

## **ICHP Position Statement - Use of Social Media**

ICHP fully endorses the ASHP Statement approved on June 10, 2012 on Use of Social Media by Pharmacy Professionals.

The American Society of Health-System Pharmacists (ASHP) encourages pharmacy professionals working in hospitals and health systems who use social media to do so in a professional, responsible, and respectful manner. Such use may complement and enhance their relationships with patients, caregivers, other members of the health care team, and the public. To achieve that goal, pharmacy professionals should

Thoroughly consider the purposes and potential outcomes of participation in social media and develop the strategies and skills required to effectively utilize social media to meet their goals, and

Exercise professional judgment and adhere to professional standards and legal requirements in both private and public social media communications, especially legal and ethical obligations to protect the privacy of personal health information.

General Link:

<https://www.ashp.org/pharmacy-practice/policy-positions-and-guidelines>

Search on Social Media Statement:

<https://www.ashp.org/Search#q=Social%20Media%20Statement&t=ASHP-AllResults>

2012 ASHP Statement rationale:

<https://academic.oup.com/ajhp/article/69/23/2095/5112116?login=false>

Reviewed 01/22; updated link 05/26