

# Pharma on Twitter: Developing a Presence

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## Abstracts

Does your company have a Twitter account? Want to know what all the buzz is about? Whether you are an experienced Twitter user or just curious, *Pharma on Twitter: Developing a Presence*, shares first-hand experiences from corporate tweeters on how and why pharmaceutical companies are using this medium as a communications tool.

In the five years since GlaxoSmithKline set up the first industry corporate Twitter account, more than 130 pharmaceutical Twitter accounts have been created. Through a series of interviews with pharma industry communications specialists, the report examines the reasons why Pharma has turned to Twitter as part of its social media strategy and the benefits the microblogging platform brings. Practitioners discuss the challenges of operating in a new media environment while ensuring they are compliant with established industry regulations, and how their experiences with Twitter have brought a departure from the traditional broadcast model of corporate communications into something more conversational.

## Scope

Expert interviews with leading corporate Pharma communications specialists

First-hand case studies from @JanssenUK, @pfizer\_news, @Roche\_com and @sanofiaventisUS – objectives, challenges, successes and outcomes

Ranking tables of PharmaTwitter accounts currently operating with numbers “following” each

## Key quotes from the report:

“It would appear that Pharma and the whole medical communication community’s model for communicating about its products and businesses is not only changing, but changing very quickly. Whereas the industry has up until the recent past been used to a very limited distribution, it is entering an era where obligations may exist not to offer information without providing the concurrent opportunity for people to respond properly to it.”

“[it] helped us realize that there are not actually legions of people waiting to attack us on Twitter, and that we can just be involved in a normal way”

### **Experts interviewed:**

Stacy Burch, Director, Corporate Reputation and Digital Communications,  
Sanofi-aventis

Alex Butler, EMEA Marketing Communications Manager, Johnson & Johnson

Jennifer Kokell, Specialist, Global Media Relations,

Pfizer Inc.

Sabine Kostevc, Head of Corporate Internet and Social Media, Roche

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## Contents

### **TWITTER STRATEGIES**

Why companies set up corporate Twitter accounts

Who companies engage with

How and why companies have moved from a “listen and learn” to a more interactive approach with Twitter

Key highlights and milestone

### **RUNNING A CORPORATE TWITTER ACCOUNT**

Who is responsible for Twitter

Content generation & management

Working within industry guidelines

Global vs. local accounts

Handling corporate vs. personal identities

### **THE IMPACT TWITTER HAS ON BUSINESS**

What impact has Twitter had on external stakeholder relations?

How has the Twitter activity been received internally?

What impact has Twitter had on wider marketing and communications strategy?

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