

# Social Media

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

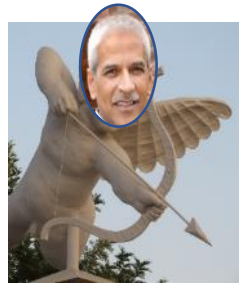
Twitter

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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