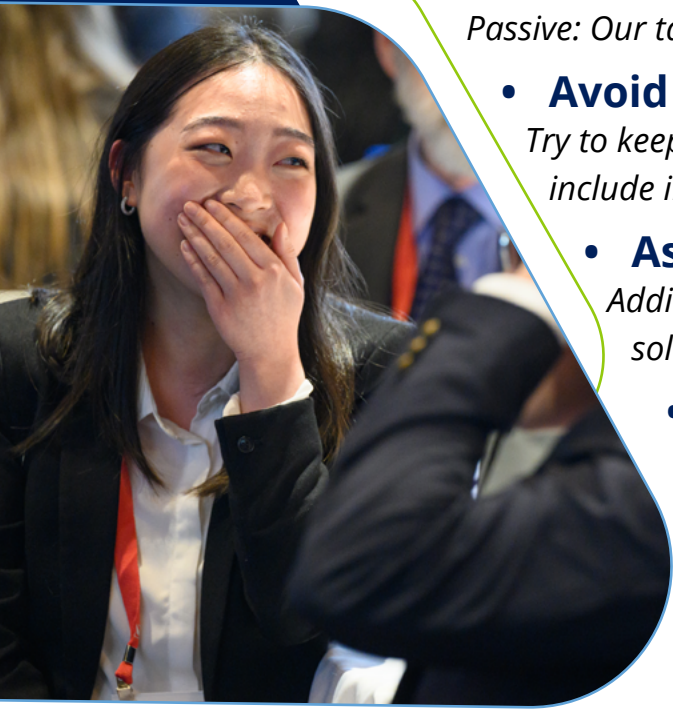# AMCP

Social Media Best Practices

- **Use Active Voice Over Passive Voice**
  Active: Join us at our table in Jordan Hall for some free AMCP swag!
  Passive: Our table in Jordan Hall will have free AMCP swag!

- **Avoid Long Posts. The Shorter, The Better!**
  Try to keep your posts to 280 characters or less. It is even better if you include images or video content!

- **Ask A Question**
  Adding a question or requesting feedback in your posts can solicit comments and conversation.

- **Post Often!**
  We suggest posting at least twice a week but the more you post the greater your visibilityis to your members and potential members.

- **Show Off Your Members**
  Pictures of people do well, and you can tag them. Promote your members and shoutout their

DOs

- Tag AMCP (@amcporg) in all your posts.
- Proofread your posts.
- Link to the student resource center:amcp.org/students.
- Respond to comments and remove the comments of obvious bad actors (i.e. trolls).
- Create a strategy for the frequency of your posts. Decide how often you want to post and when, so your followers know when to expect new content. This will build your brand awareness and encourage engagement.
- Promote

DON'Ts

- Promote non-AMCP initiatives.
- Respond to trolls.
- Link to your personal websites.
- Include misleading or incorrectinformation in your post.
- Use a negative voice.

Suggested Hashtags:
#amcp #pharmacy #managedcare #pharmacylife #managedcarepharmacy #studentpharmacist #(your school of pharmacy)