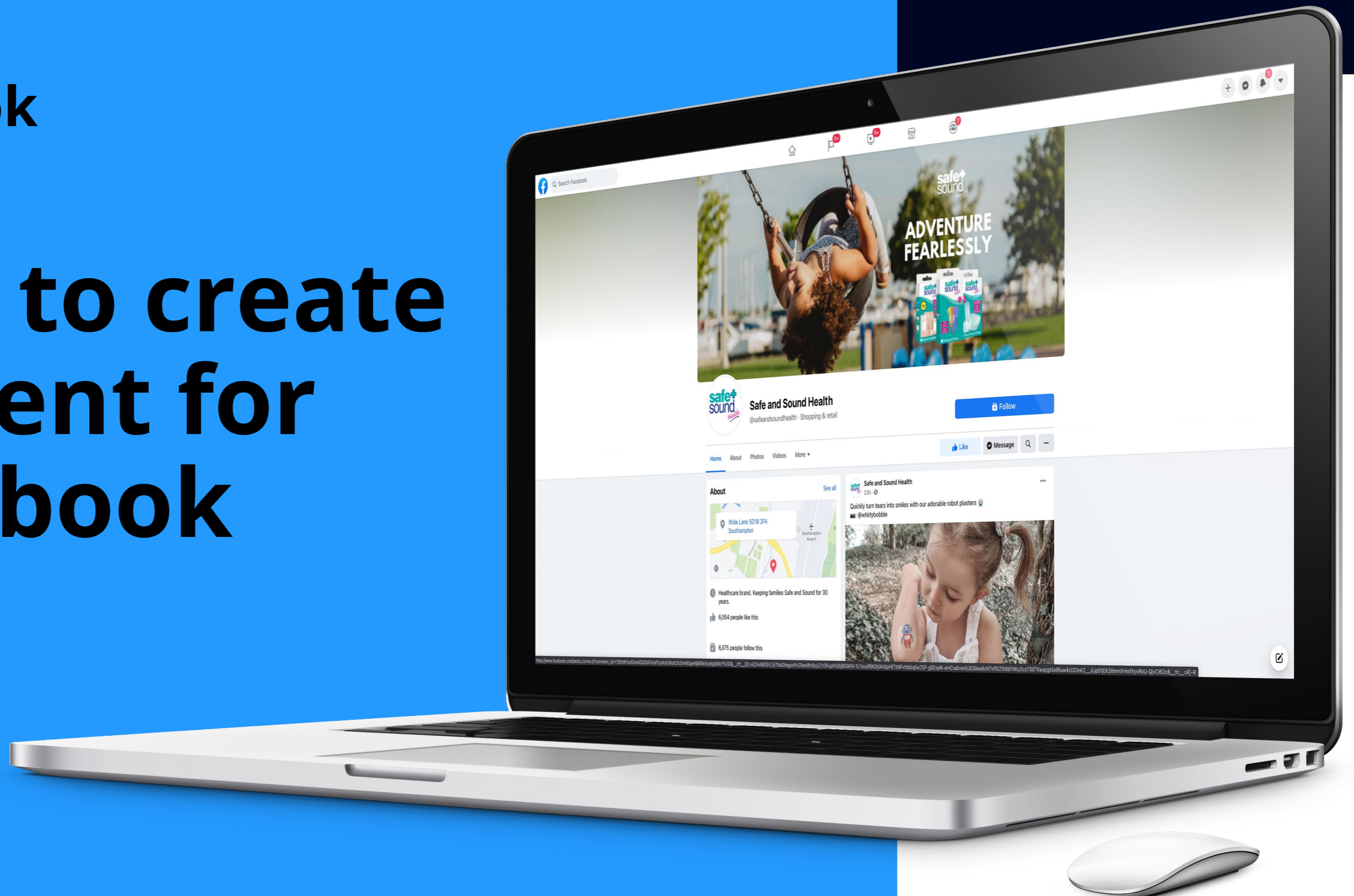




Facebook Guide 4

How to create content for Facebook



Creating content for your pharmacies Facebook business page

Once you have created your Facebook Business Page for your Pharmacy, you will need to start posting content in order to grow your page. Just sharing a few photos of your Pharmacy shelves won't be enough to get customers engaging with your page and coming to your store.

In order to grow your page, reach new audiences and find new customers you need to post good quality images and content that will interest and add value to your followers' lives. 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 creating any content for your Facebook page, first think about what you want to achieve. Are you trying to grow awareness for your Pharmacy? Do you want your local community to become aware of the health services you offer? It is important to set goals and evaluate them regularly, as your goals may change. For example, when first starting out with a Facebook Business Page your focus may be increasing your page 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. Below are some tips and ideas of the type of content you could share on your Facebook Page:



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



Posts and content



Aim to post a variety of content to keep followers interested and avoid making your Facebook Page about self-promotion. Among your posts about your Pharmacies services and products, also share content that followers will find valuable or entertaining. Below are some content idea you could try sharing on your Pharmacies Facebook Page:

Educational Posts - Sharing advice and educational tips helps build trust with followers and establishes your Pharmacy as a resource for healthcare and advice in the community. You could educate followers on typical symptoms of the common cold and helpful remedies or educate your followers on importance of getting a seasonal flu jab.

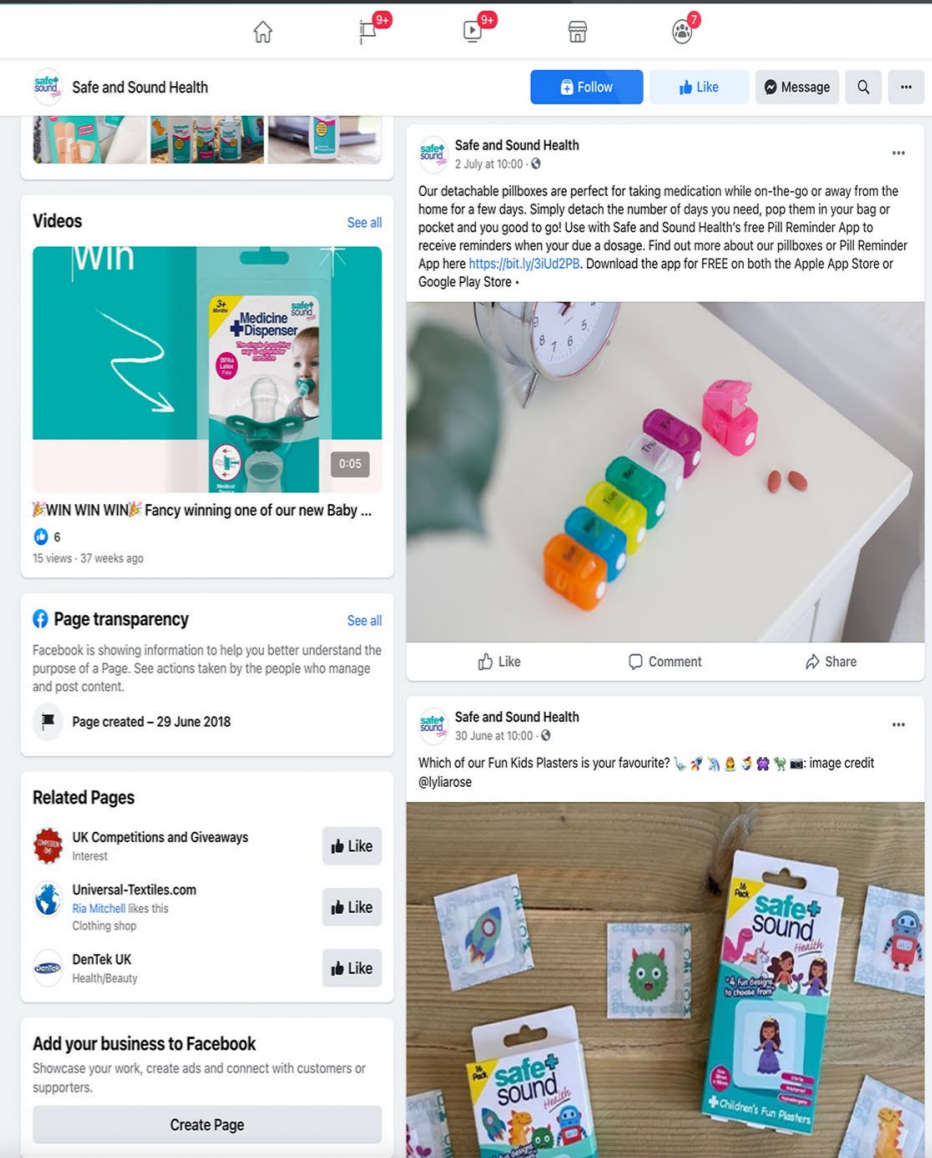
Facts and Statistics – Facebook posts with interesting facts and statistics are great for engagement and likely to get shared by other users. You could create a graphics with statistics and facts relating to health and encourage your followers to start a conversation about it.

National holidays/Novelty holidays – National or novelty holidays can prove great inspiration for Facebook content with awareness dates such as Endometriosis Awareness Month and Skin Cancer Awareness Month being a good starting points to talk to your audience about these issues and how Pharmacies can provide help, support and healthcare for their communities.

Facebook Polls – Posting a poll or small questionnaire is an excellent way to engage with your followers. You could create a poll about a health-related topic and ask your followers for their opinion. You'll learn more about your customers and patients, and they will feel like your Pharmacy values their opinions.

Blog Posts – If your Pharamcy has a website with a blog, share them on your Facebook page for your followers to read. Sharing your latest blog posts to Facebook will drive more traffic to your website and help your articles and blog posts reach a wider audience.

Business Updates – Share updates about your Pharamcy with your followers. It could be a new member of staff has joined your team and you want to introduce your followers to them or you could update your customers on opening times around national holiday. Keep your followers in the loop with what's happening at your Pharmacy and make them feel like a valued part of your community.



Tips and Tricks



Use eye-catching imagery

If you're posting only text-based posts, your followers will scroll right past your content. Grab your audience's attention with visually enticing and colourful images. The subject of your images also needs to be intriguing, instead of posting a photo of your Pharmacy shop front or shelves try posting a photo of seasonal merchandise.

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, 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 Facebook optimised content and they offer free memberships. Unsplash, Pexel and Pixabay are fantastic websites for free stock imagery to help you create beautiful images and content.

Write meaningful captions

Once you have decided on what image to post, you then need to think about the caption to go with it. When writing the caption to go with your content, there are a few things to consider. Include a call-to-action in your captions. Whatever action you want your followers to take after seeing your content, make it clear in your caption. Whether that's visiting your Pharmacy, leaving a comment or buying something. For example if you're offering a new service let your audience know how they can access that service by providing a number to call. You can also try asking questions at the end of your captions. This encourages users to engage with your post and start conversations in the comments section.

The length of your caption will depend in part on the type of content you're posting. With content with a specific call-to-action such as encouraging users to visit your Pharmacy 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 about a health issue or sharing advice, a longer caption that includes all the information you want to share would be more appropriate.

Post regularly (and consistently)

There's no set guide or magic number of times you should post on your Facebook Business Page. However, it's important to be consistent. If you start off posting several times a week but then don't post for a whole month, your followers are going to forget who you are.

Choose a realistic goal and one that you know is achievable, for example you might choose to post every Monday and Friday. Once you have decided how often you want to post and what days, make sure you to stick to it. You could try scheduling your post in advance to prevent your Facebook page from becoming neglected. Facebooks Creative Studio is a great tool for helping business page schedule and plan their posts in advance. You could create several posts all at once, and then schedule them for the next few weeks.

Now you are ready to start creating and sharing content to your Facebook Business Page, read our guide 'How to grow your Facebook Page' to start growing your page.