



APhA Academy of Student Pharmacists

Webinar Week

Connect.
Share.
Learn.

Thursday, August 10, 2023



APhA Academy of Student Pharmacists

Webinar Week

Connect. Share. Learn.

Communications Vice Presidents (CVP)

Communications Standing Committee



Mai Le
Chair
*Massachusetts
College of Pharmacy
& Health Sciences
Boston*



Camille Mercado
*Nova Southeastern
University
College of Pharmacy*



Caroline Culpepper
*University of Tennessee
Health Science Center*



✕ ✕ ✕ ✕ **Cristian Rodriguez**
*Loma Linda University
School of Pharmacy*



Kylie Juenger
*University of Iowa
College of Pharmacy*



Yasmin Siwy
*Purdue University
College of Pharmacy*

APhA-ASP Liaisons



Tom English
Senior Director,
Member Relations &
Communications
Editor-in-Chief,
Student Pharmacist
Magazine



Grant Smith
National Member-at-large
Communications Liaison



We are so excited you're here!

A few housekeeping items for the night:

- Add your Chapter to your name so we know where you're joining from
- Utilize chat or the raise hand feature to submit your questions
- We'd love to see your face!
- Discussion Opportunities – please mute your mic when not speaking
- All slides, recordings and notes from webinar week will be made available on the Webinar Week home page

Agenda



- 
- Roles & Responsibilities
 - Resources
 - Forms of Communications & Best Practices
 - Timeline & Events
 - Open Forum
 - Closing Announcements/Reminders

**What inspired you to become
the Communications Vice
President of your Chapter?**

Roles and Responsibilities

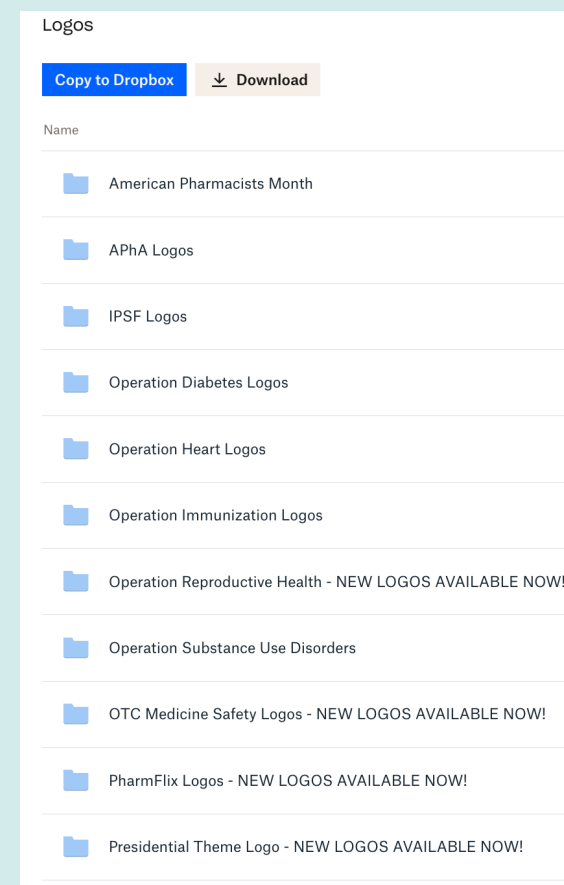
General Roles & Responsibilities

- Communicate and collaborate with your team
- Mentor the committee of the CVP
- Engage members
- Build relationships with community partners
- Get on media (newspaper, TV, radio, magazines)
- Create flyers, videos, & tri-folds
- Collect chapter pictures and videos
- Promote
 - Chapter meetings and events
 - APhA National events (APhA Annual Meeting & Exposition) & Regional events (APhA-ASP Midyear Regional Meetings)
 - Student Pharmacist Magazine (SPM)
- Follow the communication policies of both APhA-ASP and your school of pharmacy
- Promote, organize, and submit the chapter PharmFlix Competition video
- Assist with the completion of the Chapter Achievement Report (CAR)

Resources

Resources

- APhA-ASP Chapter Officer Resources:
 - APhA and APhA-ASP Logo
 - Communication Style Guide (last updated August 2018)
 - Meetings
 - APhA-ASP Officers
 - Student Pharmacists
 - Refrain from using terms such as pharmacy student or student of pharmacy
 - Use first-year, second-year, third-year, and final-year to denote student classifications
 - Ex: Sam is a final-year student pharmacist...



Resources

Correct

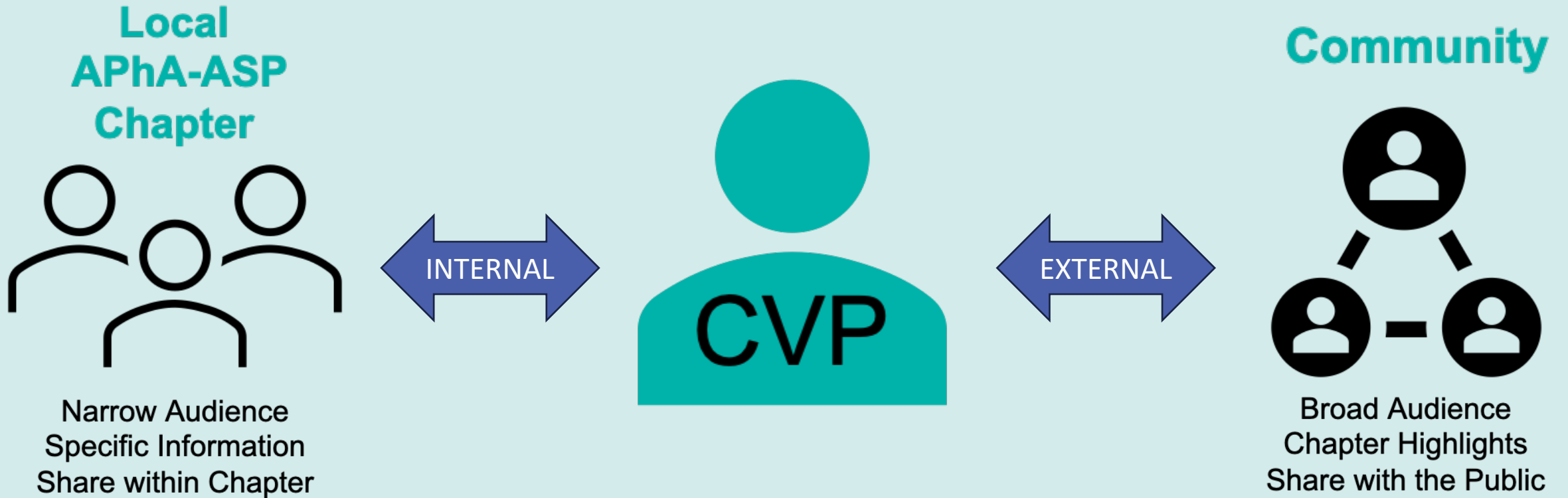


Incorrect

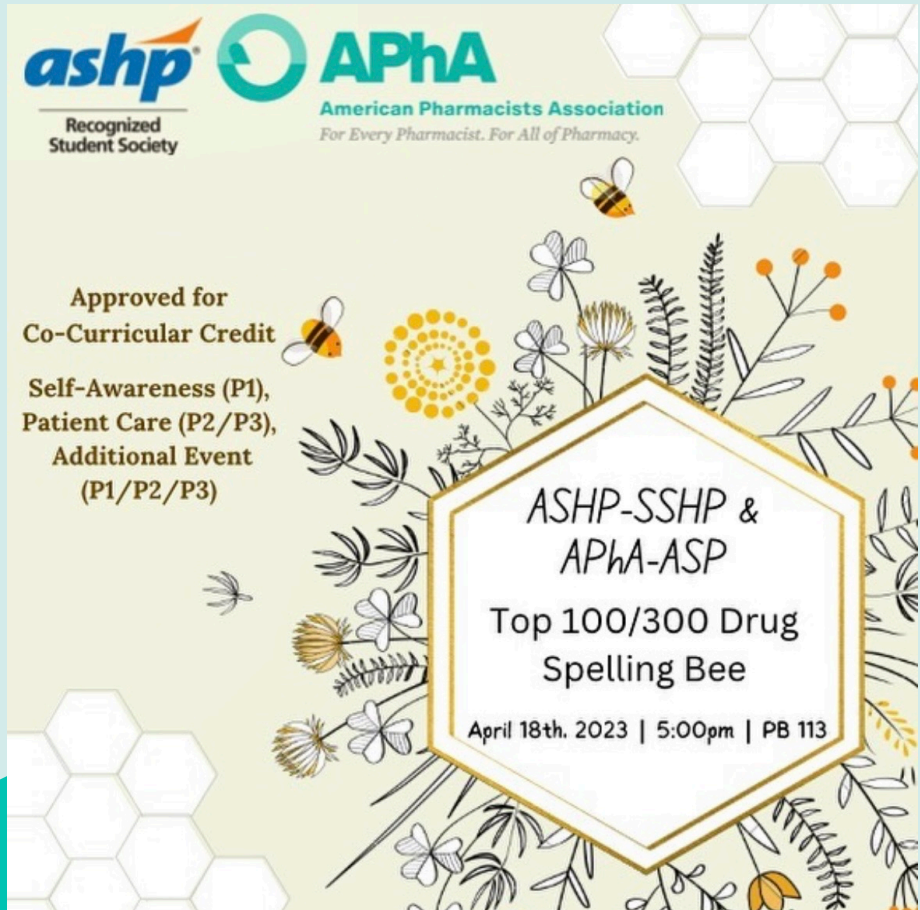


Forms of Communication & Best Practices

Internal vs. External Communication



Internal Communications



ashp[®] APhA
Recognized Student Society
American Pharmacists Association
For Every Pharmacist. For All of Pharmacy.

Approved for Co-Curricular Credit
Self-Awareness (P1),
Patient Care (P2/P3),
Additional Event (P1/P2/P3)

ASHP-SSHP &
APhA-ASP
Top 100/300 Drug
Spelling Bee
April 18th, 2023 | 5:00pm | PB 113



Join us for a magical meeting!

APhA-ASP
1st General Body Meeting

WHEN: AUGUST 16TH
WHERE: MDN 1096 A/B
TIME: 12:00-12:50 PM

MUGGLES WELCOME



ATTENTION CLASS OF 2024
Transitioning
Membership
IS AVAILABLE NOW THROUGH MAY 1ST!

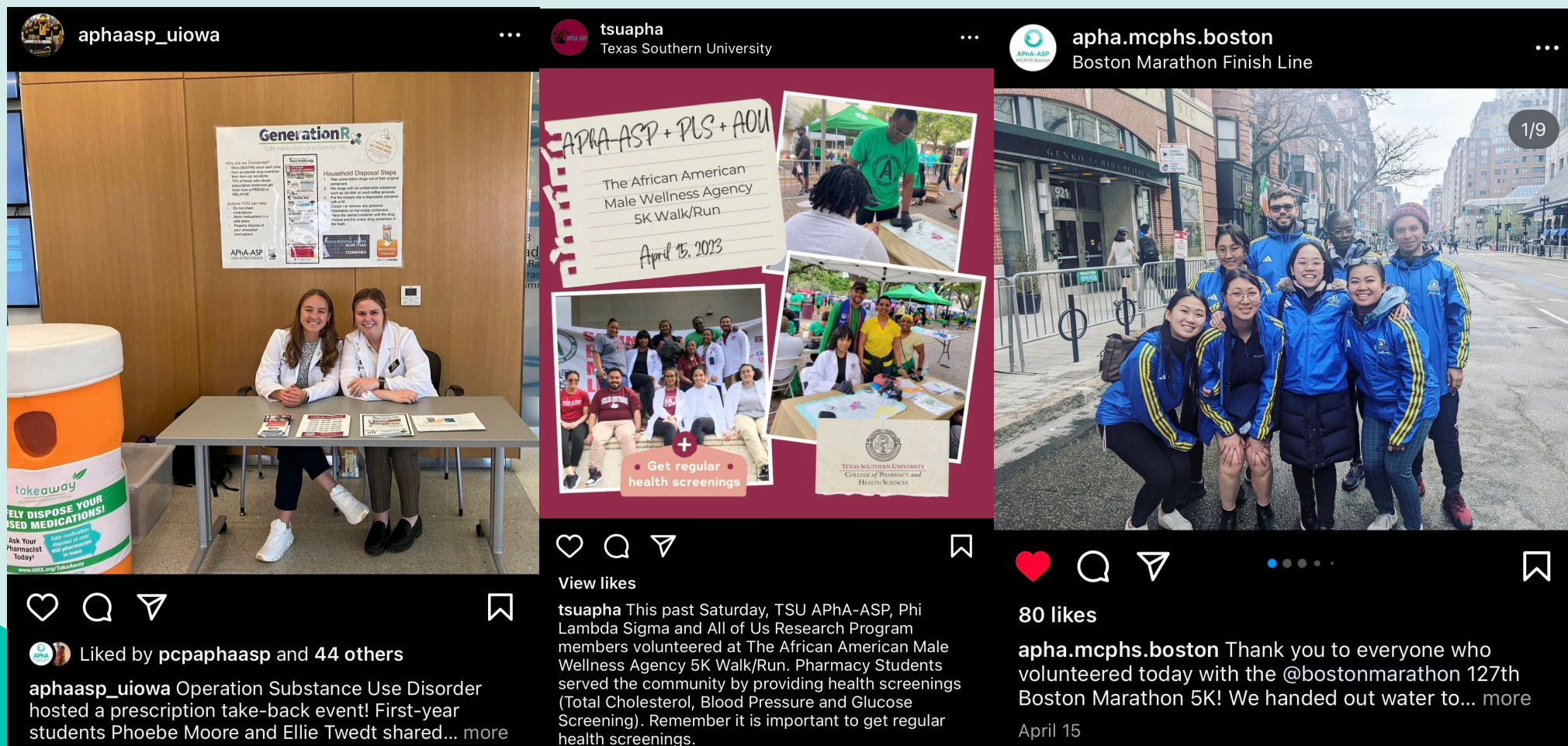
\$120 FOR 24 MONTHS OF MEMBERSHIP

Advantages:

- APPE POCKET GUIDE
- NAPLEX RESOURCES
- YEAR SUBSCRIPTION PYRLS
- FINANCIAL PLANNING WEBINARS
- CAREER DEVELOPMENT RESOURCES
- NETWORKING

APhA
American Pharmacists Association

External Communications



••• Forms of Communication & Best Practices

- **Email**
 - Internal communication, working with local chapter members
- **GroupMe / Group Chat**
 - Internal communication
- **Flyers**
 - External communication, larger audience
 - Promoting local chapter events, fundraisers, etc.
- **Chapter Social Media**
 - Both! Promote local chapter involvement/ events

••• Forms of Communication & Best Practices

- **Email**

- Good platform to reach out to other professionals for meetings, events, etc.
- More formal form of direct communication

- **GroupMe / Group Chat**

- Less formal
- Good for planning and quick communication

- **Flyers**

- Clear and conscience wording
- Avoiding medical jargoned

- **Chapter Social Media**

- Portray professionalism
- Many people have access to this platform

Social Media

Engaging Followers

Find what speaks to your members and your chapter

- Tailor your posts to your chapter goals
- Ask your members what they want to see and hear about
- Post things that you would genuinely interact with on social media

Create interactive posts

- Questions or voting feature on Instagram stories
- Feature members on posts and tag them
- Create giveaways if they comment on a post, like a post or follow the page

● ● ● Strategies for Posting

When to post?

- Stick to hours where students are more likely to be on their phones
- Afternoon or between 5-7pm

What to post?

- Quick short videos are great for getting more eyes on the page
- Pictures or posters are great for promoting events or important information
- Stories are amazing for resharing your members posts and reposting your own content for more visibility

Captions?

- Most important information should always be on the post
- Use hashtags (#aphaasp, #studentpharmacists)

• Tips and Tricks

- Quality is better than quantity
- Canva is a great resource for creating content
- Create a color palette or vibe
 - For your page to look cohesive, try to stick to certain colors
 - Pick a theme for the year and stick to it, this way all the posts have the same aesthetic and share the same message
 - Check out the APhA style guide for APhA's official colors



• Tips and Tricks

- Scheduling posts
 - Use features like Meta business suite to schedule posts on Facebook or Instagram - this will make posting consistent and easier

The screenshot displays the Meta Business Suite interface for the APhA-ASP (American Pharmacists Association - American Society of Pharmacists) page. On the left, a sidebar contains navigation options: Home, Notifications, Inbox, Planner, Content, Ads, Insights, and All tools. The main content area shows the page's cover photo, which is a large, ornate white building at night. Below the cover photo, the page name 'APhA-ASP - American Pharmacists Associat...' is visible, along with links to 'Manage Facebook Page' and 'Go to Instagram'. The page also features a 'Create post' button, a 'Create ad' button, and a 'More' dropdown menu. On the right, an 'Audience' section shows 'Lifetime Facebook followers' at 21.4K and 'Instagram followers' at 13.1K.

Meta Business Suite

APhA-ASP - Ame...

Home

Notifications

Inbox

Planner

Content

Ads

Insights

All tools

APhA-ASP - American Pharmacists Associat...

Manage Facebook Page | Go to Instagram

Create post

Create ad

More

Audience Lifetime

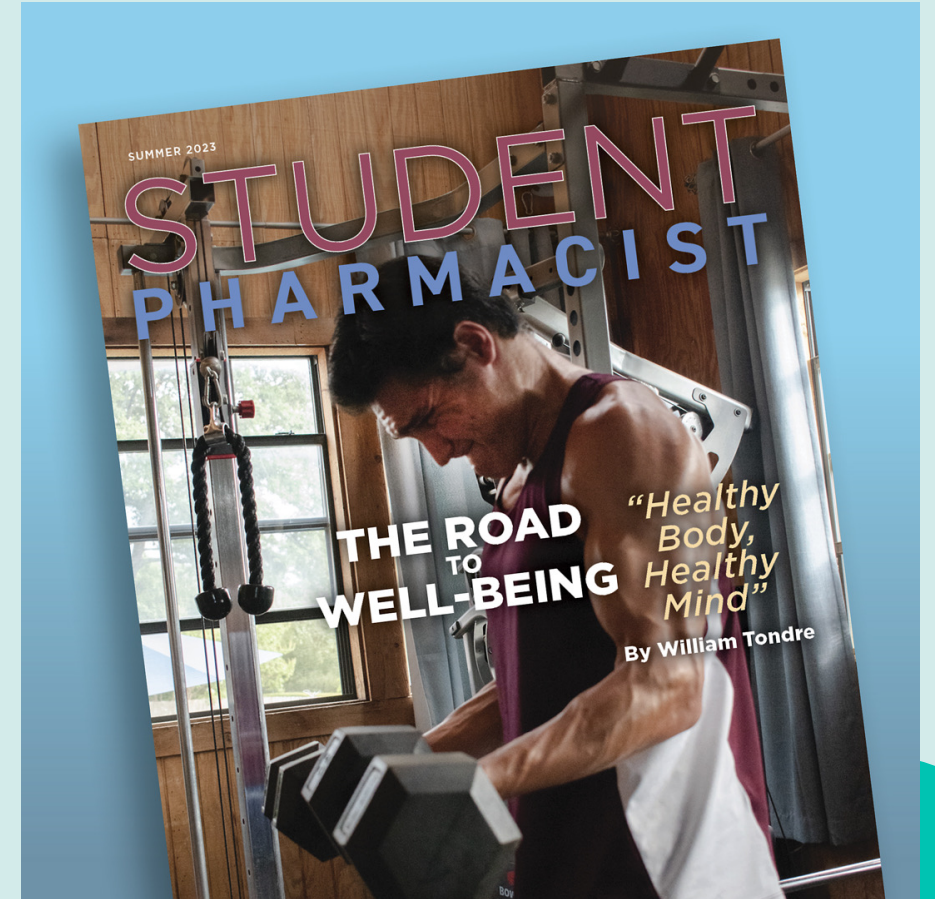
Facebook followers 21.4K

Instagram followers 13.1K

Student Pharmacist Magazine

● Student Pharmacist Magazine

- Student Pharmacist Magazine provides the latest on career preparation, leadership, advocacy efforts, patient care projects, APhA–ASP Chapter innovations, life on rotation, tips from new practitioners, and more.
- It's an opportunity for student pharmacists to contribute to their professional community
- Student pharmacists and their respective chapters will be tagged in social media stories as the article is published



Student Pharmacist Magazine

- Student Pharmacist Magazine provides the latest on career preparation, leadership, legislative activities and advocacy efforts, patient care projects, APhA–ASP Chapter innovations, life on rotation, tips from new practitioners, and more.
- Contact Editor-in-Chief Tom English at tenglish@aphanet.org to discuss the process and learn how to submit an article



PharmFlix

PharmFlix

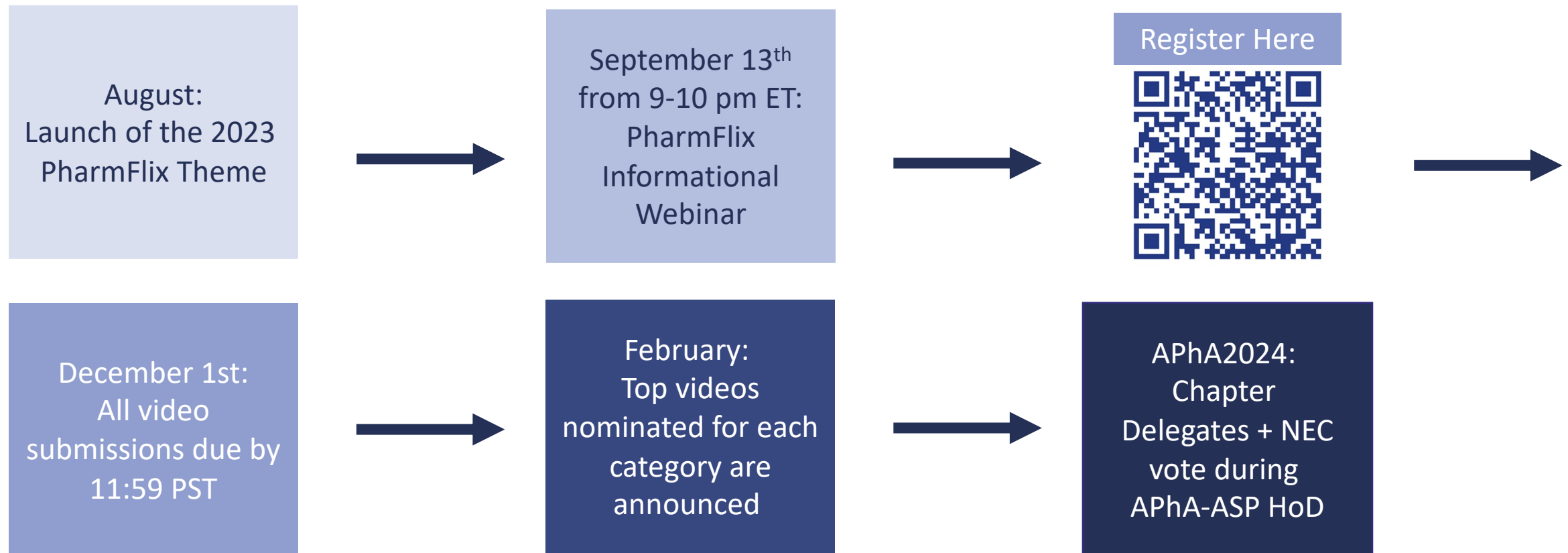
- A medium for student pharmacists to showcase their professionalism and express their creativity by creating short public service announcements (PSA).
- PSAs can be of various genres including, but not limited to, documentaries, parodies of pop-culture, commercials, music videos, and movie trailers
- Guidelines, previous contest winners, and release forms are available on the website

For full information
and resources:



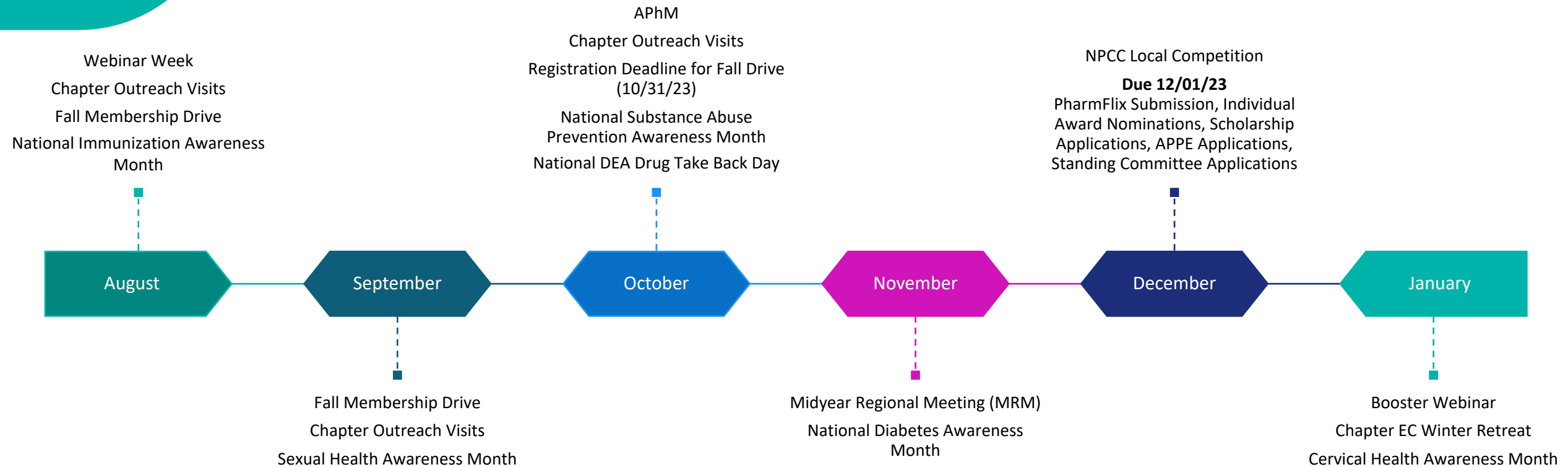
2023 PharmFlix Competition

Unleash Your Potential in APhA-ASP



Important Events & Timeline

Timeline



• • • August – October Events

- Webinar Week
- National Immunization Awareness Month - August
- Chapter Outreach Visits
- **Fall Membership Drive**

• • • August – October Events

- **APhM!!!! - October**
- Registration Deadline for Fall Drive - 10/31/2023
- National Substance Abuse Prevention Awareness Month - October
- National DEA Drug Take Back Day - 10/28/2023

• • • November – January Events

- **Midyear Regional Meeting – November 3-5, 2023**
- National Diabetes Awareness Month - November
- Chapter EC Winter Retreat
- NPCC Local Competition

• • • November – January Events

- **Due 12/01/23**
 - PharmFlix Submission
 - Individual Award Nominations
 - Scholarship Applications
 - APPE Applications
 - Standing Committee Applications
- Cervical Health Awareness Month - January
- Webinar Booster

Chapter Achievement Report



Chapter Achievement Report

Tracking Tips



Due annually June 15th



Familiarize yourself with the report requirements early on (sample report available online)



Work collaboratively with your chapter's Executive Committee to create a plan for collecting information throughout the year

APhA-ASP Chapter Achievement
Awards Program Home Page



Chapter Achievement Reports

Delegating Responsibilities

- Designating communications support and how to utilize your communications team
- Chapter photographer/historian to collect photos and documents throughout the year for the CAR

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Open Forum Discussion

**What event or responsibility
are you most excited for in
your new role?**

**What are you most nervous
about in your new role?**

What is your #1 take-away for tonight session?

**How do you plan to
implement this webinar
information for your
chapter's social media?**

Announcements & Reminders

Important Dates & Deadlines

| Date | Event |
|--------------------|--|
| August – October | Chapter Outreach Visits |
| August 29, 2023 | MRM2023 Kick-off Webinar |
| August 30, 2023 | Meet the APhA CEO Webinar |
| September 13, 2023 | PharmFlix Informational Webinar |
| October | American Pharmacists Month |
| October 31, 2023 | Fall Membership Drive Registration Deadline |
| November 3-5, 2023 | Midyear Regional Meeting – It's On! |
| December 1, 2023 | Individual Award Submissions Due APhA Foundation Scholarship Applications Due PharmFlix Submissions Due APhA Experiential Program Applications Due Standing Committee Applications Due |

Outreach Visits



Submission Deadline
August 25, 2023



November 3-5
>>>>>>



ONSITE

Washington, DC - \$149.00



ON-CAMPUS

With your APhA-ASP Chapter - \$300.00



ONLINE

Where you are – \$39.00



APhA

American Pharmacists
Association

MRM2023
IT'S ON!

REGISTER NOW:
MRM2023 Kick-off!
More details on
what to expect.



Meet the APhA CEO

August 30, 2023
8-9 pm ET



Michael Hogue, PharmD, FAPhA, FNAP, FFIP

APhA Student Scholarships



Applications
opening soon!

APPLICATIONS DUE DECEMBER 1

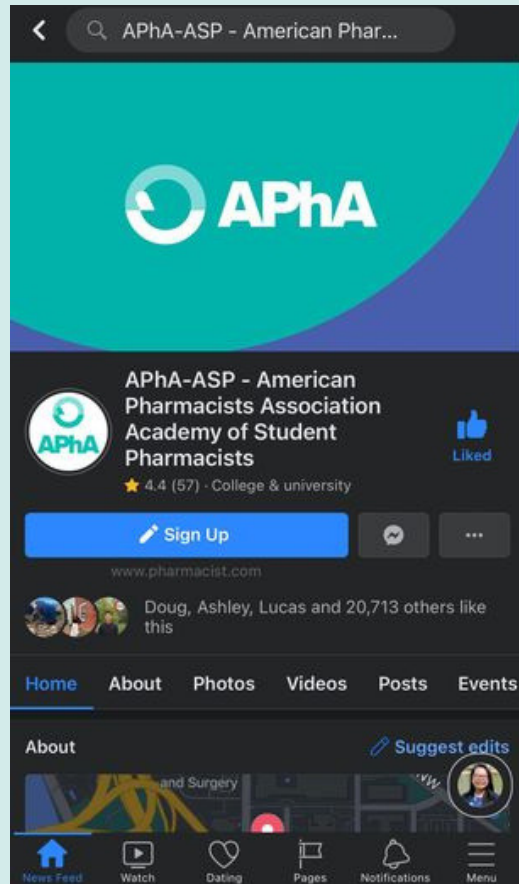


Webinar Week

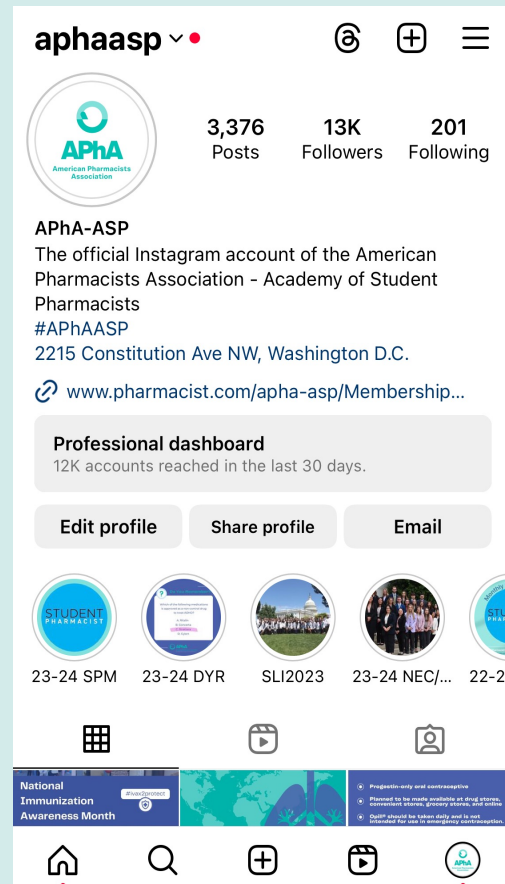
| Monday | Tuesday | Wednesday | Thursday | Friday |
|------------------------------------|---|---|--|-------------------------|
| August 7 th | August 8 th | August 9 th | August 10 th | August 11 th |
| Webinar Week Kick-off (9-10 pm ET) | <p>Advisors Meet-up (1-2 pm ET)</p> <p>Presidents/ Presidents-elect (9-10:30 pm ET)</p> | Membership VPs (9-10 pm ET) | <p>Communications VPs (8:30-9:30 pm ET)</p> <p>Patient Care VPs (9:30-10:30 pm ET)</p> | |
| August 14 th | August 15 ^h | August 16 th | August 17 th | August 18 th |
| | <p>Policy VPs (8:30-9:30 pm ET)</p> <p>Finance VPs (9:30-10:30 pm ET)</p> | <p>International VPs (8-9 pm ET)</p> <p>Patient Care Chairs (9-10:30 pm ET)</p> | | |



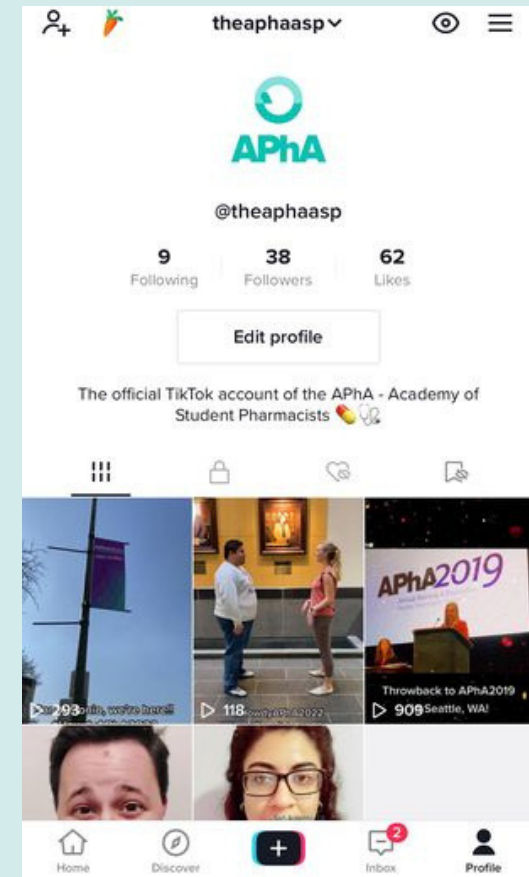
Follow Us!



FACEBOOK
@aphaasp



INSTAGRAM
@aphaasp



TIKTOK
@theaphaasp

• National Social Media Opportunities

- Tag [@aphaasp](#) in your posts and stories
- Featuring chapter highlights – check your chapter's APhA-ASP Instagram direct message or contact Mai Le (nle2@stu.mcphs.edu)
 - 3-5 photos from the event
 - Description of the event (2-3 sentences)
 - Personal testimonial about the event from chapter member/officer
 - Year in pharmacy school & APhA-ASP role/title of chapter member/officer giving personal testimonial

National Social Media Opportunities

CHAPTER HIGHLIGHT

University of North Carolina Eshelman School of Pharmacy

Operation Diabetes and Operation Heart collaborated to set up a table at the Carrboro Farmers' Market to conduct blood glucose and blood pressure screening. The chapter provided education surrounding the measurements and what those meant for each patient, as well as non-pharmaceutical lifestyle interventions. Patients learned about factors that can elevate blood pressure and blood glucose. The Carrboro Farmers' Market attracted a diverse patient population; thus, the chapter interacted with people of many different ages, races, and socioeconomic statuses. Operation OTC Medicine Safety distributed handouts with details on common OTC medications and provided a game for patient engagement.



"One patient only spoke Spanish, and we actually had a Spanish Rx pamphlet made prior that we were able to give him so that he could understand his numbers. Patient care project collaboration is great!"
– Catherine Herman,
Operation Diabetes Co-chair,
third-year student pharmacist



CHAPTER HIGHLIGHT

Harding University College of Pharmacy

Harding University College of Pharmacy hosted "Culture Night", which was an evening where students had the opportunity to share part of their culture by making food and decorating a table unique to that culture. Students and faculty members went around to try each table's food and voted for the best table, the best food, and the best cultural dress. They also had a silent auction where students and faculty could bid on items throughout the night. All items were donated from local businesses around Searcy. The chapter ended up raising \$1,360, and half of the proceeds went to a nonprofit called Lifa leZwe, which was co-founded by their previous Policy Vice President, Precious Ndlovu!



"It was such a fun night where everyone could come together and experience parts of each other's culture and just relax!"
– Sydney Chiles,
Chapter Communication
VP, third-year student
pharmacist



● ● ● Questions?

Mai Le

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Tom English

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