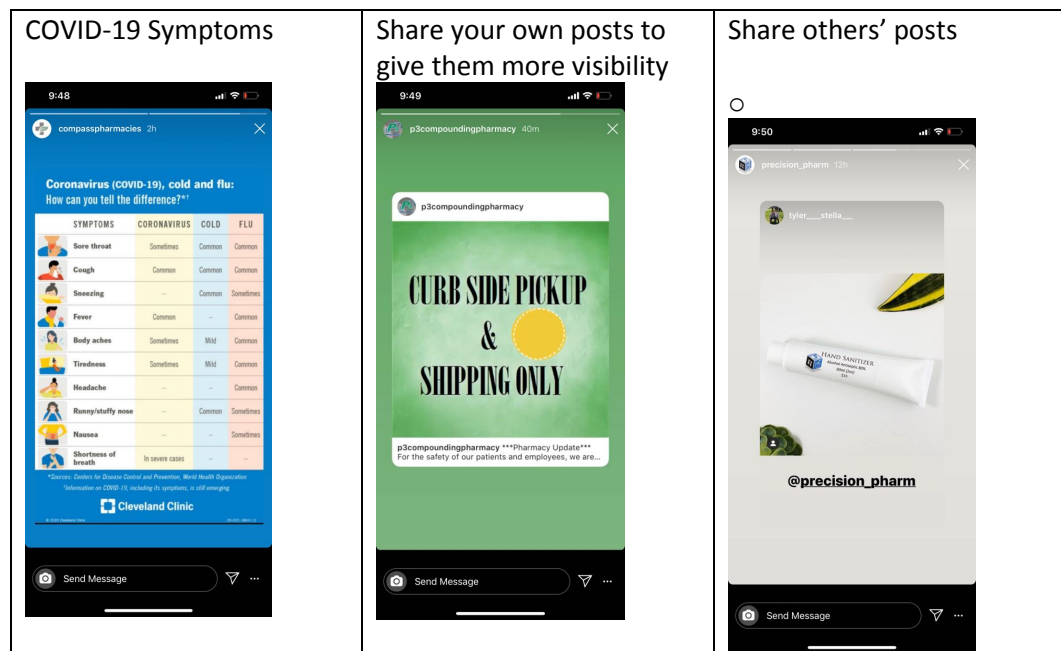


COVID-19 Social Media Ideas

- Post a Live video explaining that your pharmacy is open and sharing the precautions you're taking to protect your patients and your staff
 - Example: [Mac's Pharmacy](#)
- Post updates of store hours, curbside pick-up or drive thru options
 - Example: [Peoples RX](#)
- Ensure FB messaging is on to allow people to easily ask you questions
 - Example: [VLS Pharmacy](#)
- Post graphics/photos of updated operational hours
- Post photos or videos of your staff making hand sanitizer
 - Example: [Chancy Drugs](#)
- Don't neglect your Stories – here are some ideas:



- Follow credible sources to stay up-to-date
 - Accounts PCCA keeps an eye on: NCPA, APC, CDC, WHO and US Pharmacopeia

Get Featured by PCCA

Tell us how you're supporting your community during the coronavirus pandemic and you could be featured on our social media channels and in the Summer *Apothegram*. Simply email a short explanation of what you're doing, including photos/videos if you have them, to socialmedia@pccarx.com. We hope to hear from you soon!