Communications Vice President Tool Kit

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 accomplishments locally and nationally. This comprehensive resource reviews general communication principles, highlights various chapter communication guides, and provides an introduction to several 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 planning today and explore the resources, engage your chapter, and empower advancement of our profession!
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SECTION I: APhA-ASP COMMUNICATIONS LEADERSHIP STRUCTURE & POSITION DESCRIPTIONS

I. APhA-ASP COMMUNICATIONS VICE PRESIDENT (CVP) (required)

PURPOSE: The CVP is responsible for the coordination of communication and public relation efforts for the chapter. This includes promoting APhA-ASP activities and initiatives to a broad community of stakeholders—including chapter members—using a variety of media and public relation platforms. This position is also responsible for the overall development and execution of an internal communications plan for chapter activities and initiatives.

MEETING ATTENDANCE:

- All chapter meetings and executive committee meetings.
- All APhA and school or college of pharmacy leader training events.
- APhA-ASP MRM
- APhA Annual Meeting & Exposition
- State Association Meetings
TERM OF OFFICE: One year, beginning and ending at annual APhA-ASP Chapter Officer elections

RESPONSIBILITIES:

• Promote chapter meetings and events to chapter members and college/school officials.

• Promote APhA national, regional, and local chapter events, especially APhA-ASP Midyear Regional Meeting and the APhA Annual Meeting & Exposition.

• Maintain a working knowledge of and follow the communication policies of both APhA-ASP and your college/school of pharmacy.

• Coordinate public relations efforts of the APhA-ASP Chapter to the broader community.

• Grow and develop a network of contacts with local media outlets to support the chapter's outreach efforts.

• Coordinate American Pharmacists Month activities and media presence.

• Promote, organize/coordinate, and submit the chapter PharmFlix Competition video.

• Develop and maintain communications through social media outlets, newsletters, email, etc.

• Mentor the Social Media Chair, Public Relations Chair, and Committees of the CVP.

• Promote APhA-ASP Student Pharmacist Magazine and Student Pharmacist Connection.

• Collect chapter pictures, video, and multimedia for use with APhA-ASP chapter, regional, and national activities, awards, communications, competitions, and programs.

• Assist with the completion of the Chapter Achievement Report by providing photographs and videos for documenting chapter achievements throughout the year.
II. APhA-ASP SOCIAL MEDIA CHAIR (optional)

PURPOSE: Ensure that the chapter’s social media presence aligns with the goals, vision, and mission of APhA-ASP, as well as the college/school of pharmacy.

TERM OF OFFICE: One year, beginning and ending at annual APhA-ASP Chapter Officer elections

RESPONSIBILITIES:
- Regularly update the chapter social media accounts.
- Review all social media content prior to publication.
- Promote national, regional, and chapter APhA-ASP programming prior to each event on chapter communications including newsletters, email, social media, and chapter websites.
- Work with CVP to promote American Pharmacists Month programming.
- Plan, coordinate, and schedule social media campaigns to promote your APhA-ASP chapter achievements.
- Certify that the chapter social media accounts are following the National APhA-ASP social media accounts
- Share APhA-ASP social media content to chapter social media pages as appropriate.
- Ensure all social media content complies with the APhA-ASP Communications Style Guide.

III. APhA-ASP PUBLIC RELATIONS CHAIR (optional)

PURPOSE: Promote the profession of pharmacy to the community and highlight the chapter’s involvement in the community through media outlets.

TERM OF OFFICE: One year, beginning and ending at annual APhA-ASP Chapter Officer elections

RESPONSIBILITIES:
- Increase chapter exposure in the community through local public media outlets including local radio stations, newspaper, news stations, etc.
• Work collaboratively with pharmacy and community organizations and media outlets to promote the profession of pharmacy.

• Organize publication of chapter newsletters.

• Work with CVP to promote American Pharmacists Month to the community.

• Promote the profession of pharmacy to your local college/school community.

IV. APhA-ASP COMMITTEES OF THE CVP (optional)

Internal Communications Committee
Works to facilitate communications among and between chapter leaders and chapter members. Helps the communications vice president with the chapter calendar, e-mail, and other communication platforms utilized at the school or college of pharmacy.

Social Media and Public Relations Committee
Works to maintain message-based communications to chapter members through chapter newsletters, websites, Facebook, Twitter, bulletin boards, etc., and helps promote chapter activities and the profession to the public through television, radio, print, and social media.

PharmFlix Committee
With the communications vice president and PharmFlix chair, develops the concept/script, coordinates the direction, shooting, production, and editing of the PharmFlix submission.
SECTION II: APhA-ASP RESOURCES FOR CVPs

I. OVERVIEW

APhA-ASP has numerous forms of communications aimed to keep student pharmacists informed and updated about the Academy, along with sharing current events among 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.

II. APhA-ASP WEBSITE ON PHARMACIST.COM

https://www.pharmacist.com/apha-asp

The APhA-ASP website includes specific sections for student pharmacists to learn details information about the following information:

Policy and Advocacy
This section will provide resources for policy and advocacy as a student pharmacist. From guides to planning and implementing policy and advocacy events at your chapter to detailed information on APhA’s Provider Status initiative and the APhA-ASP Policy Process, APhA-ASP has the ideas, resources, and information to make advocating for your profession easy. Start planning your policy and advocacy efforts today!

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. Every student pharmacist committed to making a difference in the profession is a leader. APhA-ASP provides opportunities for student pharmacists to develop and demonstrate their leadership skills.

APhA-ASP Awards & Scholarships
In this section on the website, student pharmacists can learn about the opportunities within APhA-ASP for student pharmacists to become involved through patient care projects, community outreach, international organizations, career programming, professional development and more.
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 student chapter. Use these resources and templates on the website to accomplish your chapter goals and tasks.

Chapter Advisor Resources
Chapter advisors are dedicated individuals who volunteer their time to APhA-ASP members above and beyond their primary responsibilities as members of college/school faculty or staff.

APhA-ASP Projects & Programs
APhA-ASP has opportunities for student pharmacists to become involved through patient care projects, community outreach, international organizations, career programming, professional development and more. The following projects and programs are available through APhA-ASP:

- National patient care and community service projects
  - Operation Diabetes
  - Operation Heart
  - Operation Immunization
  - Operation Substance Use Disorders
  - OTC Medicine Safety
  - Women’s Health Campaign

- 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 Meetings & Networking
APhA holds meetings and networking events for student pharmacists throughout the year, each with unique opportunities for student pharmacists to network, develop leadership skills, and learn about educational and career opportunities. The following meetings are held by APhA-ASP:

- APhA-ASP Midyear Regional Meetings
- APhA-ASP Summer Leadership Institute
- APhA Annual Meeting & Exposition
- APhA Institute on Substance Use Disorders
III. STUDENT PHARMACIST MAGAZINE

*Student Pharmacist* Magazine is written by student pharmacists for student pharmacists, and provides the latest on career preparation, clinical updates, leadership, legislative activities and advocacy efforts, patient care projects and community service, APhA-ASP Chapter innovations, life on rotation, tips from New Practitioners, and more.

*Student Pharmacist* Magazine is published every-other-month and contains articles written by student pharmacists, new practitioners, APhA staff, and APhA-ASP leadership. It is now available online. The Student Pharmacist Editorial Advisory Board (EAB) consists of the eight APhA-ASP Regional Members-at-large, who provide feedback to the publication’s editors with the goal of keeping the magazine as relevant and useful as possible to its target readers.

APhA-ASP’s publication, *Student Pharmacist* Magazine, is always looking for student pharmacists to write current and engaging articles to be published in the magazine distributed around the country. Student pharmacists who express interest in writing should contact their Regional Member-at-large for more information.

IV. APhA-ASP SOCIAL MEDIA ACCOUNTS

APhA-ASP FACEBOOK PAGE: [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 promote upcoming events and programs, lobbying, and highlighting student pharmacists’ accomplishments across the country in order to strengthen the collective voice of student pharmacists. Encourage your chapter members to follow the page and share relevant posts to personal and chapter Facebook pages. The more engagement followers perform on posts (likes, comments, clicks), the more they will show up on their Newsfeeds.
APhA-ASP YOUTUBE PAGE: https://www.youtube.com/user/APhAASP

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

APhA-ASP INSTAGRAM PAGE: https://www.instagram.com/aphaasp/

The APhA-ASP Instagram page contains content created by the APhA-ASP National Executive Committee, Standing Committees, and APhA staff. Interactive Instagram stories aim to engage followers. Posts aim to promote upcoming events and programs, lobbying, and highlighting student pharmacists’ accomplishments across the country in order to strengthen the collective voice of student pharmacists. Encourage your chapter members to follow the page!
SECTION III: APhA-ASP CHAPTER COMMUNICATION GUIDANCE
The purpose of this section is to provide chapter leaders with guidance of how to apply communications to many aspects of chapter programming.

I. APhA-ASP COMMUNICATIONS STYLE GUIDE
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.

The APhA-ASP Communications Style Guide (.pdf) was created specifically for student pharmacists to help chapters represent 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 CVP is responsible for ensuring that your chapter’s written and online presence is properly formatted according to these guidelines. Additionally, when referring to another college/school of pharmacy, you must use the full name as displayed in the ACPE directory (https://www.acpe-accredit.org/accredited-programs-by-state/).

Questions regarding the APhA-ASP Communications Style Guide and its contents should be directed to APhA Student Development Staff at APhA-ASP@aphanet.org.

II. UTILIZING THE MEDIA
Promoting your local chapter activities is essential to advancing the mission of the Academy as well as the profession of pharmacy. There are numerous avenues for chapter promotions, each with its own strategy for optimal engagement. It is important to remember that every message represents APhA-ASP, your chapter, your college/school, and your profession. Be positive and thoughtful about what you choose to share.

Key media principles include:
- Be conversational in order to engage with audience and build relationships.
- Know your audience. Be compelling, relevant, and engaging.
- Building a community via media relations is a process. You must be present and engaged consistently over time and use analyses to determine efficacy and adapt to the results.
A. SOCIAL MEDIA

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 external audiences as well as communicate to chapter members. All official APhA-ASP Chapter Facebook pages must be named Official College/School Name APhA-ASP Chapter (ex. University of Utah College of Pharmacy APhA-ASP Chapter).

The APhA-ASP National Standing Committee on Communications features local chapter Facebook posts to highlight the patient care and advocacy efforts of student pharmacists throughout the nation. In order to improve the chance of your chapter posts being shared on the national level, be sure to include high-resolution photos of student pharmacists. Also be sure to comply with the requirements in the “Use of Photographs” section. You can also utilize the Facebook Creator Studio Application to schedule posts, view analytics, and cross-post to Instagram.

Chapters can contribute to their Regional Facebook page, as well. The Regional Facebook page is moderated by the APhA-ASP Regional Member-at-large, and serves to keep Chapter Officers informed. The CVP must make sure all APhA-ASP Chapter Officers are added to the page. This page may also be utilized as a discussion forum where Chapter Officers can start discussions including but not limited to sharing or asking for advice on events, promotions, or programming.

INSTAGRAM
Instagram can be utilized similarly to the recommendations presented in the Facebook section above.

YOUTUBE
YouTube enables chapters to create and share videos via playlists and gaining subscribers. PharmFlixF entries are submitted through chapter YouTube accounts. Use extra caution on YouTube not to use content that infringes copyright laws, as it will be flagged and deleted from the platform.

B. USE OF PHOTOGRAPHS
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 tool if used properly in your communications plans, but is also important to be aware of some of the implications that can be involved with photographs.
PROTECTING PATIENT PRIVACY
As a health care provider, patient privacy is one of our utmost concerns. A breach HIPAA or 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. A good practice is to always (1) gain written permission from the patient to be photographed and featured on social media and (2) try to avoid including the patient’s face from the picture if no written consent is obtained.

PROFESSIONALISM
Photographs capture more than a single idea. While your main focus may be in good nature, unprofessional or inappropriate actions or attire may give the wrong idea. When taking pictures, be sure to be presented professionally with clean white coats, name tags, etc. Be aware of any background distractions or derogatory images that may be otherwise misinterpreted.

SHARING PHOTOS OR VIDEO ONLINE
- Select a few photos that convey the entire story.
  - Ex. During a health fair, many student pharmacists 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 online.
- Always honor HIPAA and patient privacy when selecting photos.
- The higher the quality, the better the photo. Higher resolution photographs are supremely important if your chapter is highlighted on a national level.

C. COPYRIGHT PROTECTED CONTENT
Materials created by someone outside of your APhA-ASP Chapter may be subject to copyright law. Items do not have to contain a copyright notice to be protected by copyright law. Here are some tips to remember when using online content created by someone else:
  - Works in the public domain are no longer protected by copyright law.
  - Publicly available does not equal public domain.
- Purchasing a work does not give your chapter the right to use on your website or social media.
- When in doubt, gain written consent before using someone else’s content.

D. WORKING WITH THE PRESS
Local media coverage via television, newspapers, radio, billboards, etc. is an effective way to educate the public about the role of pharmacists and to advocate for the pharmacy profession. To ensure your message is disseminated as intended, it’s essential to have a strategic plan that details how to catch the attention of your audience while accurately and positively presenting your message. Please review the information below before seeking out local press opportunities.

SUMMARIZING AND SHARING YOUR MESSAGE
When communicating with the media, you should be able to communicate the main message quickly and 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 words effectively to quickly relate to the audience.

Tips to developing your messages:
- 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.

Tips for sharing your message:
- Choose the most appropriate media outlet by considering its reach, credibility, accessibility, and efficiency in disseminating your message. Options include local news television/radio stations, newspapers, local health organizations, billboards, or mini-media outreach (stickers, pamphlets, etc. distributed at local businesses).
- Ensure all components of your message follow the APhA-ASP Communications Style Guide.
- Develop strong relationships with staff at local media outlets to ensure future collaboration.
- Maintain professionalism at all times, even when the camera is off and recorders have stopped.
- Never speak on behalf of APhA or APhA-ASP at large; ONLY speak from the perspective of your local chapter and chapter members.

DEVELOPING 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 one-page summary of the important goals, objectives, and target audience.
- Photographs from past events that can be shared.
- Quotes or anecdotes from de-identified patients, student pharmacists, and pharmacists in the community to support the importance of your message.
- Information about APhA-ASP and the impact your chapter has had in the community.

LIVE OR RECORDED INTERVIEWS
Preparing for interviews is key to ensure your message comes across accurately and appropriately. 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 your message and what makes it 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 rehearsed.

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. Involve your APhA-ASP Chapter Advisor in the process.
- 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.
- Express Gratitude – Always follow-up with a Thank You from the chapter, and express how the media exposure will help further your message.

III. CAMPAIGN RESOURCES
A. APhA-ASP PATIENT CARE PROJECTS
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 CVP’s responsibility to assist
in the promotion of these projects for your patients, community, chapter, and other student pharmacists around the nation.

Here are some tips to promote the Patient Care Projects:
- 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 college/school’s marketing department 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 college/school’s marketing department. 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 and student pharmacist volunteers.

B. 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 college/school 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, Most Humorous, and Most Inspirational.

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 and submissions are accepted via YouTube.

C. APhM
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 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.

IV. WORKING WITH YOUR COLLEGE/SCHOOL’S MARKETING DEPARTMENT
College/schools of pharmacy often have an established marketing department that has guidelines pertaining to the use of the college/school name, logo, or other sensitive material. Obtain copies of these documents and store them for future reference. In communicating with your college/school on behalf of your APhA-ASP Chapter, always remember that you are a member of both organizations.

A. WHY COLLABORATE?
Collaborating with your college/school’s marketing department is both necessary and mutually beneficial for many reasons:
- Marketing 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 student pharmacists in a positive light.
- The mutual collaboration will extend reach by expanding to new audiences.

B. GETTING STARTED
Marketing departments may not feel comfortable allowing student pharmacists to freely post publicly when representing the college/school, especially in regards to social media. Take the time to build a relationship and set expectations for both parties to ensure the media content is mutually beneficial and representative of the mission of APhA-ASP and the college/school. Always maintain a positive and professional attitude.

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

Talk with your APhA-ASP Chapter Advisor or APhA-ASP National Communications Standing Committee member if you need further assistance.

V. CREATING LOCAL CHAPTER RESOURCES

A. CHAPTER WEBSITE/SOCIAL MEDIA PAGES

Online promotion of your APhA-ASP Chapter can help increase the reach of your events and achievements beyond your local college/school/university. Although not required, the use of a chapter website may be implemented to help create seamless communication. Please contact your local college/school/university information technology department to discuss guidelines on proper website implementation protocols.

B. COPYRIGHT PROTECTED CONTENT

Materials created by someone outside of your APhA-ASP chapter may be subject to copyright law. Items do not have to contain a copyright notice to be protected by copyright law. Here are some tips to remember when using online content created by someone else:

- Works in the public domain are no longer protected by copyright law.
  - Publicly AVAILABLE is not equal to public domain.
- Purchasing a work does not give your chapter the right to use on your website or social media.
- Best Policy: Ask permission and get written consent before using someone else’s content.

C. CHAPTER NEWSLETTER

Chapter newsletter provides a variation in forms of media to highlight and archive major events, spotlight chapter members and much more. Newsletter content should involve both chapter leadership and members. Newsletters should be shared to:
  o Chapter Social Media and/or Website.
  o Chapter advisors to facilitate school wide distribution.
  o Regional Member-at-large to facilitate communication to National Standing Committee on Communications.

Newsletter Host Sites:

- PDF Sites:
  - Issuu
  - FlipSnack
  - Canva
- Blogs Creator:
  - WordPress
Email:
  - MailChimp

Content

The chapter has the freedom to design their own newsletter, including information of their choosing. Chapters should use the Communication Style Guide while formatting and editing their newsletter before final distribution. Suggestions for topics for newsletter articles include:

- Presidential Theme Highlight: Share stories of how your chapter members have exemplified the current presidential theme.
- Event Highlight: Showcase major events which happened at your chapter (patient care, meetings, events, retreats, etc).
- Member/Faculty Spotlight: Recognize the hard work of your chapter members, faculty advisors and new practitioner mentors through spotlights and profile highlights.
- Upcoming Dates: Include important upcoming dates to remind your members and encourage attendance.

Writing an article:

- Thoroughly gather information for the subject matter (who, what, where, when, why and how).
- Create interesting and engaging headlines to catch the readers interest.
- Use pictures, personal experiences and quotes from chapter members to enhance the article.
- Be cautious of word count.
- Site your sources and provide references for all quotes, pictures and facts.
- PROOFREAD!!

Remember that chapter newsletters are not the only opportunity for student pharmacists to write articles and have their work published. APhA-ASP’s publication; *Student Pharmacist* Magazine, is always looking for student pharmacists to write current and engaging articles to be published in the magazine distributed around the country. Student pharmacists who express interest in writing should be connected to their regional member-at-large. Anyone looking for more information on Student Pharmacist Magazine should email tenglish@APHANet.org