



## How to use Facebook in your pharmacy



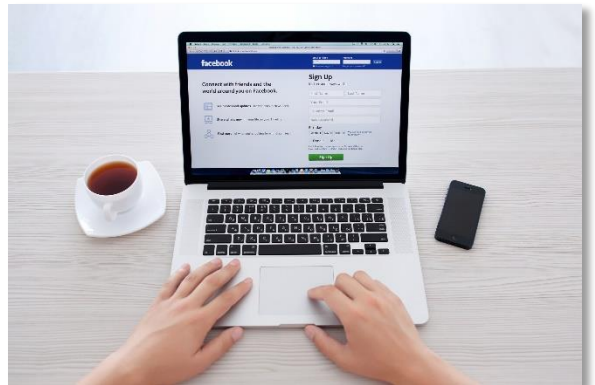
Facebook is a free social networking website and service where registered users can create profiles, pages or groups to keep in touch with other people or to promote a service or product. A Facebook page allows users to create and promote a public page built around a specific topic.

This document has been created to assist community pharmacists and their staff to create and learn how to use Facebook to promote their pharmacy business. These guidelines should be used in conjunction with [Facebook's Terms and Policies](#) and [AHPRA Social Media Policy](#).

*\*Pharmacists will be responsible for anything published that is in breach of advertising rules, breaches privacy, or is against the AHPRA guidelines, even if it is a staff member that does it for them.*

### How to create a Facebook page for your business

1. Visit <https://www.facebook.com/> and login to your personal Facebook account. If you do not want to use your personal account, or a staff member is creating your Facebook page, create a new Facebook account with an appropriate email address.
2. Now you are ready to [create a page](#). Follow the step-by-step instructions provided by Facebook.
3. You will need to make sure you have the following:
  - a. Page name
  - b. Page category
  - c. Street address
  - d. City
  - e. Postcode
  - f. Phone



***If you do not have a personal Facebook account, you will need to sign up to Facebook before you can create a page.***

### Customise your Facebook page

Now you are able to customise your Facebook page with a profile photo, cover photo and page description, so show your audience what makes your pharmacy unique. Be creative.

Type of image	Size	Description
Profile photo	180 pixels x 180 pixels	Profile photo is used to help others recognise you. In most instances, businesses use their company logo as their profile photo.
Cover photo	828 pixels x 315 pixels	A cover photo should tell your professional story in a visual way.
News feed photo	472 pixels x 246 pixels	A news feed photo should be related to what you have written in the text box of your post.

For more details on image sizes for your Facebook page go to – [Always Up-to-Date Guide to Social Media Image Sizes](#)

## Frequency of posts

Facebook is the second quickest kind of post to “expire”, with users generally not accessing posts older than 6 hours. That means you can easily post 2-3 times per day to your Facebook page. Be sure to add value and a source of truth to your posts which will generate more engagement with your followers.

**Best time to post:** Any day during the work week, with engagement being the highest on Thursday and Friday between 1 pm – 4 pm.

Late into the week and on weekends.

**Worst time to post:** The worst times to post are overnight.

Avoid posting between 8 pm – 9 am.

Don't be afraid to experiment; each Facebook audience is different so you may need to trial times and find what suits you. Research health/pharmacy pages to follow – the more followers you have and the more interaction you have on your page the better.

## Top five benefits of using social media for your business

1. **Increase brand awareness** – Implementing a social media strategy will greatly increase your brand recognition since you will be engaging with a broad audience of consumers.
2. **Better customer satisfaction** – Every customer interaction on your business's social media accounts is an opportunity to publicly demonstrate your compassion for your customers.
3. **Improve brand loyalty** – It is important to regularly engage with your customer base as customers see social media as a service channel where they can contact the business directly and expect a quick response.
4. **Gain customer insights** – Through regular active engagement with your customers on social media, you can gather accurate data to make better business decisions.
5. **Cost-effective** – Signing up and creating a page is free on all social media networks and any paid advertising you invest in are at a low cost compared to other marketing tools.