



emagineHealth **Life**

Phone: 877-530-7993

e-mail: [info@emagine.com](mailto:info@emagine.com)

<https://www.emaginehealth.com>



The most comprehensive  
LinkedIn strategy for healthcare  
and biopharma organizations

# LinkedIn

## Understanding LinkedIn

LinkedIn is a professional social media networking site, designed to help people build professional connections, share their work experience, résumé, skills, and find jobs within their industry. It is a valuable tool to help amplify and grow executive thought leadership by giving people a platform to participate in meaningful discussions and share their professional and personal perspectives with colleagues, peers, and industry leaders.

### **LinkedIn for Healthcare & Biopharma**

LinkedIn is incredibly effective at reaching healthcare professionals by specialty because it offers unique targeting capabilities using first party data including job titles, industry degrees, and fields of study.

While patients do not generally use LinkedIn to seek healthcare information, healthcare companies often feature patient stories to share their initiatives and innovations within a disease community to reach other industry and healthcare professionals. LinkedIn is invaluable for the healthcare industry to share key information at conferences, for providing data and regulatory milestones, for seeking industry news, and sharing both research and personalized perspectives.



### What the Numbers Say:

# 28

**Million**

LinkedIn members engaged with company posts from healthcare companies.

# 1.7x

**More Likely**

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

# 830

**Million**

There are 830 million LinkedIn members in more than 200 countries worldwide.

# 15%

**Increase**

In the last 5 years, there has been a 15% increase in healthcare professionals joining LinkedIn.

# 30%

**Increase**

From 2021 to 2022, healthcare conversations on LinkedIn have increased nearly 30%.

# 850

**Thousand**

850,000 of LinkedIn users are doctors.

### Industry Hashtags Trending on LinkedIn:

#medicines #health  
#loveofhealth #healthequity  
#wellness #dataprivacy





[Source](#)

# Social Recruiting

Social Recruiting is the use of social media to attract and convert talent and has been one of the biggest trends in recruiting over the past few years, and LinkedIn is the number one place to do it.

Companies in the healthcare/life science sectors are investing in their social recruiting like never before. From employee advocacy videos, to promoting specific job openings, and creative campaigns demonstrating your “why” as compared to competing employers. On top of all that, reporting and analytics are key for providing lots of great data and insights to constantly modify and improve performance.

## Benefits of Social Recruiting:

1

Reach passive candidates who may not be actively job-searching.

2

Get more referrals through the shareability of social media job posts.

3

Target your ideal candidates using search filters.

4

Showcase your company culture through content that will attract candidates to your company’s mission and your “why.”

5

Establish a more personal connection with potential candidates.

6

Save money - sourcing for candidates via social media platforms is very cost-effective compared to traditional methods of recruitment.





**What the Numbers Say:**

**79%**

**of job applicants**

use social media in their job search.

**73%**

**of millennials found**

their last position through a social media platform.

**40**

**Million**

people look for jobs on LinkedIn weekly.

**67%**

**of employers use**

social media to research candidates.

**70%**

**of hiring managers**

say they've successfully hired with social media.





## LinkedIn's Paid Targeting Capabilities

When it comes to increasing the reach of your posts on LinkedIn, even a small investment in paid advertising can help, and the greater your reach, the more eyes on your content. Paid media can be an effective opportunity to expand your brand reach, get more clicks, and generate more traffic.

LinkedIn offers objective-based advertising, where you can create ad campaigns based on the marketing goals you want to achieve. Each campaign begins by choosing the objectives that matter most, across awareness, consideration, or conversions. This feature can help your business, regardless of size, achieve its goals and reach its target market.

### **LinkedIn is, in fact, a healthcare information platform**

Even if LinkedIn isn't the primary destination that patients choose for healthcare information, remember that HCPs, scientists, investors and even patients are all using LinkedIn for professional purposes. Show up where your audiences hang out.

### **LinkedIn Best Practices:**

1. Share content that is educational, valuable, and factual.
2. Highlight and feature thought leadership, whether it's your own voice or voices from within your company.
3. Drive narratives with powerful and relevant topics that are applicable to your personal or company audience and appropriate for your followers and connections.



## Defining Your Audience

First things first - know your audience. What is their age range? Is there a specific location you're targeting? What field are they in? What are their job titles? Before you ever start posting content, it's imperative that you understand how your audience uses the platform, as well. The best way to do this is by putting together a competitor analysis to see what posts do well for them, how many followers they have and the level of engagement they receive on their page.

## Developing Your Strategy

Once you have an understanding of your audience, it's time to develop your strategy. This should address the content topics you plan on posting (thought leadership, recruitment, culture, promotional, etc.), the amount of times you post, the types of content you want to get out there (video, static images, animations, etc.), the metrics that matter to you and how you will measure your overall success.

## Get Detailed

Each of these items should be broken down even further to ensure your strategy is cohesive and will be effective. For example, what does thought leadership mean to your business? Is it getting the CEO's thoughts on a trending news story relating to your industry? Is it creating a blog or white paper that will educate your audience? Basically, there's a lot of different ways to promote your leadership in the industry but you have to find what makes sense (and what's doable) for your company.

## Variety Matters

As LinkedIn continues to grow, so do their offerings for brands. Be sure that when creating your strategy, you're also weaving in different ways to use the platform's built-in features such as articles, document posting, hashtag following, events and more. If your company's focus is on recruiting, look into a Life page and post job positions.

Next, ask yourself whether you want to put any paid efforts behind either your job openings, content, or both. If you want both, allocate a certain amount per month for boosting, running ads, or promoting open positions.





### Engagement is Key

Don't forget a key element to your strategy - engagement. Ask what this looks like for your brand. Sharing X amount of posts per week? Liking and commenting on other people and brand's content? A key component of LinkedIn is creating a community and helping to foster that in order to turn it into a place where people want to work for your organization or buy what you're selling.

Lastly, a well-rounded LinkedIn strategy doesn't just focus on the company page. Finding someone in a leadership position in your organization who can become a KOL (key opinion leader) is a great tactic to help spread brand awareness and help grow your community.







# emagineHealth's **Life** is the most comprehensive LinkedIn solution for Healthcare and Biopharma organizations.

Working with emagineHealth, you will have a dedicated social media strategist who will:



## Audit Your LinkedIn Profile

- Find out if your page is optimized
- Are you using the key features of the platform?
- What content is working? What isn't working?
- What does your audience look like right now?
- Are you leveraging best practices (think hashtags, mentions, etc.)?

## Analyze Competitors

- What are their growth patterns?
- What content is working for them?
- Why do we think that content is working?

## Develop a Cohesive, Holistic Strategy

- Page optimization
- Content topics
- Posting frequency
- Content types
- Engagement
- Influencer strategies
- Community management

## Optimize Paid Social

- Define the objectives that matter most to your business
- Use LinkedIn's targeting tools to reach the right audience (specific companies, job titles, work experience, etc.)
- Create and manage your ad campaigns
- Assess your campaign analytics to evaluate effectiveness

## Create Content

- Copywriting (short and long-form)
- Video
- Animations
- Infographics and other graphics

## Measure Success with Custom Reports

- Define KPIs
- Metrics that mean the most to your brand, based on established goals
- In-depth monthly reporting
- Review quarterly to determine audience behavior, what's working and where we need to improve





Start maximizing your potential today.

# Get started with **Life**.

Social media has become the most influential, powerful, and important virtual space in the 21st century - including when it comes to people's health, and especially on LinkedIn. Social media marketing lets you tell your story, interact with your audience, and connect with them on a personal level. These relationships build brand awareness, brand loyalty, and can ultimately generate leads and even sales.

Specializing in healthcare, biopharma, and life sciences and equipped with the knowledge and expertise to use LinkedIn to its fullest potential, our **Life** strategists implement a well-formulated and well-executed LinkedIn strategy that can change the trajectory of your online presence and your ultimate business success.





**emagine is the Digital-First Agency  
for Healthcare and Life Sciences.**

Digital-First doesn't mean digital only. Our marketing and communications strategies are driven by data that provides actionable insights and removes the guesswork – for tactics and channels both online and off.

We're a team of 50+ individuals located across the U.S. with a passion for health. Our clients are saving, extending and improving lives – and we're connecting them to the patients, caregivers and healthcare professionals who need them. With 25+ years of experience working with 2,000+ brands, we're one of the most experienced teams in Digital-First marketing for the healthcare and life sciences sectors.



Show up on LinkedIn with a proven strategy to get your message across, reach your target audiences, and accomplish your social media goals!

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**Learn More:** [life@emagine.com](mailto:life@emagine.com)

**Contact Us:** [emaginehealth.com/life](https://emaginehealth.com/life)