



# 2022 Webinar Week

COMMUNICATIONS VICE PRESIDENTS  
Thursday, August 11, 2022

# APhA-ASP Communications Standing Committee



**Shirly Ly (Chair)**

*University of  
Florida College of  
Pharmacy*



**Sewitt Araia**

*Shenandoah  
University Bernard  
J. Dunn School of  
Pharmacy*



**Ngoc Phuong  
Mai Le**

*MCPHS University  
School of  
Pharmacy Boston*



**Cristian  
Rodriquez**

*Loma Linda  
University School  
of Pharmacy*



**Sabrina Zhang**

*MCPHS University  
School of  
Pharmacy Boston*



**Kiara Torres  
Garcia**

*Ferris State  
University College  
of Pharmacy*

# APhA-ASP Regional Members-at-large



**Chloe Romero**

Regions 1 & 4



**Njeri Foster**

Regions 2 & 3



**Brianna Pritchard**

Regions 5 & 6



**Tajana Vujic**

Regions 7 & 8

# APhA-ASP Liaisons



**Tom English**

*APhA Staff Liaison  
Senior Director, Member Relations &  
Communications  
[tenglish@aphanet.org](mailto:tenglish@aphanet.org)*



**Olunife Akinmolayan**

*NEC Liaison  
National Member-at-large  
[oakinmolayan@aphanet.org](mailto:oakinmolayan@aphanet.org)*

# We are so excited you're here!

## **A few housekeeping items for the night:**

- Chat Feature for Q&A
- Zoom Background - we'd love to see your face!
- Discussion Opportunities – please mute your mic when not speaking
- This session is being recorded and will be made available as a resource in the next week
  - All slides, recordings and notes from webinar week can be accessed on the Webinar Week home page

# Tonight's Agenda

- Roles and Responsibilities
- Style Guide
- Internal vs. External Communications
- Social Media
- Other Communications
- Open Forum
- Closing Remarks

# What does being the Communications Vice President mean to you?

*For Every Pharmacist. For All of Pharmacy.*

# Roles and Responsibilities

- **Engage members**
- **Manage internal and external communications of your chapter**
  - Promote and disseminate APhA and APhA-ASP Communications
  - Communicate and collaborate with your team
- **Build relationships with community partners**
  - Getting on media
  - TV, radio, newspaper
  - Flyers, video, virtual tri-folds
- **Improve community education**





# Style Guide

Communications, Branding and Logos

# Style Guide

## Accessing the Resources



### APhA-ASP Chapter Officer Resources

Running a student chapter has many facets. To tackle as many projects as possible, these resources have been developed to provide chapter leaders with information to assist in managing a successful chapter. Use these resources and templates to accomplish your goals and tasks.



### Chapter Operations Manual

Gain a foundational knowledge of APhA-ASP with the Chapter Operations Manual (COM). It provides the essential tools and resources you will need to succeed in your APhA-ASP leadership position. Use the table of contents to guide you through the searchable PDF. What you will find:

- Official acronyms and terms
- General information about the APhA Academy of Student Pharmacists
- Membership information
- Recommended chapter structure
- Essential chapter activities and operations
- Chapter Officer roles and responsibilities
- Chapter Officer transitions information
- Chapter timeline
- And much more!

### 50th Anniversary Issue of Student Pharmacist

Check out this issue of Student Pharmacist Magazine for historical perspective. Use this knowledge as you engage with APhA-ASP and bring projects and programs to life at your chapter.

### Communication and Publication Policies

Use these resources to stay consistent with APhA's brand identity.

- [Communications Style Guide](#)
- [Social Media "How-To" Guide](#)
- [APhA and APhA-ASP Logos](#)

### Chapter Officer Resources Hub

Access the resource hub to view and download all resources available to Chapter Officers. This includes the Virtual Membership Drive Box and the Chapter Cookbook.

### Updating Chapter Information

It is essential to keep your chapter's executive committee up to date through your Chapter Administrator Account. APhA staff utilizes these rosters for our email lists to send important announcements, information, and updates.

- [Update your Chapter's Executive Committee Members - NEW INSTRUCTIONS NOW AVAILABLE](#)
- To update chapter advisors and co-advisors, please email Elise Damman, Senior Manager, Student Development [edamman@aphanet.org](mailto:edamman@aphanet.org) outlining the updates, including the names and emails of the individuals involved.

# Style Guide

## Communications Style Guide

Incorrect Terminology	Correct Terminology
Pharmacy Student	Student Pharmacist
P1	First-year Student Pharmacist
ASP	APhA-ASP

# Style Guide

## Logo and Branding

### Primary Colors

<b>PMS 3265C</b> CMYK: 83.0.42.0 RGB: 0.179.170 HEX: 00B3AA	<b>PMS 2726C</b> CMYK: 80.69.0.0 RGB: 74.95.171 HEX: 4A5FAB
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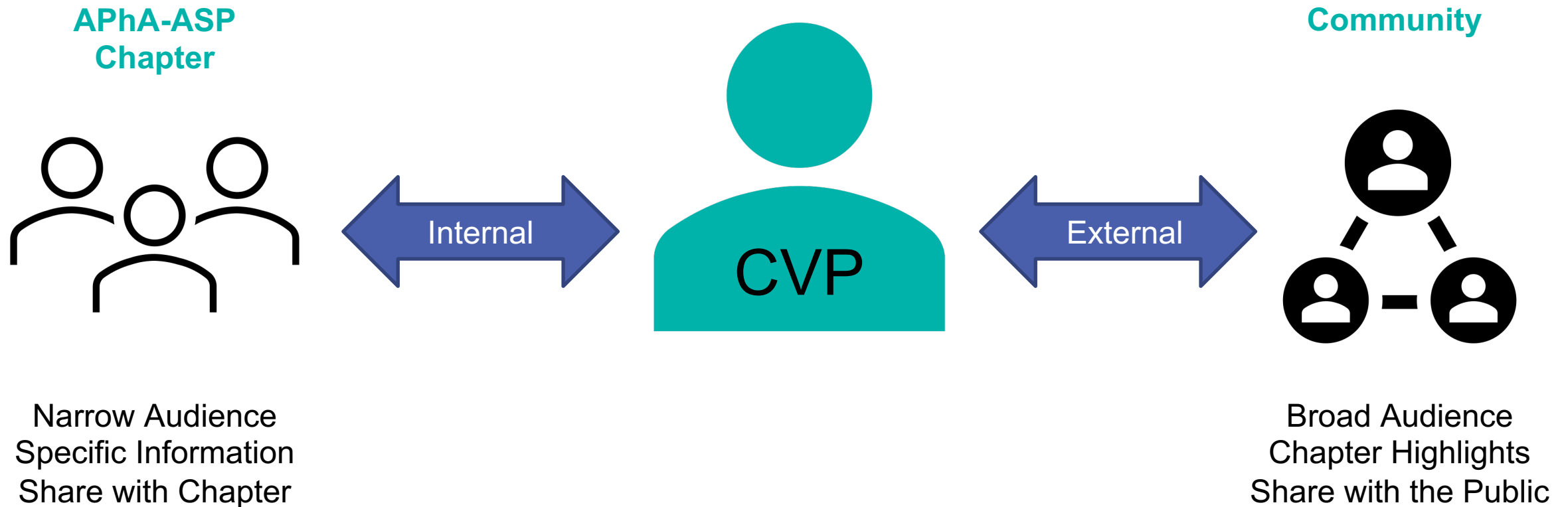
### Logo



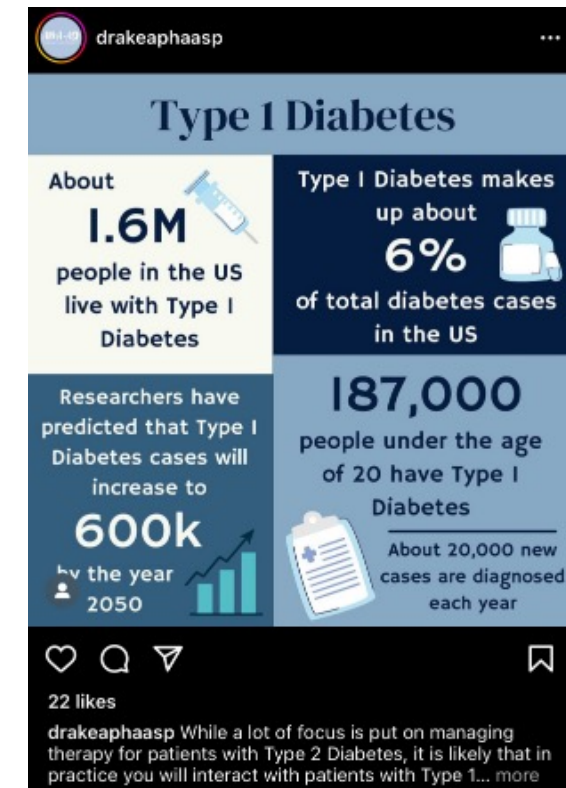
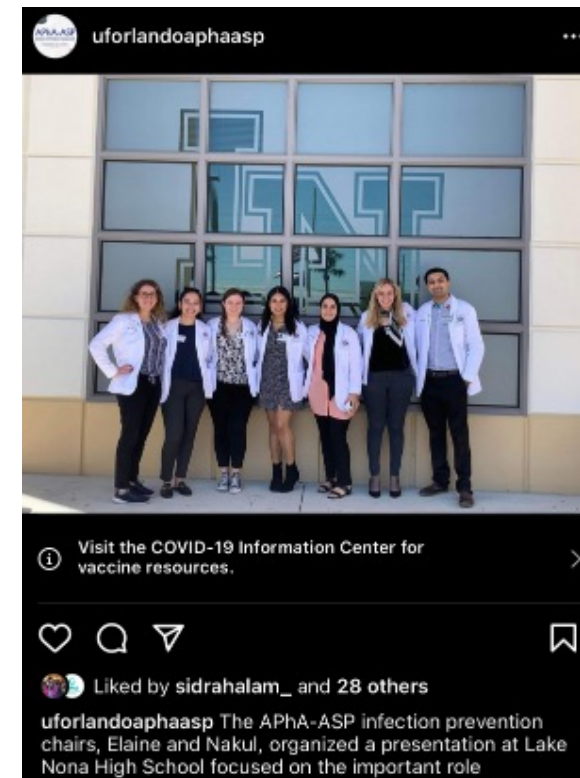


# Internal vs External Communications

# Internal vs External Communications

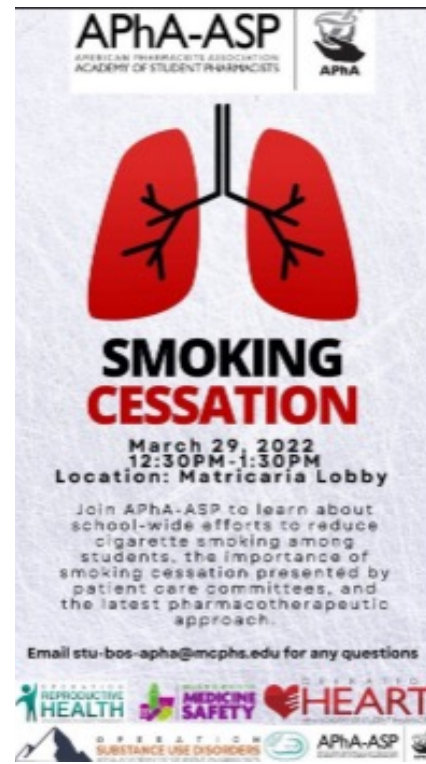


# External Communications





# Internal Communications

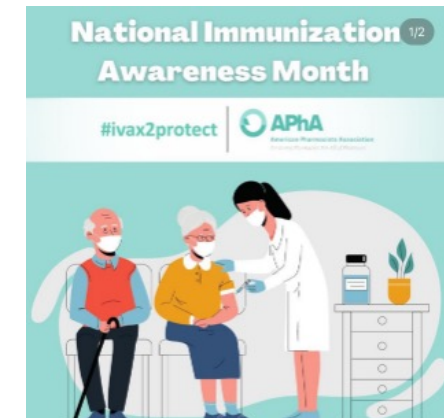




# Regional & National Updates

## Share APhA-ASP Communications with Your Chapter

- Monthly Newsletters
  - Student Pharmacist Connection
  - Chapter Executive Update
- Social Media Posts
  - Instagram
  - TikTok
  - YouTube
- Student Pharmacists Magazine

[View in browser](#)

### Save the date: APhA Annual Meeting and Exposition

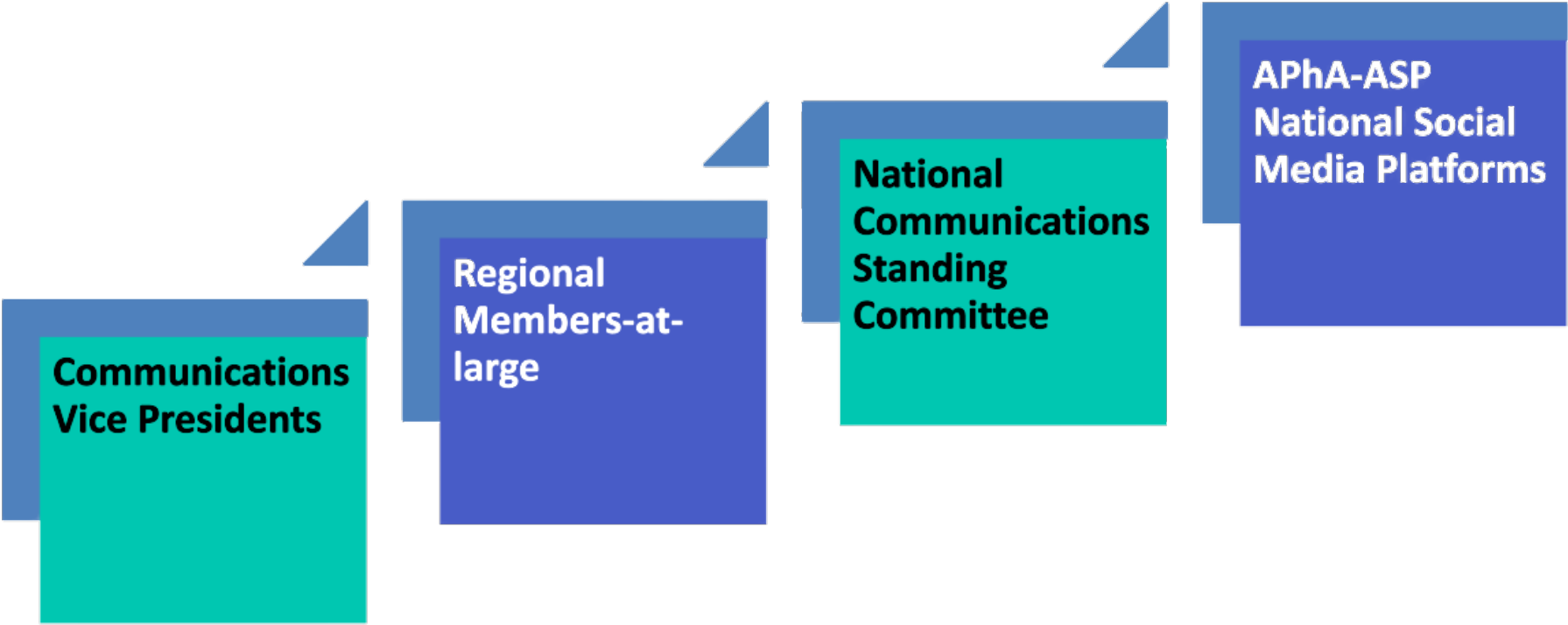
Join us in San Antonio March 18-21, as we get together for our first in-person meeting in nearly 2 years! We are so excited for the programming and networking opportunities, and cannot wait to see you at APhA2022.

Never attended an in-person meeting or need to brush up on what to expect? Check out our webinar, [Conferencing 101](#), to prepare!

[Register today at the Early Fee rate for students](#)

# Get Your Story Shared

Share APhA-ASP Communications with Your Chapter



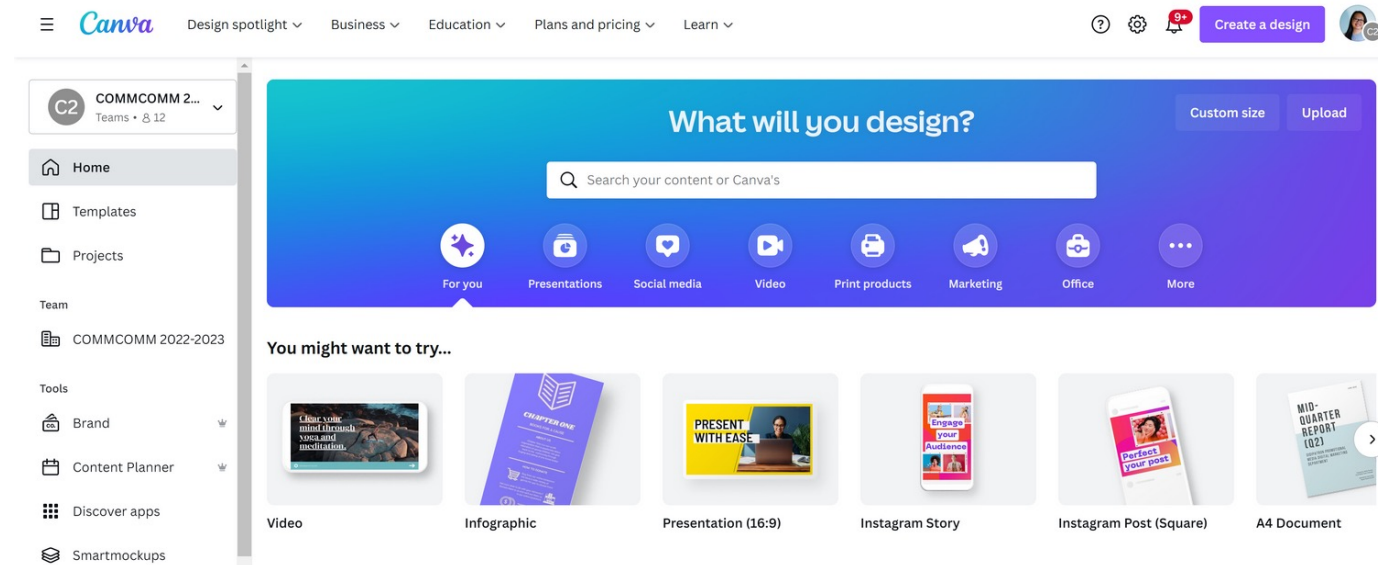


Social Media

# Social Media

## Graphics/Videos

- Canva (Pro free through Github)
- High-quality content
- Engaging elements (i.e. IG stories)
- Highlight members



# Social Media

## Caption

- Quotes
- Statistics
- #Hashtags

#APhAASP

#studentpharmacists

#DoYouRemember

# Social Media

## Metrics

- Meta Business Suite
- Insights analytics

Meta  
Business Suite

APhA APhA-ASP - Ameri... ▼

Home

Notifications

Inbox

Posts & stories

Planner

Ads

Insights

All tools

Home

Get an overview of your business and see important updates.



**APhA-ASP - American Pharmacists Association Academy of Student ...**

[Manage Facebook Page](#) | [Go to Instagram](#)

Create post

Create story

Create ad

# Social Media

## Upcoming Campaigns


- National Immunization Awareness Month (August) - *Immunization Chair*
- Fall Membership Drive (August-October) – *Membership VP*
- American Pharmacists Month (October) – *Policy VP*
- *DEA Drug Takeback Day* – *Operation Substance User Disorders Chair*



# Student Pharmacist Magazine






# Student Pharmacist Magazine



## Student Pharmacist Magazine

Written by student pharmacists for student pharmacists, 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.

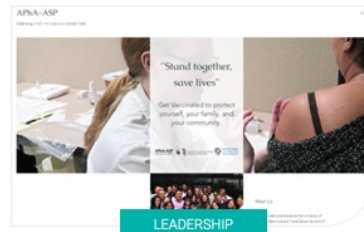
[Advocacy](#)
[Career](#)
[Features](#)
[Get Clinical](#)
[Leadership](#)
[Life](#)
[On Rotation](#)
[Service](#)



LEADERSHIP

## Innovation As Our Best Friend

When the COVID-19 pandemic first struck in March of 2020, APhA-ASP chapters were forced to answer an unexpected question that would impact...



LEADERSHIP

## Finding New Ways To Connect With Patients

Student pharmacists at the University of Maryland School of Pharmacy regularly engage with the local community through in-person patient care...



LEADERSHIP

Tuesday, August 2, 2022

## Building Upon A Legacy Of Professionalism

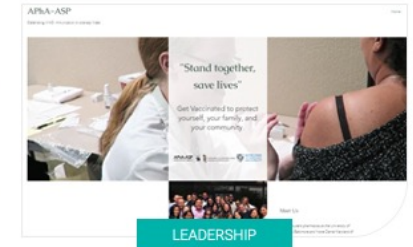
# Student Pharmacist Magazine

- Bi-weekly articles published!
  - Every Tuesday and Friday!
- Articles written by Student Pharmacists, New Practitioners, APhA Staff, and APhA-ASP Leaders
- Opportunity to make an impact on your peers
- Opportunity to be published and recognized



## Innovation As Our Best Friend

When the COVID-19 pandemic first struck in March of 2020, APhA-ASP chapters were forced to answer an unexpected question that would impact...



## Finding New Ways To Connect With Patients

Student pharmacists at the University of Maryland School of Pharmacy regularly engage with the local community through in-person patient care...

*If you or a chapter member is interested in writing for SPM, reach out to Tom English ([tenglish@aphanet.org](mailto:tenglish@aphanet.org))*



# PharmFlix Video Contest

Courage to Change

# 2022 PharmFlix Competition

## Theme

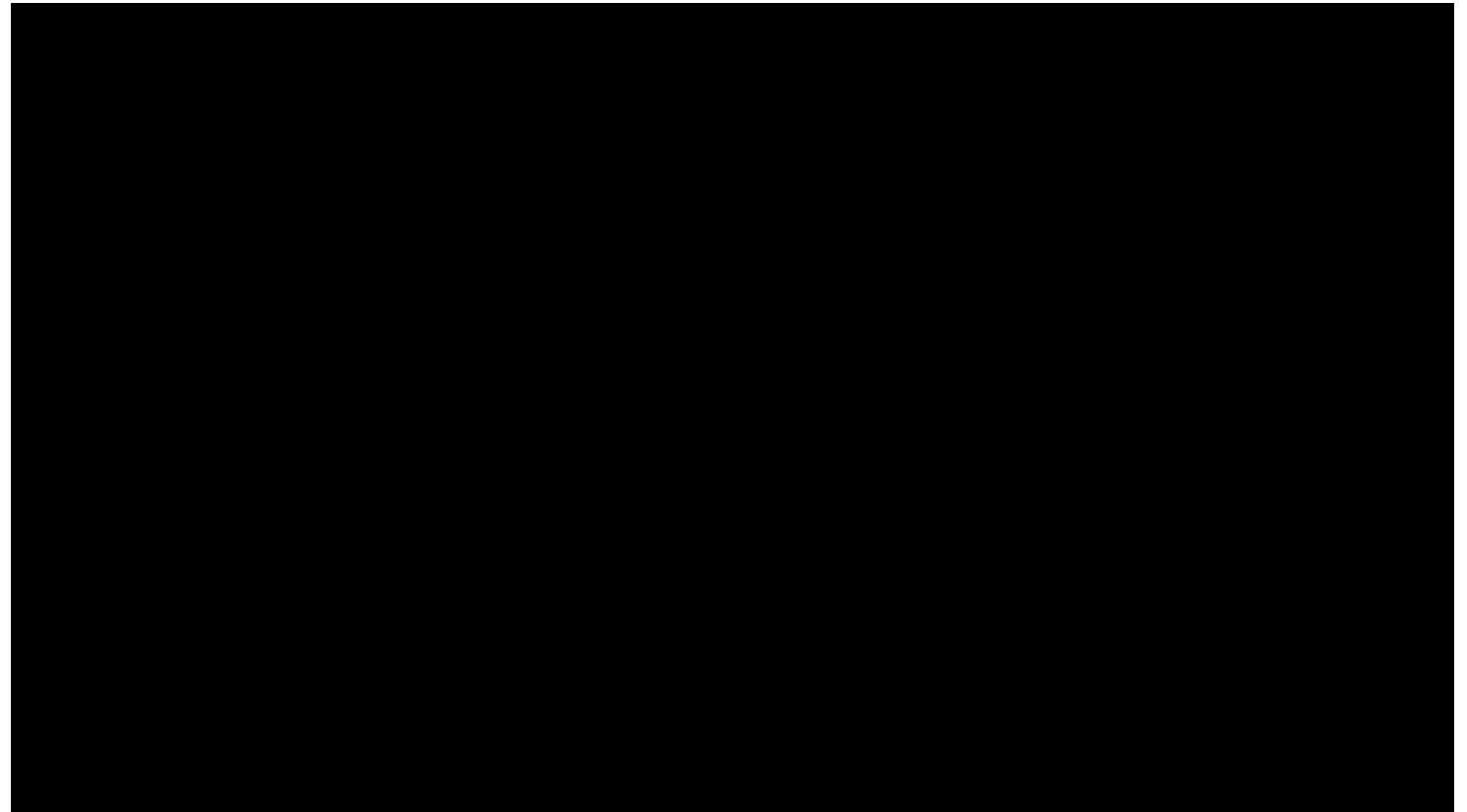
In accordance with this year's presidential theme, this 2022 PharmFlix theme is “**Courage to Change.**” This year's theme focuses on ways student pharmacists and APhA-ASP chapters have been courageous in overcoming challenges presented on campus or within their communities. Whether implementing a new patient care project to meet community needs or advocating and challenging the status quo of pharmacy legislation, this is your opportunity to showcase how your chapter has had the courage to change self, the profession, and the community.



# 2022 PharmFlix Competition

## Categories

- Most Humorous
- Most Inspirational
- Best Overall



2021 Best Overall Winner – Purdue University College of Pharmacy

# 2022 PharmFlix Competition

## Timeline





# Chapter Achievement Report

# Chapter Achievement Report

## Delegation

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





# Chapter Achievement Report

Please use the following project abbreviations:

## Naming Documents

CAR2023\_Chapter Name\_PROJECT ABBREV\_#.jpg

- Operation Diabetes = OD
- Operation Heart = OH
- Operation Immunization = OI
- Operation Reproductive Health = ORH
- Operation Substance Use Disorders = OSUD
- OTC Medicine Safety = OTC
- Leadership = LEAD
- International Pharmaceutical Students Federation = IPSF
- American Pharmacists Month = APhM
- Summer Leadership Institute = SLI
- Midyear Regional Meeting = MRM
- Annual Meeting = APhA2022
- Policy & Advocacy = POLICY
- Professionalism = PROF

*Please use a similar naming system if you would like to upload media for a project that is not included in this list. If an activity falls within a category (ex: DEA Drug Take Back Day), use one of the defined categories from above (ex: OSUD).*





# Open Forum

Discussion



"Everyone communicates.  
Few connect."

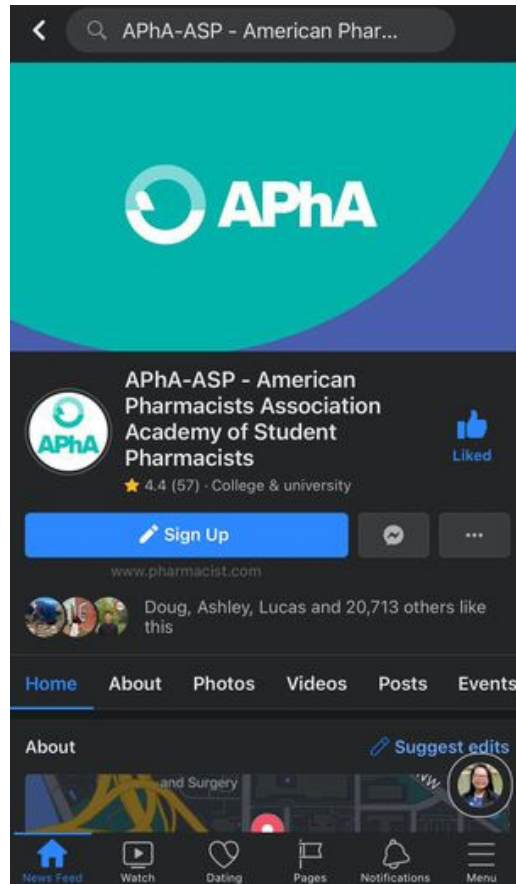
John Maxwell



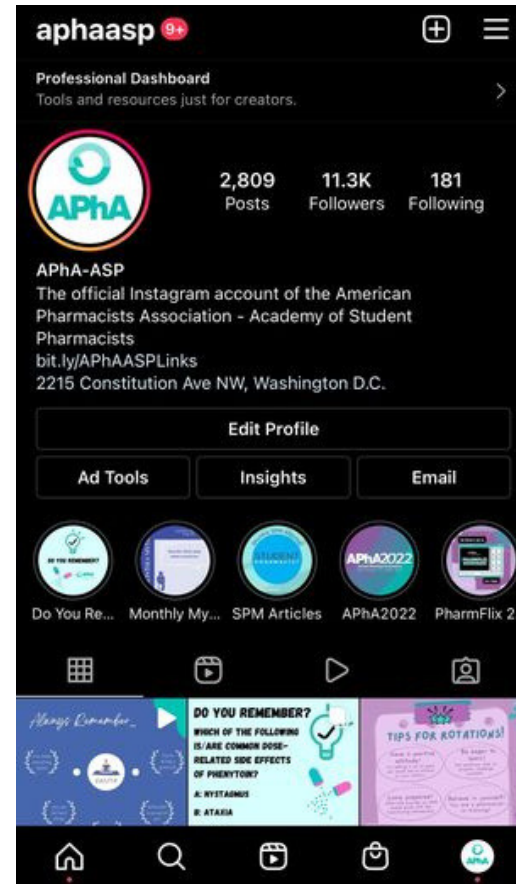


# Follow Us!

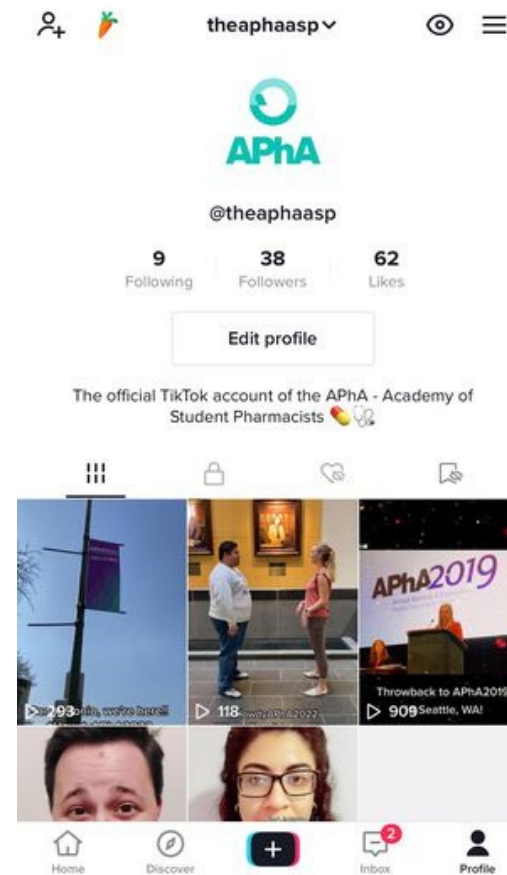
For Every Pharmacist. For All of Pharmacy.



FACEBOOK  
@aphaasp



INSTAGRAM  
@APHAASP



TIKTOK  
@THEAPHAASP



TWITTER  
@APHAASP



#WebinarWeek2022  
#APhAASP

# Questions?

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Olunife Akinmolayan  
APhA-ASP National Member-at-large  
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Tom English  
APhA Senior Director, Member Relations & Communications  
[tenglish@aphanet.org](mailto:tenglish@aphanet.org)



# Announcements

# Midyear Regional Meetings (MRM)

**October-November 2022**

*Official dates & location still being finalized*

**The only conference for student pharmacists by student pharmacists!**

- Networking Opportunities
- Explore Career Development
- Improve Patient Care Skills
- Regional Officer Elections
- APhA-ASP Regional Patient Care Project Awards
- APhA-ASP Policy Process Begins

MRM Home Page



# Important Dates

Date	Event
August – October	Student Outreach Visits
September 13, 2022	PharmFlix Informational Webinar
October	American Pharmacists Month
October 3, 2022	Innovative Programming Topic Title and Description Due
October-November	Midyear Regional Meetings (MRMs)
October 31, 2022	Fall Membership Drive Registration Deadline
December 1, 2022	Individual Award Submissions Due APhA Foundation Scholarship Applications Due PharmFlix Submissions Due APhA Experiential Program Applications Due APhA-ASP Standing Committee Applications Due Student Pharmacist Got Talent Submissions
January 11, 2023	Webinar Week Booster Session



# Webinar Week

Monday	Tuesday	Wednesday	Thursday	Friday
August 8 <sup>th</sup>	August 9 <sup>th</sup>	August 10 <sup>th</sup>	August 11 <sup>th</sup>	August 12 <sup>th</sup>
Webinar Week Kick-off (9-10 pm ET)	Advisors Meet-up (1-2 pm ET)	International VPs (8:30-9:30 pm ET)	Communications VPs (8:30-9:30 pm ET)	
	Presidents Presidents-elect (9-10:30 pm ET)	Membership VPs (8:30-9:30 pm ET)	Patient Care VPs (9:30-10:30 pm ET)	
August 15 <sup>th</sup>	August 16 <sup>th</sup>	August 17 <sup>th</sup>	August 18 <sup>th</sup>	
	Policy VPs (8:30-9:30 pm ET)	Patient Care Chairs (9-10:30 pm ET)		
	Finance VPs (9:30-10:30 pm ET)			



# Webinar Week – January Booster

Save the Date – January 11<sup>th</sup>

**Register Today**

