Disclosure and Conflict of Interest

- Speaker declares no conflicts of interest, real or apparent, and no financial interests in any company, product, or service mentioned in this program, including grants, employment, gifts, stock holdings and honoraria.
- Any mention of services in this presentation is not intended to be promotion or support for their companies and/or services in any capacity.

Pharmacist and Technician Objectives

At the conclusion of this program, the pharmacist and technician will be able to:

1. Define social media and list 4 examples of their platforms
2. Determine pros and cons of various social media platforms
3. Evaluate the usefulness of a social media for your purpose
Pre-Test Questions
Which of the following is considered a social media platform?
A. Facebook
B. Instagram
C. Cabana
D. Tumblr
E. All of the Above

Pre-Test Questions
According to the NCPA Digest, in 2015, how many pharmacies across the US had a Facebook page?
A. 57%
B. 67%
C. 77%
D. 87%
E. 97%

Pre-Test Questions
What is true regarding Twitter use from the following?
A. Its audience is comprised of mainly pre-teens
B. Character limits is one of its defining characteristics
C. Picture sharing is its focus
D. Direct Messages are viewed by everyone

Pre-Test Questions
The first thing in determining your social media strategy is to answer:
A. Who is your target audience?
B. Which platform is the most popular?
C. How much money should you put behind promotion?
D. When should I launch?
ABSTRACT

This presentation aims to engage the audience and create ideas on how to best use a platform to connect with future employers, integrate better with your communities, and situate yourself as a healthcare expert in your circles.


Web 2.0 Application
User generated content
Profiles created by user, but managed by application
Profiles connected by application

Main takeaway:
Users join a platform to consume, create, and share content for the purpose of connection and entertainment.

Examples?

What kinds of social media have you come across?

thumbs up
Examples

- Facebook
- Twitter
- Instagram
- YouTube
- Tumblr
- Vine
- Pinterest
- Blogger
- LinkedIn

Facebook

- One of the larger populations of social media online
- Demographics tend to be diverse
- Content is king, but pay-to-play

Twitter

- Widest access to “Branded” accounts
- Demographics skew younger, but still diverse
- Micro-Blogging, Hashtags
Twitter

- Focused on Photos alone
- Demographics are younger
- Products / Narrative are key
- IG Stories

Instagram

- Solely video production, storage
- Narrative / Education is key
- Build a community VS. Advertisements

YouTube
Where to start

Think about marketing strategies:

- Audience
- Content
- ROI

Audience

Pharmacies' patients skew older

Interests vary

Look to social media as information source
Content

Content based on audience:
- Demographics
- Interest

Consider time spent of content creation:
- Picture VS. Video
- Fighting the Algorithm

Return on Investment

Pay to Play more relevant:
- Facebook and Instagram
- Google SEO

External Assistance
- Digital Pharmacist
- Social Media Firms

Main takeaway:
Users join a platform to consume, create, and share content for the purpose of connection and entertainment.

You are just another user on these platforms: your goal is to connect with your consumers.

Group Work

REFERENCES: https://workcollaboratively.files.wordpress.com/2013/05/group-work-photo1.jpg
8/16/2017

Location: Independent Pharmacy with no social media presence
Goal: Investigate what platform give you the best bang for the buck

Assignment: Harry will give your group a platform to research
Task: Take 10 to 15 minutes to determine how to use your platform to the best of a minimal budget

Post-Test Questions
Which of the following is considered a social media platform?
A. Facebook
B. Instagram
C. Cabana
D. Tumblr
E. All of the Above

Post-Test Questions
According to the NCPA Digest, in 2015, how many pharmacies across the US had a Facebook page?
A. 57%
B. 67%
C. 77%
D. 87%
E. 97%
Post-Test Questions

What is true regarding Twitter use from the following?

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B. Character limits is one of its defining characteristics
C. Picture sharing is its focus
D. Direct Messages are viewed by everyone

Post-Test Questions

The first thing in determining your social media strategy is to answer:

A. Who is your target audience?
B. Which platform is the most popular?
C. How much money should you put behind promotion?
D. When should I launch?

Resources & References

• Facebook, Twitter, Instagram, YouTube websites