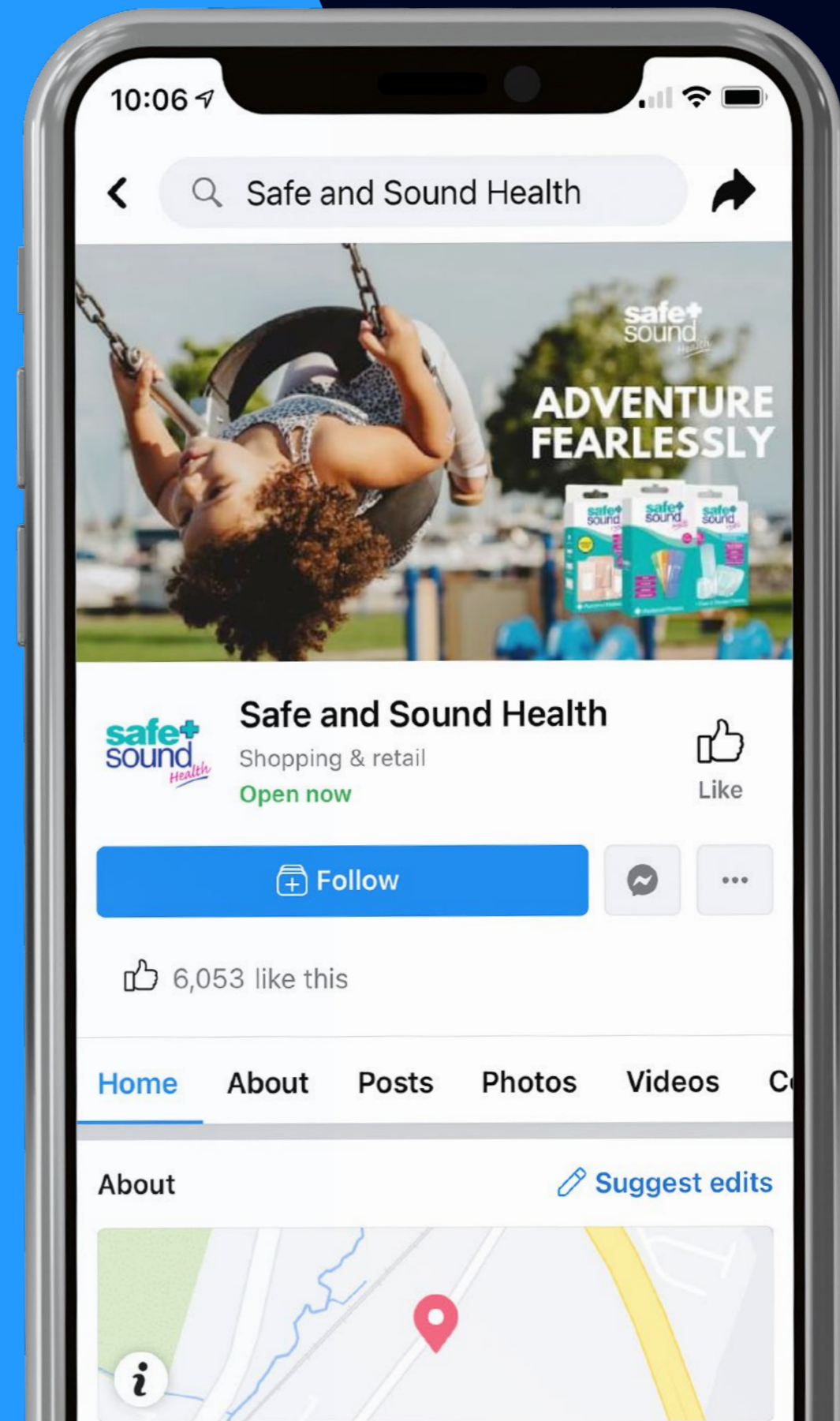




## Facebook Guide 5

# How to grow your Facebook account





# How to grow your pharmacies Facebook business page

While regularly posting great content to your pharmacies Facebook Business Page will encourage new users to follow you; it's not enough to grow your page and encourage more customers to visit your Pharmacy. To grow your Facebook page and see long-term results, you need your followers to engage with your content. On Facebook, to gain engagement, you must first spend it.

Start by following over prominent Facebook Pages or Groups in your local community and industry, as well as other brands and local businesses. Then, interact with the content they are posting by liking or commenting from your Business Page. The page owner will appreciate your support, and other Facebook users will take notice, helping you reach their followers and even more people.

Be sure to monitor and respond to comment on your Business Page. If someone approached you in your Pharmacy, you wouldn't ignore them, so you shouldn't ignore your Facebook followers. If a follower has commented on your post, use your business page to like their comment and write out a friendly reply answering their questions or address any concerns if they have raised any.

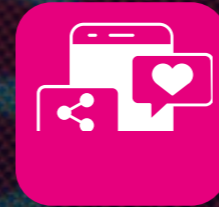
Facebook Messenger is another tool you can use to be more available to your patients and engage with your followers. Letting your patients' message and ask questions via Facebook Messenger makes it seem like your Pharmacy is more helpful and accessible, especially if they have a question they feel uncomfortable asking in-store or over the phone.

Growing your Facebook page following can take time. Still, by regularly posting and engaging with other accounts, you will build a reputation as a relevant and trustworthy member of your local Facebook community.



# Things to avoid and common problems with business pages

When starting with a Facebook Page, there are a few common issues and pitfalls that can prevent your account from growing followers and engagement. Read below what these are and how you can avoid them when starting your Facebook Business Page.



**Not posting enough** – If you're not posting regularly and consistently enough, your followers will forget who you are and take less interest in your content when you finally post. So stick to a consistent posting schedule, whether that's once a day or once a week.



**Not seeing results quick enough** – Growing any social media account takes time. At first, it can feel like you're posting content regularly but not seeing the results you hoped for. Remember, building a Facebook Page, and online reputation takes time. It's a marathon, not a sprint!



**Not engaging enough** – Facebook is an online community that thrives on engagement and conversation. You will need to spend engagement to earn it.



**Posting the wrong content** – It can be tempting to post a lot of self-promotional posts with the hope of encouraging more visitors to your Pharmacy. However, posting too many sales-focused posts will put people off your page, and they may even unfollow you. Instead, mix up your content and be sure to share posts that are of value to your audience.