

Professional Network Recommendations

One of the many reasons why we join professional networks is because they are a great place to receive recommendations, from people you know and whose opinions you trust. The rpharms.com networks provide a great way to find recommendations from members with a similar background to you and a way to share your own positive experiences.

What is a professional recommendation? There are two questions you need to ask yourself when making a recommendation to a network:

- Why is it relevant to this particular network?
- How might it help a fellow network member?

Recommendations that are neither relevant nor personal can have a negative effect so caution should be exercised. Likewise, if you find that recommendations from your networks do not meet these criteria, please report them to your network moderator.

Here are some examples of good professional recommendations

- “I recently attended an event on prescribing that I found very informative and it has had positive impact on my day-to-day practice. They are running a similar course soon and I would recommend it to members of this group.” Posted on the Prescribing Pharmacists Discussion Group
- “I am going on a training course and think it might be really interesting for community pharmacists working locally as it is being held at the local school of pharmacy. Has anyone else been on this course and would recommend it? You can find the details by going to the school of pharmacy’s website: <http://.....>” Posted on the Beds and Herts e-LPF.
- “I recently found a paper (see link) that I had previously been unaware of – it is on the latest development in pharmaceutical care in hospitals. I have met the author a few times and been to a talk and found them to be very knowledgeable.” Posted on the Hospital Pharmacy Forum

When do recommendations become advertising? There is a fine (often ambiguous) line between recommendations and advertising. Like many other professional networks, the Society prohibits advertising on its networks (see terms and conditions). This is to ensure that the service remains professionally relevant and a true benefit to members rather than an avenue for spam.

If you are unsure if you are (or someone else is) advertising, here is a checklist things to consider:

- Do you stand to benefit either personally or on behalf of an organisation associated to you? (e.g. you are asking for a fee, the course is run by your organisation)
- Are you posting explicit details? (e.g. registration and fee details, purchasing costs)
- Are you being asked to post something on someone’s behalf?

If the answers to any of these questions is ‘Yes’ then this is likely not to be a professional recommendation and will be construed negatively as spam and subsequently amended or removed.