

How to Share COVID Vaccination Information | for Pharmacies

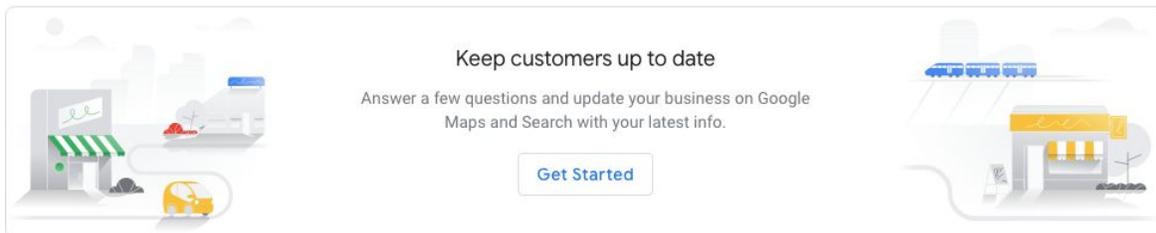
Hi there! We have a passion for helping our communities and realized that as COVID vaccinations roll out, many Pharmacies are having to navigate **how to get the word out** and also organize how to **receive and manage appointment requests** while adhering to CDC guidelines.

This worksheet will help guide you through three main areas you can update and utilize to get the word out about your Pharmacy and how you are handling the COVID Vaccine rollout.

If you have any questions as you go through this worksheet, please feel free to reach out to us at: hello@kdconsult.com

STEP 1)

Update your Google My Business Listing to have your COVID Information Readily Available



Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19. [Learn more](#)



-  [Update service availability](#)
-  [Update business hours](#)
-  [Post your COVID-19 update](#)

Visit: <https://business.google.com/>

Sign In and navigate to the home screen (HOME in lefthand menu)

You will see the graphic to the left with these options:

- Update Service Availability
- Update Business Hours
- Post Your COVID-19 update



STEP 2)

Add a **COVID Vaccination page** to your website. This page should include information about the vaccine, how your pharmacy plans to handle the rollout and CDC guidelines, and **clear** directions on how to schedule a **1st & 2nd dose** with your pharmacy.

We would also recommend utilizing a combination of **online forms and scheduling** that sync with your Google or other calendar to help you keep track of your vaccine doses and physical traffic to your pharmacy. This can be implemented relatively quickly on **Squarespace, WordPress, and Wix sites**. If you are unsure of how to do this, let us know.

1 Choose Appointment

2nd COVID Vaccine Appointment
30 minutes

[MORE TIMES >](#)

TOMORROW Friday January 15	Saturday January 16	NEXT WEEK Monday January 18	Tuesday January 19	Wednesday January 20
10:00am	10:00am	10:00am	10:00am	10:00am
10:30am	10:30am	10:30am	10:30am	10:30am
11:00am	11:00am	11:00am	11:00am	11:00am
11:30am	11:30am	11:30am	11:30am	11:30am
12:00pm		12:00pm	12:00pm	12:00pm
12:30pm		12:30pm	12:30pm	12:30pm
1:00pm		1:00pm	1:00pm	1:00pm
1:30pm		1:30pm	1:30pm	1:30pm

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STEP 3)

Update your social media profile. **Make sure to utilize Facebook’s COVID Update feature and ability to “pin” your post to the top of your feed.**

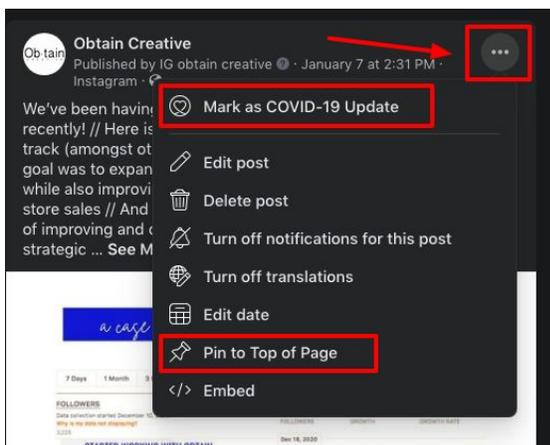


Create an announcement post with **clear details** with information highlighting:

WHEN: dates & times

WHERE: to receive more information or schedule their vaccination with you.

*example post



Then, after you have posted your update, click on the three dots in the **upper right corner**.

Select **Mark as COVID-19 Update** and alternately **“pin to Top of Page”**.