

## **Social Media Director 2020 / 2021 – Mandy Chung**

### **Collaborations and Promotions:**

- 1) Run4Covid campaign promotion
- 2) Created post for the graduation of Class of 2020
- 3) Welcome post for the class of 2024
- 4) Social Media Contest for incoming Class of 2024
  - a. Contacted current students for pictures and quotes
  - b. Designed an aesthetic giveaway post
  - c. Promoted on Class of 2024's facebook page and class email
- 5) APSA X CAPSI UAlberta
  - a. Race against Racism Promotion
    - i. Contacted class representatives about promotion on class email
  - b. Race against Racism social media challenge
- 6) APSA X PQ+2
  - a. New issue promotion
- 7) APSA X J&J Pharmacy Podcast
  - a. Gift card draw
- 8) APSA X VP Social
  - a. Created questions for World Pharmacist Day Trivia
    - i. Contacted Leah regarding awarding mint points for participation
  - b. Don't Forget the Lyrics
    - i. Made graphic and collage
    - ii. Contacted Leah regarding social media takeover
- 9) APSA X UAlberta Pharmacy Alumni Association
  - a. Alumni week event
    - i. Contacted several alumni to talk about their experience after pharmacy school
      - Designed a cohesive IG story detailing these experiences
- 10) Textbook sale promotion
- 11) APSA X ACP
  - a. Scholarship promotion
- 12) APSA X Intramural
  - a. Tee-shirt sale promotion
- 13) APSA X Grad Committee
  - a. Christmas sweater sale promotion
- 14) APSA X Rx Factor
  - a. Unveilooween Social Media Challenge
    - i. Developed questions and designs
    - ii. Contacted class representatives about promotion on class email
  - b. RxFactor Promotion
    - i. Contacted contestants and created an IG post for each contestant
    - ii. Assigned TikTok videos
  - c. RxFactor Social Media Challenge
- 15) APSA X Wellness Committee
  - a. Annual pumpkin carving contest promotion
  - b. Helped facilitate Wellness Bingo
  - c. 7 Days of Wellness
    - i. Designed the graphics

### **Events Attended and Shared:**

- 1) Music Bingo
- 2) CSHP Student Symposium
- 3) Career Series #1
- 4) Road to PharmD Presentation
- 5) Student Service – Wellness session with Dr Ganz
- 6) Trivia Skills with Nils

### **Sponsorship and Funding:**

Social Media Director is a new position with no allocated budget from APSA for editing software or social media giveaways. I managed to gain free access to Canva Pro, an editing software, for one year through Git Hub.