



7 TWITTER TIPS FOR PHARMACISTS TO USE

Establish a professional network to find your next opportunity

1

PHARMACY LEADERS & EMPLOYERS

Following like-minded people is a great way to paint a professional portrait of yourself. A few pharmacy influencers to follow:

@Tony_PharmD
@aptaim
@Aron2092
@JohnathanLaird
@EmilyBeardall1
@Cleverestcookie
@anyssa_garza

2

IDENTIFY AS A PHARMACIST

Create a Twitter profile to use for your professional pharmacy experiences. By having a separate account, you can focus your activity toward healthcare.

3

BE PROFESSIONAL

The profile and cover photo are the first things potential followers/employers see. Add a professional photo of yourself. A picture of pills or pill bottles would make it clear you're a pharmacist.

4

INTERACT WITH POTENTIAL EMPLOYERS

Retweeting and tweeting at potential employers shows that you are staying relevant with your industry, which helps with name recognition.

5

#

USE HASHTAGS

Hashtags are the way you find your way around Twitter. You can use them in your bio, tweets and retweets! Many social experts will tell you one to two hashtags per tweet is appropriate

#pharmacy
#pharmacist
#healthcare
#health

#communitypharmacy
#independentpharmacy

6

UTILIZE "LISTS"

Lists help keep those you follow organized. Once you create a list, you can see what a certain group of people are tweeting about, helping minimize the "clutter" of Twitter.

7

TWITTER CHATS

Twitter chats are a great way to get your name out there and demonstrate your expertise. Join #WePh and #RxChat chat groups to get started!



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