

Pharm4Me Champions Newsletter

JANUARY 2020

American Association of
Colleges of Pharmacy **AACP**

PHARMACY
Is Right For **Me**



Champion Spotlight

ABOUT THE SPOTLIGHT

AACP is seeking nominations for Pharm4Me Champions who have dedicated themselves or have implemented innovative ways to promoting pharmacy education and careers to the next generation of pharmacists. Selected Pharm4Me Champions will be featured in this monthly newsletter as way to help celebrate their successes and inspire others.

HOW TO NOMINATE

Please provide the name, title, and brief description about the Pharm4Me Champions role in promoting pharmacy to prospective students and the community.

Complete the online form:
<http://bit.ly/PharmSpotlight>

Self-nominations are welcome!

UPCOMING RECRUITMENT EVENTS

February 13-16, 2020

American Association for the
Advancement of Science: Seattle,
WA

<https://meetings.aaas.org/family-science-days/>

February 23, 2020 12-4pm

NACAC (Miami): Miami, FL

<https://www.nacacnet.org/>

March 7-15, 2020

San Diego Festival of Science &
Engineering: San Diego, CA

<https://www.lovestemsd.org/>

ANNOUNCEMENTS

AACP is seeking video content from current student pharmacists to be used on the Pharm4Me Instagram social media platform to promote pharmacy education to perspective students.

Please encourage currently enrolled pharmacy students to send downloaded videos to Emily Burns at emilyb@youthmarketing.com.

The goal is to showcase various aspects of a pharmacy students life including; class time, extracurricular activities, social time, pharmacy school campuses, etc., through a series of behind-the-scenes videos that will be shared on Instagram. Student can shoot/film the content on their cellphones.

A special thank you for participating will be awarded to the first 30 video submissions received:

- \$10 Starbucks e-gift card
- A certificate of recognition as a National Pharm4Me Marketing Ambassador
- Recognition at the 2020 AACP Annual Meeting (names featured on rotating slide during the event)

Deadline: In order to be considered for the above-listed prize, please submit all content by Friday, February 28, 2020.

PHARM4ME METRICS: 2019 YEAR IN REVIEW

The following is a summary of the results we obtained in our efforts to promote Pharm4Me in 2019.

Total Website Sessions	284,444 sessions - 104% increase over 2018		
New Website Users	232,905 new users - 106% increase over 2018		
Twitter		Facebook	Instagram
308 followers 21% Increase since 12/2018		543 followers 14% Increase since 12/2018	521 followers 24% Increase since 12/2018
4,211 engagements 43% increase over 2018		4,463 engagement 76% increase over 2018	8,349 engagements 13% increase over 2018
Social Engagement		17,023 engagements - 33% increase over 2018	