Facebook in 10:
Optimize your Facebook page in 10 minutes or less!

More than **81%** of all small and medium businesses use at least one social media platform—and with good reason. There are more than **3.03 billion** active social media users in the U.S., making social media an essential tool for connecting with current and potential customers. With so many business pages competing for customers' attention, **how can you make sure your Facebook page gets the attention it deserves?** Follow these steps to optimize your pharmacy's Facebook page in 10 minutes or less!

Step 1: Follow *Good Neighbor Pharmacy* **social media accounts** to observe best practices and get content ideas for your page. Sharing content can be a great way to keep your page active!

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

Step 2: Make sure your profile is complete. Providing pertinent and accurate business information on your page conveys to patients that your business is professional and trustworthy.

- **Reinforce your branding with cover and profile photos.**
  - Profile and cover photos have a high level of visibility on Facebook pages. Make sure you use high-resolution photos that are visually appealing and align with your pharmacy's style.

> *Tip: Consider showcasing a current campaign, sale or event in your cover photo. Free tools like Canva can help you create high-quality graphics in minutes.*

- **Check your "About" tab to make sure all relevant information is listed.** This section is where visitors come to learn about your pharmacy and its services. Use it to showcase your purpose and values and to differentiate yourself from the competition.
  - Analyze and fine-tune your "About" description to make sure it accurately reflects your offerings and brand.
  - Confirm your page @username aligns with your page and business name.
  - Ensure your listed address and phone numbers are up to date.
  - Confirm your business category matches your business industry or niche.
  - Double check your website URL to ensure it's correct. Add your URL if it's not there.

Step 3: Pin important posts to the top of your page. Find a time-sensitive or compelling post and pin it to the top of your page so visitors see it front and center when they visit your page. Click the three dots in the upper right-hand corner of the post and select "Pin to Top" from the drop-down menu.

Facebook in 20:
Further optimize your page in 20 minutes or less!

Follow these steps to further optimize your page and improve your pharmacy's online search rankings. Research shows there is a direct correlation between a well-developed social media presence and the search rankings of your business!

Step 1: Customize your tabs. Every Facebook page comes with basic "About," "Events" and "Photos" tabs, but you have the ability to create many more. Take some time to build out tabs that apply to your brand. Consider these tabs the main navigation of your Facebook page and a means of highlighting pertinent business information to patients. The Reviews and Services tabs are good options to feature on your page.

- Go to "Settings" > "Edit Page"

- Scroll down to view your current tabs

- Click "Add a Tab" at the bottom of the page to view all tab options

- Click "Add Tab" next to any desired tabs

- Go back to the main page to view your tabs (left-hand column) and click on each tab to make sure the information displayed is accurate and up to date

> *Tip: You can add or remove tabs by going to "Settings" > "Edit Page" and clicking "Settings" next to the desired tab. Use the toggle button to turn the tab on/off. You can reorder the tabs by dragging them up/down.*

Step 2: Sprinkle your page with keywords. Use keywords to optimize your Facebook page so it appears higher in online search results. Choose six top keywords that are relevant to your pharmacy and mention them naturally in the most important parts of your page like your URL, page title and "About Us" section. Use these keywords in your Facebook posts, too! Just be sure not to overuse keywords or use them out of context.

> *Tip: Consider using keywords like pharmacy, drug store, prescription, compounding, medication, diabetes, etc. Try to think of words that truly define your pharmacy and/or brand. The name of your city or town is great to include, too!*

Step 3: Verify your Facebook page. You can get a "verified" badge for your business page, which displays as a checkmark in a circle next to your page name. These badges help people find authentic business accounts and are known to help business pages show up higher in search results.

- Go to "Settings" > "General" > "Page Verification"

- Click "Edit" and "Verify this Page"

- Follow the prompts to verify your page. You can opt to verify your page with a publicly listed phone number for your pharmacy or with official documentation, including:

    - Business utility or phone bill

    - Business license

    - Business tax file

    - Certificate of formation

    - Articles of incorporation