



Pharmacy is Right For Me National Pharmacy Week Toolkit

Updated 9.28.21

Overview

National Pharmacy Week is coming up from October 17th to October 23rd, 2021. Pharmacy is Right For Me has a week full of great content planned, and we invite you to share it and add your own!

Schedule

- **Monday** - Drug Interaction Video
 - This will be posted on our Instagram and Youtube and shared on all other social media accounts.
- **Tuesday** - Lip balm compounding demonstration
 - This will be streamed on our Instagram and posted on all other accounts after
- **Wednesday** - [ASHP Takeover](#)
 - ASHP will be posting a special Pharmacy Week takeover on their Instagram. Pharmacy Is Right For Me will be sharing this on our Instagram account.
- **Thursday** - Q&A with a Pharmacy Resident
 - This will be posted on our Instagram and shared on all other social media accounts.
- **Friday** - Giveaway
 - We will post a giveaway on our Instagram, instructing participants to visit our [Novel Careers Pathways](#) page. On this page, there will be a link hidden in one of the profiles, which will take participants to a page where they can enter their email to be entered into a giveaway for a prize.
- **October** - [Thank You Campaign](#)
 - October is American Pharmacists Month, and we are launching a Thank You campaign for the month. Students will have the opportunity to submit thank you messages to influential pharmacists, professors, and peers. They will be posted on Pharmacy Is Right For Me social media accounts throughout the month. Share the link and submit your thanks!

All of our content will be shared on Pharmacy Is Right For Me's social media accounts:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [Youtube](#)



Assets

Copy

- It's National #PharmacyWeek! We love our pharmacists and appreciate them each and every day!
- Thank you to every #pharmacist that is working to keep our communities safe and healthy! Take some time to thank your local pharmacist during #PharmacyWeek!
- In honor of American Pharmacists Month, we want to celebrate all #pharmacists who keep our communities and families healthy. Submit a thank you to your favorite pharmacists, professors, mentors, or pharmacy students who have inspired you!
 - <https://forms.gle/1D7EzwhKL7iy8GzM7>
- During #PharmacyWeek, we want to thank every #pharmacist working tirelessly to keep our communities healthy. Follow @Pharm4Me for marvelous Q&As, demonstrations, and a giveaway this week!

Images

- [ASHP's official graphics can be found here.](#)
- [Images for Facebook, Twitter, Instagram](#)

Other Content to Share

- [ASHP's Engagement Calendar](#)

Hashtags

#PharmacyWeek is the official hashtag.

Best Practices

- Post frequently, in accordance with best practices with each platform.
- Use our content or create your own. Please attribute all content that you use appropriately.
- Encourage students to contribute content for the week and highlight what they post.

If you have any questions or comments, please reach out to Hannah Hickman (hannahh@youthmarketing.com).