

# Member Pharmacy Digital Toolkit




World Pharmacists Day is an annual global event celebrated on September 25th to recognise and honour the vital role pharmacists play in healthcare. It aims to raise awareness about the significant contributions of pharmacists in promoting safe and effective medication use, patient care, and overall public health.

## What can you do?

Take the opportunity to celebrate World Pharmacists Day with your staff and community! Below are some examples for how you can celebrate the day.

### Before the day

If you are hosting an event in your pharmacy, you use one of our 'save the date' social media posts to bring awareness of the upcoming day. Make sure you tag the Guild in your posts, that's [@Pharmacy Guild of Australia on Facebook and LinkedIn](#) and [@PharmGuildAus on Twitter](#).

Save the Date	Social copy
<p>Example 1</p> 	<p>It's World Pharmacists Day on the 25<sup>th</sup> of September, and we have some exciting things happening at the pharmacy! 🎉</p> <p>Mark your calendar and come by on the day to celebrate together with our team. We hope to see you there! #WPD2023</p>
<p>Example 2</p> 	<p>Mark your calendars because World Pharmacists Day is just around the corner!</p> <p>Come by on the 25<sup>th</sup> of September and celebrate with us at our pharmacy! #WPD2023</p>
<p>Example 3</p> 	<p>There is a special day coming up, and no, it's not my birthday! 🎉</p> <p>World Pharmacists Day is coming up on September 25<sup>th</sup>, and we have something planned at the pharmacy. Don't miss it! #WPD2023</p>

Images for digital displays in pharmacies can be used on your pharmacy display screen or PC to inform visitors and passers-by about this important day. It can also be added as a static image to your PC background.

## **On the day**

### **Host an event**




Below are some event ideas for your pharmacy.

- **Morning Tea/Afternoon Tea**  
Host a morning tea or afternoon tea to celebrate World Pharmacists Day 2023.
- **Decorate**  
Decorate your pharmacy for your patients and customers. A [poster](#) is available to print out and so is a [design](#) for your digital display screen.

### **Share the day on Social Media**

Share the Guild's specially crafted tiles on your social media pages. Don't forget to tag the Guild in your posts and use the hashtags #WPD2023.

1. The Pharmacy Guild will be launching a video on the 25th of September on our social media channels [@Pharmacy Guild of Australia \(Facebook\)](#) [@PharmGuildAus \(Twitter\)](#), [@Pharmacy Guild of Australia \(LinkedIn\)](#). We hope that you will share this video to your channels.
2. You can use these the below social media copy paired with the social media tiles on Sunday 25 of September to express your support of the day. Don't forget to use the hashtags #WorldPharmacistsDay #WPD2023 #Findapharmacy and tag the Guild.

World Pharmacists Day	Social copy
<p><b>Example 1 - Facebook</b></p> 	<p>Letting pharmacists do more benefits everyone.</p> <p>We saw this during COVID-19, where 9 million vaccinations were delivered through community pharmacies. Currently, extended scope of practice is being trialled and tested throughout the country, and their implementation will continue to benefit millions.</p> <p>Pharmacy is getting a bigger role in primary health care, and I couldn't be more excited for our profession!</p> <p>Today is World Pharmacists Day, and I am proud of our many achievements and the positive impact we make on our healthcare and patients every day.</p> <p>Here's to a brighter and healthier future! 🇺🇦  #WorldPharmacistsDay #WPD2023 #Findapharmacy</p>
<p><b>Example 2 - LinkedIn</b></p> 	<p>🇺🇦 It's World Pharmacists Day! 🇺🇦</p> <p>As a pharmacist, I am proud of being able to serve our community's healthcare needs and the vital role we play in promoting health and wellness.</p> <p>As pharmacists across the country are allowed to do more, I'm excited to see the increased support we can provide for the Australian people.</p> <p>Thank you for trusting us with your health, and here's to many more years of caring for you and your loved ones.  #WorldPharmacistsDay #WPD2023 #Findapharmacy</p>
<p><b>Example 3 - Twitter</b></p> 	<p>Happy World Pharmacists Day to all my fellow pharmacists! 🇺🇦</p> <p>In the past few years, we have achieved so much. And with the expansion of scope of practice, we will continue to achieve much more.</p> <p>Cheers to the pharmacy profession and the positive impact we make every day! 🇺🇦 #WorldPharmacistsDay #WPD2023 #Findapharmacy</p>