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MEDIA RELEASE

NAPSA Goes Tweeting

The National Australian Pharmacy Students' Association has developed a Twitter profile to broaden its reach to pharmacy students and pharmacists across the profession.

NAPSA National Secretary Arron Sparkes said the move to the Twitter-sphere would give the Association greater opportunity to communicate in real-time with pharmacy students on matters relevant to their education and careers.

"Pharmacy is transitioning through a very active period; there are many issues which will directly affect students who need to be kept abreast of developments," Mr Sparkes said.

"Whilst challenging, it is a very exciting period for pharmacy and one which will present many hurdles and opportunities. Information, and the immediate availability thereof, is critical to facing these challenges and grasping these opportunities. Much the same as with their degrees, we want our members to be able to engage with the Association."

NAPSA's Twitter presence will add to the growing number of Twitter sites managed by pharmacy schools, pharmacy groups and pharmaceutical industry.

Mr Sparkes says "NAPSA is confident that our site will provide students with real-time information and act as a tool to facilitate interaction on a wide range of trending issues. Many students have Twitter accounts and are very familiar with this social media. It will provide a vehicle for our members to provide feedback on topical matters. This will ensure our policy stances and actions taken truly reflect what our members think."

"Twitter is another avenue by which NAPSA can alleviate communication barriers, allowing our members and pharmacy industry to contribute to the actions and directionality our Association takes."

Follow us on Twitter, @NAPSA_Rx !

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