

## Images & Text for Facebook Posts

Below are ideas that you can use to create engaging posts on your Facebook business page.

Each theme has an image (available for download on the Marketing Toolbox), as well as suggested text for your post status. Simply copy and paste the text into Facebook.

Save this document so that you can refer to it when planning your Facebook posts.

If you have questions about advertising on Facebook, email [marketing@mckesson.ca](mailto:marketing@mckesson.ca).

| SUBJECT           | IMAGE                                                                             | TEXT                                                                                         |
|-------------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| Blister Packaging |  | Medication management made easy!<br>Come speak to our pharmacy team about blister packaging. |

# FOR PREVIEW ONLY

To download, add item to shopping cart and follow checkout process.

Diabetes 1

|            |                                                                                   |                                                                                                                      |
|------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| Diabetes 2 |  | Get your blood sugar numbers to target.<br>Speak to our pharmacy team today about diabetes medication and treatment. |
|------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|

Easy Prescription Transfers

|                  |                                                                                     |                                                                                                                                                                                                                           |
|------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Home Health Care |  | There are many products that can help you keep your balance and maintain your independence while reducing the risk of a fall. Visit us to learn more about how to choose the right products and how to use them properly. |
|------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Injection / Vaccination

|                         |                                                                                     |                                                                                                                                                                                                                                                                                                                                                                    |
|-------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Injection / Vaccination |  | Should I get a flu shot? That is the question many Canadians ask themselves as flu season approaches. Here are a few reasons why you should consider getting a flu shot this year: <a href="https://www.guardian-ida-pharmacies.ca/en/article/4-reasons-to-get-your-flu-shot">https://www.guardian-ida-pharmacies.ca/en/article/4-reasons-to-get-your-flu-shot</a> |
|-------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

| SUBJECT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | IMAGE                                                                               | TEXT                                                                                                                                                                                                                                                                                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Medication Reviews                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    | Are you taking multiple medications? Are you unsure if you're taking them correctly? Visit us for a complimentary consultation. We'll review all your medications with you and make sure you're taking them correctly to ensure you are getting the most effective treatment.                                                                                                                        |
| Medicine Cabinet Cleanup                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    | Looking to clean your medicine cabinet? You may have a collection of expired and unused medications. Don't throw them in the garbage or flush them down the toilet! Instead, return them to us for safe disposal.                                                                                                                                                                                    |
| Mobile App                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    | Manage your meds in the comfort of your home! Download our app to fill and re-fill your prescription anytime, anywhere!<br>Google Play <a href="https://bit.ly/2P0fgeu">https://bit.ly/2P0fgeu</a> App Store <a href="https://apple.co/25ZomKX">https://apple.co/25ZomKX</a><br>If you are on a computer, you can register here: <a href="https://app.diemhealth.ca/">https://app.diemhealth.ca/</a> |
| <div> <div>Save Time</div> <div>Seniors' Day</div> <div>FOR PREVIEW ONLY</div> <div> <div> Skip the line every time by ordering your prescription fills and refills on our diem® health app!<br/> Google Play <a href="https://bit.ly/2P0fgeu">https://bit.ly/2P0fgeu</a> App Store <a href="https://apple.co/25ZomKX">https://apple.co/25ZomKX</a> </div> <div> Every (insert day of the week) is Seniors' Day! </div> </div> <div> To download, add item to shopping cart and follow checkout process. </div> </div> |                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                      |
| Smoking Cessation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    | Most people try to quit smoking 5 to 7 times before they finally succeed. Quitting smoking is hard. It takes time, determination, and repeated attempts. We are here to help with recommendations.                                                                                                                                                                                                   |
| Travel Health                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    | Preparation is crucial for peace of mind when travelling. This checklist will help you make sure you have everything you need for a healthy and fabulous vacation!<br><a href="https://www.guardian-ida-pharmacies.ca/en/article/travel-health-preparation-checklist">https://www.guardian-ida-pharmacies.ca/en/article/travel-health-preparation-checklist</a>                                      |
| We are Here for You                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |   | When it comes to your family's health, you can trust your local community pharmacy.                                                                                                                                                                                                                                                                                                                  |
| Weight Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  | Everyone knows that maintaining a healthy weight can be hard at times. Luckily, our pharmacy team is here to help! Visit us to ask about our weight management program which will help you maintain a healthy lifestyle and feel great.                                                                                                                                                              |