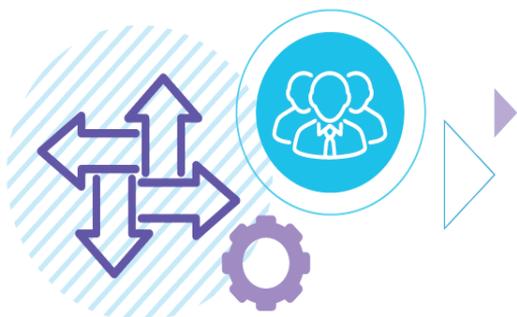


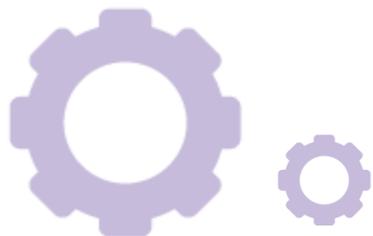
Why Social Media

- Social Media is an effective tool to raise your profile in the wider community.
- Over one billion people have a Facebook account worldwide, with over 44 million of these in the UK.
- Over 260 million people have a Twitter account worldwide, with nearly 14 million of these in the UK.
- Social media offers you the ability to increase your brand awareness and deliver a unified, coordinated message to this wide audience.
- In the high-pressure environment of COVID-19, it allows pharmacies to share all the work they have been doing and demonstrate their importance to the wider community.
- A coordinated social media campaign helps community pharmacies to speak with one voice on the challenges the sector is facing and what it needs to continue serving patients.
- This campaign will use Facebook and Twitter to reach a variety of audiences- Twitter is effective for reaching influential decision makers and Facebook can be used to reach the wider community and spark debate.



Working together on social media

- The NPA will be circulating content regularly for you to share on your social media, as part of a coordinated campaign to raise awareness of the issues pharmacists are facing during this period.
- Content will include key messages to use on social media as well as a variety of graphics, videos and articles that you can post. There will be suggested captions for you to use with this content – you will be able to tailor these for your own pharmacy and area.
- At times we will also make a “call-out” for member-generated content around a particular theme or topic, or in a particular format such as a video. Where we ask for this content we will provide advice and guidelines on how best to produce and use it.
- We encourage members to follow the key messaging provided by the NPA to ensure community pharmacy is using social media strategically and speaking with one voice to the community and the government.
- It is important to use this campaign not to attack the government or to complain – this will ultimately be counterproductive to the reputation of the sector and to securing the support that we need.
- Social media should be used to highlight the incredible work our members are doing on the front line of this crisis, and the support that is needed to continue doing this work.
- The following slides will provide you with the basics in setting up social media pages, how to create posts, and how to get the most out of your posts on social media. If you need assistance or advice, please do not hesitate to get in touch with the team at the NPA.



Setting Up a Facebook Page

- To set up a business page, you need to log into your personal Facebook account. The information from your personal account will not be publicly visible on your business page.
- Once you have done this, go to facebook.com/pages/create.
- Select the type of page you want to create: In this case a business and select Pharmacy/Chemists as your Category.
- Then enter your business information.
- Then upload a profile picture and cover photo. This could just be your logo and a photo of the pharmacy.
- Then underneath your profile picture on the main page, there will be a menu **Click Create Page @Username** in the left menu to set up your Tag, which will help people find you on Facebook.
- Once this is done, add in the details of your pharmacy; it's address, phone number, opening times etc. Click **Edit Page Info** in the top menu. With the description, just keep it short and simple.
- Once you have filled in all the details about the business, you can tell more about your story and your pharmacy. On your page click **See more** in the left menu, then click **About**, and then click **Our Story** on the right-hand side. In this section, you can add a detailed description of what your business offers customers and why they should Like or Follow your Page.
- Then you are ready to create your first post.



Tips for Posting on Facebook



- Always keep the post short - people will usually not read beyond two lines.
- Always have a clear call to action - if you need to mobilise your audience to do something, then tell them to “Like and Share” or “Click to see more”.
- Give valuable information - if you are sharing an article or video, give them enough information that they get the main message without needing to click and see the whole thing.
- Try and be positive - whilst a campaign might need to stress something negative, there is no need to constantly post negative content as people will not engage with it.
- Always have an image - even if you are posting a status update, always try and have an image as this will grab attention on News Feeds. This applies to links as well, even if a website doesn't have an image associated with it when you post, upload one so that it is more engaging.
- Videos should be kept to under 1 minute wherever possible and should always include subtitles. People tend not to watch for longer than a minute and you should try and include Facebook's built-in subtitles, so people can watch it in public.
- Try and post every day - you can “schedule” posts on Facebook, so that you have a steady stream of content going out each day. However, don't overload with content, consider at most three posts a day.



Consider the timing of your posts – try to be strategic with how often you post and when. The highest traffic occurs mid-week between 1 to 3pm, so this is a good time to aim for posting content. Other ideal times could be between 7 and 9am (peoples morning commute) or between 5 and 7pm (peoples commute home). On weekends, social media viewing is generally lower, so limit posts on the weekend.

Setting Up a Twitter Profile



- Firstly go to <https://twitter.com/>.
- Then type your phone number or email address in the first text box.
- Type the password you want to use for Twitter in the second box.
- Then click the **Get started** button.
- Type the full name of your pharmacy in the new text box that shows up below your password.
- Click the **Sign Up** Button when done.
- Then **Choose a username** on the next page by typing one in the text box or clicking a suggested one based on your name and email address. You can always change it later if you want, or you can skip this step with the Skip link and fill in your username later.
- After this, you should select the **Let's go!** option to tailor your page to your interests and find recommended followers.
- Recommended followers should include the NPA, local newspapers and local people of interest.
- You should then add a profile picture and cover photo, that could be the same as your Facebook.
- In the short bio at the top, you can also include a link to your website or Facebook page.

Tips for Posting on Twitter

- Build a following first - try and get at least 100 followers first. Think about who might be beneficial to the campaign - go through the NPA list as a starting point.
- Different to Facebook, you should always use Tags and Hashtags in each post. Especially with content provided by the NPA, tag us in the post using @NPA1921 and use the #pharmacyheroes. This ensures a more organic reach across social media.
- Posts should stick to a message - be positive but stress the pressure you are currently under.
- If you are re-tweeting, always look at the account first- whilst the tweet might be on message, the account itself might be damaging to the wider campaign.



Be comfortable in tweeting your own content too; this will raise your own organic following and build profile. Consider posting photos or a video of you and your staff or advice for customers. Just ensure the content is positive and on-message.

Don't confuse a direct message and a general tweet. A direct message (DM) is a private message sent via Twitter. You can only send a direct message to a user who is following you and you can only receive direct messages from users you follow.