

Toolkit Tips for Schools & Colleges of Pharmacy

We're Your Pharmacist is about shining a spotlight on the essential contributions hospital and health-system pharmacists make as part of the patient care team. Help us show the public the many different ways pharmacists make an impact. Follow these tips below to help amplify the campaign and bring more visibility to all that pharmacists do for their patients.

Use Provided Tools:

ASHP has provided easy to use elements to help you promote We're Your Pharmacist online:

- Sharable images for LinkedIn, Instagram, Facebook, and X/Twitter
- Customizable Canva templates for LinkedIn, Instagram, Facebook, and X/Twitter
- Sample social media posts

Or Make Your Own Content:

The heart of We're Your Pharmacist is stories, and we can't wait to see stories from your organization on social media as part of the campaign. Here are some tips for making your own campaign content:

▶ Show Your School Spirit: Spotlight Your Alumni

We're Your Pharmacist is all about storytelling. Create a series of social media posts that spotlight your alum who are practicing in hospital and health-system pharmacy and making a difference in their communities.

▶ Showcase Your Students

We're Your Pharmacist is all about showcasing how rewarding it is to practice in hospital and health-system pharmacy. The next generation of pharmacists are the best ambassadors for the profession. Spotlight students who are pursuing residencies and are excited about taking the next step in their career journey.

▶ Use Photography (faces are best)

Showing pharmacists at work or student pharmacists in training is a great way to connect the public with the message that pharmacists are essential patient care providers in hospitals and health systems.

▶ Make a Video

Make a short Reel or video post that highlights your alum work, or a student on a rotation. Video is the best medium for storytelling online.

And don't forget to:

- Use the Campaign Hashtag #YourPharmacist
- Tag @ASHPOfficial in your posts
- Link to the campaign website yourpharmacist.org