



VIYA HEALTH



PHARMACEUTICAL
SOCIETY OF KENYA



Kenya Pharmaceutical Association
Pharmaceutical Excellence

Digital Media Playbook for Community Pharmacies

Grow Trust. Educate Patients. Drive Footfall.

Executive Summary

This digital media playbook guides private pharmacies to ethically and effectively use digital platforms to increase awareness and uptake of Family Planning (FP) services, aligned with national priorities and global commitments.

It builds on evidence from the Market Test (MT) and the ongoing Optimizing the Pharmacy Channel (OPC) Projects, implemented by inSupply Health with support from the Gates Foundation and partners in Kenya. Findings show that pharmacies are a scalable channel for FP, particularly short-term methods like DMPA-SC. The OPC Project is scaling these insights through provider training, service quality improvement, demand generation, and strengthened linkages with the health system.

These efforts complement the Ministry of Health's Total Market Approach (TMA) and contribute to Kenya's FP2030 commitments by expanding method choice, addressing unmet need, and promoting client-centered services.

In partnership with Viya Health, the Pharmaceutical Society of Kenya (PSK), and the Kenya Pharmaceutical Association (KPA), this playbook equips pharmacies to engage clients digitally, generate demand responsibly, and promote FP services ethically, supporting a coordinated, market-enabled approach to FP access.

Yasmin Chandani
CEO, inSupply Health

Why Digital Media is Essential for Pharmacies

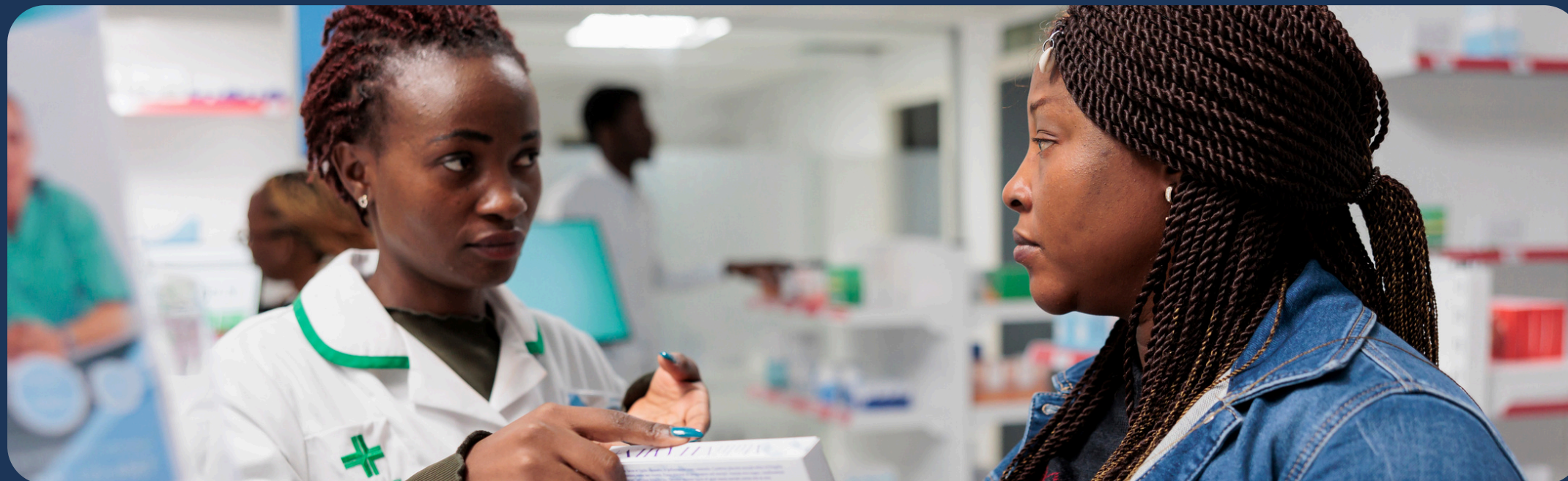
Digital media helps pharmacies stay visible, build trust, and connect with patients before they walk in. It enables real-time health education, strengthens relationships, and drives more clients to your services.

Many patients research pharmacies online for advice, reviews, location, and services before visiting. If your pharmacy isn't on digital media or search platforms, you're effectively excluded from the consideration process.

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Your Digital Role As A Pharmacy



From Seller

**Trusted Health
Partner**

Old Model (Dispensing)

- Patient walks in
- Buys medicine
- Leaves

New Model (Service Delivery)

- Patient sees your content
- Builds trust
- Chooses your pharmacy

THE 5 C's STRATEGY

Climate



- Health trends (e.g., rising cases of lifestyle diseases)
- Cultural behaviors and beliefs
- Government regulations (e.g., pharmacy advertising rules)
- Digital trends (e.g., short-form video, WhatsApp engagement)

Collaborators



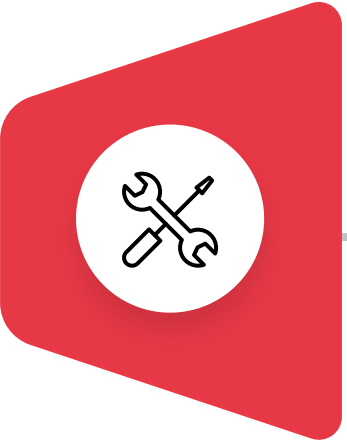
- Local clinics, doctors, or hospitals
- Community groups or NGOs
- Influencers or health advocates
- Suppliers or health brands

Competitors



- Who are other pharmacies or health providers in your area?
- What are they doing well online?
- What gaps can you fill?

Company

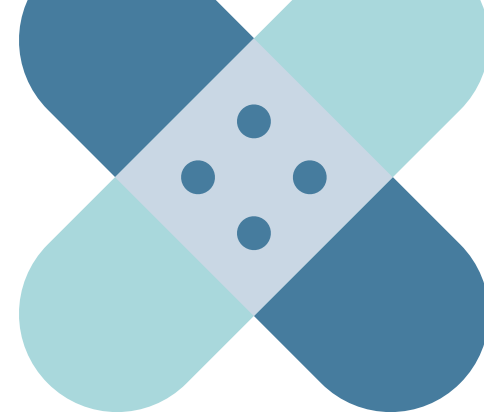


- What services do you provide? (e.g., chronic disease management, vaccinations, maternal health support)
- What is your unique value? (e.g., personalized care, fast service, affordability)
- What do you want to be known for online?

Customers



- Who are your primary audiences? (e.g., mothers, elderly patients, young professionals)
- What are their needs, concerns, and behaviors?
- Where do they spend time online? (e.g., WhatsApp, Facebook, Instagram)



Content Strategy (70-20-10 Rule)

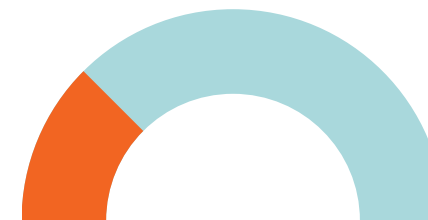
WHAT SHOULD YOU POST?

The 70-20-10 rule helps you strike the right balance so your audience listens, trusts, and eventually chooses your pharmacy.



70% EDUCATION

- Simple health tips
- FAQs
- Myth vs fact posts
- Seasonal awareness (Flu, Malaria, allergies)
- Medication adherence tips



20% ENGAGEMENT

- Polls
- Q&A prompts
- Conversation starters
- Patient-friendly quizzes
- Behind-the-counter moments



10% PROMOTION

- Services (BP checks, blood sugar testing, vaccinations)
- New products (OTC meds, wellness items)
- Offers or campaigns
- Reminders (refills, clinic days)

The Golden Rule of Pharmacy Communication

Every post, reply, or message you share online should reflect the same professionalism as across the counter/consultation room.



- **Use evidence-based information**
 - Share only accurate, trusted, and medically verified content.
- **Be empathetic and human**
 - Communicate with care, understanding, and respect for patient needs.
- **Encourage consultation**
 - Always guide patients to speak directly with a pharmacy professional for personalized advice.



- **Oversell or use exaggerated claims**
 - Do not use exaggerated claims like best, guaranteed, or miracle.
- **Use clickbait tactics**
 - Do not use misleading or sensational headlines to attract attention.
- **Make unverified medical claims**
 - Do not share medical information that is not evidence-based or approved.

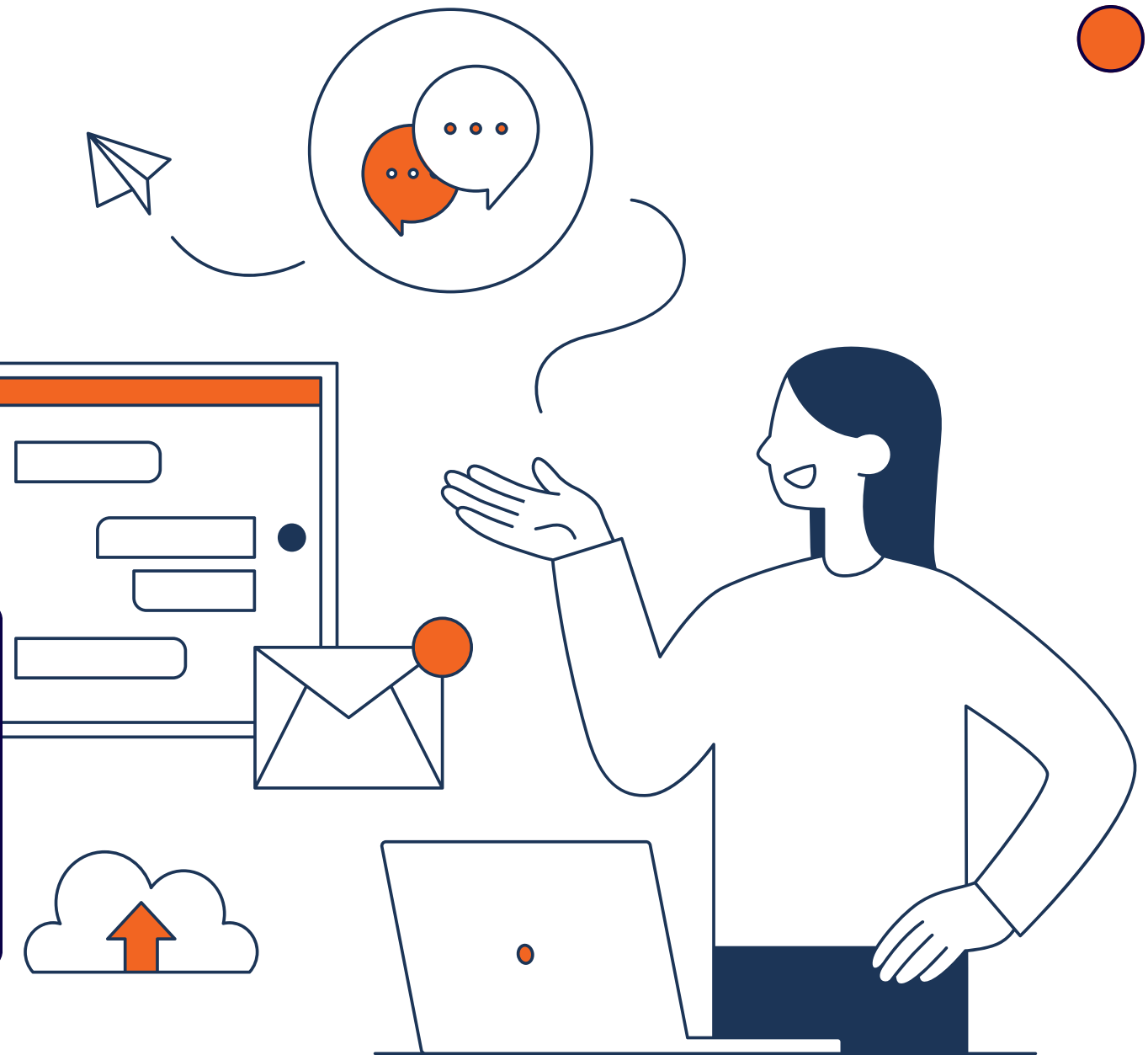
Tip: Protect privacy at all times: handle patient information with care, discretion, and confidentiality.

Choose the Right Platforms

Not every social media platform suits every business.



Focus on **2-3 platforms** where your audience is most active.



Major Platforms & Best Uses:

Facebook

Use for: Community engagement, long posts, events

Instagram

Use for: Visual education, reels, tips

WhatsApp Business

Use for: Direct communication

LinkedIn

Use for: Professional networking, partnerships

TikTok

Use for: Short, engaging health education

Google My Business

Use for: Google search and Maps

Content Strategy & Planning

A strong content strategy keeps your audience engaged.

Content Pillars

- Educational: Family planning information
- Entertaining: Memes, behind-the-scenes, interactive content.
- Inspirational: Success stories, quotes, testimonials.
- Promotional: BP checks, Consultations

Use a Content Calendar

- Plan posts weekly or monthly.
- Schedule content using tools like Hootsuite, Buffer, or Later.
- Maintain a balance of content types to keep your audience engaged.



Identify Your Target Audience

Knowing your audience helps create content that resonates.

How to Define Your Audience

Pain Points

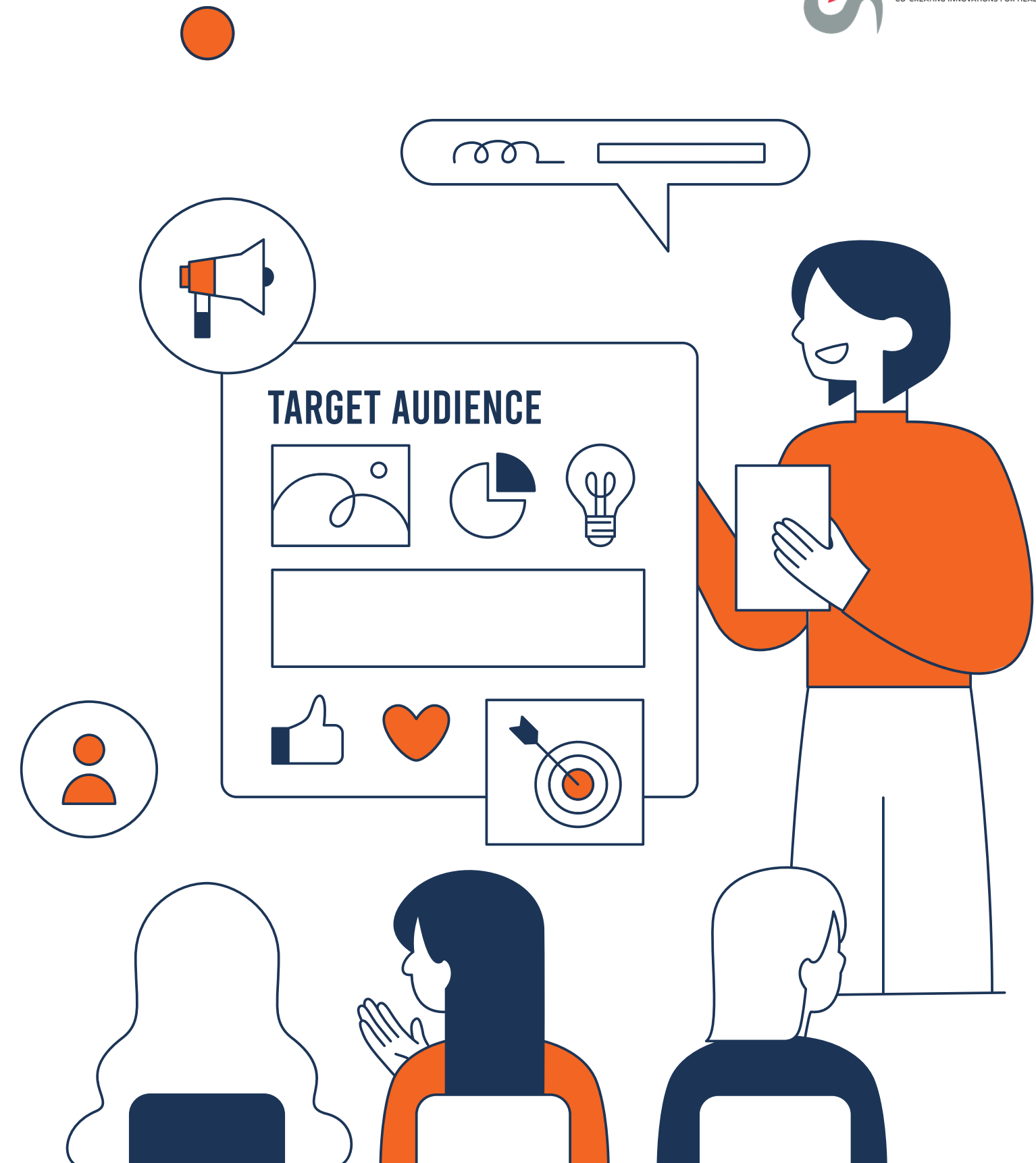
What problems does your product/service solve?

Interests & Behaviors

Hobbies, shopping habits, preferred platforms.

Demographics

Age, gender, location, job, income.



Persona A

The Mama Boi / Busy Parent
(Ages 25–45)



Example Post

Between the morning school run, traffic, and home life, who has time to stand in a pharmacy queue? We know your little ones' health can't wait. Simply send a photo of your prescription via WhatsApp, and we'll have it packed and ready for you to pick up. Or better yet, we can send it to your door via our trusted rider! Pay securely via Lipa na M-Pesa (Till: 123456) and keep your family healthy without the stress.



Background

Juggling work in the city, school runs in traffic, and home life



Pain Point

Waiting in long queues after a long day of work; wanting to pay quickly and conveniently via M-Pesa



Platform

Instagram / Facebook /
WhatsApp / SMS

Persona B

**The Chronic Condition Manager
(Ages 50+ / Caregivers)**

Example Post

Afya yako ndio utajiri wako. (Your health is your wealth.) Managing high blood pressure or diabetes is about understanding your body. Are you struggling to remember your daily doses? Or perhaps you're worried about how your dawa za sukari are affecting you? Come in for a sit-down with [pharmacy professional name] this Tuesday. We offer free blood pressure checks and personal medicine reviews to help you stay strong for your grandkids. Take control of your health and visit us today at [Location]!



Background

Managing Pressure (BP) or Diabetes; often relies on a trusted pharmacy professional who knows their name.



Pain Point

Forgetting refills; wanting a professional who explains things in plain English/Swahili rather than medical jargon.



Platform

Facebook / WhatsApp
Business / SMS

Persona C

The Self-Care Youth / Gen Z/Millennials (Ages 18–35)

Example Post

Dust is not your skin's friend! Is your glow fading or are those 'maskne' spots coming back? Stop guessing with random products from the 'duka.' Our pharmacy professionals are trained to recommend the right vitamins and dermatologist-approved skincare that actually works for your skin type. Planning a trip to the coast? Grab your travel essentials: sunscreen, rehydration salts, and mosquito repellent all in one stop. Tap the link in our bio to chat with us on WhatsApp and get your 'Glow-Up' kit delivered!



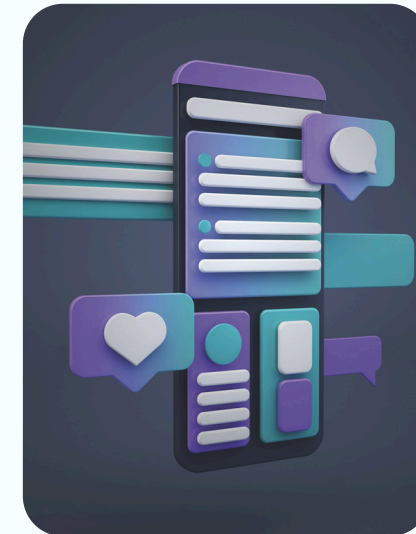
Background

Looking for skincare, Glow-ups, vitamins, or travel prep for a weekend trip to Diani or Nanyuki.



Pain Point

Skin issues; expensive skincare; needing quick hacks for wellness.



Platform

TikTok / Instagram
Reels / SMS

Persona D

The Empowered & Private Gen Z
(Ages 18–30)

Example Post

Thinking about Family Planning but not sure where to start? We know it can feel a bit awkward to ask questions at the counter. That's why we've made it easy for you. Skip the 'judgmental looks' and get professional, confidential advice from our team. Whether you're looking for the daily pill, a long-term option, or emergency backup, we provide a safe space to discuss what's best for your body. 100% Confidential. DM us 'READY' on WhatsApp to get a private consultation or check if your preferred method is in stock. Discreet delivery available across [Your Area]. #YourFutureYourChoice



Background

Value their freedom and future; tech-savvy; they prefer discreet solutions. They want to avoid the stare from older generations in the pharmacy and value a professional who treats them like an adult.



Pain Point

Fear of judgment, misinformation from alternative social media influencers; lack of knowledge on which FP method suits their lifestyle (e.g., pill vs. injectable vs. implant).



Platform

TikTok / Instagram
Reels / WhatsApp
(Private DM) / SMS

Engagement & Community Building

Engagement drives brand loyalty and trust.



A community pharmacy reposts customer testimonials or tagged posts and offers a small incentive, such as a discount or free health check.



Best Practices for Engagement:

Reply to comments and DMs within 24 hours.

Ask questions and use polls to spark conversations.

Run giveaways or contests to boost interactions.

Feature user-generated content to build community.



Analytics & Performance Tracking

Key Metrics to Monitor

- **Engagement Rate:** Likes, shares, comments.
- **Reach & Impressions:** How many people saw your content.
- **Click-Through Rate (CTR):** How many users clicked on your link.
- **Conversion Rate:** How many users completed a desired action (purchase, sign-up).

Tracking results helps improve strategy and business operations over time.

Tools to Use

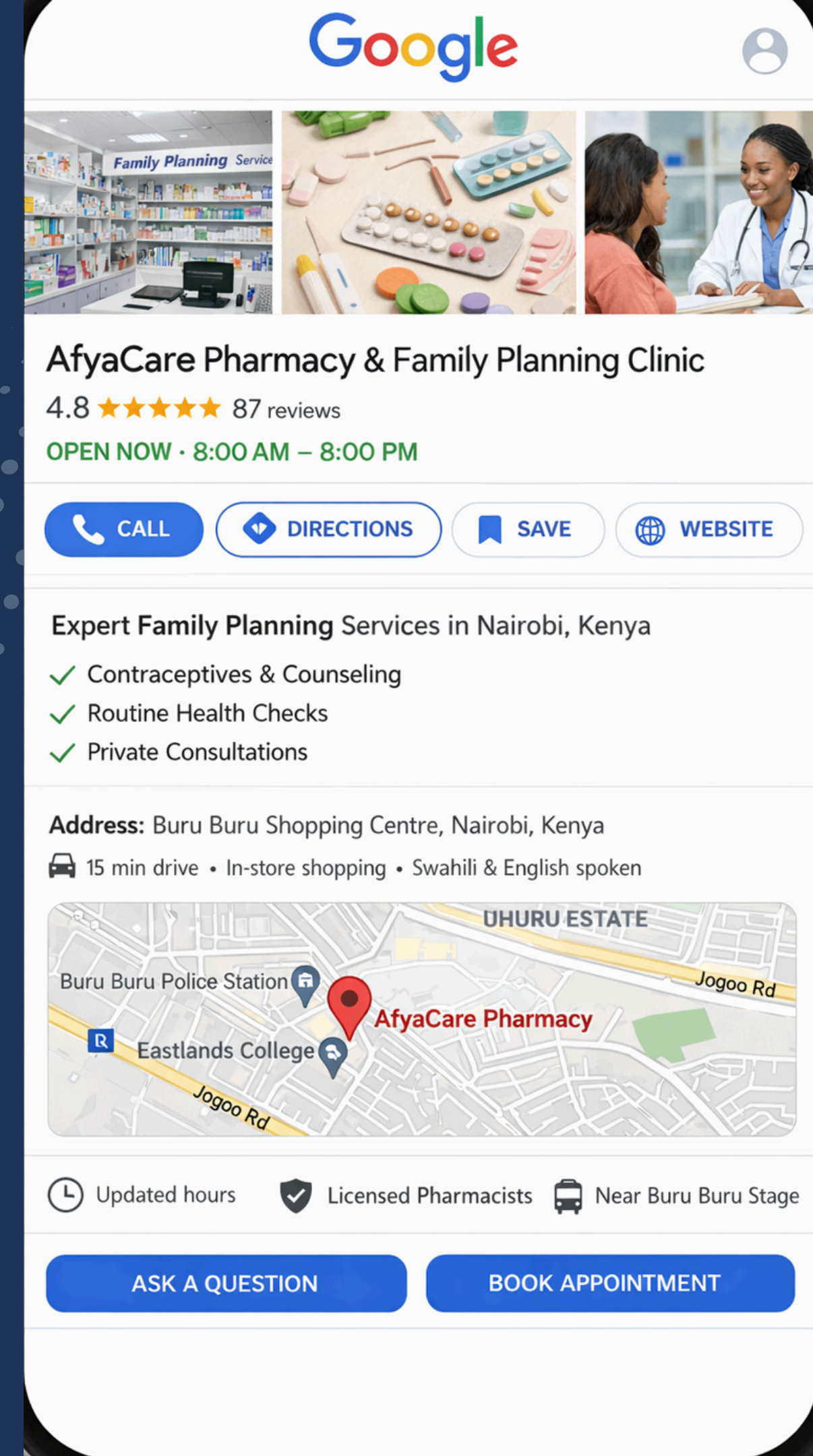
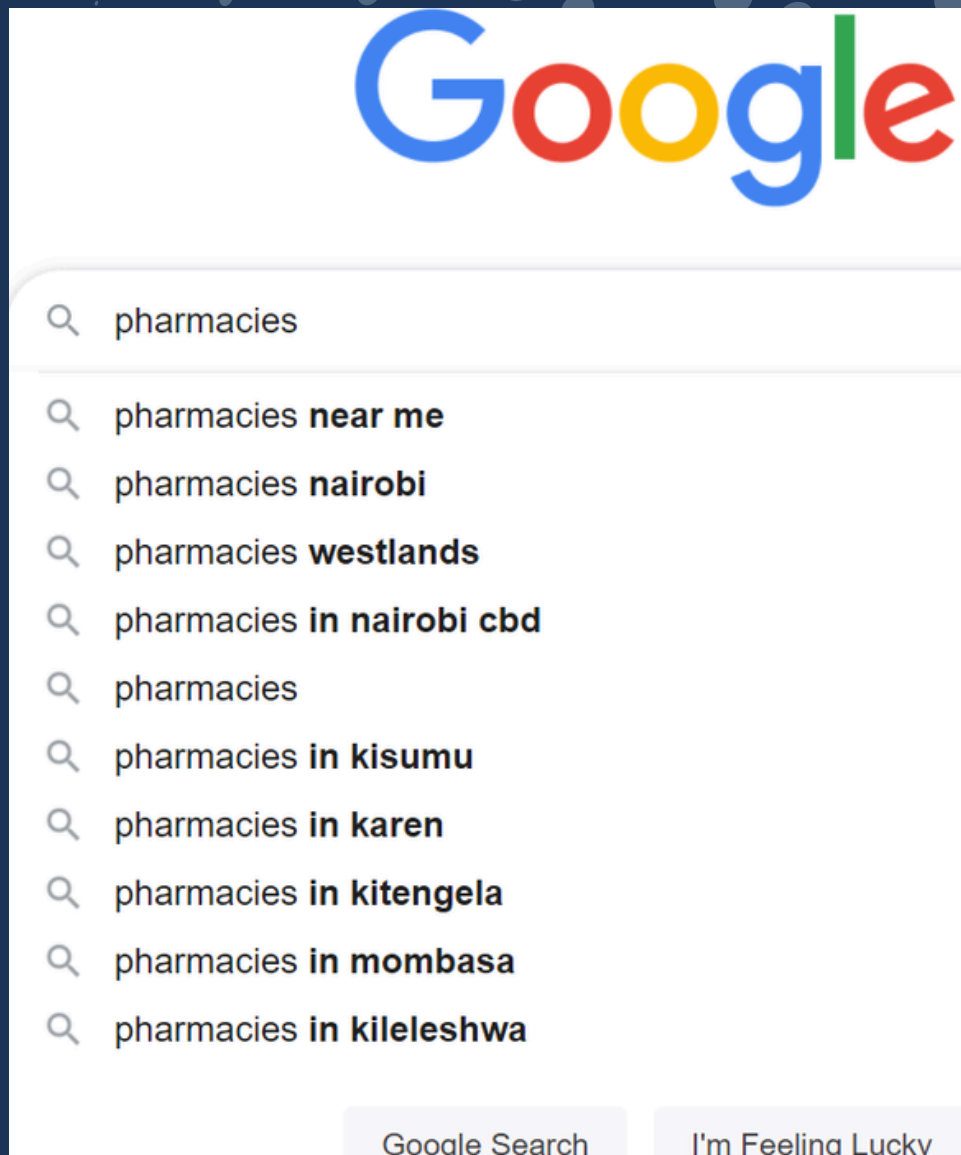
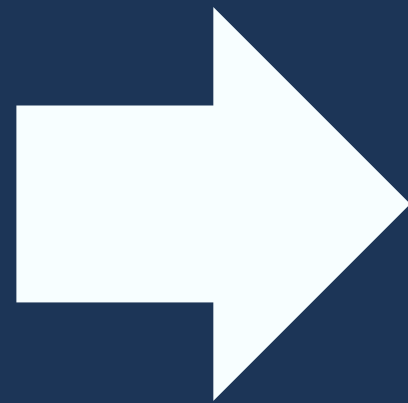
- LinkedIn Analytics
- Meta Business Suite
- TikTok Analytics
- WhatsApp Business
- Google Analytics (Website)
- Google Business Profile analytics



Google Business Profile

Get Found, Get Considered, Get Chosen

Google finishes my search thoughts...



Google Business Profile Checklist

Step by Step

- Sign in: Go to business.google.com and log in with your Google account.
- Add name: Click Add your business and enter the pharmacy name.
- Category: Choose Pharmacy as the main category.
- Address: Add the street address and place the map pin correctly.
- Contact: Enter phone number and website.
- Hours: Set opening and holiday hours.
- Verify: Confirm ownership by postcard, phone, email, or video.
- Details: Upload photos, list services, and add attributes like “Delivery” or “Wheelchair access.”
- Messaging: Turn on chat or WhatsApp if desired.
- Update: Keep hours, photos, and offers current and reply to reviews.



Ethical & Legal Marketing

Guided by the Pharmacy and Poisons Board and national regulations.

Regulatory Bodies

- Pharmacy and Poisons Board
- Pharmaceutical Society of Kenya (PSK)
- Kenya Pharmaceutical Association (KPA)

Accessing Verified Information

- PSK & KPA Platforms: Website, newsletters, journals, webinars (CMEs), conferences, emails, WhatsApp groups, social media, SMS

Legal Requirements

- Governed by CAP 244 & PPB Advertising Guidelines (2022)
- Mandatory PPB approval before advertising any health product

Professional Responsibility

- Platforms must be managed by a registered pharmacist or enrolled technologist
- Information must be secure, accurate, and compliant

Restrictions

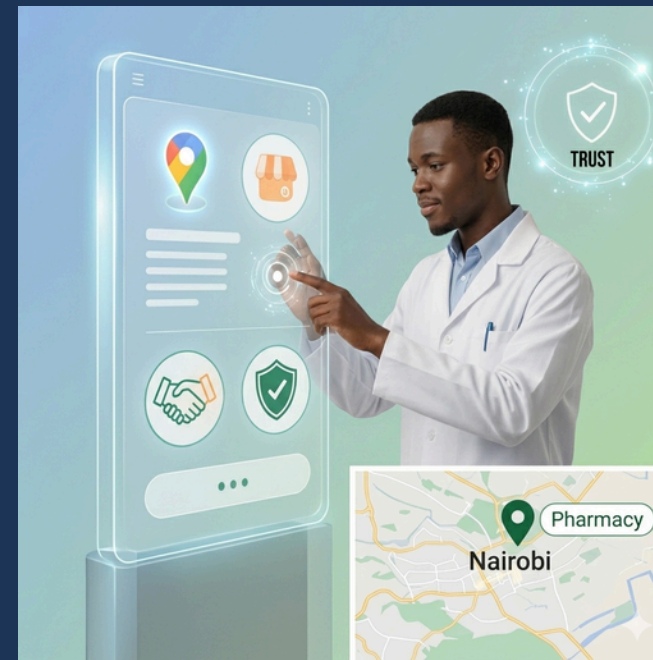
- No influencers or celebrity endorsements
- No healthcare professional endorsements for personal gain
- No misleading or unethical promotions

Webinar Series Resources

Further Reading - Presentations



[Set Up Optimize and Grow Your Pharmacy Online](#)



[Set Up Google Business Profile and Ethical Marketing](#)

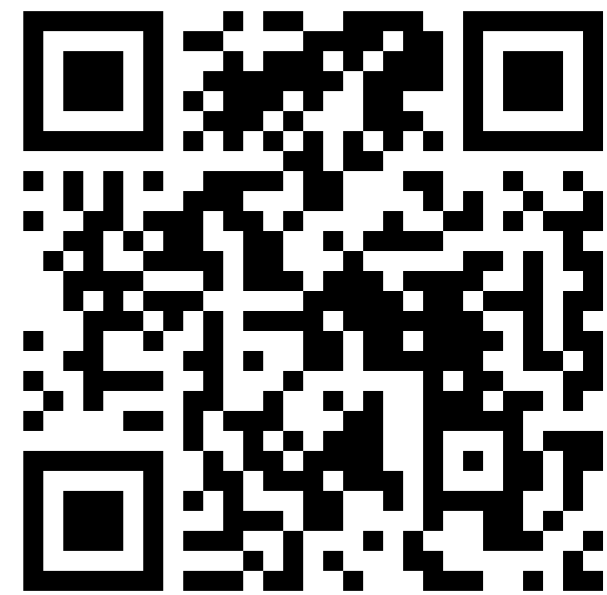


[Right Message Right Platform Right Patient](#)



Webinar Series Recordings

SCAN ME



**Set Up Optimize and Grow
Your Pharmacy Online**

SCAN ME



**Set Up Google Business
Profile and Ethical Marketing**

SCAN ME



**Right Message Right
Platform Right Patient**