

# Toolkit Tips for ASHP State Affiliates

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:

### ▶ **Make it Local: Spotlight Your Members**

We're Your Pharmacist is all about storytelling. Create a series of social media posts that spotlight your members and how they are making an impact in their local communities.

### ▶ **Showcase the many different practice settings and specialties in which your pharmacists practice**

Pharmacists practice in a wide array of specialties and practice settings. Encourage pharmacists from across your organization to participate.

### ▶ **Use Photography (faces are best)**

Showing pharmacists at work is the best 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 one or more of your pharmacists at work. 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](https://yourpharmacist.org)