

## National Penicillin Allergy Day Social Media 101

**What are the benefits of using social media to participate in National Penicillin Allergy Day?** Facebook and Twitter can be excellent platforms to provide awareness to your community on the value and availability of penicillin allergy testing. When posting, you will leverage Facebook statuses and tweet on Twitter.

**What should I include in my post?** You can write anything to highlight your participation in NPAD. Below are some examples of posts that can be tailored for your health system or practice. When posting, be sure to use the hashtag #NPAD, #NationalPenicillinAllergyDay and #NPAD18.



### What time should I post?

While you can post at any time you would like, Twitter and Facebook both seem to garner more attraction in the morning around 10 a.m., in the afternoon around 2 p.m. or around 8 p.m.



### Any tips for when I post?

Be sure to be authentic in your posts – even when posting facts. For example, don't use wording that you typically would not use. Also be sure that your posts are short and to the point.



### What else do I need to know?

On Twitter, you can retweet (RT) another person's tweet if you feel what they said about NPAD reflects how you feel about the day or has great information on the day or penicillin allergy testing.

## What are some sample posts I could use?



### Twitter

Today is #NationalPenicillinAllergyDay! We're excited for this day to bring awareness to penicillin allergies & testing!

#DYK that 9 out of 10 of those told they have a penicillin allergy don't? Learn more at: <http://bit.ly/npad18> #NPAD18

Curious about how to find out if you are allergic to penicillin? Contact our office to schedule an assessment: (XXX) XXX-XXXX #NPAD

#DYK most patients lose their penicillin allergy after 10 years. Learn more: [nationalpenicillinallergyday.com](http://nationalpenicillinallergyday.com)



### Facebook

[We are/I am] so excited that today is #NationalPenicillinAllergyDay! The goal of today is to bring education and awareness around penicillin allergies and the benefits of allergy testing. To learn more about penicillin allergy testing visit: <https://nationalpenicillinallergyday.com/>.

Unverified penicillin allergy is being increasingly recognized as a public health concern. XX Health System offers penicillin allergy testing for qualified patients to improve antibiotic prescribing and combat antibiotic resistance. Talk to your healthcare provider to learn more.

Did you know that about 80 percent of patients with a penicillin allergy lose their sensitivity after 10 years? This means if you have had a penicillin allergy previously, you should ask your physician about an allergy evaluation and discuss your testing options to find out if you are still truly allergic or not. To learn more, visit [INSERT PRACTICE OR HOSPITAL WEBSITE](#).

### References

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2. Macy, E. "Penicillin allergy: optimizing diagnostic protocols, public health implications, and future research needs." *Current opinion in allergy and clinical immunology*, U.S. National Library of Medicine, Aug. 2015, [www.ncbi.nlm.nih.gov/pubmed/26110680](http://www.ncbi.nlm.nih.gov/pubmed/26110680). Accessed 17 Aug. 2017
3. American Academy of Allergy, Asthma, et al. "Drug allergy: an updated practice parameter." *Annals of allergy, asthma & immunology: official publication of the American College of Allergy, Asthma, & Immunology* 105.4 (2010): 259.