



Getting Started with SOCi

SOCi is a social media and reputation management tool available to *Good Neighbor Pharmacy* Premier members. SOCi makes it easy to source polished posts, customize them, schedule them for different social media accounts and track them in real time—all in one place. SOCi also helps you keep tabs on the reviews your patients are posting about your pharmacy on Yelp, Google, Facebook so you stay connected on all fronts.

Here's how to get started:

- Go to <https://app.meetsoci.com/gnp> to view SOCi's Terms of Service Agreement and connect your Facebook Business page.
- You will be prompted to accept the terms and opt-in or opt-out of the Monday/Friday Good Neighbor Pharmacy group posts.
 - The group posts are from the "Posts for Your Page" document on Brand Central Station. If you have pre-scheduled Brand Central Station posts this month on the native platform you will want to remove the Monday and Friday posts to avoid duplicates. You can choose to opt out of the group posts on the service agreement and we will not post on your behalf.
- Next, you will input your email address and select log in using Facebook. Please note that you will need to input the email address associated with your Facebook business page. Connecting your social pages grants *Good Neighbor Pharmacy* shared administrator access, specifically to your Facebook business page. SOCi will not have access to your personal profile, only your business page. Administrator access is required for someone to update or publish to your page. It will also allow *Good Neighbor Pharmacy* to publish posts on your page at least twice a week, if you choose to opt-in to group posts, and report on important metrics and insights.
- You should receive a "thank you for signing up" message after you connect.



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If you don't have a Facebook business page, SOCi's customer support team will get you started! Please complete [this form](#) to request a Facebook page be created for your business by the SOCi team.

If you want to get a head start and create your Facebook page first, you can reference the "Facebook Resources" section under the Solutions Training tab on [GNP University](#).

Want to see a demo of SOCi? Head to the SOCi Training Series on [GNP University](#) and view Training 1: SOCi Platform Overview.

