

## 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 <u>http://bit.ly/TYBFB</u> 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  |
|-----------------------------|----------------|--|
| Competition<br>Announcement | Facebook       | <ul> <li>Treat Yourself Better with Pharmacist Advice 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> |



|                          | Twitter  | <ul> <li>New competition from @TYBHealth. Take a selfie at the pharmacy to win a spa break for 2!<br/><u>http://bit.ly/TYBFB</u> [110 characters]</li> <li>Visiting the pharmacy today? You could win a spa break by taking a selfie while you're there!<br/>@TYBHealth <u>http://bit.ly/TYBFB</u> [126 characters]</li> <li>Suffering with a cough or cold? Pop into the pharmacy for advice &amp; snap a selfie to win a spa<br/>break @TYBHealth <u>http://bit.ly/TYBFB</u> [132 characters]</li> <li>Relax this winter with a spa break for 2 if you're the lucky winner of @TYBHealth's selfie<br/>competition <u>http://bit.ly/TYBFB</u> [124 characters]</li> </ul>   |
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| Competition<br>Reminders | Facebook | <ul> <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://bit.ly/TYBFB">www.facebook.com/TYBHealth</a></li> </ul> |
|                          | Twitter  | <ul> <li>Visiting a pharmacy for cold &amp; flu? Snap a selfie for your chance to win a spa break! @TYBHealth <u>http://bit.ly/TYBFB</u> [119 characters]</li> <li>1 week to go to tweet your selfie in a pharmacy to @TYBHealth! Tag a friend &amp; use #treatyourselfbetter <u>http://bit.ly/TYBFB</u> [124 characters]</li> <li>5 days left to tweet your selfie taken in a pharmacy to @TYBHealth, nominate a friend &amp; use #treatyourselfbetter <u>http://bit.ly/TYBFB</u> [134 characters]</li> <li>Visiting a pharmacy this winter? Take a selfie &amp; tweet @TYBHealth for the chance to win a spa break <u>http://bit.ly/TYBFB</u> [121 characters]</li> </ul>  |



| Competition Support | Facebook | <ul> <li>We are supporting a new selfie competition from <i>Treat Yourself Better with Pharmacist Advice</i> to encourage people to head to the pharmacy as a first port of call for cold &amp; flu this winter rather than visiting the GP for antibiotics which do not work against most common winter ailments. More information at <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> #treatyourselfbetter</li> <li><i>Treat Yourself Better with Pharmacist Advice</i> is spreading the important message that the pharmacy should come first for winter ailments by launching a national selfie competition inviting people to take a selfie in a pharmacy for the chance to win a spa break for two. More information at <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> #treatyourselfbetter</li> <li>Only one in five adults make use of their local pharmacy for winter ailments which should be a first port of call for expert advice. To help tackle this problem, we are supporting a national selfie competition from <i>Treat Yourself Better with Pharmacist Advice</i> which aims to encourage people to head to the pharmacy first to treat cough, cold &amp; flu symptoms this winter. More information at <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> #treatyourselfbetter</li> <li>Only one in five adults make use of their local pharmacy for winter ailments which should be a first port of call for expert advice. To help tackle this problem, we are supporting a national selfie competition from <i>Treat Yourself Better with Pharmacist Advice</i> which aims to encourage people to head to the pharmacy first to treat cough, cold &amp; flu symptoms this winter. More information at <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> #treatyourselfbetter</li> <li>You could win a spa break for two just by visiting a pharmacy and taking a selfie while you're there. We are supporting the new competition from <i>Treat Yourself Better with Pharmacist Advice</i> to help spread the word that pharmacies provide a trusted source of health and wellbeing advice for all c</li></ul> |
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|                     |          | <ul> <li>Selfie comp from @TYBHealth spreads the message that pharmacies should come 1<sup>st</sup> for winter ailments <u>http://bit.ly/TYBFB</u> [121 characters]</li> <li>Only 1 in 5 adults make use of the pharmacy. We are supporting a new competition from @TYBHealth set to change this <u>http://bit.ly/TYBFB</u> [137 characters]</li> <li>Unsure how long a cold should last? Speak to a pharmacist &amp; tweet a selfie to @TYBHealth to win a spa break <u>http://bit.ly/TYBFB</u> [130 characters]</li> </ul>  |
| How to enter        | Facebook | • Enter the new competition from #treatyourselfbetter by uploading a selfie taken in a pharmacy to <a href="http://bit.ly/TYBFB">http://bit.ly/TYBFB</a> and nominate a friend to do the same for your chance of winning a spa break for two! Don't forget to use #treatyourselfbetter to qualify   |



|         | <ul> <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>Treat Yourself Better with Pharmacist Advice 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 quality 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> </ul> |
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| Twitter | <ul> <li>Tweet a selfie in a pharmacy to @TYBHealth, add #treatyourselfbetter nominate a friend to win a<br/>spa break <u>http://bit.ly/TYBFB</u> [128 characters]</li> </ul>  |
|         | <ul> <li>Fancy winning a spa break? Tweet a selfie in a pharmacy to @TYBHealth, add a friend &amp; add<br/>#treatyourselfbetter <u>http://bit.ly/TYBFB</u> [133 characters]</li> </ul>   |
|         | <ul> <li>You could win a spa break during a visit to the pharmacy, add full details visit here<br/><u>http://bit.ly/TYBFB</u> #treatyourselfbetter [130 characters]</li> </ul>   |
|         | <ul> <li>Snap a selfie in a pharmacy &amp; tweet @TYBHealth, add #treatyourselfbetter, nominate a friend to<br/>win a spa break! <u>http://bit.ly/TYBFB</u> [133 characters]</li> </ul>  |