

REAL CHEMISTRY

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LinkedIn

What is LinkedIn?

LinkedIn is a professional social media networking site, designed to help people make professional connections, share their experiences, resumes and find jobs with others in their industry. It serves as a valuable tool to help amplify and grow executive thought leadership by giving people a forum to participate in meaningful conversation and share their professional and personal perspectives with peers, colleagues and other industry leaders.

LinkedIn by the Numbers

830 Million

LinkedIn members in more than 200 countries and territories worldwide




1.7x more

LinkedIn users are 1.7x more likely to be receptive to advertising on the platform than other platforms

28 Million






LinkedIn members engaged with company posts from healthcare companies

Best Practices for Developing LinkedIn Content

-  Share content that is credible, valuable and educational
-  Highlight and feature thought leader and executive voices, whether that's your own or from within your company
-  Drive narratives with powerful and meaningful topics that are appropriate from your personal or company profile and applicable to your connections/followers

Advertising on LinkedIn



-  Paid content on LinkedIn is effective at reaching niche professional audiences
-  LinkedIn offers unique targeting capabilities using first party data including job titles, industry, degrees, fields of study, making this platform incredibly effective at reaching healthcare professionals by specialty (Oncologists, Psychologist, Nurses, etc.)
-  The precision of LinkedIn's targeting can mean that costs on the platform come at a premium
-  Ad formats include photo, video and carousel ads, lead generation and message ads allowing advertisers to send messages directly to their audience's messaging inboxes
-  Over the counter and direct to consumer advertising of any kind is *NOT ALLOWED* under LinkedIn's ad policies



Healthcare and LinkedIn

In the last five years, there has been a **15% increase** in healthcare professionals joining LinkedIn and healthcare conversations have **increased nearly 30%** from 2021 to 2022. Patients do not use LinkedIn to seek healthcare information, but healthcare companies may feature patient stories on the platform to amplify their leadership within a disease community to reach healthcare or industry professionals.



850K of LinkedIn users are doctors



Healthcare professionals are 1.4x more active than the average LinkedIn user



83% of US healthcare professionals are on LinkedIn (8.7M total in US)

Healthcare professionals are not engaging with patients on LinkedIn; instead, we can expect them to use the platform to seek industry news, gather new data and research and share their personalized perspectives. This makes using LinkedIn incredibly effective for sharing key data at congresses/medical meetings and for providing data and regulatory milestones.



Unique Opportunities to Engage Healthcare Professions on LinkedIn



Companies in the US can reach healthcare professionals directly via Branded Sponsored Content



Companies can send private inbox messages to healthcare professionals through the Branded Sponsored Messaging tool

For information regarding LinkedIn, please reach out to contact@realchemistry.com and you'll be connected to a member of our Integrated Media Team.

Trending Healthcare Hashtags:

#medicines

#health

#wellness

#dataprivacy

#loveofhealth

#fightflu

#healthequity