How to use Twitter in your pharmacy

Twitter is a free public social networking website created for users to find out about what's happening in the world right now. Twitter allows users to promote their business by tweeting updates in 280 characters or less, photos, videos or placing advertisements to a wider audience. Twitter tends to be most popular amongst high profile individuals, such as politicians and the media.

This document has been created to assist community pharmacists and their staff to create and learn how to use Twitter to promote their pharmacy business. These guidelines should be used in conjunction with Twitter's Policies and Reporting 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 Twitter page for your business

1. Visit Twitter and create a new Twitter account for your business. Unlike Facebook, you **do not** need a personal Twitter account to set up an account for your business.

2. Click on the sign up button and it will ask you for the following:
    a. Full name and/or business name
    b. Phone or Email (use a generic email address so that other pharmacy staff have access)
    c. Password

3. You will then be able to choose your username which must be unique and tell people exactly who you are and keep in mind you cannot use spaces. i.e. 'CapitalChemistKingston' or 'Capital_Chemist_Kingston'

4. Follow the step by step process until you reach a screen saying 'Welcome to Twitter'.

Customise your Twitter page

Now you are able to customise your Twitter page with a profile photo, cover photo, page description location, website and even a theme colour.

These areas are a great way to show your audience what makes your pharmacy unique. So be creative.

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BEST**PRACTICE** CERTIFICATION
ISO9001
QUALITY MANAGEMENT SYSTEM

Type of image	Size	Description
Profile photo	400 pixels x 400 pixels	Profile photo is used to help others recognise you. In most instances, businesses use their company logo as their profile photo.
Cover photo	1500 pixels x 500 pixels	A cover photo should tell your professional story in a visual way.
News feed photo	1200 pixels x 800 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 Twitter page go to – Always Up-to-Date Guide to Social Media Image Sizes

Frequency of posts

Twitter is the one social media platform where you do not need to worry about posting too much content as the average lifespan for tweets is 18 minutes. Be sure to add value and a source of truth to your tweets which will generate more engagement with your followers.

Best time to post: The optimal times to tweet are Monday–Friday 12–3 pm.
Peak time is 5 pm.

Worst time to post: The worst times to tweet are overnight.
Avoid posting between 8 pm and 9 am.

Don't be afraid to experiment; each twitter audience is different so you may need to trial times and find what suits you.

Research health/pharmacy pages from other uses and be sure to know the hashtags (#) which will generate more views from potential followers. 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.