



OHIO PHARMACISTS ASSOCIATION

2674 Federated Blvd., Columbus, OH 43235 • Phone: (614) 389-3236 • Fax: (614) 389-4582

OPA Annual Conference & Trade Show 2020 Social Media Toolkit

Use your influence within Ohio's pharmacy community to appeal to potential attendees of OPA's Annual Conference & Trade Show, one of Ohio's largest pharmacy conference. Use these simple tools to help OPA recruit new attendees to OPA's most impactful event of the year!

1. Post and/or Tweet About Sessions That Cover Topics You're Most Passionate About

- Connect with your friends on social media to let them know about the session(s) or event(s) you will be attending.
- Express the importance of specific session(s) and invite others to join.
- Use our templates below and get started today!

Facebook Post Templates

Have you registered for @Ohio.Pharmacists Annual Conference & Trade Show yet? I will be attending this year's event, building relationships with fellow pharmacists and attending sessions like, [session or event title], which will [enter value add]. Register today: <http://bit.ly/OPAAnnualReg> #OPA2020

Ready to Soar at @Ohio.Pharmacists Annual Conference & Trade Show, August 28-30! Looking forward to attending educational sessions on pharmacy's hottest topics and engaging in important discussions about [enter key topic of interest]! Learn more: <http://bit.ly/OPAAnnual> #OPA2020

At the 2020 OPA Annual Conference, you will hear the latest updates on the newest treatments and expert commentary on the issues you face every day. Get exclusive insights on pharmacy's hottest topics. Identify resources and strategies to improve patient care. Engage with a wide variety of exhibitors in our expanded Trade Show. Network with friends and colleagues. See what the future holds for your practice. Register today: <http://bit.ly/OPAAnnualReg> #OPA2020

Tweet Templates

Be sure to register for @OhioPharmacists Annual Conference & Trade Show, August 28-30! I look forward to sharpening my skills at [enter session title you're interested in], which will [enter value add]. Learn more: <http://bit.ly/OPAAnnual> #OPA2020

In just [enter countdown to Annual Conference & Trade Show; e.g., 1 month], I'll be learning about new resources and strategies to improve patient care at @OhioPharmacists Annual Conference & Trade Show! Get exclusive insights on pharmacy's hottest topic- register today: <http://bit.ly/OPAAnnualReg> #OPA2020

LinkedIn Post Templates

@OhioPharmacists Annual Conference & Trade Show is taking place August 28-30 - have you registered yet? <http://bit.ly/OPAAnnualReg> #OPA2020

Be sure to attend @OhioPharmacists Annual Conference & Trade Show and build relationships that have will take your career to the next level. Learn more: <http://bit.ly/OPAAnnual> #OPA2020

2. Incorporate #OPA2020 Custom Graphics

Add visual appeal to your posts and/or tweets by downloading a #OPA2020 custom social media graphic, sized for Facebook, Twitter, LinkedIn, and Instagram.

3. "Like" OPA's Page on All Social Networks

This will display OPA content on your feed, so you know what we're posting.

- Facebook: @Ohio.Pharmacists
- Twitter: @OhioPharmacists
- LinkedIn: @OhioPharmacists
- Instagram: @OhioPharmacists

4. Update Your Profile to Reflect Your Role in OPA (Board, Committee Member, etc.)

Let your friends and followers know you're proud to serve OPA!

Example: Proud member of the Ohio Pharmacist Association Board of Trustees, an organization dedicated to helping all pharmacists find success and satisfaction in their work while advocating for changes that benefit them and their patients. Learn more about OPA's important work at www.ohiopharmacists.org.

Excited to be serving as a Board Trustee for District __ for Ohio Pharmacists Association, an organization dedicated to serving all pharmacists, starting August 29! Be sure to attend @OhioPharmacists Annual Conference & Trade Show and build relationships that have will take your career to the next level. Learn more: <http://bit.ly/OPAAnnual> #OPA2020

5. Like, Comment on and Share OPA's important work at www.ohiopharmacists.org

- Broaden the reach of OPA's message
- Increase engagement and visibility
- Starts conversations

6. Leave a Positive Review on Facebook

- Reviews are visible directly on OPA's Facebook page
- Positions OPA as a trusted and valuable resource for Ohio pharmacists
- Contributes to the page's overall rating

7. Include the Annual Conference & Trade Show Hashtag: #OPA2020

The official Annual Conference & Trade Show hashtag is #OPA2020. Be sure to include it in your social media content for maximum visibility.

8. Tag OPA on Facebook, Twitter, LinkedIn, and Instagram

Be sure to tag OPA in your #OPA2020 social media posts and/or tweets so we can engage with your content and add visibility.

9. Use OPA's Annual Conference & Tradeshow Snapchat filter in the Tradeshow

Show your pride in OPA membership by using the filter for your selfies at OPA's Tradeshow.