

Toolkit Tips for Members & Individuals

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 you do for your 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 yours on social media as part of the campaign. Here are some tips for making your own campaign content:

▶ **Get Personal**

We're Your Pharmacist is all about storytelling, and we want to hear yours! Create a post that highlights the unique contributions you make each and every day.

▶ **Don't be Afraid to Brag**

Sometimes it's OK to "toot your own horn!" We want the world to know the essential impact that hospital and health-system pharmacists make on patient care. Don't be afraid to share the amazing things you do!

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

Show us your smile! Round up some peers and colleagues and use a photo from your workplace.

▶ **Make a Video**

Make a short Reel or video post that highlights some of what you do each and every day. Maybe it's a POV of how you get ready for work each day, or a moment captured after you've had a rewarding patient interaction. 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