



Social Media and Blog Toolkit

Social Media

Getting Started

- FtP content can be posted from:
 - CPESN Network accounts
 - Flip the Pharmacy Team accounts
 - Pharmacy accounts/business pages
 - Team Lead/Coach personal accounts
- Official FtP social media platforms:
 - Twitter
 - Facebook
 - Instagram
 - LinkedIn

Content Ideas

- FtP Care Plan Certificates
- New posts on the Flip the Pharmacy blog
- Awards received by a participating pharmacy/pharmacist
- News features of a participating pharmacy/pharmacist
- Reminders to sign up for the Flip the Pharmacy newsletter
- Short videos of FtP pharmacists or pharmacies
- Pearls related to current change package

Increasing Engagement

- Tag related accounts
 - @flipthepharmacy
 - @cpesn
 - @CPFgrants
 - @commpharmacy
 - Pharmacy or pharmacist
 - Schools and colleges of pharmacy
 - State associations
- Use relevant hashtags
 - #flipthepharmacy (spell it out)
 - #communitypharmacy

Templates

Captions

1. The Flip the Pharmacy movement is going strong at **Pharmacy** with the newest Change Package- "Diabetes & Social Determinates of Health." #flipthepharmacy
2. As a Practice Transformation Coach for Flip the Pharmacy, I get to work with other pharmacists across **Team** to transform pharmacy workflow away from filling a prescription at a moment in time and towards caring for the whole patient over time by learning about the past, educating them in the present and making goals for the future! #flipthepharmacy
3. Does your pharmacy eCare plan for patients? The staff at **Pharmacy** are eCare planning rockstars! They don't just fill prescriptions at a moment in time, they care for patients over time. #flipthepharmacy
4. It's a beautiful day at **Team or Pharmacy**! Our coaches are finally back in the pharmacy, and they couldn't be more excited to see the progress and adaptation from all of our participating pharmacies throughout the pandemic. Keep up the good work, and keep flipping! #flipthepharmacy
5. Meet the Coach! **Coach** is the **Primary Role** and serves as a Flip the Pharmacy coach who helps drive community pharmacy practice transformation across **Team**. Thank you for all that you do! #flipthepharmacy

Graphics

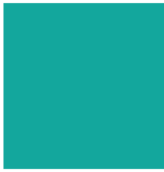
1. Select a template from the list below
 - o [Template 1 - News Feature](#)
 - o [Template 2 - New Blog Post](#)
 - o [Template 3 - New Blog Post](#)
 - o [Template 4 - FtP Feature](#)
 - o [Template 5 - FtP Newsletter](#)
2. Click "Use Template"
3. Click "Uploads" on the left-hand column to add your logos and photos
4. Swap out titles, text, and photos as needed
5. Click "..." in the upper right corner to download the image or publish directly to social media

Flip the Pharmacy Logo



Design and Formatting

FtP Primary Colors



C 80 M 10 Y 45 K 0
R 0 G 167 B 157
HEX #00a79d
PMS 326 U



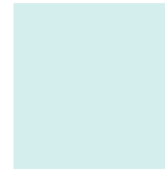
C 45 M 0 Y 22 K 0
R 136 G 209 B 206
HEX #88d1ce
PMS 565 U



C 0 M 0 Y 0 K 30
R 188 G 189 B 192
HEX #bcbdc0
30% BLACK



C 30 M 0 Y 14 K 0
R 175 G 223 B 221
HEX #afdfdd
PMS 7464 U



C 16 M 0 Y 7 K 0
R 211 G 237 B 236
HEX #d3edec
PMS 621 C

FtP Secondary Colors



C 0 M 0 Y 0 K 70
R 109 G 111 B 113
HEX #6d6f71
70% BLACK



C 0 M 0 Y 0 K 50
R 147 G 149 B 152
HEX #939598
50% BLACK



C 0 M 0 Y 0 K 20
R 209 G 211 B 217
HEX #d1d3d4
20% BLACK



C 98 M 72 Y 9 K 1
R 0 G 87 B 155
HEX #00579b
PMS 7686 C

Color Pop



C 0 M 80 Y 95 K 0
R 241 G 90 B 41
HEX #f15a29
PMS 1655 C

Brand Fonts

For headlines use Avenir Next Bold

For subheads use Avenir Demi Bold

For captions & callouts use Avenir Next Medium

For body copy use Avenir Next Regular

Accent Font

For a pull-quote or accent use Raleway ExtraBold

Backup Fonts

For headline copy use Calibri Bold (or) Helvetica Bold

For subheads use Calibri Regular (or) Helvetica Regular

For captions & callouts use Calibri Light (or) Helvetica Light

Blog

How to Post

Step 1: Create Account

1. Team Leads and any other identified bloggers will receive an automated email from wix_team@notifications.wix.com



2. Pharmacies should accept and follow the steps to create an account for the website, including verifying the email address on file. The email verification will also come from wix_team@notifications.wix.com



Step 2: Post Blog

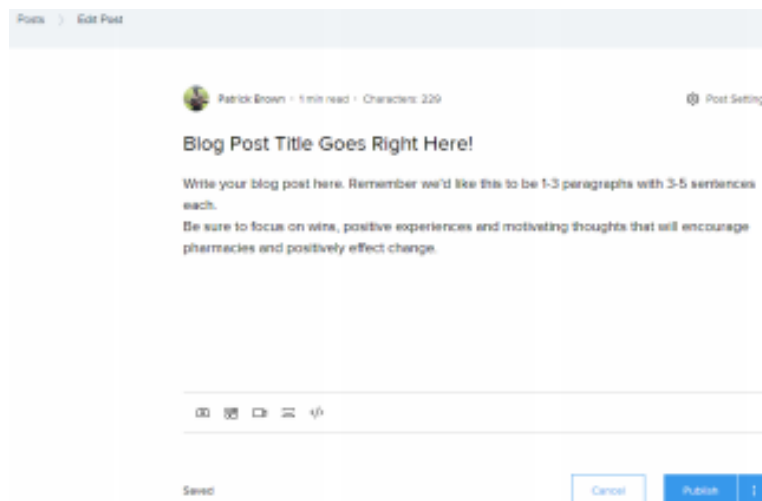
- Using your new login account, visit www.wix.com to log in



- Click "Create New Post" to start your blog



- Add a Title and write your blog post, or paste your blog post in from a word processor if preferred
- Add any photos if you'd like, with the buttons at the bottom of the screen
- Click "Publish"



Step 3: Final Check

Visit www.flipthepharmacy.com/latest-news to make sure your post looks correct.

Blogging Best Practices

- Goal
 - At least one blog per team per month
- Best Practices
 - Set a calendar reminder each month
 - Make a schedule within among coaches and pharmacies
 - Engage student pharmacists
- Ideas for Content
 - Tangible tips for pharmacy practice
 - How pharmacies are incorporating latest change package
 - Impactful patient encounters
- Increase Blog Engagement
 - Log in using your Facebook account or email to like and comment on blogs
 - Share blog posts on social media

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