



We encourage you to share your experiences in Pitt Pharmacy on social media. Below are examples of how you can share your personal experiences and experiences in a Student Organization on social media.

Individual Student

Post to your personal account and use hashtags and tag accounts affiliated with Pitt Pharmacy.

Acceptance to Pitt Pharmacy/Beginning P1 Year

Looking forward to spending the next 4 years at @PittOfficial as part of the @PittPharmacy family! #PittPharmacy #H2PittPharmacy

Before an Event

So proud to be part of (Organization name/Tag Organization Account) at @PittPharmacy and participating in [name of Event] on [Date] at [Time]! Looking forward to [brief description of what you will do at event]. #H2PittPharmacy #H2P @PittOfficial @Pitt_Rx

Come out and join me and my friends in (Organization name/Tag Organization Account) at @PittPharmacy on [date] at [time] in the [building/location] to discard expired and unused medications and keep our community safe! #H2PittPharmacy @PittOfficial @Pitt_Rx

During an Event

Helping to [event description] alongside my friends in (Organization name/Tag Organization Account) at @PittPharmacy! #H2PittPharmacy @PittOfficial @Pitt_Rx

After an Event

Big thanks to (Organization Name/Tag Organization Account) at @PittPharmacy for hosting such a wonderful event [or insert Event name here] today! We helped [X] number of patients today by doing [insert event description]. #H2PittPharmacy #H2P @PittOfficial @Pitt_Rx

Graduation with B.S. Pharmacy Degree

Four years down, two more to go! I received my Bachelors in Pharmaceutical Sciences and I'll continue my education at @PittPharmacy, working toward my PharmD! Thanks to all of my amazing colleagues for helping me along the way :) @pitt_rx #H2PittPharmacy @PittOfficial

Graduation with PharmD Degree

Officially *Your Name*, PharmD! Thank you @PittPharmacy and @PittOfficial for teaching me all I need to be successful in this next chapter and thank you to all my classmates for laughing with me through the hard times and the best times! @pitt_rx #H2PittPharmacy

Student Organization

Spread the word about your organization's event through one of the following ways:

1. Send your post idea to the Pitt Pharmacy Social Media Account with caption ideas below.

Organization Event Announcement/Reminder

(Organization Name/Tag Organization Account) will be hosting a [Event name] on [date] at [time] in [location] to [conduct blood pressure readings, comprehensive medication reviews and more/ (event description)]! Register for the event at [insert link] to help make a difference! #H2P #H2PittPharmacy @PittOfficial @Pitt_rx

Organization Event Recap

The [Event name] with (Organization Name/Tag Organization Account) last week was a huge success! They helped over [X] patients by [description of services/event]. Great work everyone! #H2PittPharmacy #H2P @PittOfficial @Pitt_Rx

2. Post to your Organization's own social media account if one has already been created. If not, you may establish a Social Media Account for your Student Organization following the guidelines below.

To Start

- Before launching your organization's social media account, reach out to the Director of Communications (Dr. Rhea Bowman) for approval and guidance.

Post Guidelines

- Use professional discretion when posting to the account and reach out to the Director of Communications if you have questions related to appropriate content.
- Only photographs/videos of students, faculty, or staff can be posted without signing a Media Release Form.
- Do not post any content containing the faces of patients or anyone who is not affiliated with the School unless they have filled out the Media Release Form ([Photography, Video, Audio Consent Form \(pitt.edu\)](#)). For larger events where Media Release Forms are not practical, a Photo Disclaimer must be displayed ([Photo DisclaimerSign.pdf \(pitt.edu\)](#)).
 - Send completed Media Release Forms to the Director of Communications to be kept on file.
 - **Tips for photographing patient care:** Try to take pictures of the backs of patients' heads so that they are not identifiable and therefore will not need to sign a Media Release Form. If you are unsure if the individual is too identifiable, ask the Director of Communications for guidance or for suggestions to deidentify the patient through edits.
- Do not post any photos where any identifiable patient information or documentation can be seen anywhere in the photo as this is a violation of HIPAA laws.
- Review School of Pharmacy Social Media Code of Conduct guidelines [Guidelines for Social Media – RxStudent Portal \(pitt.edu\)](#)

Caption Ideas

Organization Event Announcement/Reminder

We will be hosting a [Event name] on [date] at [time] in [location] to conduct blood pressure readings, comprehensive medication reviews, and more! Register for the event at [insert link] to help make a difference! @PittPharmacy #H2PittPharmacy @Pitt_rx

During Event

Our [Event name] is officially in full swing! It is amazing to see what an impact [organization name] at @PittPharmacy can have when we all work together. # H2PittPharmacy #H2P @PittOfficial @PittPharmacy @Pitt_rx

Organization Event Recap

Our [Event name] last week was a huge success! Our chapter helped over [X] patients by [description of services/event]. Great work everyone! @PittPharmacy #H2PittPharmacy #H2P @PittOfficial @Pitt_Rx

Pitt Pharmacy Accounts

Instagram (School of Pharmacy): @pittpharmacy
Instagram (School of Pharmacy Student Body): @pitt_rx
Instagram (University of Pittsburgh): @pittofficial
Facebook: @University of Pittsburgh School of Pharmacy
Twitter: @PittPharmacy
LinkedIn: @University of Pittsburgh School of Pharmacy
YouTube: @PittPharmacy

Pitt Pharmacy Hashtags

#PittPharmacy
#H2PittPharmacy
#H2P

Written by Abigail Stewart, Class of 2024

Reviewed by Pitt Pharmacy Student Organization Staff & Faculty leadership – August 2022.