

December 22, 2023

**Allison Wan**

Social Media Director

Fall 2023 Semesterly Report

**Routine Tasks**

- Attend biweekly APSA general council meetings
- Attend and advertise APSA events on social media
- Monitor DMs or Google Form for Instagram post or story requests and complete in a timely manner
- Create graphics and update Linktree as needed
- Re-share tagged stories from students on the Apsalutely account
- Record Mint Cup points for social media challenge submissions

**August**

- Logged into Apsalutely Instagram account and monitored messages
- Started planning social media challenges
- Created slide for student orientation presentation

**September**

- Created a social media challenge for the Class of 2027 to increase following, awarded gift card to draw winners
- Organized and ran a Back to School social media challenge for all pharmacy students and awarded Mint Cup points and gift card prizes

**Upcoming**

- Coordinating with VP Socials and VP External for Blue and Gold promotional materials
- Wellness social media challenge