

# Healthcare social media strategies for 2023:

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

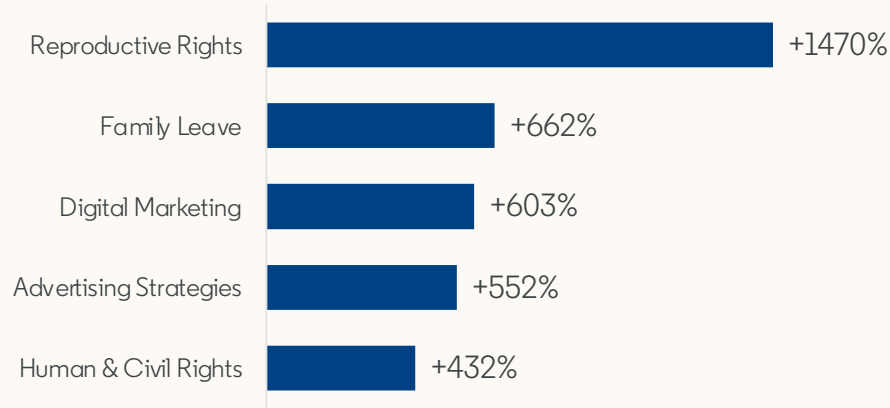
Industry sector	Common audiences
Pharma & biotech	Researchers, doctors, pharmacists, physicians, healthcare opinion leaders, key decision makers (purchases), policy makers, talent acquisition (hiring initiatives), lab professionals, scientists, quality assurance professionals
Insurance	Brokers, potential 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:

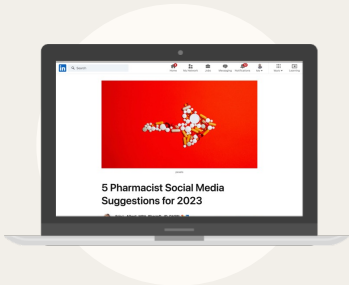
Healthcare conversations on LinkedIn have increased nearly

30% year over year.<sup>1</sup>

Year-over-year topic engagement growth:<sup>2</sup>

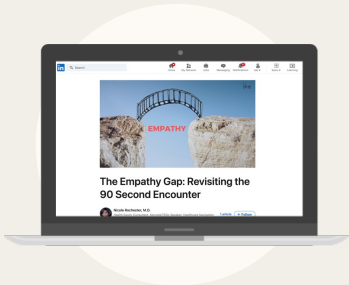


## Examples of trending healthcare articles on LinkedIn



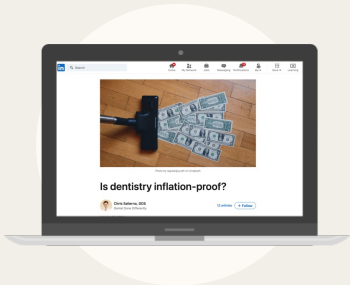
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<sup>1</sup>Graph break signifies continuation of values

#hashtags trending  
in healthcare:<sup>1</sup>



#skillednursing

+173% increase year  
over year



#dentistry

+170% increase year  
over year



#letsbehealthytogether

+168% increase year  
over year



#pride

+163% increase year  
over year

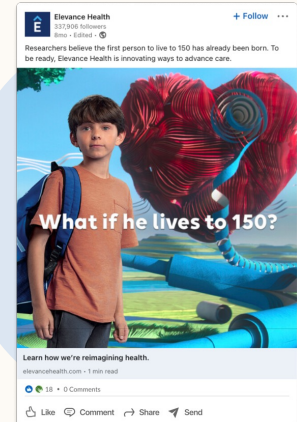
## How healthcare brands are engaging audiences on LinkedIn

### Brand awareness



Cigna

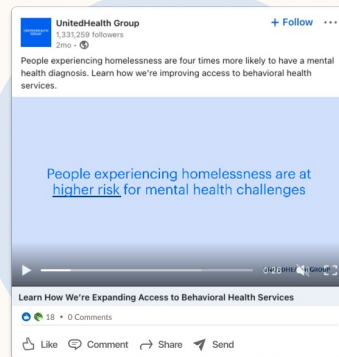
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Elevance Health

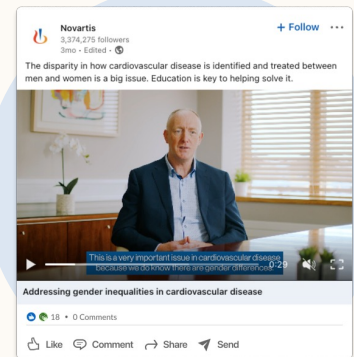
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### Health equity



UnitedHealth Group

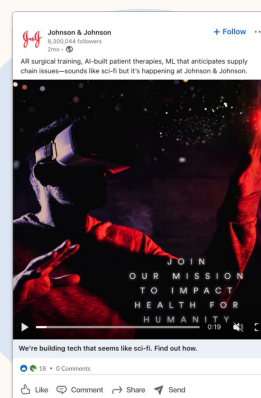
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Novartis

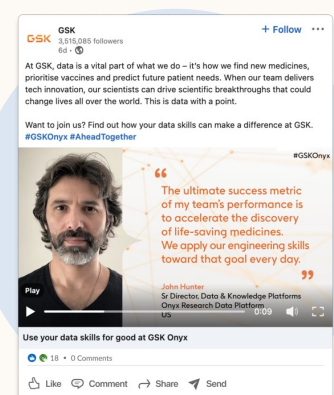
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### Employer branding



Johnson & Johnson

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GSK

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# Leading by example: Executives engaging in thought leadership topics



## Healthcare innovation

Sachin H. Jain, MD, MBA  
President and CEO, SCAN Group & Health Plan

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## Diversity, equity, and inclusion

Kameron Matthews  
Chief Health Officer, Cityblock Health

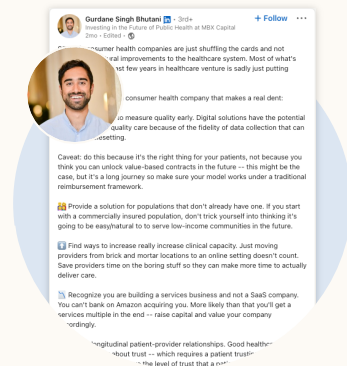
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## Executive voices

John Kao  
Founder and CEO at Alignment Health

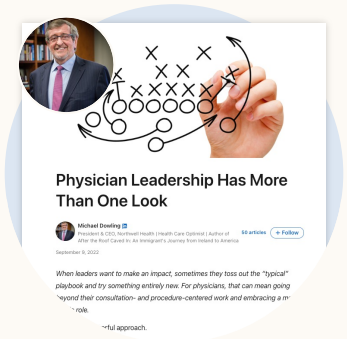
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## Digital transformation

Gurdane Singh Bhutani  
Investing in the Future of Public Health at MBX Capital

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## Thought leadership

Michael Dowling  
President & CEO, Northwell Health

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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.

Digital trust 2022 ranking by pillar

	in	p	s	r	i	t	y	t	f
Security	1	1	3	5	6	7	4	8	9
Community	1	2	3	7	4	6	5	8	9
Ad Experience	1	2	4	3	7	5	8	6	9

Note: a social platform's ranking within each pillar is based on its mean pillar score, which is calculated by averaging respondents' 7-point Likert scale responses: each pillar is assigned a multiplier equal to the mean rating of its impact on respondents' decision to interact with ads/sponsored content they see on a social platform (using a 5-point Likert scale); multiplier adjusted pillar scores are added up to determine the overall ranking. Source: Insider Intelligence, "US Digital Trust Benchmark 2022," Sep 2022.

# Healthcare marketing resources:



[LinkedIn's healthcare hub](#)



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