

Pharmacy Pressures Week – Sector Social Media Toolkit & Guide

Sector Tool Kit - How to Take Part in #PharmacyPressures work on social media

You do not need to produce anything overly polished — straightforward and honest is what matters most, we want to hear your daily experience of pharmacy pressures.

What to Share on your social channels:

- A selfie in your practice
- A photo from a moment during your day at work.
- Something happening in your practice that represents workload or demand
- A short video – selfie style of what’s happening in your day.

What to say

Here are some key stats from the pharmacy pressures survey that you can use to craft your posts:

- 75% of pharmacies are losing money; only 14% are profitable
- £2bn funding gap across community pharmacy in England
- 76% of pharmacies say patients are affected by sector pressures
- 72% of pharmacy staff report daily patient impact from medicine shortages
- 73% of pharmacies say patients wait longer for advice
- 83% can’t respond to calls/emails as promptly as usual
- 39% of teams can’t spend enough time with patients

Medicines shortages pressure:

- 88% of pharmacy teams report patients visiting multiple pharmacies for medicines or advice
- 86% of pharmacies spending longer sourcing medicines
- 30% say procurement is taking longer than ever

Financial & workforce strain:

- 99.7% report rising costs; 99% say reimbursement doesn’t cover medicine costs
- 95% cite rising staffing costs as a major pressure
- 25% of owners took no salary last year; 15% used personal savings

Impact on services:

- 30% have already cut opening hours (2025)
- 21% expect further reductions in 2026
- 18% making staff redundant
- 29% may start charging for previously free services

Prompt Ideas

- “Today I saw [X] patients...”
- “The biggest pressure in my pharmacy right now is...”
- “What people don’t see is...”
- “A typical shift for me involves...”
- “One thing that has changed in the last year is...”
- “The hardest part of the day is...”
- “We’re being asked to do more, but...”
- “This is what pressure looks like in my pharmacy...”

Video & Photo Guidance

- When taking photos & videos of other people – keep your phone **horizontal**. Selfie photo’s or videos – **vertical**.
- When recording a video keep it short (10–30 seconds) Speak naturally, as if explaining your day to someone.
- You can film on your phone - a quiet space is helpful, but not essential
- It’s fine to keep it simple - no editing required

You can structure it like this:

- Who you are - one pressure you’re facing - brief example
- Something you can relate to from the pressures survey statistics and outcomes.

Important Reminders

- Do not include patient identifiable or confidential information
- Pharmacy practice must comply with GPhC standards, for pharmacy professionals and pharmacy premises
- You can speak generally about your experience without naming your pharmacy if preferred.
- **Remember that social media channels are public channels viewable by local commissioners, regulators and others – do not post anything that you would not be happy with these wider audiences seeing.**

How to Share

- During **14th - 17th July**
- Post on LinkedIn or Twitter/X - Include the hashtag: **#PharmacyPressures**

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- Tag Community Pharmacy England so we can find and share your post
@ComPharmEngland on Twitter
@CommunityPharmacyEngland on LinkedIn

Community Pharmacy England will:

- Share a selection of posts throughout the week
- Use these experiences alongside survey data
- Ensure they continue to inform discussions with Government and the NHS

Suggested Sector Social Posts

Theme	Channel	Post Copy	Asset
Launch of the survey results / headline stats	LinkedIn / Twitter	Community pharmacy is facing significant and growing pressure - and patients are already seeing the effects. New survey findings from @CommunityPharmacyEngland show: • 75% of pharmacies are losing money, with just 14% profitable • 76% of pharmacies report patients are being directly affected by pressures • Almost all pharmacies are seeing rising costs year on year They are a vital front door to the NHS, providing accessible care, advice and medicines without appointments. But increasing operational pressures are making it harder to maintain that level of access. Read the full Pharmacy Pressures Survey to explore the findings in detail: [link] #PharmacyPressures #NHS #PrimaryCare	Graphic Card asset 1
Access to care	LinkedIn / Twitter	Community pharmacy teams are continuing to support patients every day, but it's becoming more challenging under growing pressures. Recent survey findings from @CommunityPharmacyEngland show that 72% of pharmacy staff say medicines shortages are affecting patients daily, while 73% report that people are waiting longer for advice. At the same time, 83% say they're not always able to respond to patient queries as quickly as they'd like, and 39% feel they don't have enough time to support patients fully. These insights highlight how wider system pressures are being felt on the ground, despite teams' continued commitment to patient care. Read the full survey to explore the findings: [link] #PatientCare #Pharmacy	Graphic Card asset 2
Medicine supply		Medicines supply continues to present real challenges for community pharmacies and their patients. According to recent findings from @CommunityPharmacyEngland, 88% of pharmacy team members report that patients are having to visit multiple pharmacies to access medicines or advice, while 86% of pharmacies say sourcing medicines is taking longer than it did a year ago." In 30% of cases, teams report that sourcing medicines is taking longer than ever before. Pharmacy teams are working hard to manage these issues and minimise disruption, but shortages can still lead to delays and added inconvenience for patients. Read more in the full survey findings: [link] #MedicinesSupply #Pharmacy	Graphic Card asset 3

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Workforce / services		Community pharmacy teams continue to show resilience and dedication, even as operational pressures increase. @CommunityPharmacyEngland's recent survey shows that almost all pharmacies (99.7%) are experiencing rising costs, with 95% citing staffing costs as a significant pressure. Many owners are making personal sacrifices, with 25% taking no salary and 15% using personal savings to support their businesses. Some pharmacies are also having to make difficult changes, with 30% reducing opening hours and 18% reducing staffing levels. Read the full Pharmacy Pressures Survey for more insight: [link] #CommunityPharmacy #Workforce	Graphic <u>Card asset 4</u>