



Stuck on what to post? Here are some ideas



- Make it about your community. Refrain from making all of your posts about selling products. This will be sure way of turning people off your page very quickly.
- Think local – Is your pharmacy involved in local community events such as: school fetes, charity events, and any other community events? If so, post about it. Your followers will love to hear about what you are doing in the community and how they can be involved.
- Do you support or sponsor any community events? Then let your followers know about it.
- Promote your pharmacy community – publish a post that appeals to your audience on an emotional level.
- Share staff profiles – promote your hardworking staff so that visitors know who to look for and what services your staff are trained in.
- Promote new store products and the great range of services your pharmacy provides, such as:
 - Diabetes checks
 - Medication management
 - Baby care
 - Dose Administration Aids
 - Flu vaccinations
 - Return Unwanted Medicines (RUM)
 - Mental health
 - Pain management
 - Weight loss plans
- Encourage your fans to share photos on a given topic or photos of your products.
- Promote your pharmacy through video and images.
- Ask your followers a question or post a poll asking for their opinion on a certain product/service.
- Share industry news and hot topics.
- Celebrate health calendar events.
- Host competitions and giveaways.



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