

Multimedia Appendix 1

Interview guide

1. Knowledge and understanding of social media* a) What do you understand by social media? What do social media mean for you? b) Please could you give me some examples of social media?
2. Use of social media (in particular professional applications)* a) What social media platforms do you use? b) What kind of activities do you perform on social media in a professional capacity?
3. Perceptions of peers' use of social media* a) How do you perceive other pharmacists using social media?
4. Social media and consumers of health a) What are lay persons' perceptions of using social media for health? b) How do you think laypeople and consumers use social media for health purposes?
5. Impact of social media on pharmacy profession* a) What kind of impact do you think social media has or would have on the pharmacy profession?
6. Awareness and opinions about social media policies and guidelines a) Are you aware of social media guidelines and polices for pharmacists? Which ones are you aware of? b) What is your opinion about social media policies and guidelines for pharmacy?

*Themes emerging from these topics/ questions have been reported in this article