



# HCPs & Social Media: A Tactical Primer

With almost 50 million HCPs using social media worldwide, more and more companies are taking the plunge to meet them there. Despite healthcare's traditional hesitancy to invest in HCP social media, **it's time to understand the reasons why HCP social media has become mission critical.**

# HCPs ARE EMBRACING SOCIAL MEDIA



Social media is one the world's favorite ways to connect. According to Statista, **over 3.6 billion people are using social media worldwide, and even that number is projected to grow almost an additional billion in the next five years.**<sup>1</sup> It's not too surprising that such a substantial portion of the world's population – including healthcare professionals – have embraced social media. As new as they feel, some of the most popular social media sites have been around for decades, and even the ones we know best today, such as YouTube and Facebook, have already celebrated their fifteenth birthdays.<sup>2</sup> **Social media has become a human habit.**

Social media, from Facebook, Instagram, LinkedIn, and Sina Weibo, to Tik Tok, Twitter, Pinterest and Reddit have played a very large role in how we humans connect, in every walk of life, all over the globe. Unlike traditional face-to-face communications, news platforms, websites, and certainly broadcast and print, **social media facilitates communication regardless of geographic boundaries, bringing together people who share similar interests, to learn and share with peers and experts.** It's not confined to words: images, movies, music can all be part of the experience. And it's not static: chatbots, quizzes, and interactive conversations can all influence and inform users in ways that help to change opinions and behaviors.

1. <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>  
2. <https://interestingengineering.com/a-chronological-history-of-social-media>

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Social media has become a **vital communication technology across a broad spectrum of industries and populations**. Particularly, the growth and popularity of social media interaction is extremely impactful in the healthcare profession.

- Marketing Professor Jerome Christia, PhD<sup>3</sup>

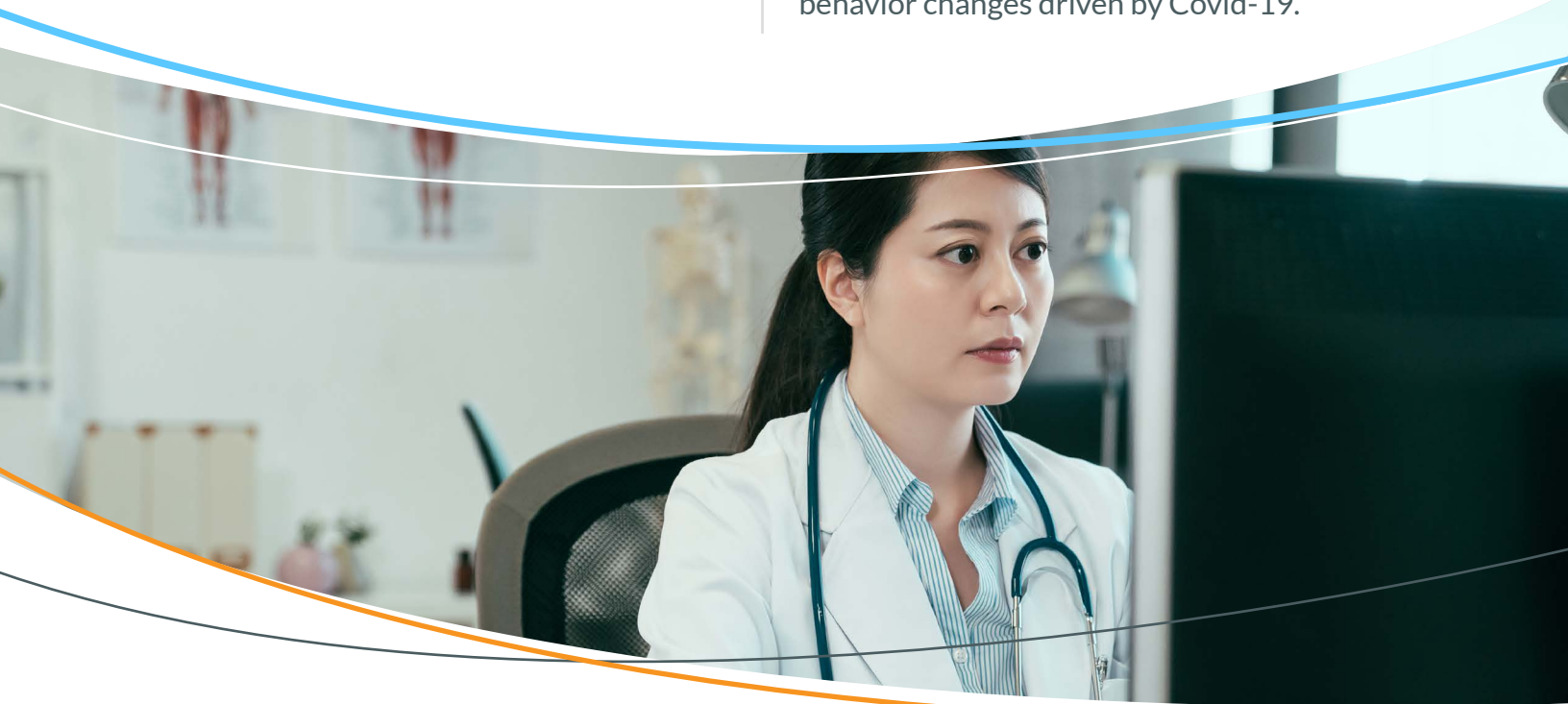
# THE STATE OF HCP SOCIAL IS STRONG

HCP social media is the genie that has left the bottle. A survey of more than 4,000 physicians showed that **virtually every physician uses social media for personal reasons, while two-thirds use it for professional reasons, a number that is growing higher every day**; in fact, HCPs are joining social media platforms in their professional capacities at the same rate as non-HCP users. And while HCPs have their own “walled gardens” for private discussions and virtual “Grand Rounds,” they use YouTube, Facebook, Twitter, LinkedIn, and Reddit to connect in their professional capacities as well.<sup>4,5,6</sup> Importantly, well over half of HCPs say they notice relevant, professionally-appropriate ads and posts on social media.<sup>7</sup>

Some of today’s hottest **social influencers are HCPs, exploring the intersection between health information and the culture of**

**social memes, earning followers numbering from thousands to millions**, on platforms like Instagram and YouTube.<sup>8</sup> Even when used for more conservative reasons, social media has helped to advance HCP communications from simply providing access to articles, studies and CMEs, to creating active educational and communications experiences. Not only is social media good for HCPs’ personal and practice development, it can help drive increased revenue, connect employers and job-seekers, and increase patient satisfaction.<sup>9</sup>

As you’ll see in Chapter 1, there’s a lot to learn about how HCPs use social media, and how the trends are changing as younger physicians join the ranks of established doctors. In Chapters 2 and 3, you’ll be able to see where HCPs engage – often for very different reasons on different platforms. And Chapter 4 looks at how the future of HCP social is shaping up after the massive behavior changes driven by Covid-19.



4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/>

5. [http://www.pmlive.com/blogs/digital\\_intelligence/archive/2019/transformation\\_in\\_healthcare\\_professionals\\_digital\\_behaviours](http://www.pmlive.com/blogs/digital_intelligence/archive/2019/transformation_in_healthcare_professionals_digital_behaviours)

6. <https://avanthc.com/digital-opinion-influencers-vs-kols/>

7. <https://www.meddatagroup.com/resource/physician-online-in-app-behaviors/>

8. <https://nypost.com/2020/02/03/doctors-and-nurses-are-influencers-now-but-can-you-trust-them/>

9. Jerome Christia, A Comparison of Demographics And Social Media Preferences In An Obgyn Office, [https://digitalcommons.kennesaw.edu/cgi/viewcontent.cgi?article=1455&context=ama\\_proceedings](https://digitalcommons.kennesaw.edu/cgi/viewcontent.cgi?article=1455&context=ama_proceedings)



# MARKETER'S HEALTHCARE HURDLE

If you think that in many cases, HCPs have adapted more quickly than healthcare marketers, we would agree.<sup>10</sup> If you or your company are one of the many pharma and medical marketers who have been reluctant to engage with HCPs in social media, we also understand why.

**One of the most persistent concerns we hear about social media is that it can't be monitored or measured for ROI:** as you'll see in Chapter 5, that ability is most definitely within your reach. The other big barrier is the regulation, privacy concerns, and even legal considerations surrounding social, but here too, you'll learn how to prevail with our rules of the road for social media compliance in Chapter 6.

If you haven't started or are still just dipping your toes into using HCP social media for your business, know that your competitors are ahead of you. The annual MM&M/Deloitte Healthcare Marketers Trend Report showed that **86% of diagnostic device companies, 65% of pharma marketers, and over half of biotechs use social as a critical part of their marketing mix to HCPs.**<sup>11</sup> In 2020, a whopping 68% of marketers have already increased their budgets for HCP social media marketing<sup>12</sup> – and three-quarters anticipate that their spending on HCP social will increase over the next 12 months: only 8% expected their use to decrease.<sup>13</sup> As one industry expert said, "The biggest shift in terms of increased [ad budgets in the healthcare sector] is exploration with social."<sup>14</sup>



10. <https://www.statista.com/statistics/273476/percentage-of-us-population-with-a-social-network-profile/>

11. <https://www.mmm-online.com/home/channel/features/mmm-deloitte-healthcare-marketers-trend-report-2019-budgets-surged-26-but-good-times-could-soon-go-up-in-smoke/>

12. <http://cdn.coverstand.com/17196/654807/0ab14a7833c4100c7bf173173ee2486728b619e1.1.pdf>, p. 32

13. Reuters Report: COVID-19: Accelerating digital transformation in life sciences

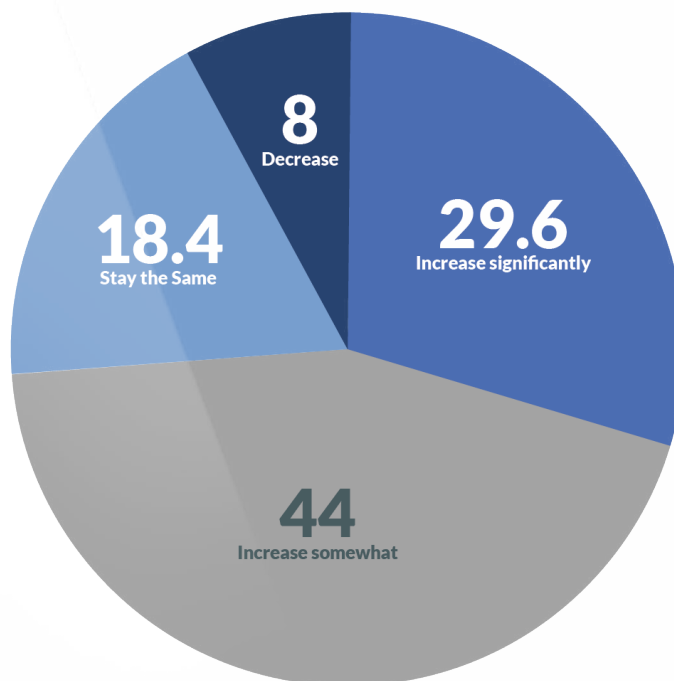
14. <https://www.emarketer.com/content/us-healthcare-and-pharma-ad-spending-still-hampered-by-compliance-laws>

So how will your company explore the opportunities to connect with HCPs in social media? What are the insights that will drive your strategies, the channel differentiators that will inform your media plan? What are some of the very best practitioners doing that you can learn from for your own successful campaigns?

**We've created this e-book as a resource to help healthcare marketers learn to connect effectively and efficiently with HCPs by**

**learning which social platforms HCPs prefer for different functions, the types of content and formats that work best in each platform, and to measure ROI** – all while staying safely within the bounds of compliance laws and guidelines. This audience, in this channel, cannot be ignored or glossed over any longer: it is far too important a channel for exchanging ideas, information, questions, reviews and concerns. Read on to learn more... and start taking advantage of the true power of HCP social media marketing.

### Marketers' anticipated use of HCP social media in next 12 months



[Data Source: Reuters Report: COVID-19: Accelerating digital transformation in life sciences]



## Chapter 1: **HCPs Are Changing Channels**



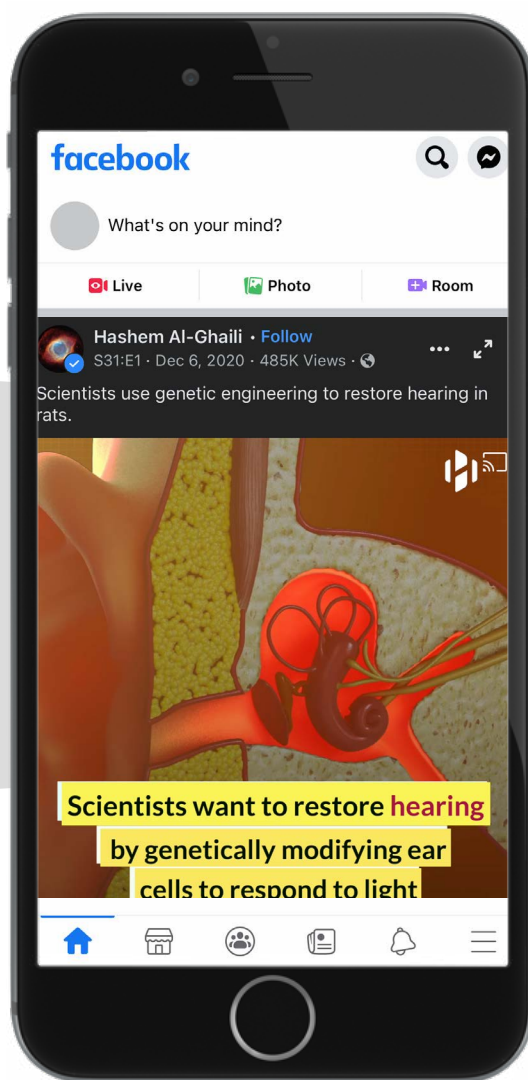
The days of Marcus Welby, or even Dr. House, are long over. **In 5 years, 75% of HCPs will be digital natives:** Millennials and Gen Zs who have not only grown up with social media, but are bringing that usage with them into their professional lives. Here's what we know about the social media habits and preferences of HCPs, including the **shifting habits of the rising generation of physicians, and what that could mean for your marketing.**

It's not just sometimes. It's not even a quick peek at FaceBook at lunchtime. **Social media has become one of the most popular and important ways for HCPs to communicate with everyone in their professional universe, from colleagues and peers, to students, to patients and consumers everywhere in the world.** According to Sermo, two-thirds of physicians spend at least an hour a day on social media, with an average daily use of two hours and twenty-two minutes.<sup>15</sup>

What are they doing there? Debating health care policy, discussing practice management issues, getting news about scientific breakthroughs,

promoting good health behaviors, interacting with patients, family and caregivers, students, and colleagues – and learning, rating, and sharing information on new and current drugs and devices for every disease and condition.<sup>16</sup> And since their customers – their patients – are increasingly on social media, **it's all the more important for them to stay involved, active, and relevant.**

And they're connecting more than ever: one study showed that HCP posts about healthcare increased from 10% in 2013 to 50% in 2019.<sup>17</sup>



[Photo from FB group DOCTORS<sup>18</sup>]

15. [http://s.sermo.com/rs/239-PZX-356/images/Sermo\\_The\\_Digital\\_Day\\_of\\_an\\_HCP\\_2019.pdf?utm\\_campaign=klickhealth&utm\\_medium=klick\\_wire&utm\\_source=klickhealth&utm\\_content=kwire\\_hcp-day\\_20190520](http://s.sermo.com/rs/239-PZX-356/images/Sermo_The_Digital_Day_of_an_HCP_2019.pdf?utm_campaign=klickhealth&utm_medium=klick_wire&utm_source=klickhealth&utm_content=kwire_hcp-day_20190520)

16. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/>

17. <https://creation.co/knowledge/why-hcps-use-social-media-in-their-professional-lives/>

# WHAT THEY TALK ABOUT

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**I use social networks professionally to exchange ideas, treatment options, comment on guidelines.**<sup>19</sup> - HCP

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**I am in a Facebook group of rheumatologists where we can discuss cases without giving away any patient identifying details.**<sup>20</sup> - HCP

HCPs embrace social media for interactive conversations about subjects that range from clinical trial results to the latest treatment options, to public health and patient care. And they're not just doing it on closed HCP forums like Doximity and Sermo, but on public networks like Facebook and Twitter.<sup>21</sup>

HCPs use social media for a wide variety of professional reasons: the main four are Discovery, Sharing, Relationship-Building, and Personal/Practice Promotion. Within those big categories, there is a long and growing list of actions:<sup>22, 23, 24</sup>



<sup>19</sup> <https://decisionresourcesgroup.com/downloads/top-multi-channel-trends-of-2019/>

<sup>20</sup> <https://decisionresourcesgroup.com/downloads/top-multi-channel-trends-of-2019/>

<sup>21</sup> [http://www.pmlive.com/blogs/digital\\_intelligence/archive/2019/transformation\\_in\\_healthcare\\_professionals\\_digital\\_behaviours](http://www.pmlive.com/blogs/digital_intelligence/archive/2019/transformation_in_healthcare_professionals_digital_behaviours)

<sup>22</sup> <https://powerfulpatients.org/2019/12/18/health-care-and-social-media-importance-of-facing-their-challenges/>

<sup>23</sup> <https://creation.co/knowledge/why-hcps-use-social-media-in-their-professional-lives/>

<sup>24</sup> <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0228372>

## Discovering:

- New resources for professional and patient education.
- Newly published evidence and pipeline data
- Therapeutic innovations
- Clinical trial results
- Peer-to-peer ratings of drugs and devices
- KOL opinions
- Regional and global perspectives and insights
- Peers interested in similar subjects and research
- Job opportunities and prospective employees

## Sharing:

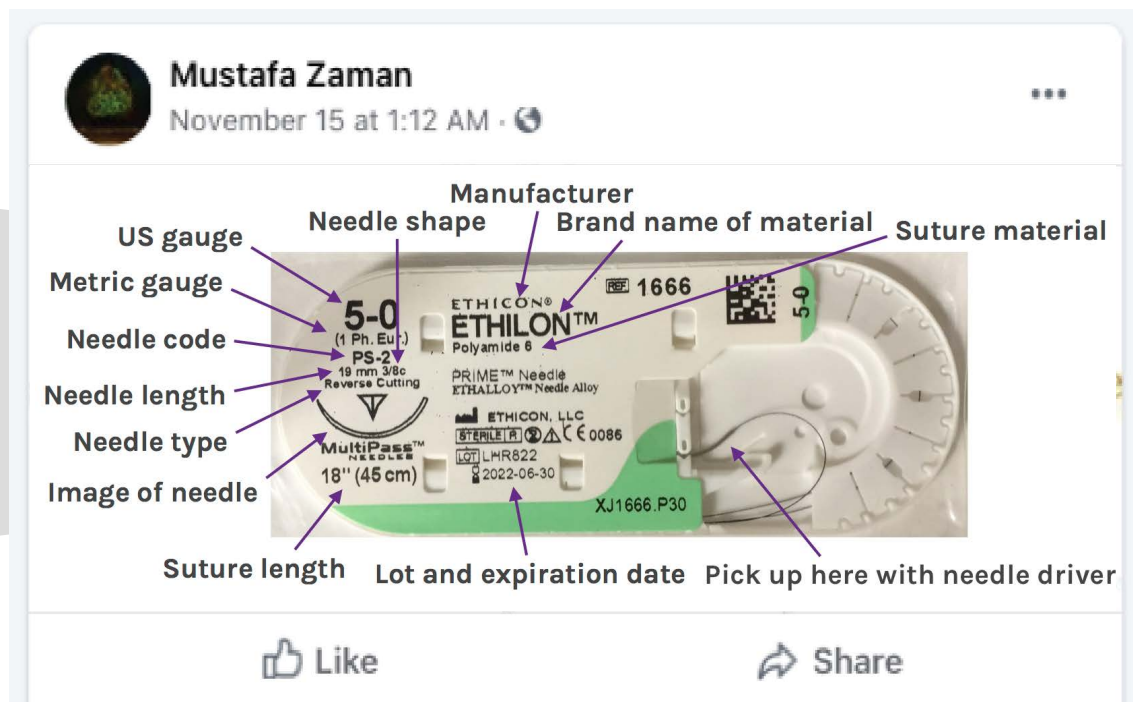
- Research results
- Updated clinical practice guidelines
- Practice concerns and strategies
- Patient stories (anonymized, of course)
- Treatment strategies and questions
- News and ideas to peers
- Disease awareness, health tips, and information to patients/consumers

## Relationship-Building

- With colleagues and peers, including conference speakers, students, current and prospective patients and their families

## Practice and Reputation Building

- Promoting their practice to prospective patients
- Lead discussion on specific therapeutic or practice areas



**Implications for marketers: Consider the wide range of reasons HCPs use social media, to help them interact more effectively.**

24. <https://pharmaphorum.com/views-analysis-digital/whathcpstink-5-digital-behaviours-when-hcps-use-social-media/>

25. [https://www.linkedin.com/pulse/time-acknowledge-instagram-home-medical-education-michael-javid-do/?trk=related\\_article\\_Is%20it%20time%20to%20acknowledge%20Instagram%20as%20a%20home%20to%20medical%20education%3F\\_article-card\\_title](https://www.linkedin.com/pulse/time-acknowledge-instagram-home-medical-education-michael-javid-do/?trk=related_article_Is%20it%20time%20to%20acknowledge%20Instagram%20as%20a%20home%20to%20medical%20education%3F_article-card_title)

# THE ROLE OF HCP INFLUENCERS

Influencers are important for exactly the reason you think they are: **they have the power to engage people with your brand, without that feeling that they are “selling.”** According to Twitter, influencer ads have as much as a 24% lift in audience interaction.<sup>25</sup>

Celebrity doctors like Dr Kevin Pho and Dr Jen Arnold have found fame on platforms like Twitter, Instagram and Facebook.<sup>26</sup> Dr. Mike Varshavski, aka @doctor.mike and @RealDoctorMike, aka The Hot Doctor, uses a combination of **social savvy and medical knowledge** to offer his eight million followers “the most medically accurate, evidence-based information out there,” countering what he sees as a rise in careless or wrong medical information in general consumer platforms.<sup>27</sup> A growing number of HCP influencers find consumers on platforms like Twitter, TikTok, and Snapchat: COVID-19 inspired doctors and nurses to create TikTokDoc to help consumers stay safe.<sup>28</sup> **With upwards of 60% of consumer social media users trusting information shared by HCPs, those influencers are a much-needed source of accurate and timely healthcare information.**<sup>29</sup>

In HCP social media, the name of the game is micro-influencers, HCPs and KOLs (sometimes called KOOLs, “Key Online Opinion Leaders”) with thousands or even hundreds of followers, whose opinion is valued disproportionately by their professional peers. The best qualities of these micro-influencers include a perceived lack of bias, a high level of knowledge, scientific/medical credibility,

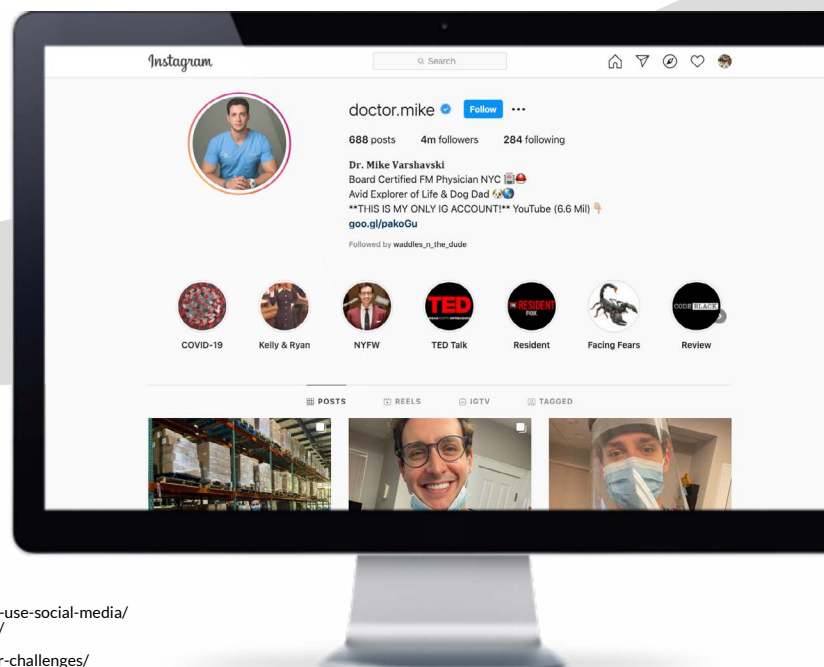
sincerity, and relatability. As you’d expect, they have a heavy presence on Sermo and Doximity, as well as newer HCP platforms like Skipta and Figure1.<sup>30</sup>

Not all KOLs are alike, however, and not all HCPs have the same high levels of interest in KOL posts; those who tend to read and react to KOL posts most include IMs, cardiologists, gastroenterologists, OB/GYNs, and rheumatologists.<sup>31</sup>

But **only about 20% of KOLs have a social media presence**, and the gap is being filled by what CMI call “Digital Online Influencers,” or DOIs. Not just physicians, DOIs are also nurses and physician assistants. These are the HCPs who find themselves emerging as authoritative and compelling voices in online discussions with their peers; often they’re the clear-eyed professionals who bring up sometimes challenging topics like patients’ mental or sexual health. DOIs are building their reputations, and they share presentations and education from conferences and other professional meetings. From these small beginnings may emerge the Digital KOL of the future.<sup>32</sup>

Implications for marketers: Consider the wide range of HCP influencers, what their reasons are for having a social platform, and how their voice can amplify your offer.

**Implications for marketers: Consider the wide range of reasons HCPs use social media, to help them interact more effectively.**

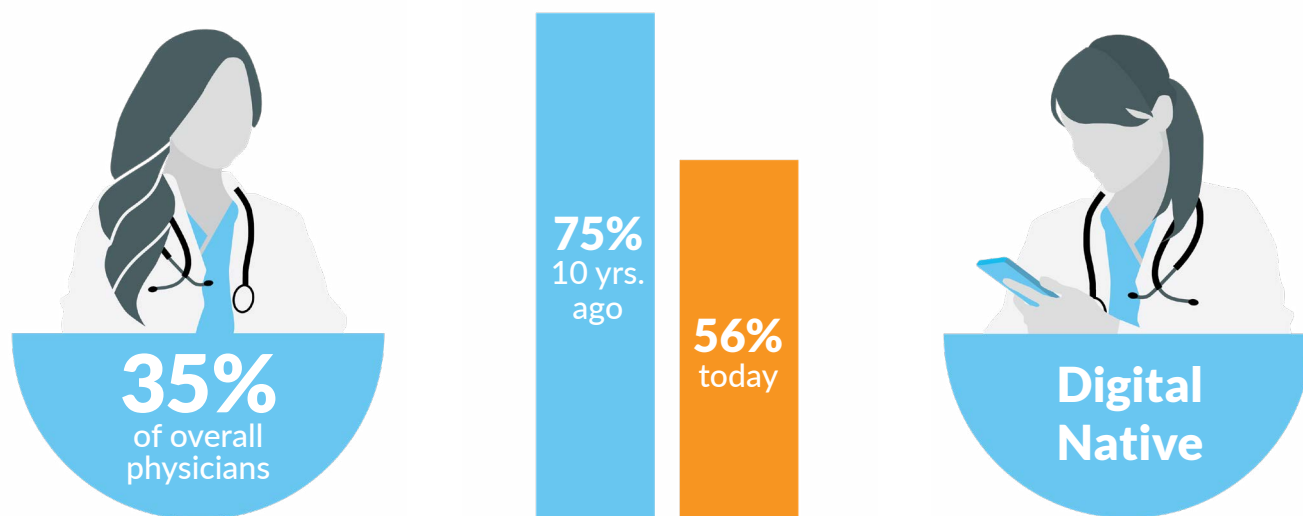


25. <https://cmimediain.com/insight/the-rise-of-the-social-influencer-in-healthcare/>  
26. <https://pharmaphorum.com/views-analysis-digital/whathcpsthink-5-digital-behaviours-when-hcps-use-social-media/>  
27. <https://nypost.com/2020/02/03/doctors-and-nurses-are-influencers-now-but-can-you-trust-them/>  
28. <https://cmimediain.com/insight/the-rise-of-the-social-influencer-in-healthcare/>  
29. <https://powerfulpatients.org/2019/12/18/health-care-and-social-media-importance-of-facing-their-challenges/>  
30. <https://cmimediain.com/insight/the-rise-of-the-social-influencer-in-healthcare/>  
31. [https://decisionresourcesgroup.com/wp-content/uploads/2019/04/itemeditorimage\\_5b3b8b8e78a2d.jpg?x76429](https://decisionresourcesgroup.com/wp-content/uploads/2019/04/itemeditorimage_5b3b8b8e78a2d.jpg?x76429)  
32. <https://avanthc.com/digital-opinion-influencers-vs-kols/>



# A CHANGING HCP WORKFORCE IS DRIVING NEW USE OF SOCIAL MEDIA

In just five years, **75% of the work force will be millennials**, and that means a changing culture for healthcare as well as social media.<sup>33</sup> Even now, **nearly 70% of all HCPs are digital natives**.<sup>34</sup> What does that mean for marketers?



- **The future is (more) female:** If you're still thinking of physicians as Marcus Welby, or even Dr. House, turn instead to Grey's Anatomy. More physicians are female than ever before. Overall, 35% of physicians are female, but among doctors younger than thirty-five, the figure is 60%.
- **Doctors are more diverse:** Just ten years ago, 75% of physicians were white. Today, that number is 56%, with more doctors who identify as Asian, Hispanic and Black.<sup>35</sup> As recently as 2018, 44% of U.S. medical school graduates identified as non-white.<sup>36</sup>
- **As a digital native, she has grown up with social media, and expects you to meet her there, in both her preferred personal and professional channels.**<sup>37</sup> Marketers who stay on the sidelines, or worse, don't take the time to get to know her media habits and how she engages with social will soon find themselves behind the curve.<sup>38</sup>

33. <https://rheumnow.com/blog/millennial-doctors-digital-natives-and-death-medicine-we-know-it>

34. <https://www.p360online.com/two-key-questions-about-hcp-engagement-and-education-in-2020/>

35. <https://www.mmm-online.com/home/channel/features/the-new-face-of-the-american-doctor-how-marketers-can-adjust-appeals-to-reach-them/>

36. <https://www.visualcapitalist.com/how-millennial-doctors-are-transforming-medicine/>

37. <https://decisionresourcesgroup.com/blog/meet-the-millennial-physicians-young-mobile-and-harder-to-reach/>

38. <https://www.mmm-online.com/home/channel/features/the-new-face-of-the-american-doctor-how-marketers-can-adjust-appeals-to-reach-them/>

# HOW THEY DIFFER FROM THEIR OLDER PEERS

According to the AMA, **one of the most distinguishing factors about these younger doctors is that they're digital natives.**

**They know the technology, are comfortable with the platforms, and have high expectations for on-demand information, data transparency, and experiences that travel seamlessly between on and offline**

**interactions.**<sup>39</sup> They expect high levels of relevance and personalization. More than their older colleagues, they have a high demand for patient resources, education, and support, and look to the pharma industry as an added-value resource for this.<sup>40</sup> They're even more social as people: over 80% consult with colleagues at least once a week, either online or off – that's 30% higher than their peers over fifty-five.

## How does younger HCPs' social media use differ from their older colleagues?<sup>41,42</sup>

	Millennial HCPs	All HCPs
Use social media	87%	80%
Use social media for medical news	80%	50%
Read KOL posts in social media	60%	50%
Are influenced by KOL posts	31%	40%
Use YouTube in their practice	40%	10%
Rely on social networks and message boards for work	37%	25%

39. <https://medcitynews.com/2020/01/addressing-the-needs-of-the-millennial-physician/>

40. <https://decisionresourcesgroup.com/blog/meet-the-millennial-physicians-young-mobile-and-harder-to-reach/>



On average, **Millennial HCPs spend 3 hours a day on social, search and news websites for professional reasons.** But that doesn't mean they have time during a typical workday: most of the time they spend on social media is after they've taken off their white coats and left the office.<sup>43</sup> In fact, only half have unlimited access to social media at work, especially if they're in large hospital systems, so it's important to know where they are when they might be reading your messages.<sup>46,47</sup>

**They're much more likely to use social media to seek out real-world evidence, scientific facts and narratives, access to thought**

**leaders and colleagues, digital tools for decision support, and online education.** In this polarized world, having access to scientific cases to share with skeptical patients and families is more important than ever. And since their patients are also on social media, they need to keep up to date with what their patients are seeing in terms of their medical conditions – and how patients are reviewing their skills and bedside manner on online rating sites.

And they crave speed. One thought leader defined younger HCPs as having a siege mentality, given the constant flow of digital communications, patient needs, and

administrative requirements. Not surprisingly, **they prefer content in the quick, engaging, interactive “snacking” formats that they’ve literally grown up with.** Less is definitely more with this audience: think visuals and graphics that don't require long load times and concise copy, like 15-second videos rather than long form spots; quick tweets, pithy emails, Instagram patient stories, and testimonials instead of paragraphs of brand and marketing copy. Even rep videos should have more in common with Twitch and Tik-Tok than Twentieth Century Fox.<sup>48</sup>

**Implication for marketers: Authenticity, empathy, transparency and science are key to creating trusted social interactions, as is providing content in formats that resonate with this younger generation of professionals.**

43. <https://www.visualcapitalist.com/how-millennial-doctors-are-transforming-medicine/>

44. <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0228372>

45. <https://decisionresourcesgroup.com/blog/meet-the-millennial-physicians-young-mobile-and-harder-to-reach/>

46. <https://www.mmm-online.com/home/channel/features/the-new-face-of-the-american-doctor-how-marketers-can-adjust-appeals-to-reach-them/>

47. <https://medcitynews.com/2020/01/addressing-the-needs-of-the-millennial-physician/>

48. <https://www.mmm-online.com/home/channel/features/the-new-face-of-the-american-doctor-how-marketers-can-adjust-appeals-to-reach-them/>

# HCPs SPEAK MULTIPLE “LANGUAGES”

Sermo did a fascinating study which shows how differently doctors communicate on HCP-only networks – what we called “walled gardens” – versus public social media sites, literally choosing different words and topics, depending on the channel and audience. Comparing conversations on Sermo and Twitter, they found that:<sup>49</sup>

- **Conversations in the “walled garden” of HCP-only sites are more intimate.** It’s a place where doctors feel comfortable telling stories about troubling or successful cases, and sharing their personal experiences. All of this is in the context of strictly-enforced privacy rules and physicians’ own knowledge of HIPAA. Doctors also use the “walled gardens” for crowdsourcing information and answers from peers, asking specific colleagues for advice on knotty treatment problems, as well as what Sermo calls “lounge talk” – professional banter, jokes and personal conversations.
- **Consumer platforms, on the other hand, are less likely to be used for shared peer conversations, and more for information-sharing and reputation-building.** Doctors use Twitter, for instance, to amplify practice news, third-party medical news like clinical trial results, and articles and opinions about diseases, treatments, public health, and patient compliance.

The words physicians choose on each of these sites give marketers a clue not just what to talk to them about, but literally how to write their posts. How do we know HCP social media sites are used to share and get feedback on personal stories? Because virtually 100% of the posts in Sermo use the word “I” (v. 3% of HCP posts on Twitter). The most-used word in posts are *patient* or *patients*, followed by words like *know*, *need* and *care*. HCP posts on consumer social media, though, feel more like public service announcements, with words like *new*, *study*, *major*, *risks* and *involved*, as well as disease states like ‘*obesity*’, ‘*diabetes*’ and ‘*weight*’.<sup>50</sup> While this study was done pre-Covid, we know that the pattern holds true.

And again, not every HCP is the same. **Specialists use the language of their field, while PCPs often prefer simple human terms to sophisticated scientific language.** Humor and creativity, though, are valued: in one survey, 62% of PCPs said they appreciate humor in pharma marketing, and half said they enjoy seeing unique creative approaches.<sup>51</sup>

Not surprisingly, the language HCPs use is a rich resource for research: analyzing where and how HCPs use social to talk about your brand, business, competitors, patients, and relevant diseases or conditions can help you plan content, tactics, and outreach to your HCP stakeholders.<sup>52</sup>

**Implication for marketers: Consider the way HCPs speak to each other, based on their specialty and the social platforms they choose, to create posts and communications that resonate with them.**

49. <https://www.sermo.com/doctors-use-social-media/>

50. <https://creation.co/knowledge/doctors-conversations-on-private-and-public-networks/>

51. <https://www.fiercepharma.com/marketing/give-it-to-us-straight-doctors-tell-pharma-advertisers-but-being-funny-ok-too>

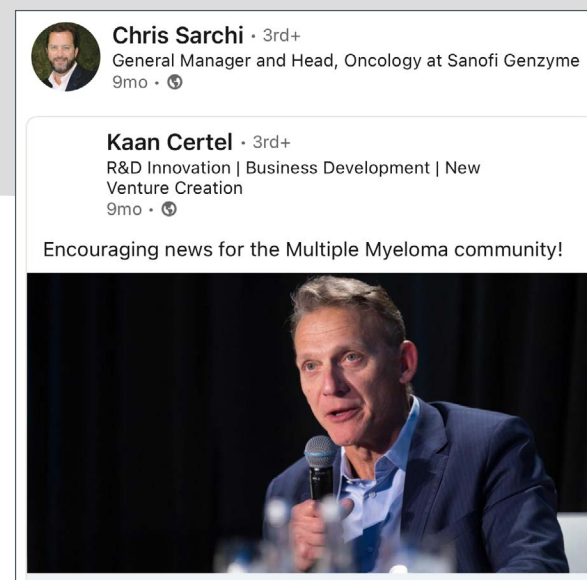
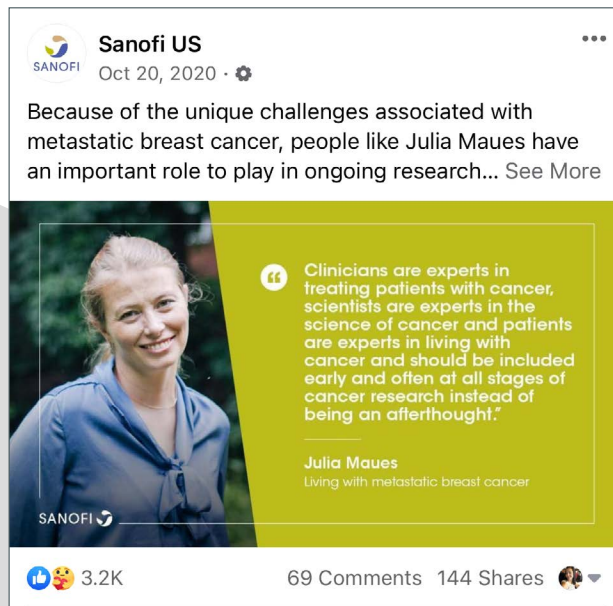
52. <https://creation.co/knowledge/why-hcps-use-social-media-in-their-professional-lives/>

# BEST IN CLASS

Too many pharma marketers leave their social media presence up to others, so that when users do search, they find third-party opinions, news, reviews and other posts that may or may not help the brand. **Here are our picks of three marketers who are more aware of the power of social to polish their brand image, connect with HCPs and provide unique and valuable information.**

Sanofi US celebrates clinicians on Facebook and offers education that both HCPs and patients value.

**They use multiple platforms**, including LinkedIn, to invite HCPs to participate in conference events and amplify news and data.





Eli Lilly uses Twitter to let users know of scientific innovation:



# KEY TAKEAWAYS

- **HCPs use social media for a wide range of reasons, in both traditionally “consumer” platforms, as well as the “walled gardens” of HCP-only networks.** What they do, and how they communicate, is different in each type of platform.
    - Consider the way HCPs speak to each other, based on their specialty and the social platforms they choose, to create posts and communications that resonate with them.
  - **Authenticity, empathy, transparency and science are key** to creating trusted social interactions.
    - Remember that typical “marketing” speak will not fly on HCP social.
  - **Younger HCPs will be the majority very soon:** provide content in formats that resonate across all of the platforms they use personally and professionally.
    - When considering social media platforms, don’t forget about TikTok, Twitch, and other new sites that younger HCPs are already using.
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- **HCP influencers can be highly-regarded KOLs** or emerging HCPs finding their voices in community groups and discussions.
    - Influencers can come in all forms: consider the best voices to amplify your messages.
  - **Marketers need to ensure that their social media program is uniquely theirs,** posting consistently and frequently on topics HCPs want to learn about, talk about, and share with their colleagues.

# ABOUT LIVELWORLD

**LiveWorld is a digital agency and software company specializing in social media solutions that help companies build stronger customer relationships.** We provide consulting, strategy, and creative along with human agents, conversation management software, and chatbots for digital campaigns and social media programs.

Our solutions empower companies to deepen relationships with customers, professionals, patients and healthcare providers with emotion driven behavior change through conversations and campaigns with a human touch.



Learn more at [www.liveworld.com](http://www.liveworld.com). Contact us at [hello@liveworld.com](mailto:hello@liveworld.com)