

Pharm4Me Champions Newsletter

MAY 2021

American Association of
Colleges of Pharmacy **AACP**

PHARMACY
Is Right For **Me**



Champion Spotlight

Pharm.D Class of 2022 COVID Vaccine Confidence Video

Western New England University College of Pharmacy

Briana M. O'Connell, a PY3 student pharmacist at the Western New England University College of Pharmacy & Health Sciences has held multiple leadership positions including President of ASHP-SSHP, President of Phi Lambda Sigma, and professional chair of the Alpha Zeta Omega Delta Tau Chapter. During the 2021 spring semester, Briana set out to create a meaningful project to highlight student efforts on the frontlines of the pandemic and promote confidence in the COVID-19 vaccines. AACP invites you to watch her amazing video created in collaboration with WNE Marketing.

Link to video:

<https://www.youtube.com/watch?v=6XhzfkDAXso>

HOW TO NOMINATE

Email pharm4me@aacp.org to request the nomination form.

Self-nominations are welcome!

CALL FOR STUDENT VIDEOS



Pharm4Me has featured several student takeover videos on the Pharm4Me Instagram page, which showcases various aspects of the life of a student pharmacist. These videos have increased Pharm4Me's engagement with GenZ students in the pipeline. We want to keep this initiative going during the upcoming academic year and need your help!

Please invite your students who may be interested in being featured on Pharm4Me to contact AACP at pharm4me@aacp.org.

PHARM4ME RESOURCES

There are several digital and downloadable resources on the Pharm4Me website to highlight various career pathways in pharmacy. Be sure to check them out at <https://pharmacyforme.org/pharm4me-materials/>

More resources are coming soon, including a 100+ Pharmacy Careers handout!



PHARMACYFORME.ORG WEBSITE METRICS

Pharmacy is Right for Me is rapidly expanding its reach to provide students, parents, and educators with interactive tools, resources, and first-person testimonials that give insight into the exciting and diverse career opportunities that exist within the field of pharmacy. Below are average monthly metrics over the past year (May 2020-March 2021) Please be sure to continue to promote the Pharm4Me website and social medias to prospective students.

WEBSITE TRAFFIC

30K Website Sessions
20K New Website Users
3 Minutes - Average Time Spent on Webpage

DEMOGRAPHICS

18-24 Average Age
60% Female
40% Male

SOCIAL MEDIA

12K Twitter Impressions
17K Facebook Impressions
9K Instagram Impressions