

Healthcare Social Media Strategies: Insights for 2022



The healthcare industry landscape is growing increasingly more complex. It's more important than ever to break through the noise and provide value. Use this guide and discover how to target your healthcare audience on LinkedIn with relevant content, tips and best practices, and pertinent examples from executive presence to health equity.

Reach audiences in healthcare:

Targeted audiences by Healthcare sub-vertical

| Industry sector | Common audiences |
|---------------------|---|
| Pharma & biotech | Researchers, doctors, pharmacists, physicians, healthcare opinion leaders, key decision makers (purchasers), policy makers, talent acquisition (hiring initiatives), lab professionals, scientists, quality assurance professionals |
| Insurance | Brokers, potential customers, benefits key decision makers (those buying on behalf of companies), key opinion leaders, policy makers, members, c-suite |
| Medical devices | Doctors, key decision makers (purchasers), lab professionals, scientists, quality assurance professionals, key opinion leaders |
| Hospitals & network | Physicians (all specialties), nurses, pharmacists, key opinion leaders |

Healthcare content trends on LinkedIn:

Healthcare conversations on LinkedIn have increased nearly

30% year over year.¹

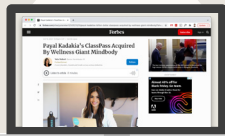


Year-over-year topic engagement growth:²



Examples of highly engaged topic-specific articles on LinkedIn:

Forbes



Strategic management

Keep readers informed about how healthcare business leaders are positioning their companies for success.

→ [View article here](#)

CNBC

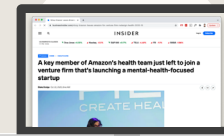


Mergers and acquisitions

Educate readers with news about healthcare brands that are going public, merging, acquiring start-ups and more.

→ [View article here](#)

Business Insider



Brand management

Help readers understand the impact of leadership changes at healthcare businesses.

→ [View article here](#)

#hashtags trending in healthcare:¹



#dataprivacy

2,434x increase year over year



#loveofhealth

80x increase year over year



#fightflu

33x increase year over year

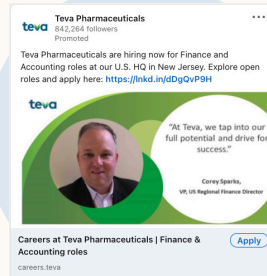


#healthequity

2x increase year over year

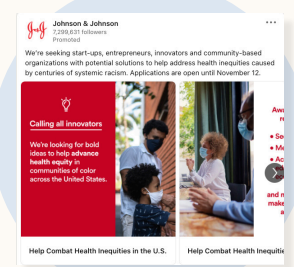
How brands are investing in these thought leadership topics:¹

Talent Acquisition



Teva Pharmaceuticals

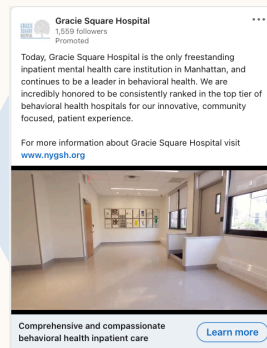
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Johnson & Johnson

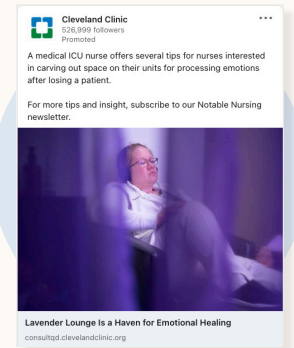
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Mental Health



Gracie Square Hospital

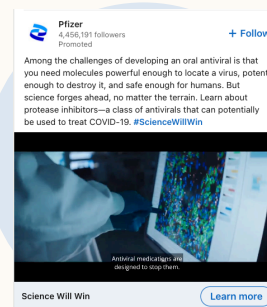
→ Click here to see post



Cleveland Clinic

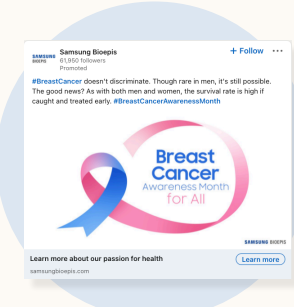
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Brand Management



Pfizer

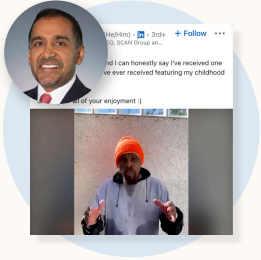
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Samsung Bioepis

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Leading by example: Executives engaging in thought leadership topics



Executive Voices

Sachin H. Jain
President and CEO
SCAN Group and Health Plan

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Diversity, Equity, and Inclusion

Karen S. Lynch
President and CEO
CVS Health

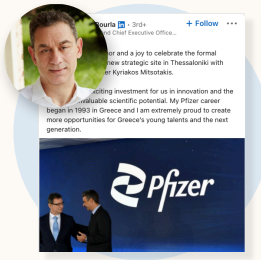
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Talent Branding

Richard A. Gonzalez
Chairman and CEO
AbbVie

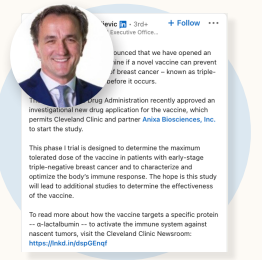
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Brand Management

Alberta Bourla
Chairman and CEO
Pfizer

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Brand Management

Tomislav Mihaljevic
President and CEO
Cleveland Clinic

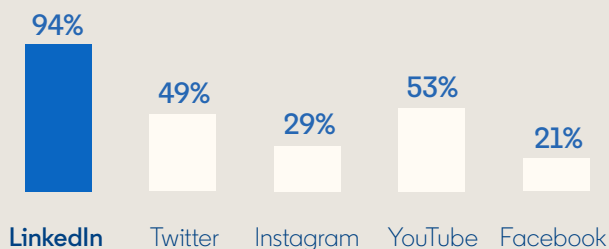
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The currency of trust

Brands and executives alike are taking advantage of the most trusted platform and having meaningful conversations on LinkedIn with their target audiences.

Platform less likely to show deceptive content, fake news, scams, or clickbait²



Healthcare marketing resources:



Healthcare hub:
[Executive presence & thought leadership](#)



Healthcare success stories on LinkedIn:
[AstraZeneca & UHG case studies](#)



[B2B Edelman Trust Report](#)

¹LinkedIn Internal Data, 2021
²Business Insider Trust Study 2019

