



How to get involved online through social media

Social media, which includes everything from blogs to Facebook and everything in between, is a powerful tool for us to get our message to people all over Ontario. We need to join in the online dialogue and make sure we are being heard and educating people about how the government's massive healthcare cuts will impact frontline health care in Ontario.

Engaging in social media is simple, just follow these easy steps:

1. Review recent posts to ensure you get a feel for the site's tone or view.
2. Scroll through the page to figure out how you comment on the site.
 - a. Sometimes you can directly comment on current posts, and sometimes you need to email the blogger directly. Look for a "Contact" section.
3. Draft your post in a Word document and make sure you are happy with the content.
 - a. It's important to relay our point of view calmly and factually. We do not want to get defensive.
4. Either post the comment on the page or send the comment directly to the blogger.

You can get involved in the following types of sites:

1. News sites – search for and comment on articles related to pharmacy (remember to also search your local paper's website and comment on articles as a local expert)
2. Social network sites – search for and comment on posts about pharmacy. You can find additional online sites by using Google Blog search – type in key words such as "Ontario pharmacy," "Ontario pharmacist," "Ontario and generic drug prices," etc.