



Twitter Guide 1

What is a Twitter profile and why should I have one?





What is Twitter?

Twitter is a social media 'micro-blogging' platform where users communicate in short messages called tweets.

Tweets can be up to 280 characters long. With millions of daily users, Twitter is one of the most popular social media platforms in the world.



Why should your Pharmacy have an account?



Twitter is a powerful social media platform to help raise awareness for your business, communicate with customers and find new ones. With a strong emphasis on conversation, engagement, and culture, Twitter can help your business connect with its customers and local community and enable you to spread awareness of your services and products, and encourage more people to visit your store.

News and trends break quickly on Twitter. Having a Twitter account helps your Pharmacy stay in the know with what's happening in your industry, quickly react to trends and stay up-to-date with what's happening around the world.





What your pharmacy can do with a Facebook page.



1. Reach new audiences

- By sharing your news or message on Facebook, you can find, connect and engage with new customers



2. Start a conversation

- Conversations thrive on Facebook. Join in with your followers' conversations and find out what's happening in your local community.



3. Get Feedback

- Find out what your followers are thinking and get informal feedback by running polls, Tweeting a questions or discussing a point of view.



4. Monitor Competition

- Facebook can help you monitor what's happening on specific accounts, industries and communities of view.



5. Provide Customer Services

- Provide fast customer service and respond to customers by looking out for @mentions from followers or messages through DM (direct message)