



MARCH IS

Pharmacy Awareness Month

Follow CSHP's
social media pages:



Facebook



Twitter



LinkedIn



Instagram

Social Media Post Tips

- Keep it informal and conversational.
- Personalize your messages with names.
- Tag the people you mention if they use the platform.
- Interact with your followers; don't just make announcements.
- Leave new comments on content that's related to your organization's work.
- Post photos, videos and graphics.
- Share content from other organizations that aligns with your mission.
- Use short links on Twitter. (Bitly.com, ow.ly or tinyurl.com can shorten links for you.)

Post Ideas

- Share photos of your events or volunteers in action.
- Send thank you messages to your volunteers.
- Write about why your branch volunteers are important.
- Interview one of your branch volunteers.

Canadian Society of
Hospital Pharmacists



Société canadienne des
pharmaciens d'hôpitaux