



Alberta Pharmacy Students Association
2-35 Medical Science Building
Social Media Director
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Social Media Director 2025 Semesterly Report

Regular Tasks:

- Creating and uploading posts from pharmacy events to social media (i.e., APSA Instagram).

September:

- Ran the September Social Media Challenge, where students posted stories for one week based on different themes of the day. Participants earned Mint Cup points and were entered to win gift cards.
- I kept track of participants and their posts, reposted all posts, and tallied Mint Cup points.
- I posted posts and stories from the Class of 2029 Orientation and other events onto the APSA Instagram.

October:

- I posted stories and posts to the APSA Instagram from Saving Second Base, White Shirt Night and other events as requested by others.

November:

- I posted stories and posts to the APSA Instagram from After Dark and other events as requested by others.

December:

- I posted stories and posts to the APSA Instagram from RxFactor and other events as requested by others.