

ACADEMIC PHARMACY SECTION SPECIAL ISSUE

WORKING GROUP UPDATE OF ACADEMIC PHARMACY SECTION

# The Academic Pharmacy Section's Twitter account and live Twitter chat

Mansi Doshi<sup>1</sup>, Nelly Nonette M Ouano<sup>2</sup> and Anisha Kaur Sandhu<sup>3</sup>

<sup>1</sup> Medicines Optimisation & Services Development, Mumbai & Vadodara, India

<sup>2</sup> Carolinian Pharmacy Alumni Association, Philippines

<sup>3</sup> School of Pharmacy, Monash University, Malaysia

## Keywords

Advancing pharmacy education  
Collaboration  
Communication  
Twitter

## Correspondence

Mansi Doshi  
Medicines Optimisation Clinic  
Mumbai & Vadodara  
India  
moclinic17@gmail.com

## Abstract

The Collaboration and Communication working group of the Academic Pharmacy Section of FIP communicates and connects to improve global collaboration in academic activities, science and practice via Twitter in addition to Facebook, LinkedIn and the section's newsletter. This paper describes the update of the collaboration and communication working group.

The Academic Section of Pharmacy at FIP is a vibrant and engaging community within the One FIP family. An aim of the Collaboration and Communication working group of the section is to increase global reach and enhance academic activities, science and practice. The group aims to do this through collaborations and improved communication via Twitter and Facebook (<https://www.facebook.com/FIPAcPS/>), in addition to the section's LinkedIn group and newsletter, which are modes of communication accessible only to members.

The section's Twitter account (@FIP\_AcPS) is a hub that aims to continuously capture relevant health news, section activities and members' research and publications, in addition to highlighting FIP initiatives and developmental goals, world health days and information specific to health organisations, FIP and pharmacy.

These communications also aim towards excellence in leading global conversations that impact the advancement of pharmacy via the section's Twitter account. These may promote discussions, both critical and current, in healthcare and education. The *Live Twitter Chat*, is a live mode of communication used to engage experts in conversation focused around an identified topic, which may present a unique

opportunity to improve connections with the pharmacy fraternity across the world.

The first *Live Twitter Chat* was with the FIP Chief Executive Officer, Catherine Duggan. Key areas of future follower engagement aim to cover topics on education and workforce development such as professional development, education and practice research, as well as capacity building. These *Live Twitter Chats* will also be a means of highlighting the expertise of global pharmacy educators.

Information specific to individual events will be shared through the Academic Pharmacy Section newsletter (Mortar Board), LinkedIn, Twitter and Facebook.