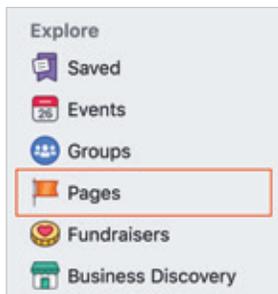




Facebook for Beginners

Facebook is an essential tool for independent pharmacies to cultivate patient loyalty, promote pharmacy services and educate patients. Get started on Facebook today by following the steps below to set up a free business page in a matter of minutes.



1. From your personal Facebook page, click the "Pages" header in the left-hand column. Next, click "Create Page" and select the "Business or Brand" page category.
2. Create a name for your page, enter a business category (i.e. Pharmacy/Drugstore), and enter your pharmacy's contact information.
3. Add a profile photo and cover photo for your page by selecting photos that best represent your business. You may use your logo as your profile photo and an image of your store, products, or one from a current marketing campaign as your cover photo.

Follow Facebook's recommended page tips to complete the setup of your business page. Many of these actions can be completed by visiting the "About" tab of your page.

Welcome to your new page!

Before you share your page with others, try these tips that help you describe your business, brand or organization. We'll give you more tips later.



Add a short description of your pharmacy.

Use the "About" section to tell people a little bit about what your business does.



Create a username for your page that's easy to remember.

When you create a username, it appears in custom URLs that help people find, remember and message your page (i.e. @willspharmacy).



Let people know when you're open.

Add your hours of operation so it's easy for patients to plan a visit to your pharmacy.



Determine the action you want people to take when they come to your page.

You can add a call-to-action button at the top of your page that directs visitors to do something, like visit your website or call your store. Click the button that looks like this to edit or change your pharmacy's call to action.

+ Add a Button



Add page roles.

Assign other pharmacy staff members an administrator role on your page so you'll have help managing it. Administrators can publish posts and ads, update settings and respond to comments.



Send people to your website.

Drive patients to your pharmacy's website for more information about your business, products and services.



Invite friends to like your page.

Inviting friends to like your pharmacy's business page will help you connect with more people. When people like your page or posts, their friends may discover you, too.



Highlight your pharmacy's services.

You can list services on your page to let visitors know what your pharmacy offers. Click "Settings" > "Edit Page" > "Add a Tab," then click "Add Tab" next to "Services". Return to the main page and find the "Services" tab in the left-hand navigation. Click this tab and then start adding your services!



Start posting!

Start posting content to your page immediately so visitors have something to look at when they come to your page. Visit GNPBrandCentralStation.com for content ideas and more tips for getting started on Facebook.



Follow *Good Neighbor Pharmacy* on social media.

Observe best practices and get content ideas by following the *Good Neighbor Pharmacy* social media pages. Sharing content can be a great way to keep your page active!

-  Facebook: facebook.com/goodneighborpharmacy
-  Twitter: twitter.com/mygnp
-  Instagram: instagram.com/mygnp