Targeting patients and tailoring pharmaceutical care: How to be outstanding
Guidance on Social Media
Definition

Websites and applications that allow people to communicate at real time and share information on the internet using a computer or mobile phone, without editing.
Popular Media

Facebook

Twitter

Linkedin
Targeted Audience

- Patients
- Interdisciplinary
- Stakeholders
Objectives

- Communication
- Promotion
- Sharing
How

Plan and strategy

Video’s, images & words

Interaction
Dangers and warnings

- Audience NOT on social media
- Audience goes further than intended
- Always respond to patients. Don’t argue online
With thanks to:

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