



**LinkedIn**

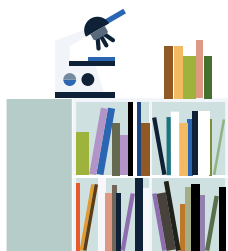
4 examples of best-in-class

# Promotional COVID-19 messages for LinkedIn



---

Healthcare brands are using LinkedIn to educate the public about the coronavirus and provide updates on their vaccine development efforts, virus testing, and how they're protecting their employees. We've compiled examples of what success looks like on our platform when it comes to keeping the public informed during the pandemic.



## 01. Provide updates on your vaccine trials, research progress and industry updates



### Pfizer

Pfizer's CEO Albert Bourla provided an update on the [efficacy results of the company's COVID-19 vaccine program](#). The message is straightforward and factual in nature rather than overly promotional about why Pfizer's vaccine is the best on the market.



[Click here to see the post](#)

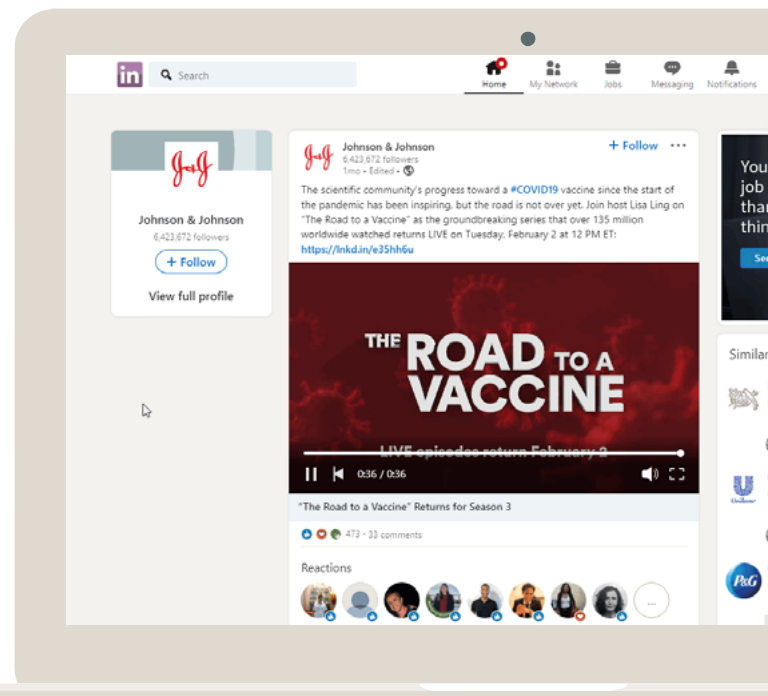


### Johnson and Johnson

Similarly, [Johnson and Johnson](#) promoted a 30-second video clip of their “[Road to a Vaccine](#)” educational weekly series and users could click ‘attend’ to be reminded to watch the event. CNN journalist Lisa Ling hosts the “Road to a Vaccine,” where she interviews infectious disease experts, world leaders and frontline workers about the state of the pandemic and how the healthcare industry as a whole is working expeditiously to develop vaccines and partner with governments to roll them out.



[Click here to see the post](#)

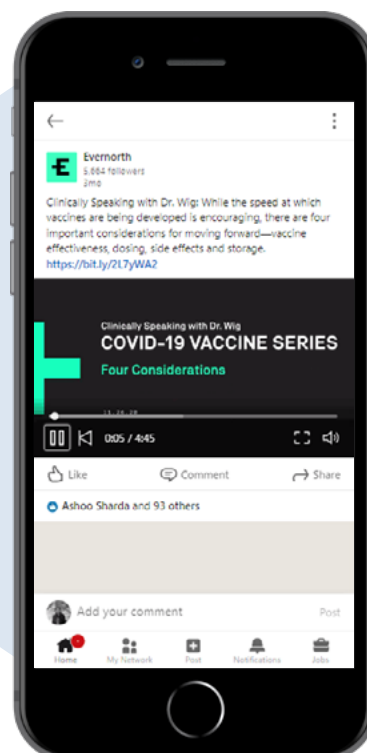


## Evernorth

And Evernorth's video with Dr. John Wigneswaran highlights four important considerations for [moving forward with the vaccine rollout](#) — vaccine effectiveness, dosing, side effects and storage.



[Click here](#) to see the post

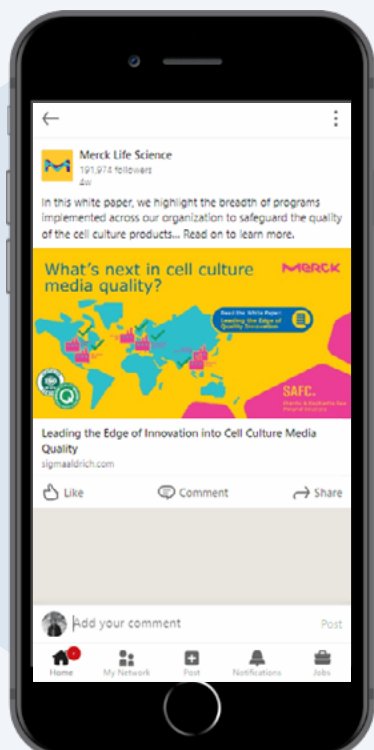


## Merck Life Sciences

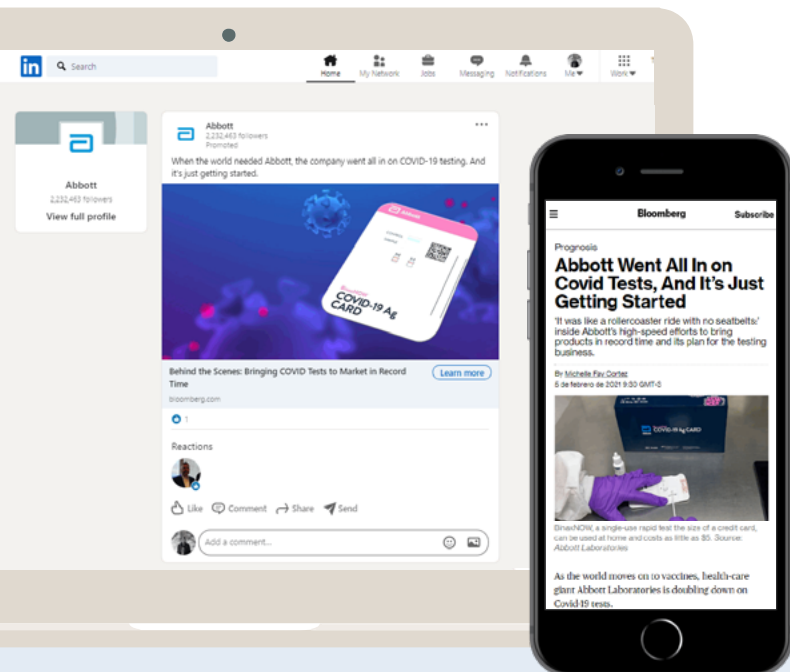
Lastly, target healthcare providers with information about [how your company is implementing new protocols](#) to safeguard your products, as [Merck Life Sciences](#) did when they drove to their in-depth whitepaper here.



[Click here](#) to see the post



## 02. Promote your earned media to tell your story.



### Abbott

Abbott promoted an earned Bloomberg story about why they decided to double down on developing COVID-19 tests and where the company is headed.



[Click here to see the post](#)



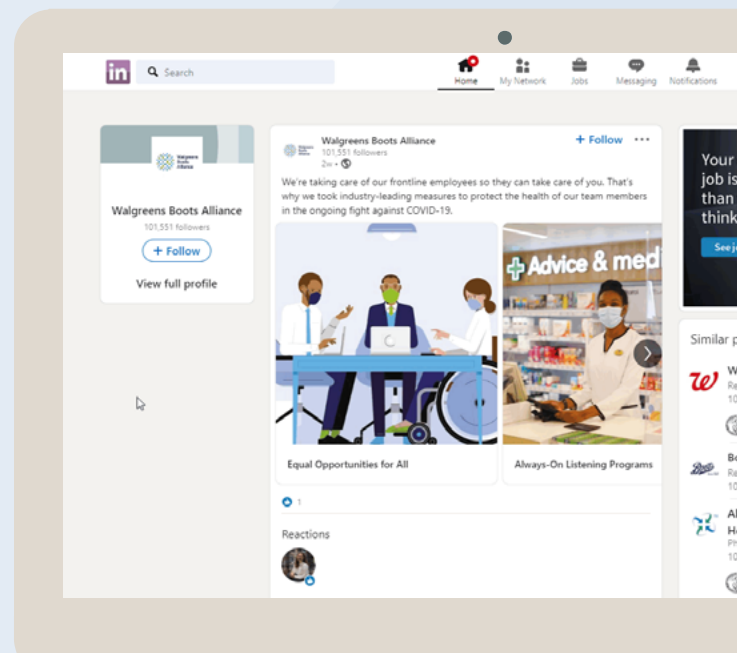
## 03. Show how your company is protecting your employees

### Walgreens Boots Alliance

Walgreens Boots Alliance posted about the measures they were taking to protect the health of their frontline team members in the ongoing fight against COVID-19. In this carousel ad, each image links to information about how they are building a safer, healthier and more inclusive workplace.



[Click here to see the post](#)



## 04. Share your vaccine-related hiring efforts

### Walgreens

**Walgreens** called for Pharmacists and Pharmacy Technicians with vaccine-administration experience to apply to community branches, with their corporate page showcasing opportunities across the United States.



[Click here](#) to see the post



Speak to your LinkedIn representative to learn more about how to optimize your COVID-19 strategy on the platform, or check out the [LinkedIn Healthcare](#) Hub to learn more.