



NCPA Congressional Fly-In Social Media Toolkit

cencora



Toolkit instructions

We're thrilled you're joining us at the NCPA Congressional Fly-In. This toolkit is here to help you create buzz on social media – before, during, and after the NCPA Congressional Fly-In. Use the pre-written captions as-is or tweak them to match your personality.

When you share, be sure to:

- **Include the hashtag #gnponthehill** so other pharmacists can follow along.
- **Tag NCPA** for maximum reach and engagement.
- **Snap photos or record short videos** on-site to bring your audience into the action.

Tips for maximizing engagement

- **Use images and videos:** Add personality to each post. Show your travel, your excitement, and the people you meet.
- **Encourage conversation:** Pose a question in your caption ("What policy issue matters most to you?") to spark discussion.
- **Tag partners and participants:** Tag any fellow *Good Neighbor Pharmacy* members or relevant organizations you meet.
- **Keep it real:** Share personal anecdotes or insights – people love hearing genuine stories about why this matters to you.

Thank you for being a part of this year's NCPA Congressional Fly-In! Your posts and photos will help unite and energize the *Good Neighbor Pharmacy* community and demonstrate the collective power of independent pharmacists.

Pre-event social media post #1

Timing: on or around 4/15

Suggested caption:

The future of independent pharmacy starts now. Join me and *Good Neighbor Pharmacy* at the NCPA Congressional Fly-In as we champion independent pharmacy on Capitol Hill. Together, we'll show that every pharmacist's voice matters!

#gnponthehill #ncpaonthehill #wearegnp #goodneighborpharmacy #pharmacyadvocacy



[Download social media post #1 here.](#)

Pre-event social media post #2

Timing: on or around 4/28

Suggested caption:

Why am I attending the NCPA Congressional Fly-In? Because independent pharmacies deserve a bigger voice and fairer policies. I'm excited to connect with fellow *Good Neighbor Pharmacy* members and make sure our concerns are heard loud and clear. Let's do this!

#gnponthehill #ncpaonthehill #wearegnp #goodneighborpharmacy #pharmacyadvocacy



[Download social media post #2 here.](#)

During the Fly-In

Snap quick photos or short video clips of:

- Registration/Check-In
- Meeting with legislators
- Networking with other independent pharmacy peers

Post immediately or save them to share later — just remember to use #gnponthehill to help everyone follow along.

Post-event social media post

Timing: week of 5/5

Suggested caption:

Fresh off the NCPA Congressional Fly-In, and I'm feeling more inspired than ever! We discussed challenges like reimbursement reform, provider status, and so much more – helping shape a brighter future for independent pharmacy. Big thanks to everyone who made it an unforgettable experience. Let's keep the momentum going!

#gnponthehill #ncpaonthehill #wearegnp #goodneighborpharmacy #pharmacyadvocacy



[Download social media post #3 here.](#)