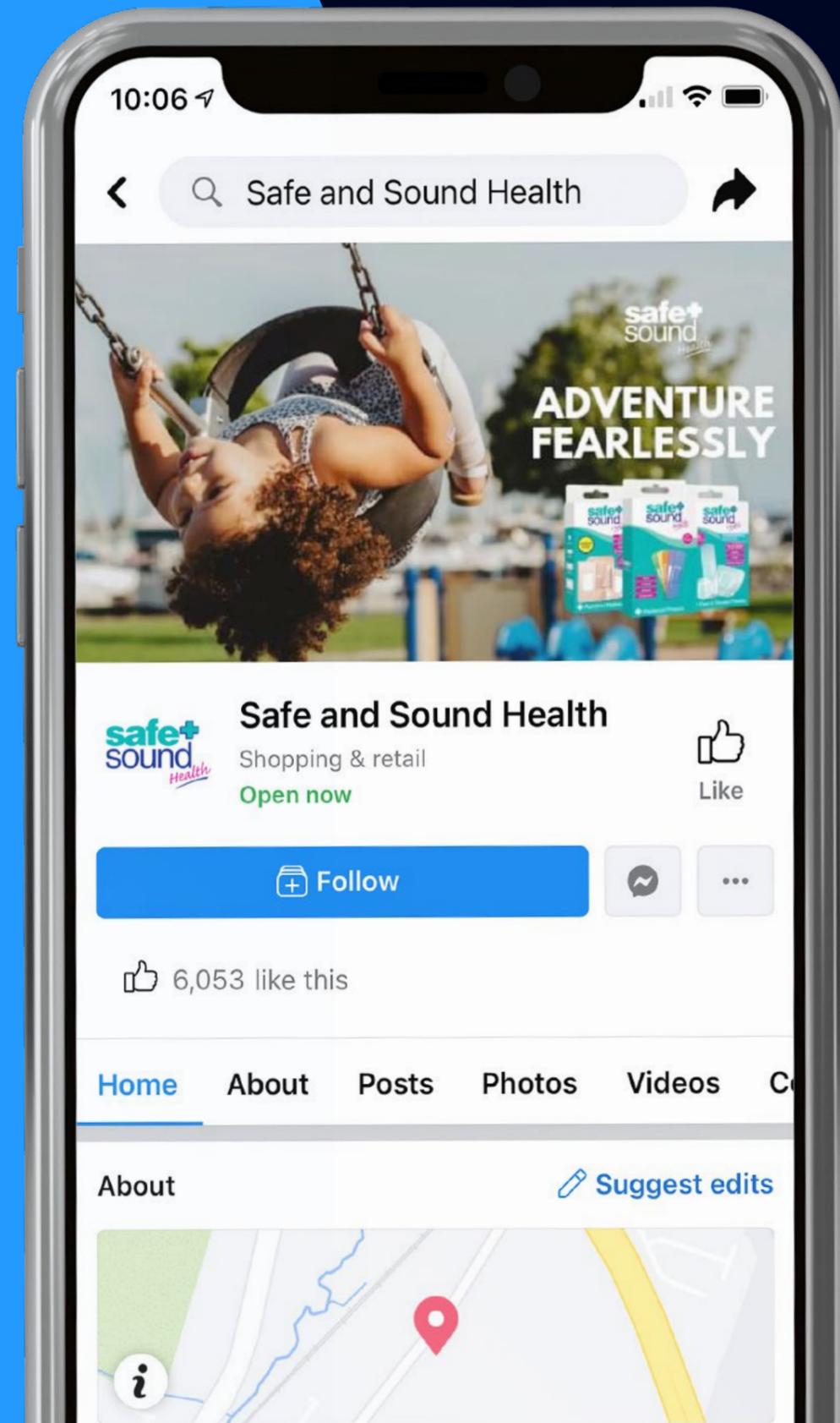
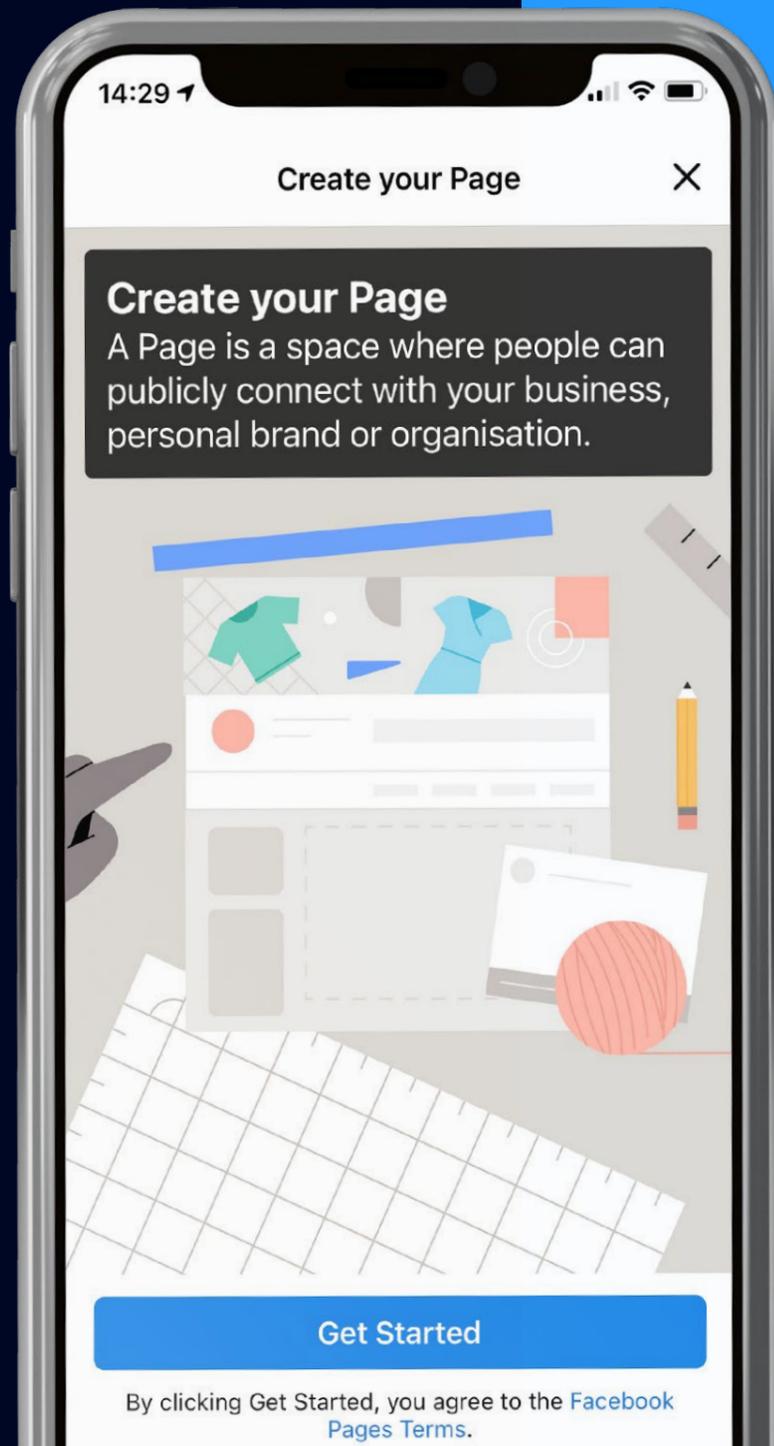




Facebook Guide 2

Get started with a Facebook business page





How to create a Facebook business page

Creating a Facebook business page is free and only takes a few minutes. It provides your pharmacy with the opportunity to increase awareness of your services and generate more sales.



How to sign-up to Facebook on a mobile device.

1

Download the Facebook app from the your relevant app store. (Apple Store / Google Store)

2

Log into your Facebook account

3

Tap the menu icon and select "Pages"

4

Tap '+Create'

5

Tap 'Get Started'



How to sign-up to Facebook on a computer

1

Go to www.facebook.com

2

Log into your Facebook account

3

Click the "Menu" button in the top right-hand corner

4

Select "Page" from the drop-down menu



Building your Facebook page



Following the previous steps, you will be asked to enter more information about your business. Including just your business name and logo isn't enough to help potential customers find your Pharmacy. To help get your Pharmacy noticed, include as much information as possible.

Page Name - Enter the name you want your business page to be.

Tip: This should be the same as your Pharmacies name.

Category - Choose which categories best represent your business and services your Pharmacy offers.

Tip: Categories you could choose relevant to Pharmacy are: Chemist/ Pharmacy, Medical & Health, Medical Equipment Supplier, Medical Service, Shopping & Retail.

Description - Write a short description of what your business does and the services your Pharmacy provides.

Tip: The character limit for page descriptions is 255

Profile photo - Businesses usually use their logo as their profile photo or an image representing their business and branding. Tip: The ideal size for a Facebook profile photo is 360x360 pixels. Be aware that Facebook displays all profile images as a circle, so allow space around your image for cropping.

Cover photo - A cover photo is the large background image that appears at the top of your Facebook Business Page. Aim for a cover photo that represents your business, like an image of your Pharmacy store. Tip: The ideal size for a Facebook cover photo is 820 x 312 pixels. Facebook will crop cover images to 640 x 360 pixels for mobile, so ensure the image works well for both sizes.

If you are having trouble creating a profile picture or cover photo for your Facebook Page, you can try making one for free on Canva. Canva includes many Facebook templates that help you easily create content for Facebook without any graphic design skills or knowledge.

Adding more info to your Facebook page



Now that you have successfully created your Facebook business page, you can start adding more information to your page.

On the left-hand bar, scroll down and click on 'Edit Page Info', or for mobile, tap the 'cog' icon in the top right corner and then tap 'Page Info'. Here you can edit the information you previously entered, and most importantly, add more relevant information about your Pharmacy, including:

- **Phone number**
- **Email address**
- **Website**
- **Location**
- **Service area**
- **Opening hours**
- **Temporary service changes**
- **Products offered**
- **Additional information**
- **Price range**
- **Other social media account (e.g. Instagram)**

While entering this information is optional, it's essential to include as much information as possible in this section. It helps potential customers find your store and any vital information they may be searching for, such as opening times and Pharmacy location.

Finally, add a 'Button' to your Facebook Business Page.

A Facebook page button appears near the top of your page and encourages visitors to take specific actions. To add a button to your page, click the blue "+ add a button" below your cover photo. You can choose from the following buttons depending on what actions you would like visitors to take when visiting your page, such as:

- **Contact us**
- **Call now**
- **Send message**
- **Send Email**
- **WhatsApp**
- **Learn more**
- **Follow**