improve engagement.



Take advantage of trending and ASHP-sanctioned hashtags.

Use #WellBeingWednesday and #medicationexperts to join the conversations with other ASHP members!



If citing an article, include a link in your tweet.

This encourages conversation about the article. Use a URL shortener on Bitly to conserve characters.



Maintain a professional image.

Use proper spelling and grammar, and limit hashtags to 1-2 per tweet. Keep in mind, pharmacy professionals will be able to access your profile!

Use ASHP Connect to access more information at:

<http://elearning.ashp.org/products/7245/>

[building-a-social-media-persona-an-introduction-for-new-practitioners](#)