

Social Media Top Tips



Social media is a great tool to get the word out that your pharmacy will be taking part in the Turn it Purple Pharmacy of the Year Award and engage with people in the local area. Below are some useful tips to help you along the way.

Get Social

If you haven't set up a social media page yet, now is the perfect time. If you've limited by time and staff availability then Facebook is the most popular site to use but if you want to go all-out then Twitter, Instagram and LinkedIn are also great platforms use.

If you're part of a larger group of pharmacies on Facebook then you can you could create a specific page for your pharmacy.

Once you are set up, it's a good idea to start following and engaging with local businesses/other pharmacies or notable/popular people by commenting on and liking/sharing their posts. This will help them to notice you and increases your chances of your posts being shared.

Start Sharing

Sharing posts and requesting for people to share them is a good way to get the word out that you're taking part in Turn it Purple. Simply ask them to share or RT (retweet). **Here are some more tips when sharing content:**

- Don't forget to tag Pancreatic Cancer Action so we can see and share your posts!
- Consider tagging our page rather than typing out the charity's name. You can also tag local business/papers . You can find our social media handles below.
- Use popular hashtags within your text where possible, however, adding them to the end of your text will still mean your post is searchable by hashtag. Consider hashtagging your local area e.g. #SouthWest #Bristol Remember that putting punctuation after a hashtag means it won't work properly.
- Include photos of your pharmacy team wearing purple or if you've set up a display area you could share photos of this too.
- Why not change your cover photo to an awareness image or profile photo purple?

- Did you know that Twitter and Facebook have scheduling tools? This means that rather than finding time to share posts as and when you want to – you can just set a small amount of time aside to schedule lots of future posts and let the tool do all the hard work!

Here are some examples of what you could post. Don't forget to include hashtags by placing the # symbol before key words that people can search for online.

One person dies every hour in the UK of #pancreaticcancer. That's why every hour today we're blowing up 1 purple balloon to show our support for @OfficialPCA and their #TurnitPurple campaign

November is #pancreaticcancer awareness month and for the whole of this month we're taking part in the #TurnitPurple campaign from @OfficialPCA. Visit us to find out what we're doing to show our support

Come and see the pharmacy team wearing all purple on the __th of November in support of #pancreaticcancer awareness month. #TurnitPurple @OfficialPCA

#pancreaticcancer is the UK's 5th biggest cancer killer and November is Pancreatic Cancer Awareness Month. We're turning our pharmacy purple to show our support for @OfficialPCA and their #TurnitPurple campaign. Come along and see what we're up to this month!

#pancreaticcancer is the UK's 5th biggest cancer killer and November is Pancreatic Cancer Awareness Month. We've set up this display in our pharmacy with lots of information. Come and visit us to see more!

Our social media handles:

 Facebook: @Pancreatic Cancer Action

 Twitter: @OfficialPCA

 Instagram: @pancreatic_cancer_action

 LinkedIn: Pancreatic Cancer Action

 YouTube: Pancreatic Cancer Action

