National Communications Standing Committee

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Agenda

• Role of the Communications Vice-President
• Communication Best Practices
• Go Above and Beyond
• Resources and Tips From the Team
“Everyone communicates, few connect.”

- John C. Maxwell
How do you *connect*?
Role of the Communications Vice-President

• Internal and External Communications

• Promote and disseminate APhA and APhA-ASP Communications

• Organization/coordination of PharmFlix and Campaigns

(#APhM2017)
Communication Best Practices
Know Your Audience
Communication Channels
Communicating Effectively

- Simple, yet meaningful message
- Tell a story
- Tailor communications
- Remember your audience
- Timing

Pack up your bags and head to PharmCAMP! The Keck Graduate Institute APHA-ASP Chapter collaborated with 9 other organizations at their school to provide fun and engaging workshops for 150 elementary and high school students so that they can be introduced to the exciting world of science and pharmacy!
Chapter Communications

What to Communicate

• APhA Meetings
  • Chapter meetings
  • APhA-ASP Midyear Regional Meeting
  • APhA Annual Meeting & Exposition
  • APhA Institute on Alcoholism and Drug Dependencies
• Chapter Events
• Chapter Deadlines
• Student Pharmacist Magazine
• Student Pharmacist Connection
• Coordinate American Pharmacists Month
• Membership promotion

Communication Channels

• What channels would you use?
• Why did you pick that channel?
• What makes it purposeful or effective?
• How could you be more innovative?
Examples of Successful Internal Campaigns

• Member of the Month

Our member of the month is Nicole Stute! Nicole serves as one of the co-chairs for Operation Diabetes. She has shown great initiative as a patient care chair and plans to continue her involvement as a graduate student next school year. She has played a monumental role in planning a diabetic shoe fitting event happening later on this semester.

Thank you, Nicole, for your selfless pursuit to make our organization better. #TogetherWeCan
Examples of Successful Internal Campaigns

• Humans of Pharmacy
• Together We Can
Examples of Successful Internal Campaigns

- Event coverage

Here are some pics from last night’s social event - "Netflix and Chill." Thank you to those who were able to stick around! I promise I’ll do a better job about getting the word out sooner for upcoming events! 😊
External Communications

What to Communicate

• Event Promotion
  • Grow or develop a network of contacts with local media outlets
  • Utilize channels at college/school of pharmacy to promote awareness and attendance
  • American Pharmacists Month activities and media presence

Communication Channels

• What channels would you use?
• Why did you pick that channel?
• What makes it purposeful or effective?
• How could you be more innovative?
Examples of Successful External Campaigns

• University of Florida Gainesville APhA-ASP Chapter
Examples of Successful External Campaigns

• Media coverage
Examples of Successful External Campaigns

• Samford University
Getting featured starts with YOU!
Collect quality content throughout the year to share your chapter’s successes
Sharing Successes

• Share EVERYTHING with your chapter members
• Chapter successes
  • Members of the month
  • News segments
  • Screenings
  • Photos

• Share success stories, statistics, and appreciation with the school and broader communities
  • Partner organizations/companies
  • Media Outlets
  • School and broader community
Go above and beyond!
Innovation

• Get creative!
  • library announcements
  • bus stop flyers
  • social media tags
  • pharmacy memes
  • videos
Involvement

• Find members who are natural social media posters, photographers, and videographers
• Form committees
• Delegate!
Impact

• Assist other Executive Committee members with their program initiatives and campaigns
• Evaluate your impact
  • Use data to show impact
  • Use data to impact change
Resources and Tips From the Team
Resources

• www.pharmacist.com/apha-asp
• APhA Communications Style Guide
• CVP Toolkit