

## Appendix 1. Questions in a survey of Alberta pharmacists about their use of social media

1. Do you have a social media account (Facebook, Twitter, LinkedIn, etc.) for personal or professional purposes? (yes, no)
2. Do you have account(s) for any of the following social media sites? (select ALL that apply) (Facebook, Twitter, LinkedIn, blogs [e.g., Tumblr, Blogger], SlideShare, Instagram, YouTube, None, other—please specify)
3. How would you describe your use of social media? (select the BEST answer) (exclusively personal, predominantly personal, equal personal and professional, predominantly professional, exclusively professional, not applicable)
4. If you use social media for professional purposes, please describe how you use it (select ALL that apply) (to connect with pharmacist colleagues, to connect with other health care professionals, to connect with patients, to stay up-to-date with the medical literature, to stay up-to-date with drug safety alerts, to follow professional organizations, to follow pharmacy/healthcare conferences, for continuing education, I do not use social media for professional purposes, other—please specify)
5. If you use social media for professional purposes, what do you perceive to be the MOST beneficial aspect? (select the BEST answer) (to connect with pharmacist colleagues, to connect with other health care professionals, to connect with patients, to stay up-to-date with the medical literature, to stay up-to-date with drug safety alerts, to follow professional organizations, to follow pharmacy/healthcare conferences, for continuing education, I do not use social media for professional purposes, other—please specify)
6. Please indicate how you access social media (select ALL that apply) (computer [desktop or laptop], tablet [e.g., Galaxy, iPad], smartphone [e.g., Android, iPhone], not applicable, other—please specify)
7. How do you PREDOMINANTLY access social media? (select the BEST answer) (computer [desktop or laptop], tablet [e.g., Galaxy, iPad], smartphone [e.g., Android, iPhone], not applicable, other—please specify)
8. Please identify any perceived barriers to using social media (select ALL that apply) (I do not have access to the Internet, I do not understand how to use social media, I do not perceive a benefit to using social media, I do not have time, none, other—please specify)
9. Please identify any perceived barriers to using social media FOR PROFESSIONAL PURPOSES (select ALL that apply) (I do not have access to the Internet, I do not understand how to use social media, I do not perceive a benefit to using social media, I do not have time, I was not aware social media could be used for professional purposes, I am concerned because of the professional liability or accountability, none, other—please specify)
10. Do you have a Facebook account? (yes, no)
11. How would you describe your use of Facebook? (select the BEST answer) (exclusively personal, predominantly personal, equal personal and professional, predominantly professional, exclusively professional, not applicable)
12. If you use your Facebook account for professional purposes, whom/who do you connect with? (select ALL that apply) (pharmacists, health care organizations [e.g., Health Canada, Institute for Safe Medication Practices Canada], professional advocacy organizations [e.g., Canadian Pharmacists Association], medical journals [e.g., *New England Journal of Medicine*, *Canadian Pharmacists Journal*], not applicable, other—please specify)
13. Do you have a Twitter account? (yes, no)
14. How would you describe your use of Twitter? (select the BEST answer) (exclusively personal, predominantly personal, equal personal and professional, predominantly professional, exclusively professional, not applicable)
15. If you use your Twitter account for professional purposes, whom/who do you connect with? (select ALL that apply) (pharmacists, healthcare organizations [e.g., Health Canada, Institute for Safe Medication Practices Canada], professional advocacy organizations [e.g., Canadian Pharmacists Association], medical journals [e.g., *New England Journal of Medicine*, *Canadian Pharmacists Journal*], not applicable, other—please specify)
16. Are you aware of the American Society of Health-System Pharmacists (ASHP) Statement on Use of Social Media by Pharmacy Professionals? (yes, no)
17. If yes to question 16, do you follow the recommendations outlined in the ASHP Statement? (all the time, most of the time, some of the time, I do not follow it, I do not know, I have not read it)
18. After completing this survey, do you now intend to start using social media for professional purposes? (yes, no, unsure, I will continue to use social media for professional purposes)
19. What is your age? (20 to 29, 30 to 39, 40 to 49, 50 to 59, 60 to 69, other—please specify)
20. What is your sex? (female, male)
21. How many years have you been a pharmacist? (current pharmacy student, 0 to 5, 6 to 10, 11 to 15, 16 to 20, >20)
22. Please indicate your PRIMARY practice area (community pharmacy, pharmacy manager, pharmacy owner, hospital inpatient, hospital clinical practice leader, hospital administrator, ambulatory clinic, primary care network/family health team, long-term care, academia, other—please specify)
23. Please indicate your HIGHEST level of pharmacy-related education (current pharmacy student, bachelor degree in pharmacy or equivalent, current pharmacy resident, accredited pharmacy residency, Master of Science in pharmacy, Doctor of Pharmacy, Doctor of Philosophy in a pharmacy-related discipline, other—please specify)