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
How to use Facebook

This guidance document has been created to help community pharmacy teams and LPCs learn how to use Facebook and should be used in conjunction with [PSNC Briefing 001/17: Social media guide for community pharmacy teams and LPCs](#).

a) Getting started

Facebook only permits people to sign up for Facebook accounts, but once you have an account you can create a company page and you will be able to post messages as the company. Only other page administrators can see that your account is linked to the company page and vice versa.


If you haven't already got a personal Facebook account, use the signup form at www.facebook.com to create one; then [create your page](#).

Now customise your page by adding photos, company category, phone number, email address, website, and most importantly a description. Your short description gives visitors to your page brief details of what your organisation does – keep it simple and professional. You can change anything on your page by hovering over the 'More' button under your cover picture then selecting 'Edit Page Info' in the drop-down menu that appears (or click the  icon in the right-hand corner of your profile or cover image). [Click here](#) for more support on your page's settings.

Also, you may want to give others roles on the page so that more than one person can post messages. You can give someone else access by clicking 'Settings' at the top of your page, then selecting 'Page Roles' in the left-hand column. Type the user's name or email address, click 'Editor' to select a role from the drop-down menu and 'Save' to confirm.


b) Sending posts

You can change your page's default settings to either comment as yourself (i.e. linked to your own Facebook account) or as the page by clicking 'Settings' at the top of the page and selecting 'Post Attribution' in the left-hand column. It's recommended to post as the page then all responses will go to the organisation rather than being directed to your personal account.



You can type a post into the box at the top of the page's timeline (under the cover picture) and click the 'Publish' button to send your post. Clicking  next to the Publish button will allow you to schedule a post for later or save the post as a draft.

Facebook users can also use the hashtag symbol (#) before a relevant keyword or phrase (without spaces) in their posts to categorize those posts and help them show more easily in a Facebook search. Clicking on a hashtagged word in any message shows you all other posts marked with that keyword.

If you want to add a link, simply type or paste the URL link (e.g. mylpc.org.uk/link) into the post box. Note that adding URLs to a post will automatically display an image from that webpage – if there are several images, you can choose which one to use before posting.


To attract more attention to your post, you may wish to add an image; you can do this simply by clicking the  icon when you have clicked in the post box. Once a photo is selected, you will see a thumbnail image (or file name) appear as an attachment. (Facebook will automatically re-size your image to best fit its newsfeed, but you can use this [Image Size Cheat Sheet](#) to create images that are a perfect fit.)




You can also create events from your page, by selecting 'More' at the top of your page's timeline, and choosing 'Create Event' from the drop-down menu. This will open a pop-up box where you can add details about your event. This could be used to promote a health campaign.

Finally, you may wish to pin a post to the top of the page's timeline to keep it from getting lost in amongst other posts. To do this, find the post, click  in the top-right corner, and select 'Pin to top of page'. Your pinned post will move to the top of your page's timeline for 7 days and  will appear on the post.

c) Communicating with others

Please note that you should be careful to check whether you are sending a comment or post as your page or from your own personal account. You can change who you are posting as by the profile picture on the right just above the post box that appears when you are about to type your comment.

Clicking the  icon located at the bottom of a post will then display a comment box below the post you are replying to. Simply press the enter key on your keyboard to send the comment. The user who published the post will be notified of your comment as per their own settings, but remember that others will also be able to view your comment and may also join in the conversation. Private messaging could be used as an alternative so you only make your comment to one user. To do this, select the 'Message' button on a user's profile page.

You can also share another user's post with your own followers by clicking the  icon or like it by clicking the  icon (if you hover over the thumb you can choose other reactions: ). However, it is important to consider your pharmacy's policy on this – remember that the company page represents your pharmacy on social media, so you need to remain professional at all times.

If you wish to mention another Facebook user in your message, post as you normally would but replace any names you include with that person's @username (e.g. "The @PSNC website is a really useful resource"). Facebook will recognise this and link to the @username in the post and that user will be made aware of the post.

You may wish to consider moderation for the page. If you allow visitors to your page to publish posts, their posts can appear in 'Visitor Posts' on the left-hand side of your page. To allow or disable posts by other people on your page, click 'Settings' at the top of your page, then select 'Edit' on the 'Visitor Posts' row. You can choose to 'Allow visitors to the Page to publish Posts' or 'Disable posts by other people on the Page'. If you allow visitors to publish posts, you can then also decide whether to 'Allow photo and video posts' or 'Review posts by other people before they are published to the Page'. If you will be reviewing posts before they are shown on your page, you can go to the 'Posts by Others' section of your page's activity log (also available under 'Settings') to choose which posts to allow.

Further information

Additional support is available from Facebook's help pages: www.facebook.com/help/364458366957655

If you have queries on this PSNC Briefing or you require more information please contact [Melinda Mabbutt, Communications Officer](#).