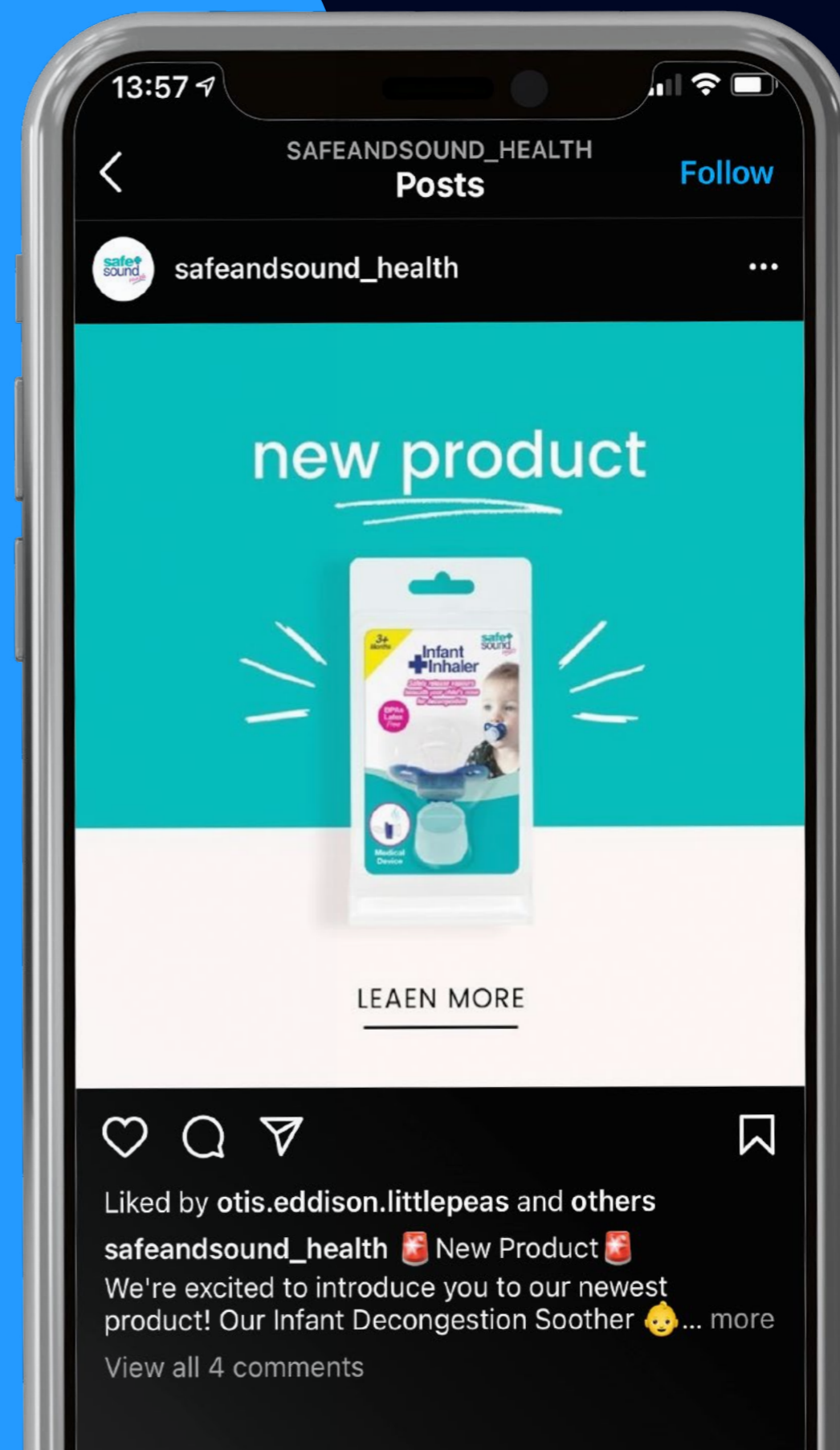




## Instagram Guide 4

# How to create content for Instagram



## Creating content for your Pharmacies Instagram Business account

Instagram is a visual platform, the quality and style of the content you share will directly impact how successful your business account is. But don't worry, you don't need to be a professional photographer or graphic designer to create engaging content your audience will love.

Before planning and creating the content you want to share on your account, first think about what you want to achieve with your account and what your goals are. Are you trying to grow your following? Do you want your local community to become aware of the health services you offer? Or would you like to encourage more people to visit your Pharmacy? It is important to set goals for your account and evaluate them regularly, as your goals may change. For example, when first starting out with Instagram your focus may be increasing your followers, but later you might want to start promoting certain in store services or new products.

Once you have an idea of what you want to achieve with your account, you can start planning what content you would like to create and share.



YOU ARE ENOUGH.  
YOU ARE GOOD ENOUGH.  
YOU ARE STRONG ENOUGH.  
YOU ARE BRAVE ENOUGH.  
YOU ARE KIND ENOUGH.  
A REMINDER THAT YOU ARE  
ENOUGH.



#HealthHerWay

1/6

53%

of women surveyed  
dislike their body

Here's 5 ways to boost  
your body confidence

# Types of post



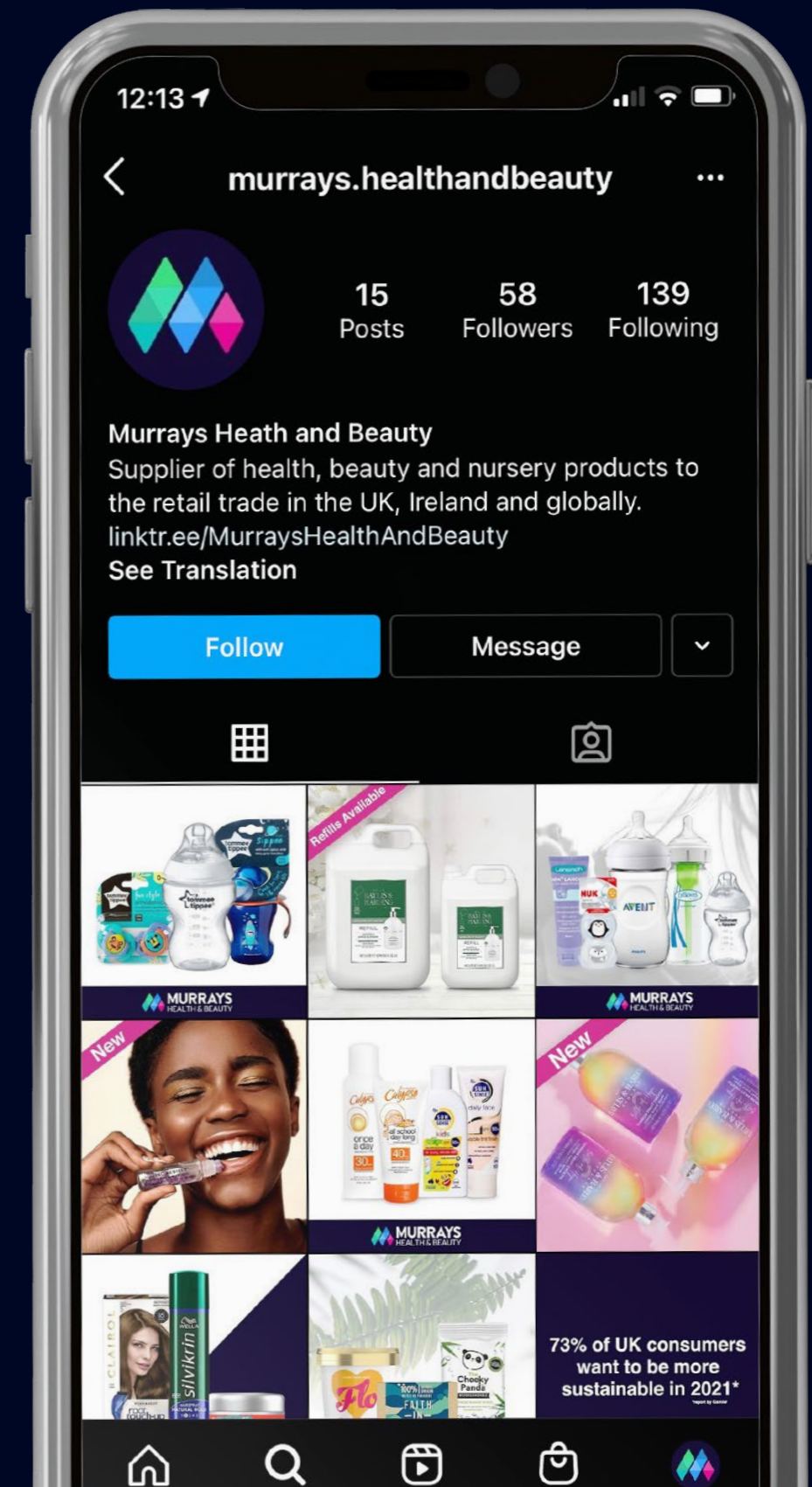
**Products/services** – Business are popular on Instagram, around 80% of users follow at least one business account. You could focus on a helpful service your Pharmacy offers such a repeat prescription. Or you could share a new range of products or new brand available at your store. Tip, when resharing content from a brand, tag and mention them in the post.

**Just for fun** – Posts with animals, funny things or quote are really popular on Instagram and very effective at generating engagement for users.

**National holidays/Novelty holidays** – National or novelty holidays can prove great inspiration for Instagram content, as in this post from Boots celebrating a national bank holiday. Hootsuite (link : <https://blog.hootsuite.com/weird-holidays-to-celebrate-on-social-media/>) has a great list of fun novelty holiday you can use as inspiration as well as national holidays!

**Education tips** – Sharing advice and educational tips helps build trust with audience and positions your account as a source of useful information. Pharmacies have a fantastic reputation and in a trusted position to share health advice and education about common ailments. For example, you could educate followers on typical symptoms of the common cold and helpful remedies.

**Motivational quotes** – Motivational and inspirational quotes are very popular across all social media platforms and Instagram is well suited for this type of content. Below is great example from Boots of a motivational quote reminding users to take time for themselves.



# Content creation



Creating your own content can seem like a daunting task, especially if you have no design or photography experience. Think about sharing content from the brands your Pharmacy stocks (always tag the brand in the image and mention them in the caption) or resharing inspiration quotes and memes. Or, you can easily create your own content using free tools and platforms such as Unplash, Pexel or Pixabay and Canva.

Canva is an online tool that allows you to easily create Instagram optimised content and they offer free memberships. Unplash, Pexel and Pixabay are fantastic websites for free stock imagery to help you create beautiful images and content.

When writing the caption to go with your content, there are a few things to consider. The length of your caption will depend in part on the type of content you're posting. If you want to include a call to action in your caption, such as encouraging users to visit your Pharmacy or click your bio link, you will want to keep your caption short so users can see your call to action without having to read through a lot of text. If your post is about educating your customers and sharing advice, a longer caption that includes all the information you want to share would be more appropriate.

The type of call to action you include in your post will depend on what you want your post to achieve. Whatever action you want views of your content to take, make it clear in your caption, whether that's visiting your Pharmacy, leaving a comment or buying something.

Another important part of your content to consider are hashtags. Always include a few relevant hashtags when posting new content, it helps new visitors find your profile. You could include branded hashtags, industry relevant hashtags, niche hashtags, location hashtags, event hashtags, the possibilities are almost endless. Spend a little bit of time researching hashtags you think are relevant to your business and save them in a document for easy access and to use again.

Now you are ready to start sharing content to your Instagram business account, read our guide 'How to grow your Instagram account' to start growing your following and engagement.