

A **STRONG** pharma brand **image** on social media

→ *In 3 steps!*





Develop employee advocacy

Content shared by employees generates more engagement. But make sure employees are trained, incentivised and have clear guidelines in order to stay compliant

NEXT





Humanise your brand

Include content (and media formats) that brings empathy, transparency and authenticity into your social media content. Give a voice to patients and employees, share stories...

NEXT





Avoid PR disasters

Social media are great for social listening and fighting misinformation, but they have to be handled carefully. Set clear social media guidelines and have a crisis plan to follow when things go south

NEXT





That's a wrap!

Our Digital Wingmen work as your extended team to lead your pharma organisation to excellence

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