



UKMi Embraces Twitter

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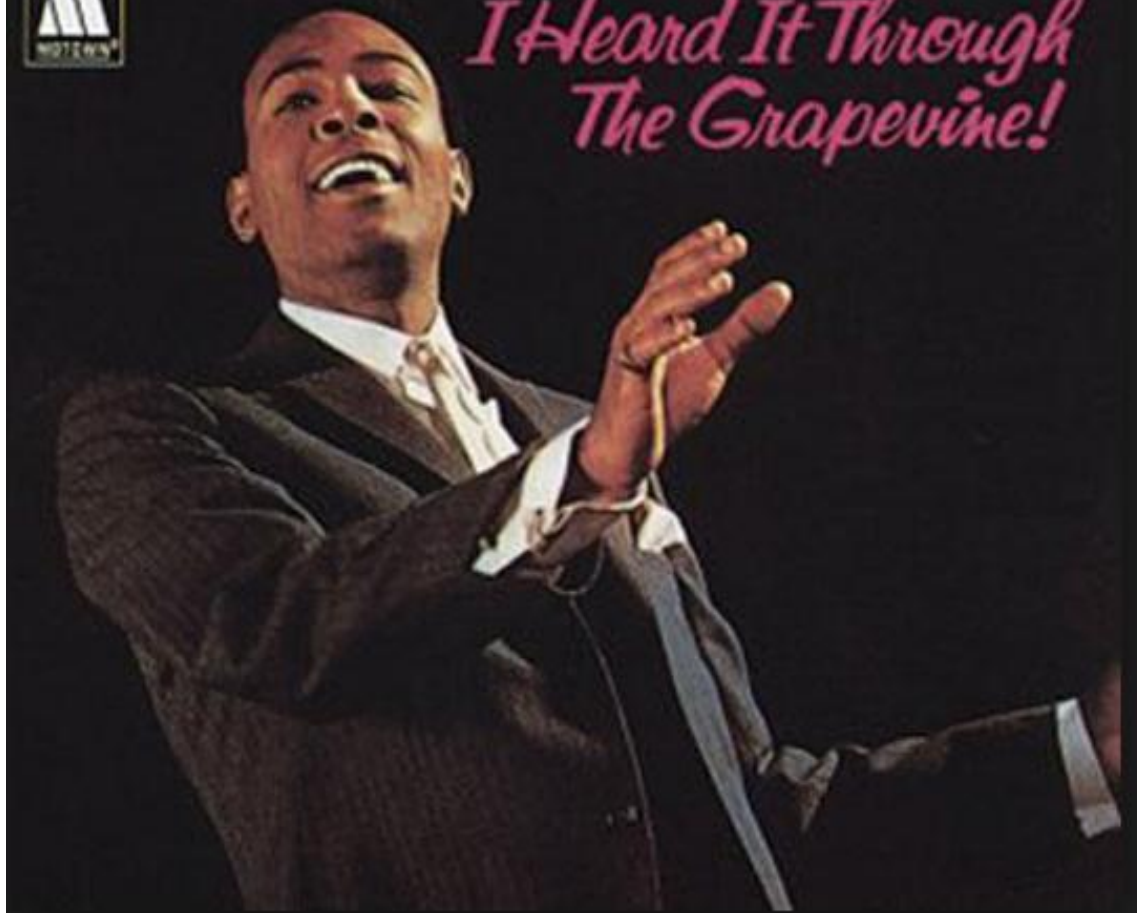
Acting Director

East Anglia Medicines Information

marvin gaye



*I Heard It Through
The Grapevine!*





Perhaps we don't?

I don't have a
smart phone

Not another
thing to check!

I don't have time

I don't do
Twitter

Or maybe we do?

What's your #?

Can we live Tweet from this PDS like we do from other pharmacy conferences and meetings?





However....

I can share
medication safety
advice in a timely
manner

It allows me to
network

It has helped us engage
with others and increased
our visibility as a local MI
centre within our trust and
with the Chief Pharmacist

UKMi has launched!

@UKMedicinesInfo



What will we Tweet about?

- MHRA alerts
- Other Medication Safety information
- Shortages
- Medicine Q&As
- New Guidelines
- Regulatory
- Training event dates e.g. PDS, UKMi national course
- News from RMOCs and Health Boards

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