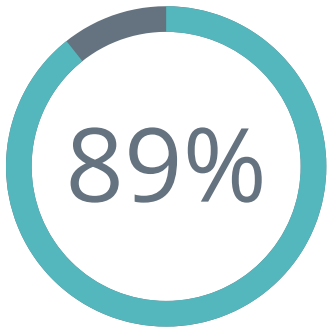
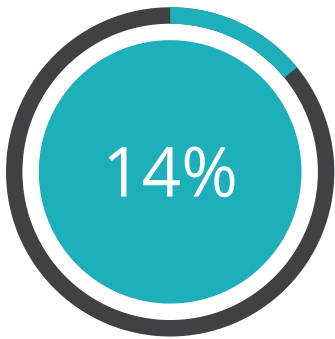


# Digital Tattoo Pharmacy 2020

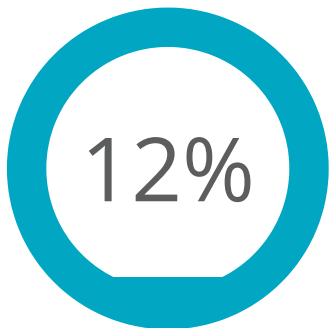
The Digital Tattoo survey was completed by approx 600 students in September 2019. in the workshop as a way to measure changes in self-efficacy.



Of pharmacy students said After reading and discussing the case studies they felt more confident making informed decisions about their digital identity as an emerging pharmacists.

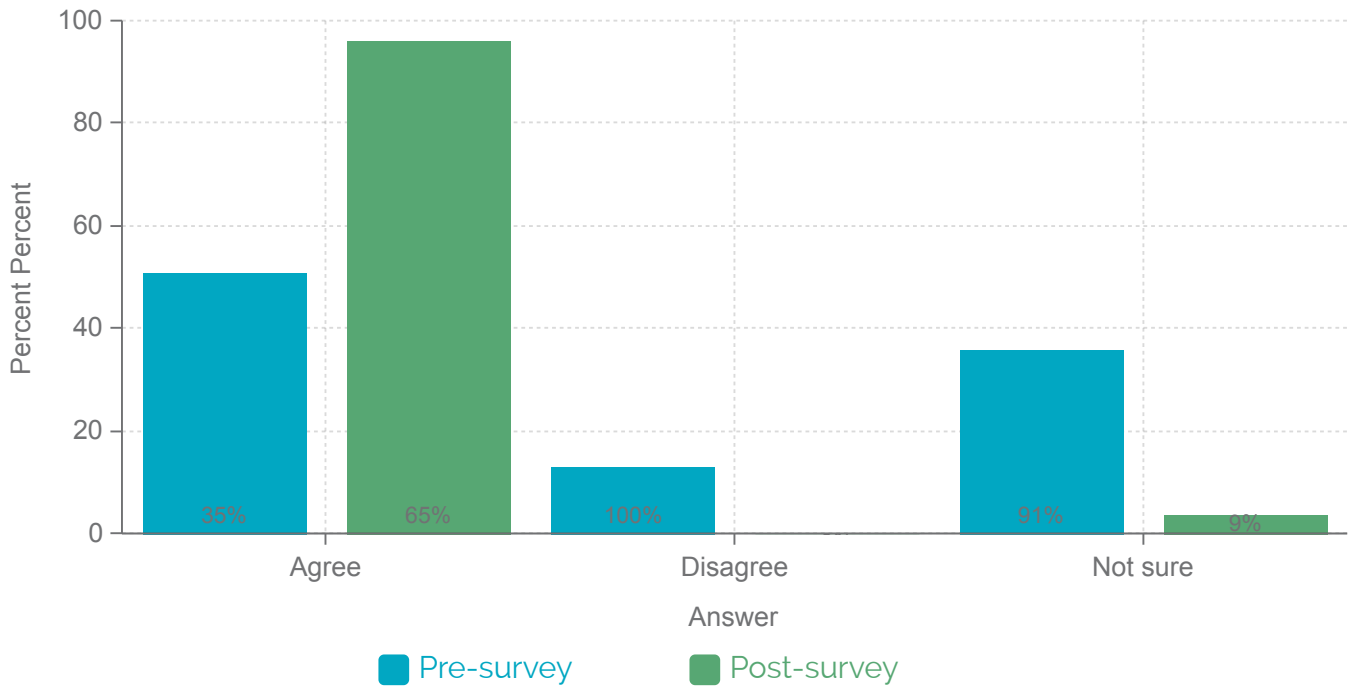


Increase in the number of pharmacy students who agreed that "Should issues related to my digital identity arise, I am confident in my ability to resolve them"



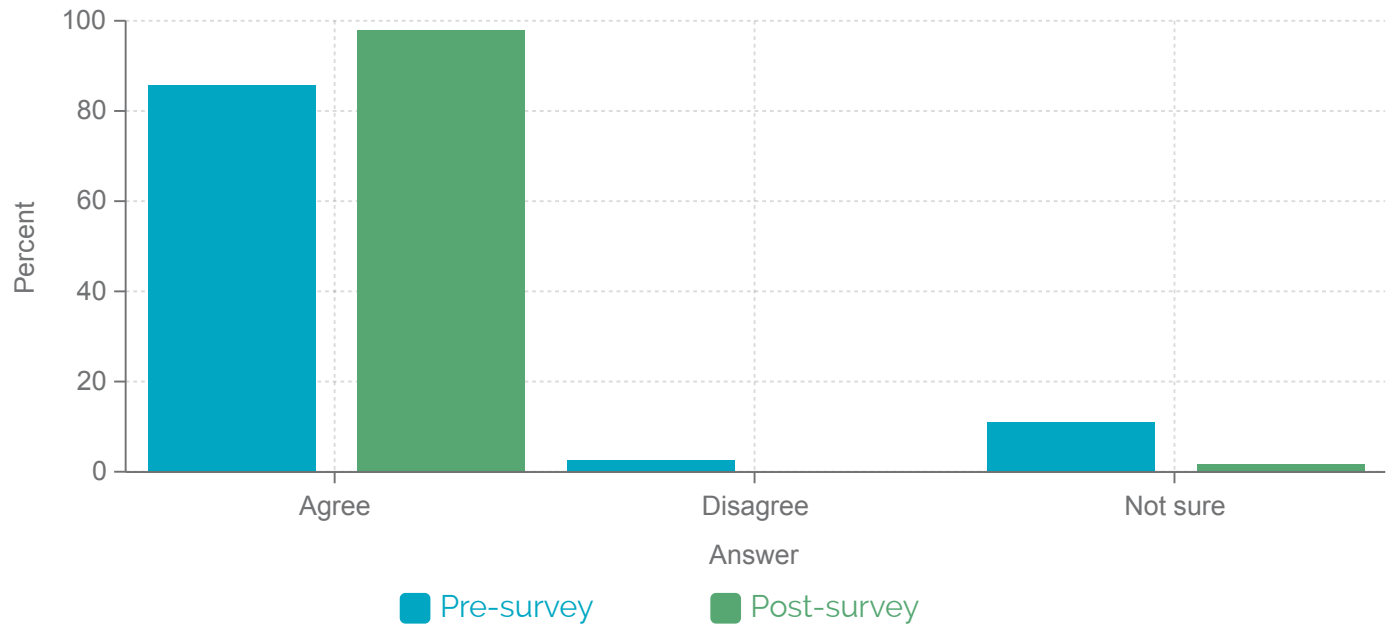
Increase in the number of pharmacy students who agree "I am confident in my ability to integrate my emerging professional identity into my existing digital identity."

**Q1:- I am confident in my understanding of the term "digital identity."**



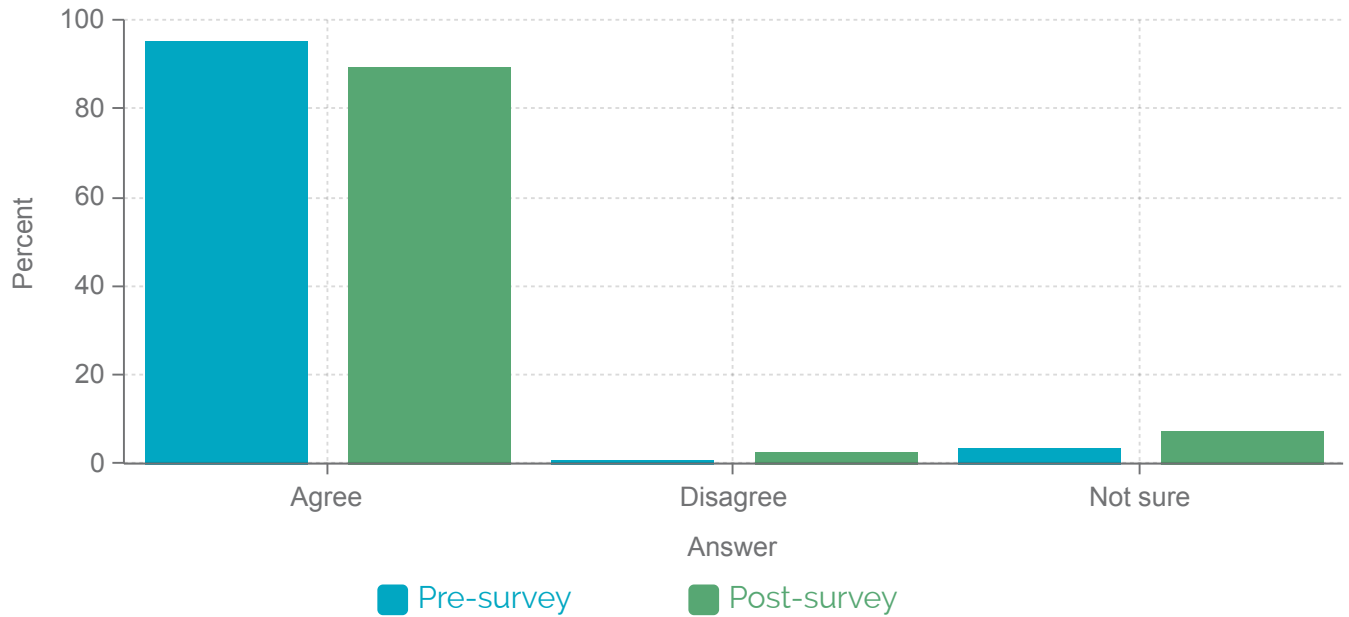
#	Q2	% Pre	% Post	% Change
1	Agree	50.93	96.22	+45.29
2	Diagree	13.08	0.00	-13.08
3	I'm not sure	35.98	3.77	-6.04
	Total	214	212	32.21

**Q2: I understand the impact that my digital identity can have on me professionally.**



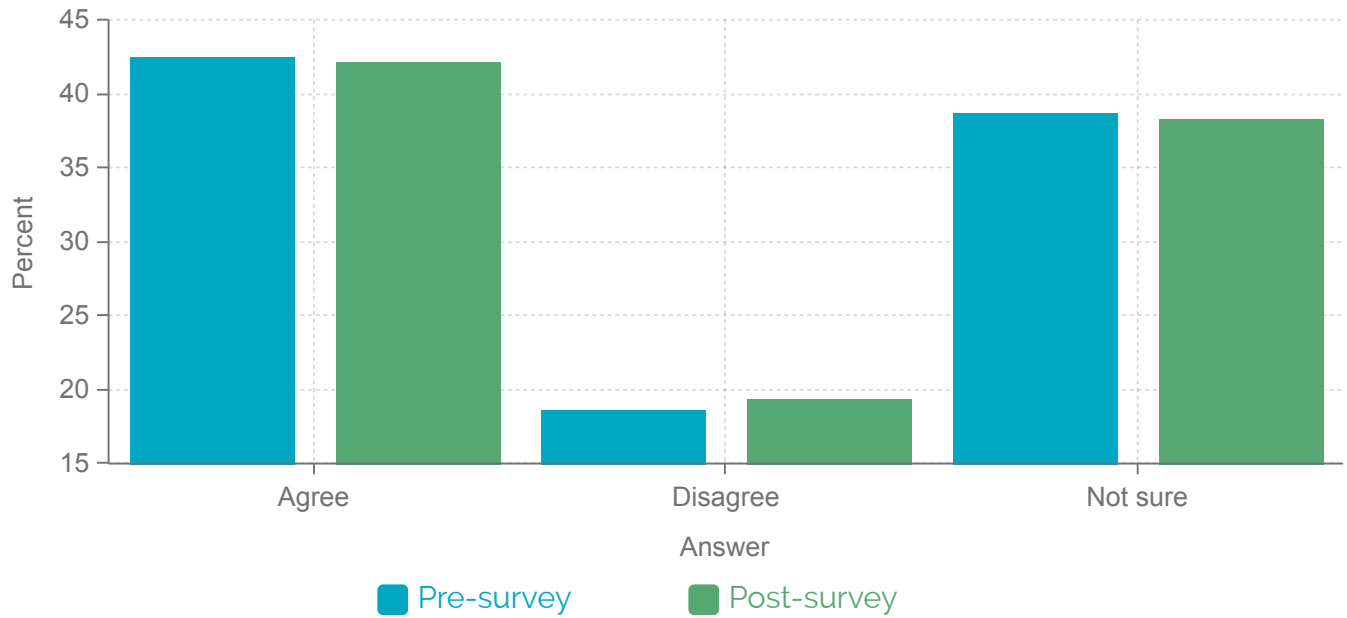
#	Q1	% Pre	% Post	% Change
1	Agree	85.91	98.11	12.2
2	Disagree	2.81	0.00	- 4.68
3	I'm not sure	11.26	1.88	12.53
	Total	214	212	

**Q3 As a pharmacist, I plan to use (or continue to use) online communication technologies in my personal life.**



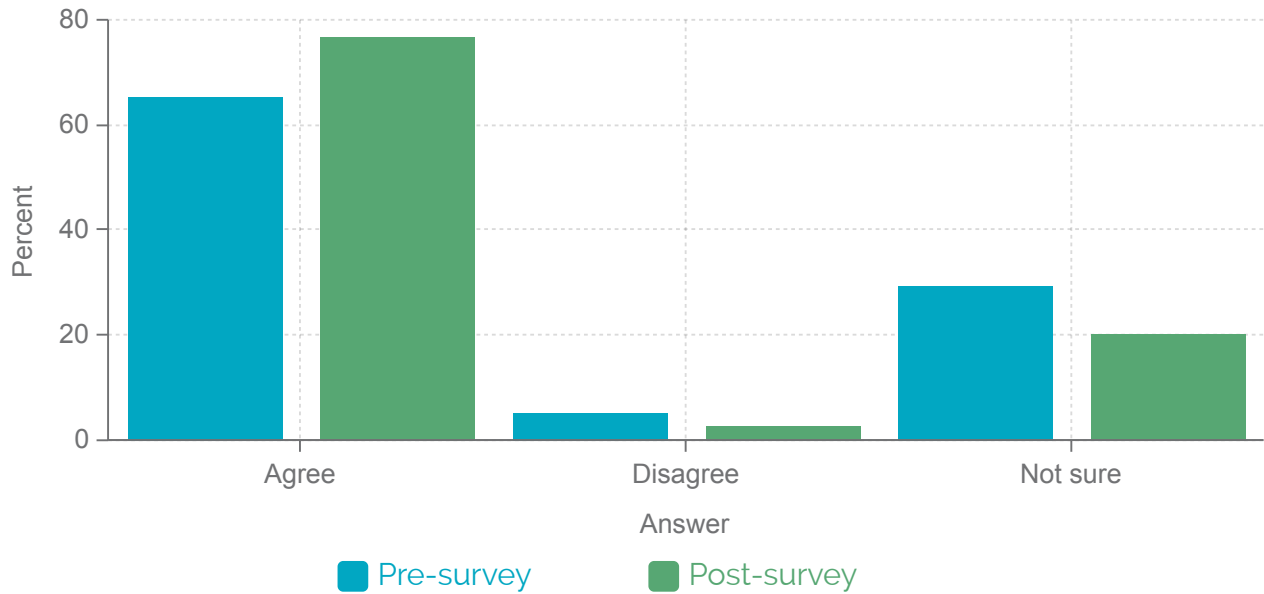
#	Q4	% Pre	% Post	% Change
1	Agree	95.32	89.57	-5.75
2	Disagree	0.93	2.84	1.91
3	I'm not sure	3.73	7.58	3.85
	Total	214	211	

**Q4 - As a pharmacist, I plan to use (or continue to use) online platforms such as social media and blogs for professional purposes.**



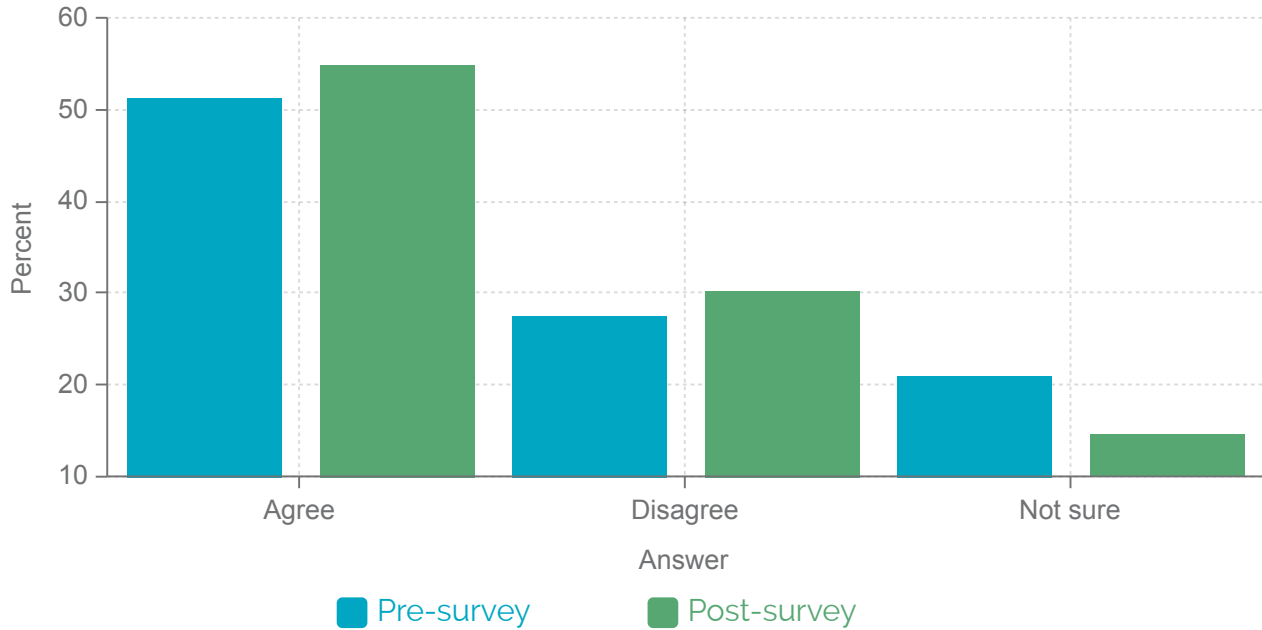
#	Q4	% Pre	% Post	% Change
1	Agree	42.52	42.18	-.34
2	Disagree	18.69	19.43	.74
3	I'm not sure	38.78	38.38	-.4
	Total	214	211	

**Q5: I am confident in my ability to integrate my emerging professional identity into my existing digital identity.**



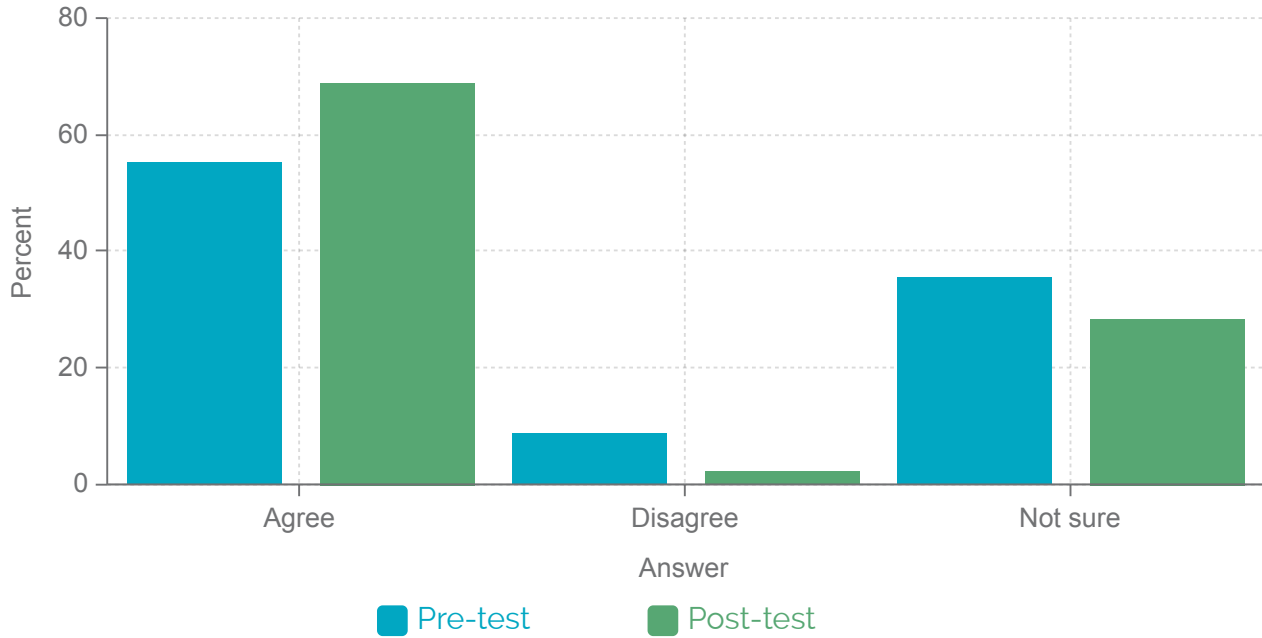
#	Q5	% Pre	% Post	% Change
1	Agree	65.40	76.89	11.49
2	Disagree	5.21	2.83	-2.38
3	I'm not sure	29.38	20.28	-9.1
	Total	214	212	

**Q6: I have two digital identities: a professional one, and a personal one.**



#	Q7	% Pre	% Post	% Change
1	Agree	51.40	54.98	3.58
2	Disagree	27.57	30.32	2.75
3	I'm not sure	21.02	14.68	-6.34
	Total	214	212	

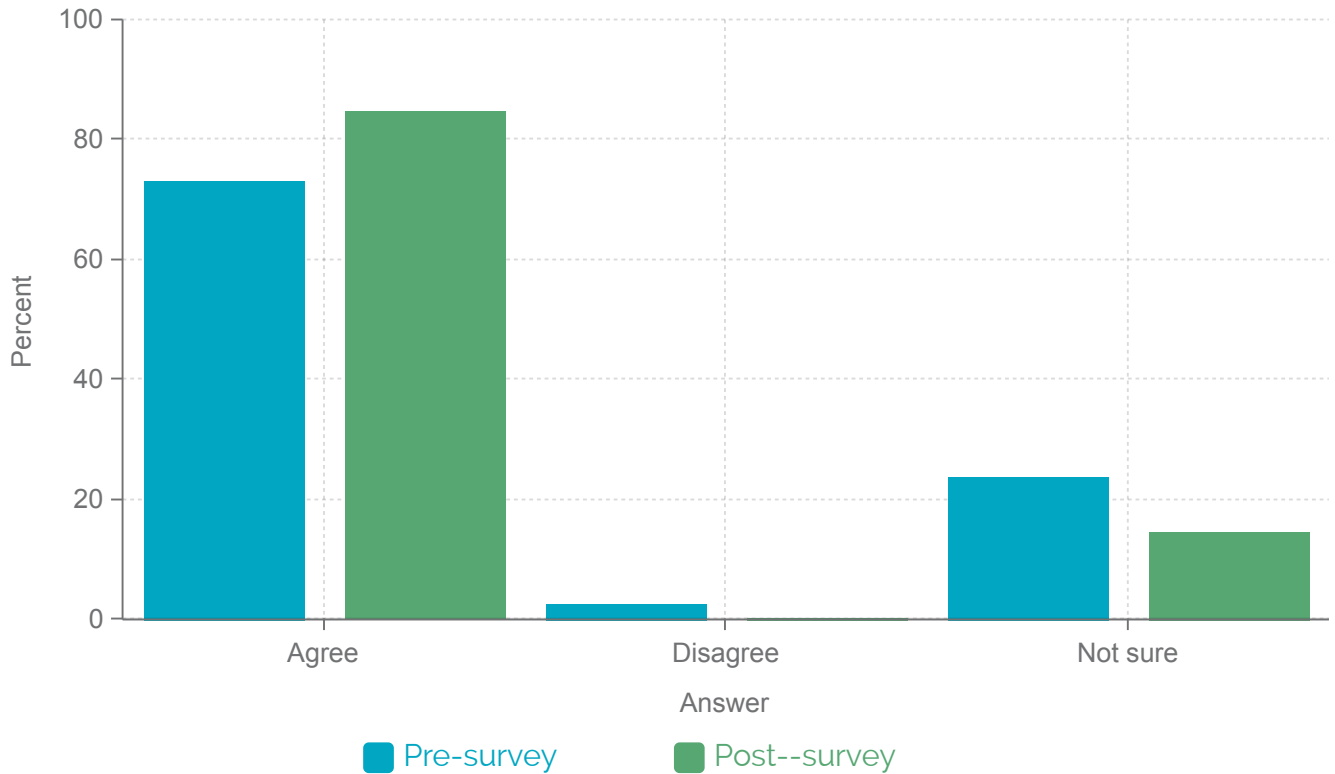
**Q7: Should issues related to my digital identity arise, I am confident in my ability to resolve them.**



#	Q7	% Pre	% Post	% Change
1	Agree	55.39	69.04	13.65
2	Disagree	8.92	2.38	6.54
3	I'm not sure	35.68	28.57	-7.11
	Total	213	210	

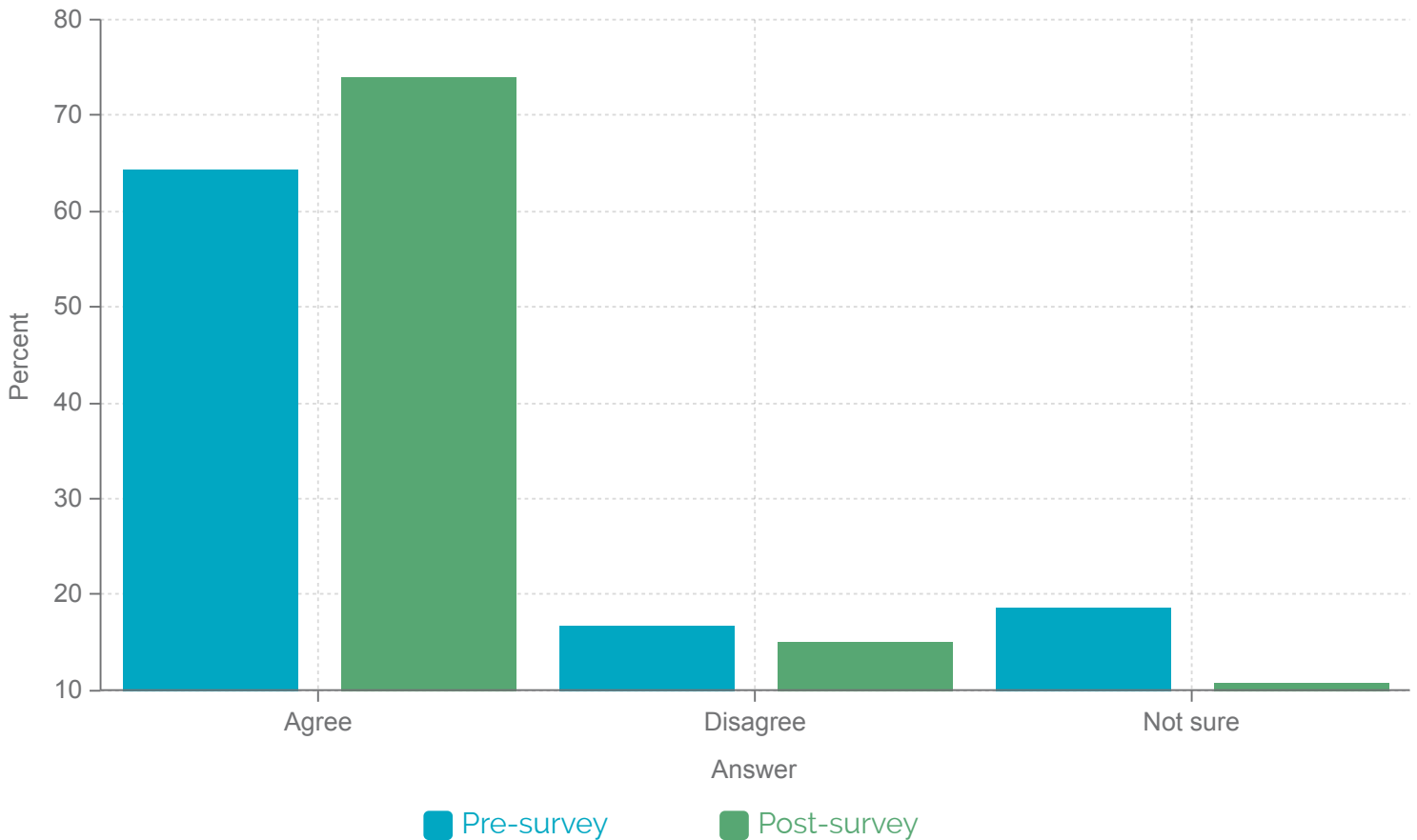


Q8: I am confident in my ability to embody the Code of Ethics and Framework of Professional Practice in my use of social media.



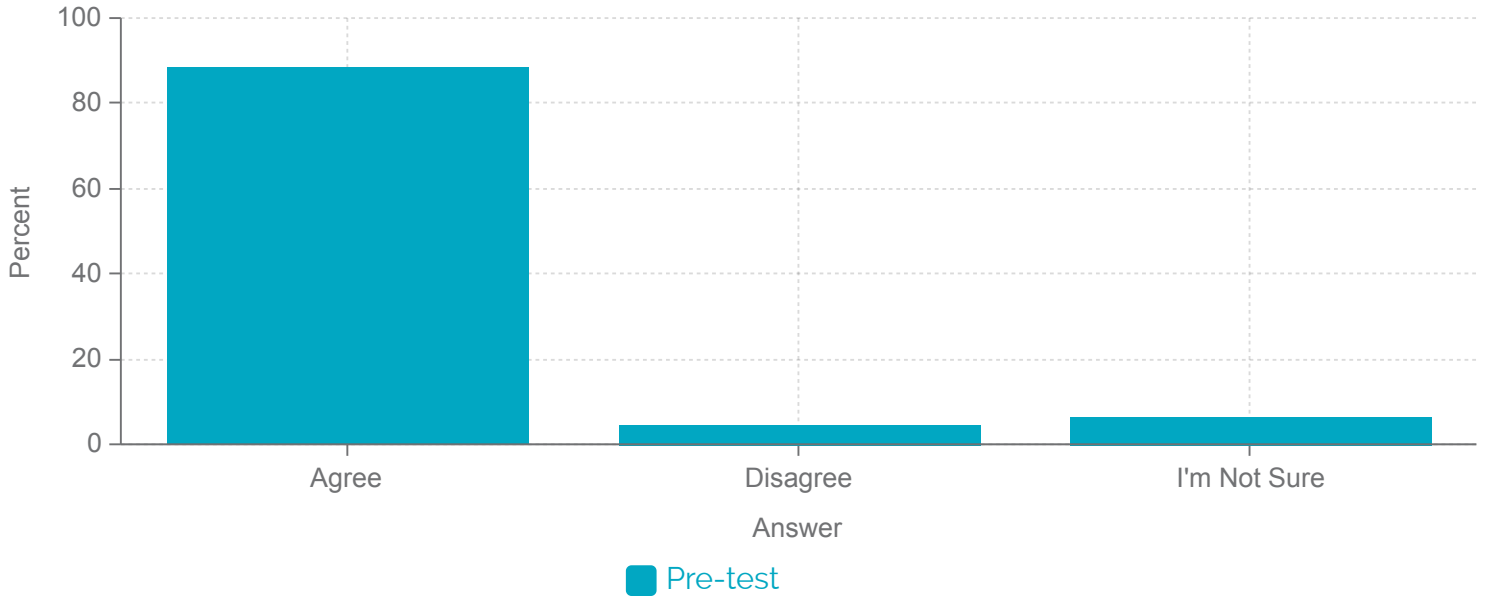
#	Q7	% Pre	% Post	% Change
1	Agree	73.23	84.83	11.6
2	Disagree	2.81	0.47	-2.34
3	I'm not sure	23.94	14.69	-9.25
	Total	213	211	

**Q10: I intend to make changes (or more changes) to my use of online communication technologies, including social media, in order to meet the standards of professionalism for pharmacists.**



#	Q4	% Pre	% Post	% Change
1	Agree	64.48	74.05	9.57
2	Disagree	16.82	15.09	-1.73
3	I'm not sure	18.69	10.85	-7.84
	Total	214	212	

**Q10: After reading and discussing the case studies today, I feel more confident making informed decisions about my digital identity as a teacher candidate.**



#	Q10	% Post
1	Agree	88.67
2	Disagree	4.71
3	I'm Not Sure	6.60
	Total	212

## Question 11

Q11 - Please elaborate on your answer to question 10. This will help us to understand any changes in confidence that pharmacy students experience as a result of these case studies.

# 1

## Better Understanding of the Impact of Digital Presence and Activities



I understand the importance of how representation or misrepresentations of personal values, agencies or professions are perceived in public plays a role in public trust of the profession.

I was able to see the impact that my decisions to post on social media may have even if at the time it seems harmless. My actions could be quickly amplified without my knowledge and may proceed to a point where I cannot rectify the situation.

I understand the impact of my social media presence online. After seeing the examples in the cases, I know that venting online is not the best thing to do. I am confident in my current workplace talking to my manager about any issues I have or any problems that I encounter.

Being exposed to the cases helped me understand what exactly digital identity is and how it can impact pharmacists. This helped me understand and recognize what to do in situations involving digital identity.

# 2

## Caution, Mindfulness and Thinking Before Posting



I think today just served as a two-hour-long reminder to be careful about what you say on social media, and to not post anything containing potential repercussions that you don't want to deal with

It was interesting to see situations that I can see very easily unfold for me or anyone. Definitely gives me more to think about and remind me how to be more mindful.

As a pharmacist, I know I must be more careful and wary before I post anything or share anything, and I am okay with this because as a health care professional, you hold more accountability than the average person, and I knew this before I signed up to be a pharmacy student.

After seeing some of the cases presented, I can now see how these situations can result in negative implications and I hope to use these scenarios and be mindful of my presence on the internet both professionally and personally.

The idea of “thinking before I post” has been engrained. Also knowing that almost 99% of the time there is another way to address any situation that may arise

# 3

## Positive Feedback for the Workshop



These were all scenarios where I would not have considered that small decisions could have far-reaching consequences. It is better to be careful and to speak or post less than to be careless and put oneself into a bad situation.

I appreciated that the cases were somewhat relatable to us in our current situations as pharmacy students (working, on practicum, potential influencers). It was interesting to hear the dialogue between students.

I found the cases VERY relatable, and found this session to be very helpful. for example, even though patients names were not used, their identifiers can be enough to get into trouble.

This session helped to see all the different situations that can arise and it is a good learning tool because it shows us how to avoid them and take the steps to ensure a good digital identity that aligns with our profession.

I liked that the cases were realistic and that we learned good approaches to deal with conflict

# 4

## Negative Feedback for the Workshop



I feel like some of the cases and the content discussed was not super practical. Like yes, there is a small possibility that in a small town, someone will know the exact person you are talking about, just by their conditions list, however, I don't think that the heightened level of caution proposed, just for a super small chance of a problem is unnecessary.



# 5

## Anxious, Not Confident or Equipped



I am not confident about how I should express my personal belief (political, controversial)

These case studies helped me better understand what to do in situations where there is a patient privacy breach as well as how to better manage my own presence online. While i am more confident in how to define my personal and professional self online, I am still worried by how patients may receive my presence and how this may affect their care

I believe that I better understand the impact I can have, but am not really sure how to deal with these situations or how to avoid these situations.

I feel as if the cases weren't polar enough. Should I be doing that or should I not. Does not seem to be answered.

i'm not sure because i do make tons of mistakes, but am very aware of my actions and my online presence. I don't feel more confident in making informed decisions about my digital identity more than i did prior to the session.

# 6

## More Knowledgeable, Confident, Aware and Equipped



I feel I have more tools and more opinions about how to act on social media and in response to any issues that occur

I am more confident in my role as a Pharmacist and the significance of professionalism in all aspects of my life.

After this session I feel more confident in what is professional and what is inappropriate behaviour online. In the future I'll use the tools I learned here.

I believe that studying scenarios helps prepare our minds for what is potentially on the horizon and better equips us to react appropriately if such events ever present themselves as well as how we can appropriately manage our social media to prevent such events.

The case studies helped me understand the options that are available when situations arise that may not have an easy yes or no answer.

I am more aware that using technology and social media as a healthcare professional is much different than a layperson. It requires much critical thinking, deep analysis/"second thoughts" before taking action or displaying a behaviour.

# 7

## Personal v Professional Identity



I know now how crucial it is to separate the personal identity with that of the professional. As a future pharmacist, I still want to be able to maintain personal relationships/jokes outside of me being a pharmacist and I have to highly distinguish between the two.

I am more aware of the line between personal and professional presence on social media and how there's always accountability for actions that occur outside of work hours as well.

I have more exposure to what kinds of scenarios can arise as a pharmacist and having a regular life outside of work, whereas this is interconnected. I believe that there can never be two versions of one person, it is all interconnected as someone will know what your other self looks like and will interpret you as that self that you haven't revealed to your patient population. So it is in the best interest of the patients and pharmacist to be professional in all tasks that you perform, and act with care as a doctor.

I think the problems with professional and personal lines were quite clear cut in the examples. I also think that if issues arise in certain scenarios, there would be a lot more leeway with some of the cases that you could explain your position (like vaccination advocacy, advocacy inherently is passionate) and it wouldn't impact you professional whereas others where it was quite clearly wrong (like the fit tea)

# 8

## Already Knowledgeable/Learnt Nothing New



I think I wouldn't have been in any of those situations anyways. I keep everything private and don't use social media to post things like that. However, I'm sure it helped other students who do post frequently.

I think these case studies are good examples to know how to deal with perhaps coworkers or friends that may be involved, but personally, I wouldn't touch social media for many of my professional problems and I manage these problems differently, by preventing it to happen or escalate

I already understood that I am accountable for all of my actions, and I must take considerations of the outcomes that could arise regardless if my intentions are pure.

This never seemed like an issue for me if I'm being honest. All of these cases showed me what I was already very aware of. Nothing online is private and you need to think before you post. It takes a sense of maturity to be able to separate your emotions from your actions and that is something that we as pharmacists need to learn moving forward. Mistakes happen and we learn from them.

# 9

## Suggested Changes and Improvements



It was great to discuss the cases as a small group and talk about ideas together as a whole class. I would recommend next time to do just small group conversations, or have the IA session be smaller overall so quieter students could feel more confident in sharing

I found there are lots of overlaps and similarities between the cases. Perhaps a greater diversity and variation would be beneficial and enhance the learning objectives.

I found it interesting to consider how people may react to your digital identity, even if you are comfortable with it. I thought it was very helpful to discuss ways of navigating how to handle situations in which your digital identity is questioned.