



Social Media Tool Kit

The Power of Marketing Together

Academic year 2019-2020

Purpose:

To build a strong shared online presence that allows us to:

- Share positive, impactful experiences surrounding community pharmacy practice transformation with the public
- Demonstrate how schools/colleges of pharmacy and CPESN networks of pharmacies can work together to advance community pharmacy practice

What is it?

- This toolkit is intended to help you utilize social media as a member school/college of pharmacy of the ACT Pharmacy Collaborative in a manner that can help the Collaborative achieve the sharing of positive, impactful experiences in community pharmacy practice nationwide.

Background (rationale):

Social media is a powerful tool for sharing experiences and ideas and for improving awareness of an organization and what it has to offer. A business can use social media to increase awareness of their brand, increase traffic to their website, and as a result increase sales. We as members of the movement to transform community pharmacy practice can similarly use social media to share ideas and help others to better understand our collective goals and our ability as pharmacists to have a positive impact on our communities.

Social Media – Key Guidance

- Determine which social media accounts you can use! Find out if your school/college of pharmacy has a Twitter, Instagram, and/or Facebook account. Determine if you can utilize such accounts for posting regarding the ACT Pharmacy Collaborative, if appropriate. Otherwise find out who manages the account(s) and how you can go about sending them content to post. Consider creating your own professional social media accounts for Twitter, Instagram, Facebook, LinkedIn, etc.
- Discuss social media use with your students. Be sure to educate students on social media etiquette and remind them to keep their accounts presentable if they will engage in social media professionally using their personal accounts. They may also want to consider creating professional social media accounts. Encourage them to follow and participate in the social media accounts of your school/college of pharmacy!

- Use **#ACTforPharmacy** in all your posts related to community pharmacy practice transformation, working with CPESN networks or pharmacies, community-based patient impact stories, and all other work surrounding the Collaborative.
- Follow the accounts @ACTforPharmacy and @CPESN on Twitter, Instagram, and Facebook. Feel free to tag the accounts @ACTforPharmacy and @CPESN in any of your posts.
- On Instagram, follow #ACTforPharmacy and on Twitter, search #ACTforPharmacy to see the community across the country posting!
- If you would like to share photos on social media with people in them, consider using a photo release form. If you are not sure, your school/college of pharmacy may already have one you can use to get permission from students, patients, or others to share photos of them on social media.
- If you have an event such as the Day of Service planned, utilize social media leading up to, during, and after the event to advertise, get others excited about the event, and share the successes related to the event.
- Consider creating a plan for your social media use and scheduling out your posts in advance to keep your content consistent and keep viewers interested. Guided prompts or themed content for posts can also help you and your students have direction for your posts.
- Like, favorite, share, retweet, etc. all the #ACTforPharmacy posts from fellow pharmacists and student pharmacists from across the country! Retweeting with a comment in Twitter is an easy first way to engage in social media!

Sample Social Media Posts

These sample posts are to serve as inspiration to help get you started, but you can also cut and paste them for your posts if you would like. Get creative with sharing photos and other content

Facebook

1. Mark your calendars! [School/college of pharmacy] student pharmacists are participating in a national Day of Service at [CPESN pharmacy site(s)] on [date(s)]. Be sure to stop by to have your blood pressure checked and to learn more about what [CPESN pharmacy site(s)] has to offer our community! #ACTforPharmacy
2. This year, [school/college of pharmacy] student pharmacists are participating in a statewide Legislative Day to learn about how we can advocate to advance pharmacy practice! Check back on [date] to see our students in action! #ACTforPharmacy
3. Thank you to everyone who attended the Day of Service event at [CPESN pharmacy site(s)]. Our students loved getting to meet and work with both patients in the community and the awesome pharmacists at [CPESN pharmacy site(s)]! While at the pharmacy, students saw [total # of patients] and performed [total # of blood pressure screenings, medication reviews, medication adherence interventions, etc.] #ACTforPharmacy

Twitter

1. At [school/college of pharmacy], we are excited for our students to participate in the national @ACTforPharmacy Day of Service! We look forward to working with some awesome @CPESN pharmacies to provide patient care in our communities.
#ACTforPharmacy
2. [insert number] visits with legislators down and [insert number] more to go! In between visits, our students are providing free blood pressure checks in the [Capital building lobby, rotunda, etc.]. Be sure to stop by! #ACTforPharmacy
3. Check out [school/college of pharmacy student pharmacist] learning from an expert @CPESN pharmacist how to document an eCare plan at [CPESN pharmacy site]. How exciting to see community pharmacy practice transformation happening in our community! #ACTforPharmacy

Instagram

1. Mark your calendars! [School/college of pharmacy] student pharmacists are participating in a national Day of Service at [CPESN pharmacy site(s)] on [date(s)]. Be sure to stop by to have your blood pressure checked and to learn more about what [CPESN pharmacy site(s)] has to offer our community! #ACTforPharmacy
2. This year, [school/college of pharmacy] student pharmacists are participating in a statewide Legislative Day to learn about how we can advocate to advance pharmacy practice! Check back on [date] to see our students in action! #ACTforPharmacy
3. Thank you to everyone who attended the Day of Service event at [CPESN pharmacy site(s)]. Our students loved getting to meet and work with both patients in the community and the awesome pharmacists at [CPESN pharmacy site(s)]! While at the pharmacy, students saw [total # of patients] and performed [total # of blood pressure screenings, medication reviews, medication adherence interventions, etc.]
#ACTforPharmacy

Data to be collected:

- Number of unique accounts with posts using #ACTforPharmacy
- Number of Tweets, Instagram posts, and Facebook posts using #ACTforPharmacy**
- Number of times people saw and number of times people interacted with selected Tweets on Twitter from the ACT Pharmacy Collaborative account

**Please note: make a post in your social media stream rather than just sharing in your story. Hashtags will only be counted in permanent posts on your stream.

For any questions, ideas, or sharing of impactful posts, please email us at:
actforpharmacy@pitt.edu