

FACES OF PSS: MEDIA & COMMUNICATIONS COMMITTEE

THE BEGINNING

Created in June 2020, the Media and Communications Committee (MCC) acts as the official corporate communications wing of the Pharmaceutical Society of Singapore (PSS), handling both internal and external communications.

Today, headed by Chairperson Ms Vernadine Goh and Vice-Chairperson Ms Angeline Lai, MCC has 3 main sub-committees - Social Media, Internal Communications (which handles the e-bulletin), and Website (which supports the development of the upcoming website). The team also liaises with the media for official events, and coordinates responses for media queries. We asked some of the members about their motivations for joining the team.

What made you want to join MCC?



Vernadine: I enjoyed leading a team to develop social media videos back when I was in Guardian. So when my manager suggested joining MCC, I was enticed by the challenge of starting something new, while building my skillset in an interesting new area.



Joshua: I joined MCC initially as part of my involvement as the Head of Publicity in Pharmacy Week back in 2020. As a member, I could tap on the expertise of other senior members to refine the quality of content produced, and also the media outreach strategy for the event. In MCC, we were able to work together to strategise for media responses and for the upcoming website refresh.



Hue Kian: I wanted to stay in touch with the community and also make new friends.



Kelvin: I've often worked on publicity, social media and digital media related activities both as a student and as a working professional. I felt MCC would be an extension of what I already enjoy. What's more, I would get to remain in touch with friends through these activities or projects!



Cinny: I joined MCC as one of the founding members. Without the relevant skillsets in media relations and digital newsletters, I was hesitant initially as I did not know what I could offer to the team. However, the rest of the team was very encouraging and provided me with a platform to explore and try out new things to challenge myself.



THE DEVELOPMENT AND GROWTH OF MCC

The team was completely new to the area of corporate communications. It was only with the input of the founding members, collated from discussions over Zoom, that various changes started to be put in place.

The team revamped the e-bulletin, spawning new segments such as Industry Insider and Faces of PSS. Social media also began to be used in tandem with the e-bulletin to increase outreach of the content. In addition, formal training was organised which allowed the team to create guidelines for handling the media and standardising social media content. As the members developed their skills, MCC began to function more smoothly.

What have you gained?



Vernadine: I was fortunate to be able to tap on the experience of senior members such as Ms Corrinne Tan and our ex-officio. Their mentorship helped me develop our team structure and workflow, especially when dealing with media for the first time. I felt that PSS provided me with a safe place to learn these new skills.



Kelvin: As Pharmacists hardly have opportunities to meet fellow colleagues in the field, MCC has provided a platform for me to get to know more pharmacists. Moreover, it has been really fun and enjoyable working with my MCC team mates!



Cinny: Being part of the internal communications team allowed me to liaise and build relationships with pharmacists of different disciplines. Throughout my time in PSS, the society has been a welcoming and supportive organisation. Hence, I was able to learn and build up my confidence in the process. I am also grateful that MCC provides me with the relevant trainings and exposure with media events and enquiries as well.

Your hopes and dreams for MCC & PSS?



Joshua: I hope that PSS will continue to be a community of pharmacists who are passionate to drive change and implement initiatives to advance the field of pharmacy. As the community develops, I hope that we will continue to push the boundaries of healthcare and bring better quality of care to the patients we serve.



Cinny: As part of the MCC team, I hoped that we will be the voice of our fellow pharmacists internally and externally while we build up rapport for our profession. In order to carry on the nurturing efforts of PSS to our pharmacy community, I hope to see more engagements and corresponding involvement of fellow pharmacists in the society's activities.



Hue Kian: I hope we can be united as one pharmacy community. And also be more inclusive to people practicing in less mainstream roles!

