

APSA Social Media Officer

Major continuous events/roles

- Graphics creation
- Instagram promotion

November

- Created posters and videos for RxFactor Promotion
- Made weekly post on IG showcasing RxFactor contestants
- Promote Grad committee activities via IG stories
- Ran RxFactor giveaway
- Attended RxFactor and created story posts on all performances
- Worked with IG wealth management on social media challenge
- Shared links of our own Movember Team fundraiser page
- Created Linktree for our profile
- Promoted PQ+2 articles

December

- Advertise grad committee and wellness committee events

January

- Made weekly (M/W/F) post showcasing all APSA awards
- Ran and promoted IG takeovers (Day in the Life of A Pharmacy Student) for second and third year
- Made facebook banners for Wellness events
- Discussed running February Wellness Challenge with VP Space and Wellness
 - Prizes, rules, winner selection
- Created graphic/ description for all February Wellness events
- Worked with VP social on Lunch and Learn presentation
- Advertised for Grad committee pharmacy clothing logo submissions and promoted other grad committee events
- Post about any events APSA photographers have taken photos of ie)
 - Tradeshow
 - Discovering climbing
 - Curling
 - Independent night

February

- Ran wellness challenge → share submissions daily, track number of submissions and select weekly prize and grand prize winners
- Work with VP social to created save the date graphics for Blue and Gold
- Live streamed APSA election forum
- Work with sports rep to create dent v. pharm tickets
- Planed out feed for Dent v. Pharm promo and coordinated with photographers on what photos I needed
- Created awards certificates for APSA awards

March

- Promoted blue and gold on instagram/fb
 - Attend blue and gold to document
- Promoted hockey game on instagram/fb based on a schedule made in collaboration with sports rep and photographers
 - Attend hockey game to document
- Coordinated instagram takeovers with 4th years
- Coordinate instagram takeovers with 3rd years
- Promote PAM with CAPSI
- Wrote position into APSA constitution