



Boost Your Social Media Presence

A Social Media Presence Is Essential



More than **1.8 billion** people use Facebook every month



62% of online adults ages 65 and older now use Facebook



1 out of every 5 minutes people in the U.S. spend on mobile is on Facebook or Instagram



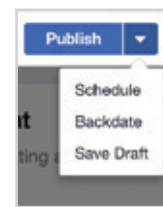
81% of small business owners are using social media to drive growth

Manage Your Scheduled Posts

1. Click "Publishing Tools" at the top of your page and select "Scheduled Posts" in the left column.
2. Click the post you want to edit and click "Edit" to reschedule, edit or delete a scheduled post.

Save Time by Prescheduling

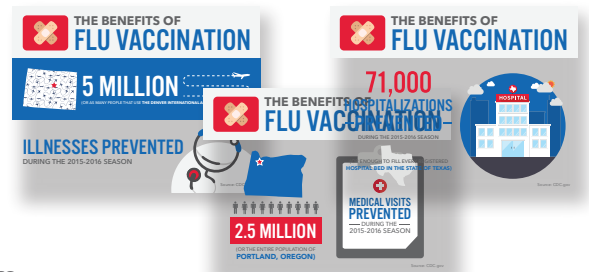
1. Create your post at the top of your page's Timeline.
2. Click the drop-down arrow next to "Publish" and select "Schedule".
3. Select the date and time in the future when you want your post to publish.
4. Click "Schedule".



Brand Central Station: Resources at Your Fingertips

Visit GNPBrandCentralStation.com for the resources below and more.

- Daily post suggestions
- Cover photos
- Infographics
- Post-sized graphics
- Seasonal/holiday graphics
- Social media tips and best practices



Quick Tips



Share a variety of content. Consider sharing a mix of health news, product and patient education, information about pharmacy events and programs, and “other” content. Make it fun with the “other” category—this content is critical to add variety to your page. Are you celebrating a staff member’s birthday? Hosting a team outing? Volunteering in the community? Share it on your Facebook page!

Tip: Follow Good Neighbor Pharmacy on social media for content ideas and utilize GNPBrandCentralStation.com for additional content resources.



Start a conversation. Posts where people are engaging with your content and with one another are more likely to show up in other user’s Facebook news feeds. Start a conversation on your post by asking your audience a question. Not only will your post reach increase, but you’ll gain beneficial insights about your patients!



Use photos to your advantage. Photos are the most engaging type of content on Facebook, with a whopping 87% interaction rate from fans! Take advantage of this easy win by sharing behind-the-scenes photos of your pharmacy.



Stay engaged, especially with feedback. It’s important to monitor your page and stay engaged with your followers if they post a comment or review. While it can be unpleasant to deal with negativity, sometimes just showing you care can make all the difference. Always respond quickly to comments, and when possible, offer to take the conversation offline to resolve the issue.



Promote your page. To achieve success on social media, you must have an audience to speak to. Promote your pages and grow your followers with these strategies:

- Put share buttons in strategic places, like your website and email signature.
- Empower employees to be social brand advocates.
- Advertise your digital channels in-store. Visit GNPBrandCentralStation.com to download social media promotional materials.



Cross-promote with other pages. Cross-promoting posts with other Facebook business pages, when it makes sense, can increase your post’s reach. Look for other businesses or organizations in your community you can partner with!



Monitor your page insights. Browse the “Insights” tab on your page to learn about your followers and better understand your page performance.

- Learn about your followers’ demographics so you can cater content specifically to them.
- Discover what times your followers are online so you know when you should post.
- Analyze which posts are performing best on your page and rewrite or revise your content strategy.