AAPS Community Ambassadors Overview and Best Practices

AAPS Community Ambassadors are integral to increasing members’ engagement and professional growth through the AAPS Communities platform and social media channels.

Ambassador Program Goals

- Support AAPS members’ use of the AAPS Communities and social media channels by:
  - Developing a collaborative and engaging space that helps our members.
  - Ensuring engagement with members is consistent.
  - Ensuring information in the AAPS Communities is accurate and consistently available.
- Raise awareness of AAPS’s products and services in the AAPS Communities and on social media by:
  - Posting and sharing AAPS activities.
  - Responding to existing posts.
  - Encouraging colleagues to participate.

Term Length and Time Commitment

Ambassadors are expected to:

- Serve a 1-year term and may volunteer for additional terms after the first year.
- Interact through the AAPS Communities a total of 2-3 hours over the course of a month, ideally a few minutes at a time through daily and weekly interactions.
- Participate in one training webinar to familiarize themselves with the AAPS strategic plan, programs and services, resources for support, and AAPS’ engagement strategy.
- Log into the AAPS Communities at least once a week and actively contribute to or start conversations.
- Participate in quarterly check-in meetings.

Requirements for Applicants

- Have a completed profile with a photo in the AAPS Communities.
- Have an active email subscription to the AAPS Communities.
- Demonstrate active engagement and familiarity with platforms through posts visible on the AAPS Communities and/or AAPS’ preferred social media platforms, LinkedIn, Facebook, Twitter, and Instagram.
- Willingness and ability to develop content and share it through the AAPS Communities platform and the social media platforms in which they are active.
- Interest in sharing the latest pharmaceutical science news and research and information about AAPS.
- Commitment to upholding the AAPS Code of Ethics and Professional Code of Conduct.

What Ambassadors Do

- Share questions about scientific and professional challenges experienced in day-to-day work as a scientist.
- Post discussion starters around hot topics to encourage an exchange of knowledge.
- Respond to unanswered threads.
- Share articles, links to journal articles, and web links with appropriate references to sources and authors.
- Reply to the Focus of the Month thread with relevant resources, comments, and questions.
- Reply to the Executive Director’s weekly updates posted in the AAPS Communities.
- Reply to the AAPS President’s monthly posts in the AAPS Communities.
• Reply to posts with content that they find exciting, such as a journal article or an upcoming webinar.
• When planning to attend or attending any AAPS events, such as webinars or in-person meetings, share the topic of a presentation or poster that is interesting to them.
• Share content as requested by Stacey Axler.

Best Practices
• Thank people in the thread for sharing their insights – it encourages participation.
• Tag specific members by using the “@” symbol and typing their name.
• Check with Stacey Axler or another member of the Communities Team to determine if a particular piece of content should not be posted.
• Share ideas in the private Ambassador Community for input from other Ambassadors, and then release the information to the public, if applicable.
• When attending AAPS events, talk with peers about the AAPS Communities and its benefits.

Resources
• FAQs
• Video Tips
• AAPS Community Ambassadors Community
• Stacey Axler, AAPS Community Manager, axlers@aaps.org

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