

SOP COMMUNICATION PLAN



FACULTY/STAFF

- OSP WEEKLY (Weekly/Friday)
- EMPLOYEE WEEKLY (Weekly/Monday)
- PHARMACY WEBSITE (Weekly update to Events)
- ALUMNI NEWSLETTER (Bi-Annual)
- PRECEPTOR NEWSLETTER (Bi-Annual)
- SOCIAL MEDIA
 - SOP Facebook Page
 - Instagram
 - Snapchat (Daily/Weekly)
- WARHAWK ALERT SYSTEM (As Needed)

CURRENT STUDENTS

- OSP WEEKLY (Weekly/Friday)
- PHARMACY WEBSITE (Weekly update to Events)
- AXIS TV (As Needed)
- SOCIAL MEDIA
 - SOP Facebook Page
 - OSPA Facebook Page (Daily/Weekly)
- WARHAWK ALERT SYSTEM (As Needed)

ALUMNI

- ALUMNI NEWSLETTER (Bi-Annual)
- EMAIL (As Needed)
- SOCIAL MEDIA
 - SOP Facebook Page
 - Instagram
 - LinkedIn (Daily/Weekly)

PRECEPTORS

- PRECEPTOR NEWSLETTER (Bi-Annual)
- PRECEPTOR CONFERENCE (Annually)
- SOCIAL MEDIA
 - Preceptor Facebook Page
 - OEE Facebook Page
 - LinkedIn (Daily/Weekly)

PROSPECTIVE STUDENTS

- EMAILS (4-6/Year)
- PRESENTATIONS at SCHOOL FAIRS (2-3/Year)
- PHARMACY WEBSITE
- SOCIAL MEDIA
 - SOP Facebook Page
 - PEP Facebook Page
 - Instagram
 - Snapchat (Daily/Weekly)
- BROWSE ON THE BAYOU
- PHARMFUTURE

ADVISORS/COUNSELORS

- EMAILS (2-3/Year)
- INDIVIDUAL MEETINGS (2-3/Year)
- CONTACT at SCHOOL FAIRS (2-3/Year)
- PHARMACY WEBSITE