



Authors



Jason Gardner
Global Head of Medical

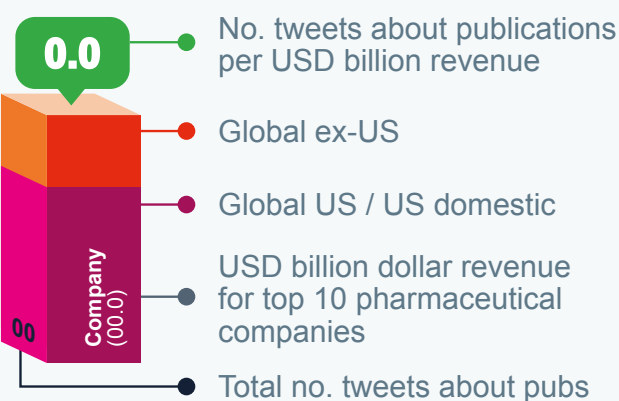


Anne-Marie Quirke
Medical Writer



Constantinos Bezos
Senior Medical Writer

Key



←

3StoriesHigh

127 tweets

Who Tweets loudest about publications: pharmaceutical companies in the USA vs the rest of the world?

3

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@3storieshigh

UK www.3storieshigh.io 24th April 2023

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Tweets Replies Media Likes

Objective @3storieshigh · 1hr

To investigate pharmaceutical companies' Twitter activity about medical publications by geographic setting (US versus ex-US Twitter accounts).

Results @3storieshigh · 31 Oct

The greatest Twitter activity about medical publications (adjusted by overall company revenue) was from the US-based Twitter accounts of three companies. Twitter activity for all other companies was distributed 1:0, 1:1 or 0:1 for US:ex-US accounts (Figure).

Research design and methods

All Twitter posts (from 01 Jan 2022 to 31 Oct 2022) of the top 10 pharmaceutical companies based on revenue (2022)¹ were extracted using the 'competitor posts' reports from Sprout Social.² Tweets about publications or congress presentations of clinical data were identified and quantified based on keyword screening and manual confirmation by two reviewers.

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Conclusions

Although all top 10 pharmaceutical companies release Tweets about publications, there are clear differences in activity by companies and by geographic setting. This indicates scope for a more harmonised industry approach to the use of social media about publications and associated company policies.

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Keywords trending now

#socialmedia

29,030 Tweets

#medical/scientificcommunications

15,345 Tweets

#industry

17,338 Tweets

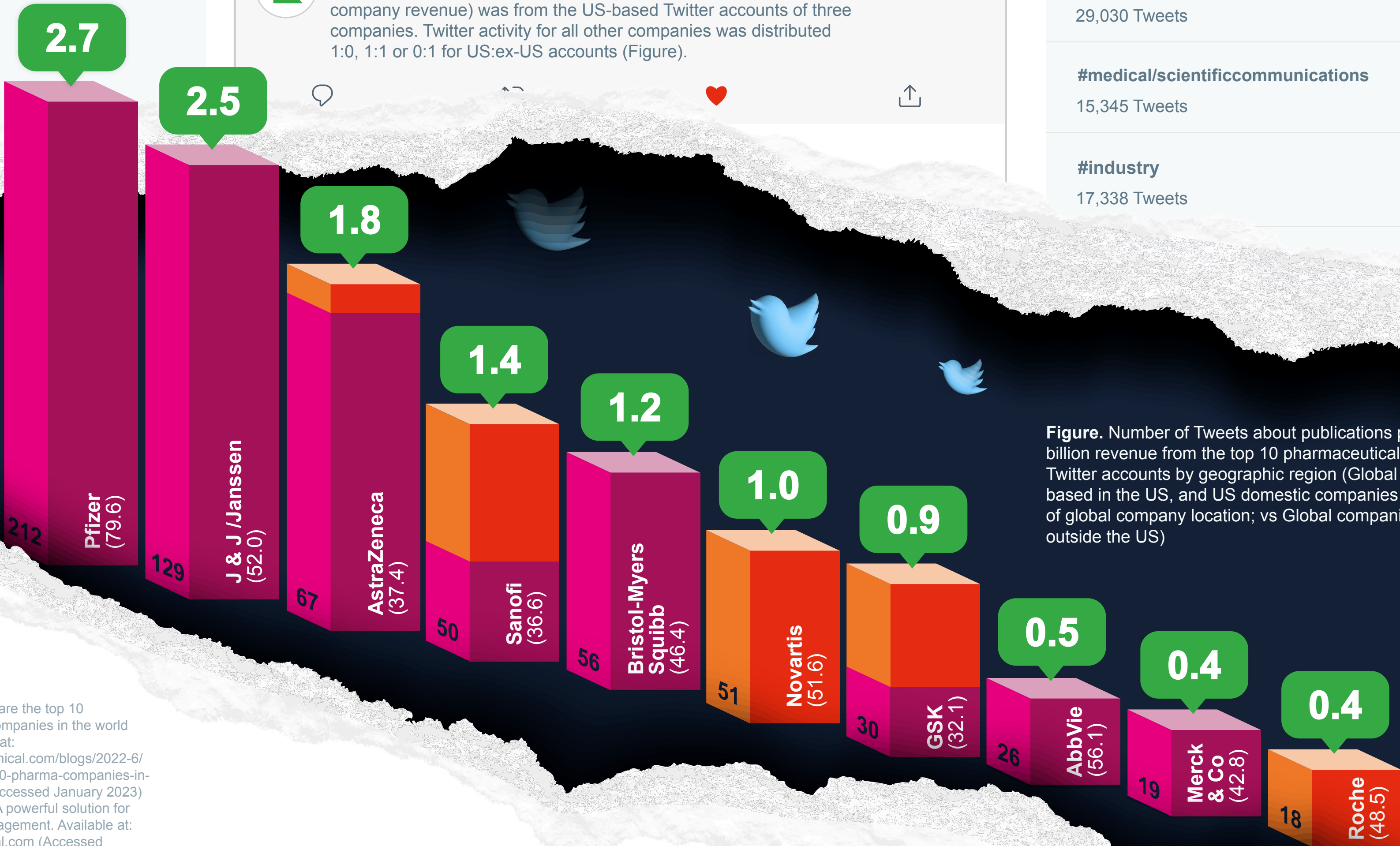


Figure. Number of Tweets about publications per USD billion revenue from the top 10 pharmaceutical companies' Twitter accounts by geographic region (Global companies based in the US, and US domestic companies regardless of global company location; vs Global companies based outside the US)

References
1. Burke, H. Who are the top 10 pharmaceutical companies in the world (2022)? Available at: <https://www.proclinical.com/blogs/2022-6/who-are-the-top-10-pharma-companies-in-the-world-2022> (Accessed January 2023)
2. Sprout Social. A powerful solution for social media management. Available at: <https://sproutsocial.com> (Accessed December 2022)