

## Treat Yourself Better With Pharmacist Advice: Selfie Competition

### Social Media Content

**Note:** Please note the content in this document has been approved by PAGB and must not be amended in any way. If you choose to draft your own content, please try to include <http://bit.ly/TYBFB> wherever possible so people are aware of where to visit if they wish to enter the competition. This content can be used from 10<sup>th</sup> December 2014 onwards to share details of the competition and how people can get involved. The competition closes on 28<sup>th</sup> February 2015 after which content should not be posted.

The content has been split into specific sections;

- Competition announcement
- Competition reminders
- Why members/stakeholders are supporting the competition
- How to enter the competition

| Section                         | Social Channel | Content   |
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| <b>Competition Announcement</b> | Facebook       | <ul style="list-style-type: none"> <li>• <i>Treat Yourself Better with Pharmacist Advice</i> launches a new competition to encourage people suffering from colds &amp; flu to head to the pharmacy and snap a selfie for the chance to win a spa break for two! For more information visit <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> #treatyourselfbetter</li> <li>• Speak to a pharmacist for expert advice on how to treat your winter ailments &amp; snap a selfie while you're in the pharmacy to win a spa break for two! For more information visit <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> #treatyourselfbetter</li> <li>• Struggling with cold and flu symptoms this winter? Seek expert advice at your nearest pharmacy and while you're there why not take a selfie for your chance to win a spa break for you and a friend? For more information visit <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> #treatyourselfbetter</li> <li>• A trip to the pharmacy won't just help you get over your cold &amp; flu symptoms this winter, but it could also win a relaxing spa break just for taking a selfie. Find out more at <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> #treatyourselfbetter</li> </ul> |

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| <b>Competition Reminders</b> | Twitter  | <ul style="list-style-type: none"> <li>• New competition from @TYBHealth. Take a selfie at the pharmacy to win a spa break for 2! <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> [110 characters]</li> <li>• Visiting the pharmacy today? You could win a spa break by taking a selfie while you're there! @TYBHealth <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> [126 characters]</li> <li>• Suffering with a cough or cold? Pop into the pharmacy for advice &amp; snap a selfie to win a spa break @TYBHealth <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> [132 characters]</li> <li>• Relax this winter with a spa break for 2 if you're the lucky winner of @TYBHealth's selfie competition <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> [124 characters]</li> </ul>   |
|                              | Facebook | <ul style="list-style-type: none"> <li>• Suffering with winter symptoms such as a cold or sore throat? Why not pop into a pharmacy and speak to a pharmacist for expert advice on what is best for your symptoms? While you're there, snap a selfie for your chance to win a spa break for two. Full details here: <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> #treatyourselfbetter</li> <li>• Only one week to go to enter the selfie competition at <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a>, enter now for your chance to win a spa break for two! #treatyourselfbetter</li> <li>• Fed up of suffering with cold &amp; flu symptoms? The national selfie competition from #treatyourselfbetter is open for another 3 days so be sure to snap a selfie in your pharmacy and ask your pharmacist what's best for your symptoms <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a></li> <li>• Only 1 day to go before the #treatyourselfbetter selfie competition closes. Why not visit a pharmacy today for expert advice on treating your winter ailments and take a selfie for the chance to win a spa break for two? Find out more here: <a href="http://www.facebook.com/TYBHealth">www.facebook.com/TYBHealth</a></li> </ul> |
|                              | Twitter  | <ul style="list-style-type: none"> <li>• Visiting a pharmacy for cold &amp; flu? Snap a selfie for your chance to win a spa break! @TYBHealth <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> [119 characters]</li> <li>• 1 week to go to tweet your selfie in a pharmacy to @TYBHealth! Tag a friend &amp; use #treatyourselfbetter <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> [124 characters]</li> <li>• 5 days left to tweet your selfie taken in a pharmacy to @TYBHealth, nominate a friend &amp; use #treatyourselfbetter <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> [134 characters]</li> <li>• Visiting a pharmacy this winter? Take a selfie &amp; tweet @TYBHealth for the chance to win a spa break <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> [121 characters]</li> </ul>  |



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|  | Twitter | <ul style="list-style-type: none"> <li>• You could win a spa break for two just by uploading a selfie taken in a pharmacy to <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a>. Include #treatyourselfbetter and nominate a friend in your post</li> <li>• <i>Treat Yourself Better with Pharmacist Advice</i> is offering you the chance to win a spa break for two by snapping a selfie in your local pharmacy and uploading it to <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a>. To qualify for entry, don't forget to use #treatyourselfbetter and nominate a friend in your post. Good luck!</li> <li>• You can #treatyourselfbetter this winter with a spa break for two! For your chance of winning, upload a selfie taken in a pharmacy to <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a>. Include #treatyourselfbetter and a friend nomination in your post to help spread the word that pharmacies should come first for treating cold &amp; flu symptoms</li> <li>• Tweet a selfie in a pharmacy to @TYBHealth, add #treatyourselfbetter nominate a friend to win a spa break <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> [128 characters]</li> <li>• Fancy winning a spa break? Tweet a selfie in a pharmacy to @TYBHealth, add a friend &amp; add #treatyourselfbetter <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> [133 characters]</li> <li>• You could win a spa break during a visit to the pharmacy, add full details visit here <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> #treatyourselfbetter [130 characters]</li> <li>• Snap a selfie in a pharmacy &amp; tweet @TYBHealth, add #treatyourselfbetter, nominate a friend to win a spa break! <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> [133 characters]</li> </ul> |
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