APhA-ASP Communications Vice President Toolkit

The APhA-ASP Communications Vice President (CVP) Toolkit is your resource for effective communication within your chapter as well as a guide for sharing your stories locally and nationally. This comprehensive resource reviews general communication principles, highlights various chapter communication guides, and provides an introduction to several invaluable APhA-ASP resources to help make your job easier. One of your most important roles as your chapter’s CVP is to tailor your message to reflect the collective voice of the Academy by following the Communications Style Guide.

Start your planning today and explore the resources, engage your chapter, and empower advancement of our profession!

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SECTION 1: INTRODUCTION

The purpose of this section is to introduce chapter positions related to communications and to provide an overview of all APhA-ASP methods of communication.

I. Position Descriptions
   a. Communications Vice President
   b. Supporting positions
      i. Social Media and Website Chair
      ii. Public Relations Chair

II. APhA-ASP Communications Overview
I. Position Descriptions

Communications Vice President

PURPOSE OF THE POSITION

- Promote activities to APhA-ASP Chapter members (Internal Communications)
- Coordinate public relations efforts of the APhA-ASP Chapter (External Communications)

RESPONSIBILITIES TO THE CHAPTER

- Actively participate as an APhA-ASP Chapter Executive Board Officer
- Oversee and assist the Social Media and Website Chair and the Public Relations Chair
- Promote PharmFlix Competition and organize, coordinate, and submit Chapter submission
- Promote chapter meetings and events to Chapter members and college/school officials
- Collect Chapter pictures, videos, and multimedia
- Advertise Student Pharmacist magazine, including its current issues and opportunities for publication
- Promote Student Pharmacist Connection online publication, including its useful links and updates
- Coordinate American Pharmacists Month programming in collaboration with Social Media and Website Chair, Public Relations Chair, Policy Vice President, and other relevant leadership

RESPONSIBILITIES TO APhA-ASP

- Communicate with Regional Member-at-large to share Chapter stories
- Promote APhA-ASP Midyear Regional Meeting and APhA Annual Meeting & Exposition attendance

TIME COMMITMENT

- Serve a 1-year term as an APhA-ASP Chapter Executive Board Officer

Social Media and Website Chair

PURPOSE OF THE POSITION

- Ensure that the Chapter’s social media presence aligns with the college/school’s and APhA-ASP’s goals, vision, and mission.

RESPONSIBILITIES TO THE CHAPTER

- Regularly update the Chapter website and social media accounts.
- Review all social media content prior to publication.
- Promote national, regional, and chapter APhA-ASP programming prior to each event on Web-based mediums.
- Work with Communications Vice President to promote American Pharmacists Month programming.

RESPONSIBILITIES TO APhA-ASP

- Certify that the Chapter social media accounts are following APhA-ASP social media accounts.
- Share APhA-ASP social media content to Chapter social media accounts as appropriate.
- Ensure all social media content complies with the APhA-ASP Communications Style Guide.
TIME COMMITMENT

- Serve a 1-year term under the supervision of the Communications Vice President

Public Relations Chair

PURPOSE OF THE POSITION

- Highlight the Chapter’s involvement in the community through media outlets
- Promote the profession of pharmacy to the community

RESPONSIBILITIES TO THE CHAPTER

- Increase Chapter exposure in the community through public media outlets.
- Work collaboratively with pharmacy and community organizations and media outlets to promote the profession of pharmacy.
- Organize publication of Chapter newsletters.
- Work with Communications Vice President to promote American Pharmacists Month to the community.

RESPONSIBILITIES TO APhA-ASP

- Promote the profession of pharmacy in the community

TIME COMMITMENT

- Serve a 1-year term under the supervision of the Communications Vice President

II. APhA-ASP Communications Overview

OVERVIEW

APhA-ASP has numerous forms of communications aimed to keep student pharmacists informed and updated about the Academy, along with sharing current events amongst APhA-ASP chapters and throughout the profession of pharmacy.
The APhA-ASP website contains all the tools you need to be involved in APhA-ASP, run a successful chapter, and transition after graduation.

**APhA-ASP Projects & Programs**
- National patient care and community service projects
  - Generation Rx
  - Operation Diabetes
  - Operation Heart
  - Operation Immunization
  - OTC Literacy
- International opportunities
  - International Pharmaceutical Students’ Federation (IPSF)
- Professional development programs
  - National Patient Counseling Competition
  - PharmFlix Video Contest
  - Webinars
  - Chapter Cookbook
- Career development programs
  - APhA-ASP Experiential Program
  - APhA Career Pathway Evaluation Program for Pharmacy Professionals

**APhA-ASP Awards & Scholarships**
This section includes guidelines and forms for the Chapter Achievement Awards Program, individual awards, and scholarships.

**APhA-ASP Meetings & Networking**
- APhA-ASP Midyear Regional Meetings
- APhA-ASP Summer Leadership Institute
- APhA Annual Meeting & Exposition
- APhA Institute on Alcoholism & Other Drug Dependencies

**APhA-ASP Chapter Officer Resources**
- APhA-ASP Contacts and Networking
- Chapter Advisor Membership Instructions
● Update Chapter Contact Information
● Chapter Operations
● National Outreach Initiatives
● Order Forms
● Policy and Advocacy Development
● Regional Structure
● Membership Toolkits
● Membership Forms
● Membership Marketing Materials
● State Pharmacy Association Collaboration

APhA-ASP Leadership Opportunities
This section includes information regarding all of the opportunities student pharmacists have to become leaders for the profession at the local, regional, national, and international level.

APhA-ASP News and Deadlines
Stay up to date with APhA-ASP current and upcoming events.

STUDENT PHARMACIST MAGAZINE

Student Pharmacist magazine is published every 2 months and contains articles written by student pharmacists, new practitioners, APhA staff, and APhA-ASP leadership. It is now available online and can also be viewed on e-reader. The Student Pharmacist Editorial Advisory Board (EAB) consists of eight APhA-ASP members (one from each region) to provide feedback to the publication’s editors, with the goal of keeping the magazine as relevant and useful as possible to its target readers.

Chapter members are encouraged to contact Editor Tom English (tenglish@aphanet.org) if interested in writing an article.

STUDENT PHARMACIST CONNECTION
**Student Pharmacist Connection** is sent via e-mail on the first Tuesday of each month. Information in this publication includes APhA-ASP updates and highlights of current and future events (i.e., provider status, webinars, APhA book news, and more). This publication is edited by the APhA-ASP National Communications Standing Committee.

### FROM YOUR APhA-ASP NATIONAL EXECUTIVE COMMITTEE

*From Your APhA-ASP National Executive Committee* is a bimonthly e-newsletter directed toward chapter leaders and includes updates and announcements from the APhA-ASP National Executive Committee and Standing Committees. Content for specific executive board positions will be compiled in these newsletters and should be disseminated to the appropriate recipient(s).

### FACEBOOK

[https://www.facebook.com/APhAASP](https://www.facebook.com/APhAASP)
The APhA-ASP Facebook Page contains content created by the APhA-ASP National Executive Committee, Standing Committees, and APhA staff. Posts aim to highlight what student pharmacists are accomplishing across the country in order to build a more unified team. Encourage your chapter members to “Like” the page and share relevant posts to personal and chapter Facebook pages. The more engaged followers are with posts (likes, comments, clicks), the more they will show up on their Newsfeeds.

### TWITTER

[https://twitter.com/APhAASP](https://twitter.com/APhAASP)
The APhA-ASP Twitter account provides updates to followers similar to Facebook, but with a 140 character limit. Encourage your chapter members to use hashtags during major meetings (i.e., Midyear Regional Meetings, Annual
Meeting & Exposition, Summer Leadership Institute, etc.) in order to for others to follow, especially those who are unable to attend.

YOUTUBE

The APhA-ASP YouTube channel contains numerous videos, including (but not limited to):
- APhA-ASP membership video
- Previously hosted webinars
- National Patient Counseling Competition finalists
- Patient care and community outreach project reflection videos
- PharmFlix finalists

INSTAGRAM

The APhA-ASP Instagram page is our opportunity to share stories on a smaller scale. The Instagram account is most used during specific events (i.e., Midyear Regional Meetings, Annual Meeting & Exposition, Summer Leadership Institute, etc.). It provides a more interactive opportunity to highlight the event and the attendee’s experiences. For these events, encourage your chapters to use the event-specific hashtag.
SECTION 2: CHAPTER COMMUNICATION GUIDES

The purpose of this section is to provide chapter leaders with guidance of how to apply communications to many aspects of chapter programming.

Documents:

I. Communications with APhA-ASP Projects
II. Communications with the Media
III. Working with College/School Communications Department
IV. Chapter Website
V. Chapter Newsletter
VI. Use of Photographs
VII. American Pharmacists Month
I. Communications with APhA-ASP Projects

OVERVIEW

Patient care and community outreach projects are a key component of APhA-ASP programming and the development of a student pharmacist. They are prime examples of patient care and community involvement, and are one of the best aspects to highlight through communications. Your chapter’s respective project chairs have large responsibilities and work very hard to organize and run events, and are not always able to provide the proper marketing and recognition they deserve. It is the Communication Vice President’s responsibility to assist in the promotion of these projects for your patients, community, chapter, and other student pharmacists around the nation.

CURRENT RESOURCES

To better help your chairs, become familiar with each patient care project’s media promotions toolkits, as you will have the resources and expertise to use these to their full potential.

- Operation Diabetes
- Operation Heart
- Operation Immunization
- OTC Literacy
- Generation Rx

PROMOTING PROJECTS

There are numerous strategies to optimally promoting events hosted by your project leaders.

- Promote the patient care and community outreach projects as part of your regular chapter communications.
- Prepare (or be involved in preparing) a marketing plan for events that includes:
  - Social media strategy.
  - Sharing with school communications/marketing departments ahead of time.
  - Recruiting local television, radio, or newspapers to cover the event.
- After the event, share the experience via social media, chapter newsletter, chapter website, and school communications/marketing departments. Event highlights include:
  - Positive health outcomes and promotion of the pharmacy profession.
  - The dedication of student pharmacists to the community and patients.
  - The applied knowledge and abilities learned in the classroom.
  - The hard work put forth by chapter leaders and volunteers.
  - Thank your sponsors.
II. Communications with the Media

OVERVIEW

Media coverage can have a strong impact on student pharmacists, patients in the community and policymakers. Every opportunity to reach the media advocates the role of pharmacists in patient care. Therefore, it is essential to have an effective strategic plan that can catch the attention of your audience and accurately and positively present your message. Media coverage options include television, newspapers, radio, billboard campaigns, and more.

IDENTIFY YOUR MESSAGE

When communicating with the media, you should be able to summarize the main message concisely. For a press release, select a maximum of two to three more key messages to discuss in a body of text or interview. When presenting your message, use strong words to catch the attention of your audience.

Tips to developing your messages include:

- Convey the topic, question, or challenge and why it warrants attention from the audience.
- Present new information regarding this topic in the simplest way possible.
- Stimulate action from the audience.
- Encourage interpersonal communication about the issue.

INTERVIEWS

Preparing for interviews is key to ensure your message comes across accurately. Media interviews can be with individuals or a group, and questions may not necessarily be provided beforehand. For a successful interview, have the individuals representing your chapter hone in on specifics you would like your audience to know. Be straightforward and direct about why an event is taking place and what is unique or innovative. It is suggested that information is presented within 1 minute to maintain attention with the audience. Practice speaking in advance in order to avoid sounding like you have memorized a script.

When planning how to best present your information, consider the following:

- **Identify your expectations** – Set goals for what message your APhA-ASP Chapter would like to present and who will be involved.
- **Interview** – If you are being interviewed for a radio or newspaper story, be aware of the type and reach of the audience you are communicating with by researching the company or organization.
- **Plan** – Plan well in advance exactly who will speak, what he/she will state, and how you wish to present the topic of discussion.
- **Follow up** – Monitor how many viewers or listeners your media event reached, possible effects on the local chapter, turn out for an event, and so on. The statistics you collect should be considered in planning future campaigns.
PUBLIC SERVICE ANNOUNCEMENTS

Public service announcements (PSAs) are messages in the public interest through the television or radio without charge. Their objectives are to raise awareness and change public attitudes and behavior toward a particular issue. Your PSA should be specific to your audience and have an appropriate appeal, credibility, understandability, and relevance. Length of PSAs are often 1 minute or less, therefore it is important for language to be simple and vivid. If possible, test the message(s) to determine potential barriers to success, and assess overall effects.

PRESS KITS

A press kit is a package of promotional material that serve to brief readers about an initiative. Press kits can be given to patients, media centers, or staff of legislators to build awareness of the chapter’s activities. It is recommended to have a main press kit that can be modified accordingly to different events and audiences.

Press kits should include the following:

- A summary of the event target audience.
- Statistics related to the event as a supplemental fact sheet. If this is the first time you are coordinating an event, use data collected from other groups that most closely relate to what you are doing.
- A one-page summary of the important goals or objective, or projects.
- Quotes or anecdotes from patients, fellow student pharmacists, and pharmacists in the community to better illustrate the effects of the event (biographies and photos of individuals are also recommended).
- Information about APhA-ASP and what your chapter has accomplished in the community.

Sample press kit for a health fair:

- A general summary of the target patient population of the health fair.
- How many patients are reached on average every year.
- A one-page description of significant projects in the past and the result of those initiatives. You can include patient quotes or anecdotes on how the services provided affected their lives.
- A fact sheet relating to a specific project type. For instance, statistics on the patient found to have certain disease states such as hypertension, diabetes, osteoporosis, or any other relating to services provided.
- General information about APhA-ASP and your chapter.

OTHER MEDIA TIPS

- When choosing the most appropriate media outlet, consider its reach, credibility, accessibility to messages, and efficiency in disseminating your message.
- Ensure all components of your message follow the APhA-ASP Communications Style Guide.
- Repeat your messages with appropriate frequency leading up to an event.
- In addition to television, radio, and newspapers, there are other options that your chapter may consider:
  - Organization websites and online calendars.
● Posters, flyers, pamphlets, banners, shirts, bumper stickers (i.e., mini-media).
● Billboards.

- Developing strong relationships with media outlets will expand opportunities for future projects.
- Maintain professionalism at all times, even when the camera is off and recorders have stopped.

III. Working with College/School Communications Department

OVERVIEW

When communicating on behalf of your APhA-ASP Chapter, it is important to realize that you are also representing your college/school as well. Most institutions will already have an established communications or marketing department that also has guidelines pertaining to the use of the school name, logo, or other sensitive material.

WHY COLLABORATE?

Collaborating with your college/school’s communications or marketing department is both necessary and mutually beneficial for many reasons:
- Communications departments have already established many connections with television, radio, newspaper, and other resources that can help your chapter reach out to patients and your community.
- They can help publicize through their own established media outlets such as college/school newspapers, websites, social media, and other outlets.
- Their job is to promote your college/school and its students in a positive light.
- The mutual collaboration will extend reach by expanding to new audiences.

GETTING STARTED

Many communications departments may not feel comfortable allowing students to freely post publicly when representing the college/school, especially in regards to social media. Take the time to build a relationship and ensure them of the positive effect that social media can have by showing examples from other colleges/schools. Ensure them of the positive and professional attitude of your messages and be willing to compromise. Talk with your Chapter Advisor or a National Communications Standing Committee member if you need further assistance.

TIPS FOR COLLABORATION

- Understand and respect their established guidelines for communications regarding the use of the college/school name and logo, as well as other sensitive information.
- ALWAYS be professional and positive in both your message and attitude.
- Check with them as your first stop regarding messages through television, radio, newspaper, or other mass media outlet. Not only will they assure a quality message, but they can also help set this up.
Promote social media posts from your college/school’s communications department. This may encourage them to share your post about a recent successful patient care project.

Keep them informed of your big events to encourage their involvement, especially if media coverage goes to your college/school. For any media visitors, they may want to provide assistance and accommodation.

If you are unsure about any message being shared, ask! This shows your concern and respect for their input.

IV. Chapter Website

OVERVIEW

Whenever someone wants to learn more about an organization, they often turn to the Internet. A website can be a great way to provide information about your APhA-ASP Chapter to student pharmacists as well as members of your community. Maintaining a website that is up to date with accurate information can provide a positive reflection of your chapter online.

SITE DESIGN

How will your site be found?

- A domain name will need to be registered. Domain names can be purchased for a small fee from many popular sites, such as: godaddy.com, networksolutions.com, register.com, and domain.com.

How will you create or maintain your site?

- **Write code from scratch** – This practice is very time consuming and requires skill. Additionally, it is unpredictable that chapters will have a student pharmacist each year that is able to maintain using code.

- **Web design template** – [http://www.wix.com](http://www.wix.com) is an example of a web design template website. This allows you to place content into a web design that already exists. Sites that provide this service will most likely include a domain name and domain hosting in their annual fee, so you will not need to purchase a separate domain name. With this method, free accounts will have ads around the edge of the page whereas paid accounts are ad free.

Who is your audience?

- Chapter websites can be used by student pharmacists, school/college faculty, patients encountered, and the general public. Keep the audience in mind in order for content to be accessible to desired populations.

What tasks will visitors complete while using the site?

- **Convey information** – Consider what information visitors would come to your site to find and how they would progress through the page to find what they need. The progression from one link to the next must be logical.

- **Collect information** – Information can be collected through forms directly coded in your website or you can link to a form in a web-based program such as Google Forms.
What will your website look like?

- There are many web-based tools available to help you select HTML colors for your site. There should be contrast between your background and font colors. One resource is colorcombos.com.
- Certain font styles are easier to read on a screen than others. You will want to read about web friendly fonts before selecting the fonts for your site.

CONTENT

When adding content to a chapter website, there are numerous considerations:

- **Content**
  - Refer to the APhA-ASP Communication Style Guide before developing content.
  - Official APhA-ASP Logos are available for use. Refer to Style Guide mentioned above.
  - If you will be writing your own code, you will want to visit the W3 School site for the latest tutorials to ensure that your code works properly.

- **Accessibility**
  - Websites should have content that is available to as many visitors as possible, including the visually or hearing impaired. Visually impaired visitors use screen readers to navigate a web page. Most web design programs provide the option to add alternate text to image files on your site that is read by the screen reader. For hearing impaired visitors, consider adding subtitles to audio and video clips. An alternative is having a corresponding script that can be downloaded as a PDF.
  - The W3 School maintains a list of accessibility standards and offers free accessibility testing for your website: http://www.w3.org/standards/webdesign/accessibility.

- **Usability**
  - Navigation and organization of a website have a large effect on its usability. Aim to design your site where you can reach each page by clicking on no more than three links.
  - More information can be found at usability.gov.

- **Search engine optimization** – There are three main ways to insure that your site shows up when visitors search for related topics:
  - **Page Titles** - Each page in your site should have a descriptive title. Some search engines use these titles to identify main topics.
  - **Meta Tags** - Meta tags are a coding technique used to tell search engines what your page is about. You can review the W3 School tutorial to learn more about meta tags.
  - **Links** - Making each hyperlink that appears on your site descriptive also helps search engines identify key topics. For example, “Visit the National Operation Heart page to learn more,” instead of, “Click here to learn more about Operation Heart.”
• **Copyright protected content** – If you are going to use materials that were created by someone outside of your chapter, it is recommended you are familiar with the basics of copyright law. A few key points to remember include:
  - Items do not have to contain a copyright notice to be protected by copyright law.
  - Works in the public domain are no longer protected by copyright law.
  - Publically available is not equivalent to being in the public domain.
  - Purchasing a work does not give the right to use it on your website.
  - The best policy is to ask permission and get a response in writing.

V. Chapter Newsletter

OVERVIEW

Chapter newsletters are a useful tool to highlight and archive major events, spotlight chapter members and leaders, and much more. Content for newsletters should involve both chapter leadership and members. Once published, newsletters should be shared to:

- Chapter social media accounts
- Chapter website
- Advisors to share to rest of school/college faculty
- **Regional Members-at-large**
- **National Standing Committee on Communications**

HOST SITES

There are numerous avenues for chapters to publish newsletters. Some examples include:

- **PDF:**
  - Issuu
  - FlipSnack
- **Blogs:**
  - Blogger
  - WordPress
- **Email:**
  - MailChimp

CONTENT

Components of newsletters are up to chapter discretion. These are a list of suggestions:

- **Presidential Theme Highlight** – Share stories of how chapter members have exemplified the Presidential Theme.
- **Event Highlight** – Showcase major events that happened within your chapter (patient care, meetings, retreats, banquets, etc.).
- **Spotlights** – Chapter members can get to know the leadership, advisors, and New Practitioner Mentors with profiles, statements to the membership, and more.
- **Member(s) Spotlight** – Recognize and profile chapter members that have gone above and beyond to contribute to the chapter.
● **Upcoming Dates** – Preview upcoming events for chapter members to put on their calendars.

**WRITING AN ARTICLE**

- Thoroughly gather information for the subject matter (who, what, where, when, why, and how).
- Create lively and interesting headlines to catch reader interest.
- Use personal experiences, pictures and quotations from chapter members to enhance the article.
- Be conscious of word count limitations.
- Cite sources and provide references for all quotes, pictures, and facts.
- Proofread, proofread, proofread!

**VI. Use of Photographs**

**OVERVIEW**

A picture is worth a thousand words. Photographs are one of the best ways to quickly grab attention and convey a story beyond words. These can be powerful tools if used properly in your communications plans, but it is also important to be aware of some of the implications that can be involved with photographs.

**HIPAA (PATIENT PRIVACY)**

As a health care provider, patient privacy is one of our utmost concerns. A breach of patient confidentiality can lead to serious consequences both for you and your institution. When photographing in any patient care setting, be aware of who and what is included in the frame of your picture. Do not include patient identifiers (i.e., names and faces) without proper written consent from those in the picture.

**PROFESSIONALISM**

Photographs capture more than a single idea. While your main focus may be in good nature, unprofessional or inappropriate attire/ action may give the wrong idea. When taking pictures, be sure to be presented professionally with appropriate attire. Be aware of any background distractions or inappropriate images that may be otherwise misinterpreted.

**USING PHOTOS IN THE MEDIA**

Photos should be used to supplement a story, and there are numerous considerations to optimize their effect:

- Select just a few photos that convey the entire story.
  - Example: During a health fair, many students may be presenting informational posters. While each poster is important, numerous photos of different posters does not tell more of a story than one photo,
and may lose the attention of your audience. Consider using photos that show student pharmacists interacting with patients with the informational poster in the background.

- When sharing a photo via social media, tag chapter members to increase reach and engagement of the post. This will also recognize individuals for their hard work.
- Individuals in photos should be able to be identified as student pharmacists. Aim for photos with chapter members wearing white coats, professional attire, and with APhA-ASP logos in the background.
- Ask permission from the original photographer to share photos on the chapter level.
- Always remember HIPAA and professionalism when selecting photos.
- The higher the quality, the better the photo. While cell phones are one of the easiest ways to capture an image, they do not always provide the best quality for sharing photographs through multiple mediums. Higher resolution photographs are supremely important if your chapter is highlighted on a national level (eg. Student Pharmacist magazine).

VII. American Pharmacists Month

OVERVIEW

American Pharmacist Month (APhM) is a time to celebrate the pharmacy profession and draw attention to the great work that we do. Many of your fellow chapter leaders will be planning events and finding ways to promote pharmacy through their projects. As a Communications Vice President (CVP), you are in a unique position to highlight these events and identify media resources to raise awareness in the community and to your patients. The CVP molds the hard work and actions of the chapter into a unified message about what American Pharmacist Month is all about. As student pharmacists, relate your media to promote the dedication of our members to patients and communities, applying knowledge and abilities learned in the classroom, and the continued hard work of leaders and volunteers.

RESOURCES

Pharmacist.com has many resources available for American Pharmacist Month. Of primary interest to the CVP is the APhM Outreach and Messaging page. Here you will find useful information to help set reach your community, attract media coverage, get official recognition, and how to effectively use social media during APhM.

Policy Vice President Toolkit

Additionally, the Policy Vice President Toolkit provides a useful resource to promoting APhM through health screenings, pharmacy visits, editorials, flyers, pamphlets, and social media. Coordinate with your Policy Vice President to effectively use your communication resources to have the biggest impact during October.

Patient Care Projects

Many of your patient care projects and other community service chairs will also be holding individual events, health fairs, screenings, and other promotions. These should also be included in your APhM communications plan. Use their individual Media Promotion Guides provided in their toolkits to help put together content for posts.
National Media
In addition to your chapter communication plans, there will also be various articles and social media posts presented from pharmacist.com as well as the APhA, APhA-ASP Facebook, and Twitter accounts. Help us expand our outreach and improve your communications plan by sharing the content from the national level. This will help our collective voice be amplified across the nation.
SECTION 3: RESOURCES

The purpose of this section is to provide chapter leaders various communications resources to serve as references for creating communications content, preserving the APhA-ASP brand, and organizing the PharmFlix competition.

Documents:

I. APhA-ASP Communications Style Guide
II. Social Media Overview
III. Communications Vice President Webinar
IV. PharmFlix Video Contest
I. APhA-ASP Communications Style Guide

OVERVIEW

The American Pharmacists Association (APhA) represents more than 60,000 practicing pharmacists, scientists, student pharmacists, and other interested members who share the common vision of advancing the profession of pharmacy. To ensure that its message is consistent, all communication from the Association should represent a unified image and purpose. This consistency reduces the potential for confusion among prospective audiences while reflecting positively on the Association.

This style guide was created specifically for the APhA Academy of Student Pharmacists (APhA-ASP) to help student chapters present themselves and the Association in a manner that is clear and consistent with the Association’s goals and objectives. Every member of APhA is responsible for its image and is charged with upholding its mission of improving medication use and advancing patient care.

The APhA-ASP Communications Style Guide is available on pharmacist.com under “Chapter Officer Resources.” The Communications Vice President is responsible for ensuring that your chapter’s written and online presence is properly formatted according to these guidelines.

II. Social Media Overview

OVERVIEW

Social media outlets are essential methods to communicate both internally (within the chapter) and externally (to the public). There are numerous avenues for social media, each with its own strategy for optimal engagement. It is important to remember that every post represents APhA-ASP, your chapter, your school/college, and your profession. Be positive and thoughtful about what you choose to share.

General key principles for social media include:

- Make posts conversational in order to connect with your audience and build relationships, not just use as a broadcast channel.
- Know your audience. Be compelling, relevant, and engaging.
- Building a community via social media is a process. You must be present and engaged consistently over time and use analyses to determine efficacy and adapt to the results.

FACEBOOK

Facebook is the most widely used social media platform with more than 1 billion monthly active users across both desktop and mobile. It is integrated into users’ daily lives with multiple uses per day.

Chapters can create a Facebook Page in order to develop their APhA-ASP brand for the external audience as well as communicate to chapter members. Facebook Pages have “Page Insights” that allow page administrators to analyze posts according to reach, engagement, timing, and demographics of audience. It is essential to review and apply the data to maximize audience interaction. Posts show up on followers’ News Feeds as a result of high quality stories.

Facebook Analytics Definitions:
- **Reach** - Number of people who have seen your post (i.e., shown in News Feed).
**APhA Academy of Student Pharmacists**

- **Organic reach** - Number of people who were shown your post through unpaid distribution.
- **Paid reach** - Number of people who were shown your post as a result of ads.
- **Engagement** - Number of people who have clicked, liked, commented on, or shared your post.
- **Impressions** - Number of times a post is displayed, whether it is clicked or not. People may see multiple impressions of the same post, therefore reach may be less than impressions.

Facebook Groups can be used for targeted communications (i.e., between leaders) and is more intimate interaction. Groups do not have analytics and should be saved for internal communications.

**TWITTER**

Twitter allows for direct access to anyone with a public profile provides real-time updates. Each “tweet” has a 140-character limit, and can include text, links, and photos. Users can switch between multiple accounts, which can allow chapters to shift from personal to chapter accounts with ease. Twitter uses hashtags in order for users to follow particular topics. The “retweet” function allows other Twitter users to re-post tweets and increase their exposure. Twitter’s “@Mention” system allows you to contact Twitter users and call attention to individuals highlighted in the tweets.

**INSTAGRAM**

Instagram is a unique way for chapters to share their story through photos and captions and is designed to share real-time experiences. Along with Twitter, Instagram also uses hashtags to allow users to follow and join conversations surrounding a particular topic, and “@Mention” to call attention to specific users. Pictures can also be “tagged” to identify users.

**YOUTUBE**

YouTube allows chapters to share their story with videos. Chapters can create video playlists and subscribe to other channels. PharmFlix entries can also be submitted through chapter YouTube accounts. Be careful not to use content that infringes copyright laws.

**HOOTSUITE**

HootSuite provides a single dashboard interface to monitor and manage all social media for your chapter. Posts can be scheduled across different social profiles and reports can be built that monitor feeds, engagement, and more.

**III. Communications Vice President Webinar**

Additional training and assistance for the Communications Vice President (CVP) is available during the fall Webinar Week. All CVPs should plan on attending this session, or appoint someone from your committee to attend in your place. This is intended as a tool to encourage successful communication and storytelling during your term as a chapter officer.
IV. PharmFlix Video Contest

The PharmFlix Video Contest was launched in 2009 as a way for student pharmacists to showcase their professionalism while also expressing their creativity by creating short public service announcements (PSA). The PSAs can be of various genres including, but not limited to, documentaries, parodies of pop-culture, commercials, music videos, and movie trailers. Chapters are encouraged to work with their school or college of pharmacy, members, and the public to create their PharmFlix Video. Awards given out during the APhA-ASP Awards Celebration at the APhA Annual Meeting & Exposition include: Best Overall Picture, Most Humorous, and Most Informative.

These PSAs play online throughout the year, exerting their influence well beyond the APhA Annual Meeting & Exposition. Your efforts at relating the professional knowledge, compassion, and vision of the pharmacist, whether in the setting of patient care projects, grassroots advocacy, or the workplace, can inspire an enhanced perception of the pharmacist’s role in patient care. Competition guidelines are updated annually to reflect the current presidential theme.