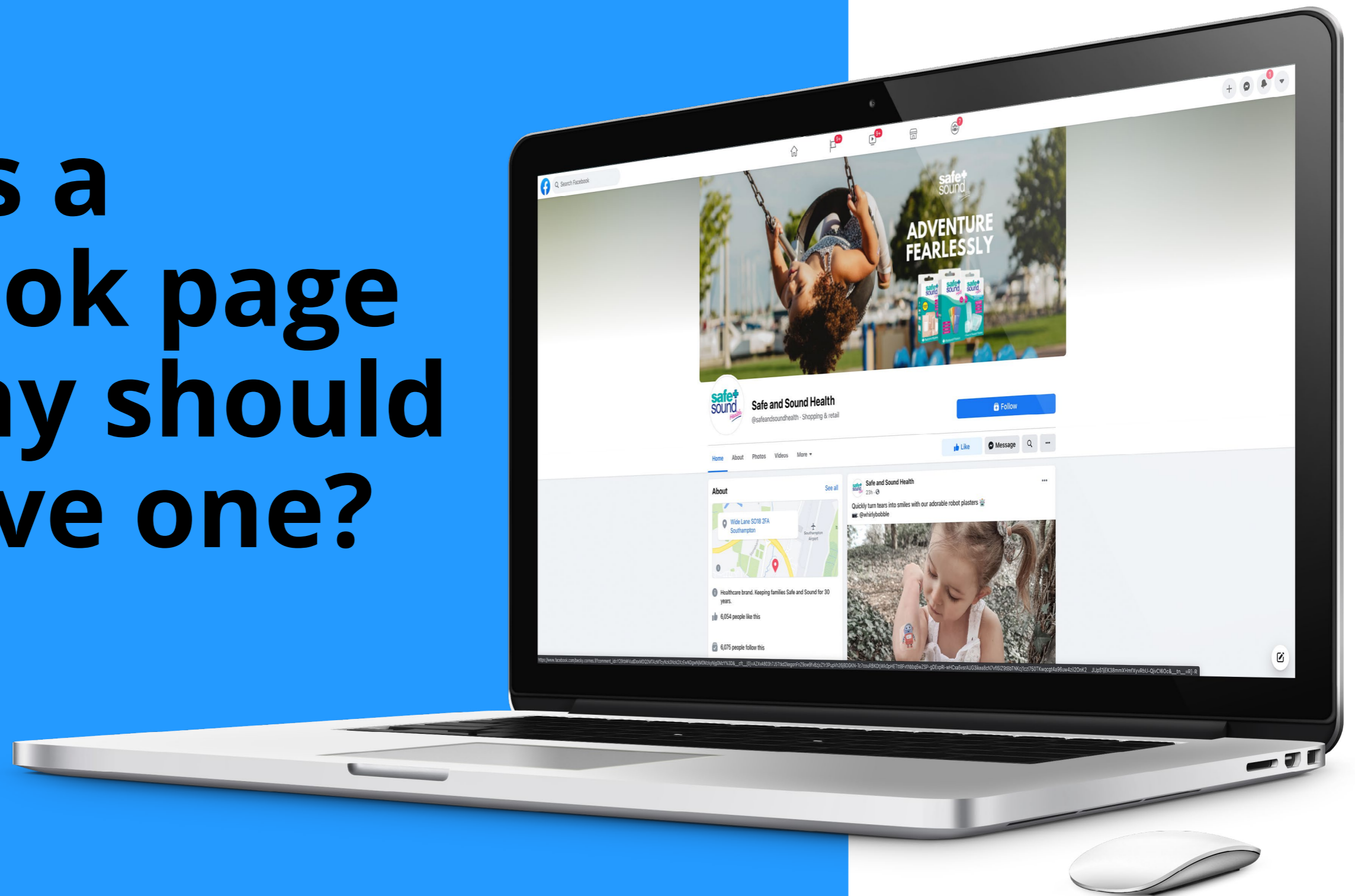


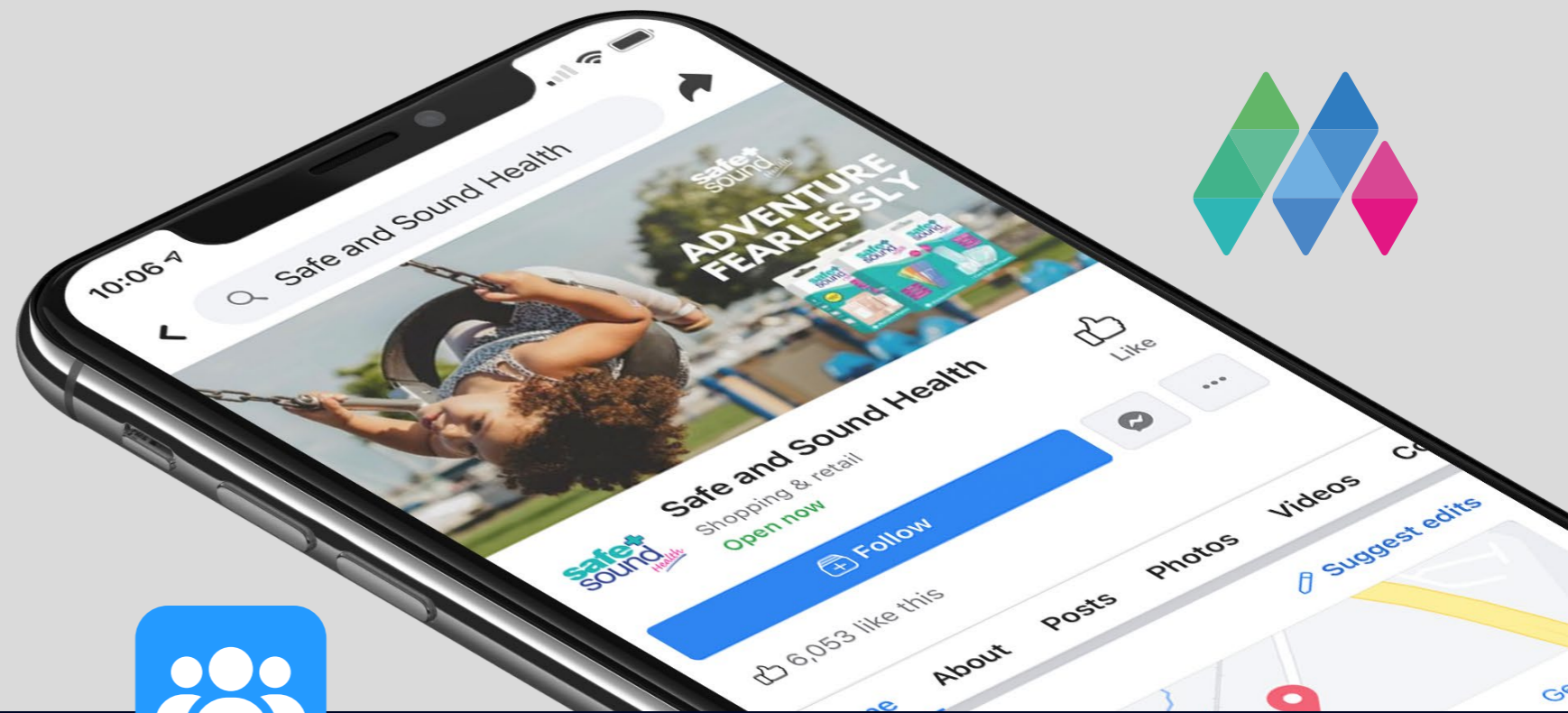


Facebook Guide 1

What is a Facebook page and why should you have one?



What is Facebook?



The difference between a facebook page and a facebook profile

- A Facebook Profile is a personal page for an individual user to share personal updates about themselves and connect with friends and family.
- A Facebook Page represents a business or brand, and allows the business to showcase the products and services it provides to other Facebook users.



Just like facebook profile accounts, facebook business pages are able to send and receive messages, post updates, join facebook groups and like, comment and share other facebook users' posts.

- More than 2.5 billion monthly active users
- Over 60 million businesses have a Facebook Page
- Strong emphasis on conversation and communication
- Best way to reach people in your local community

Why should your pharmacy have an account?



Facebook is a social networking website with a strong emphasis on engagement and conversation between users. In recent years Facebook has evolved to focus more on communication between users with the expansion of Facebook groups that encourages users to join online communities of people with similar interests and hobbies, or connect with people in their local area.

As a valuable part of people's local communities, Pharmacies can use Facebook to connect with customers and build strong, valuable relationships. By engaging with your Pharmacies local community on Facebook, you can spread awareness of your services and products, and encourage more people to visit your store.





What your pharmacy can do with a Facebook page.



Connect with customers

- With Facebook Messenger you can reply to customers messages.
- Some customers feel more comfortable chatting to businesses on messenger rather than calling.
- You can set up auto-responses to reassure customers you will get back to them or quickly let them know opening times.



Provide valuable information

- Customers use Facebook Pages to find out information about the business.
- You can list your opening times, contact information and even the services your business provides.
- Users can directly call your business from the 'Call Now' button making it easier to get in touch.



Engage with your long-term customers and reach new ones

- Facebook is a great place to share updates about your Pharmacy.
- You can share new products or services you provide.
- Let your audience know about discounts, sales or giveaways you might be having.