Current Trends in the Use of Social Media to Disseminate Pharmaceutical Publications

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Background

- Harnessing social media presents an opportunity for the pharmaceutical industry to share publications with an engaged audience.
- The lack of clear guidelines may limit industry uptake of this medium for sharing publications, and pharmaceutical professionals are unclear on how to proceed.

- We conducted a study to assess the current landscape and identify specific examples of pharmaceutical companies’ use of Twitter to share publications.

Objective

- Utilizing Twitter, we looked to develop an understanding of the extent to which publications are shared by pharmaceutical companies on social media and evaluate how approaches vary across companies, particularly regarding the sharing of direct links to publications.

Methods

- A Boolean search with predefined criteria was conducted using Brandwatch, a social media monitoring tool, to identify Twitter posts relating to the defined search criteria that were posted between December 1, 2019 and December 31, 2019.
- Search terms: (COMPANY AND “latest results”) OR (COMPANY AND “abstract”) OR (COMPANY AND “press release”) OR (COMPANY AND “poster”) OR (COMPANY AND “presentation”) OR (COMPANY AND “preliminary analysis”) OR (COMPANY AND “preliminary results”) OR (COMPANY AND “trial results”) OR (COMPANY AND “data”) OR (COMPANY AND “new data”).

- A small number of posts (39/171) included a direct link to the publication. Approximately 50% (93/171) of the posts contained a press release, most often without a direct link to the publication.

Results

- Most companies with identified posts shared links to publications in some format.
- Approximately 50% (86/171) of identified posts related to the definition search terms were retrieved using the defined search terms. Of the posts retrieved, we identified 171 data-related posts from 26 companies.
- Companies (n=32) with identified posts shared links to publications in some format. Publications were most frequently shared through a press release, most often without a direct link to the publication.

- A small number of posts (39/171) linked directly to the publication or congress presentation were observed. This included a link to the publication and 29 to a congress presentation.

- The lack of clear guidelines may limit industry uptake of this medium for sharing publications, and pharmaceutical professionals are unclear on how to proceed.

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Disclosures

All authors declare that they have no relationships with organizations that provide healthcare goods or services or with proprietary entities that pertain to the information presented in this poster.

Company sharing links to publications used a variety of approaches.

- Upon observation, press releases were the preferred approach to sharing publications by large, mid-size, and small companies; however, some companies used several different methods.
- Potentially due to small sample size and search limitations, there was no pattern observed across small, medium, and large companies.
- Posts sharing publications directly were observed between different therapeutic categories.

Conclusions

- Most companies in our analysis shared publications through a press release.
- In our analysis, companies may direct links to publications, however, no definitive pattern was observed.

- Limitations of our study include its small sample size and focus on Twitter, with the exclusion of other social media platforms such as LinkedIn.
- Our observations indicate moderate engagement with tweets linking to publications, which may be amplified or improved with consistent practices, metrics, and strategic approaches.

Disclosure of No.of posts Company ISMPP engagement

- Reached 3,500+ of a targeted audience
- Engagement of 58 BTs, 1 comment
- Visual engagement of 21 Likes

- Reached 26,796 of a targeted audience
- Engagement of 27 BTs, 4 comments and 45 Likes

References

1. Loh T, et al. Social media utilization and engagement by pharmaceutical companies using it? 16th Annual ISMPP Engagement Workshop, Manchester, UK, for editorial support with this poster.

Video summary

Take our TWITTER POLL!
Share your experience and challenges around using social media to share publications

Take poll!