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PHARMACEUTICAL
SUPPLY CHAIN
INITIATIVE

Social Media Briefing Paper

February 2016

EXECUTIVE SUMMARY

This briefing note is for members of the Pharmaceutical Supply Chain Initiative (PSCI). This is a social media guide that aims to raise the profile of PSCI members on LinkedIn and Twitter, the 2 social networks which are part of our marketing communications strategy. It outlines the key actions needed to boost the profile of PSCI and personal profiles of PSCI members on LinkedIn and Twitter.



Social Networks

LinkedIn operates the world's largest professional network on the Internet with more than 400 million members in over 200 countries and territories. ([LinkedIn January 2016](#)).

Twitter is a social network which uses short 140 character messages and has around 320 million users.

The main value of both social networks lies in establishing yourself as an expert and building your credibility and that of the PSCI as a whole. This is essentially intangible and qualitative.

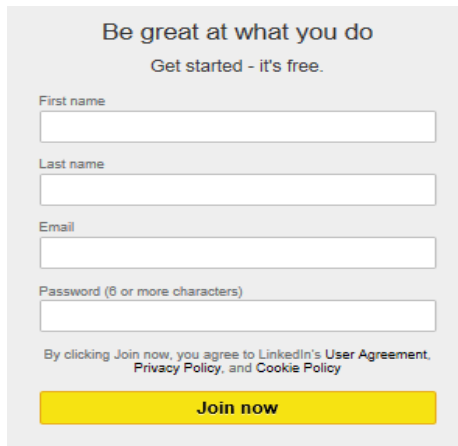
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LINKEDIN PLAN

This section outlines the key actions needed to boost the profile of PSCI and personal profiles of PSCI members on LinkedIn.

If you don't have a LinkedIn account then go to <https://www.linkedin.com/> and fill in your first name, last name, email address and password.

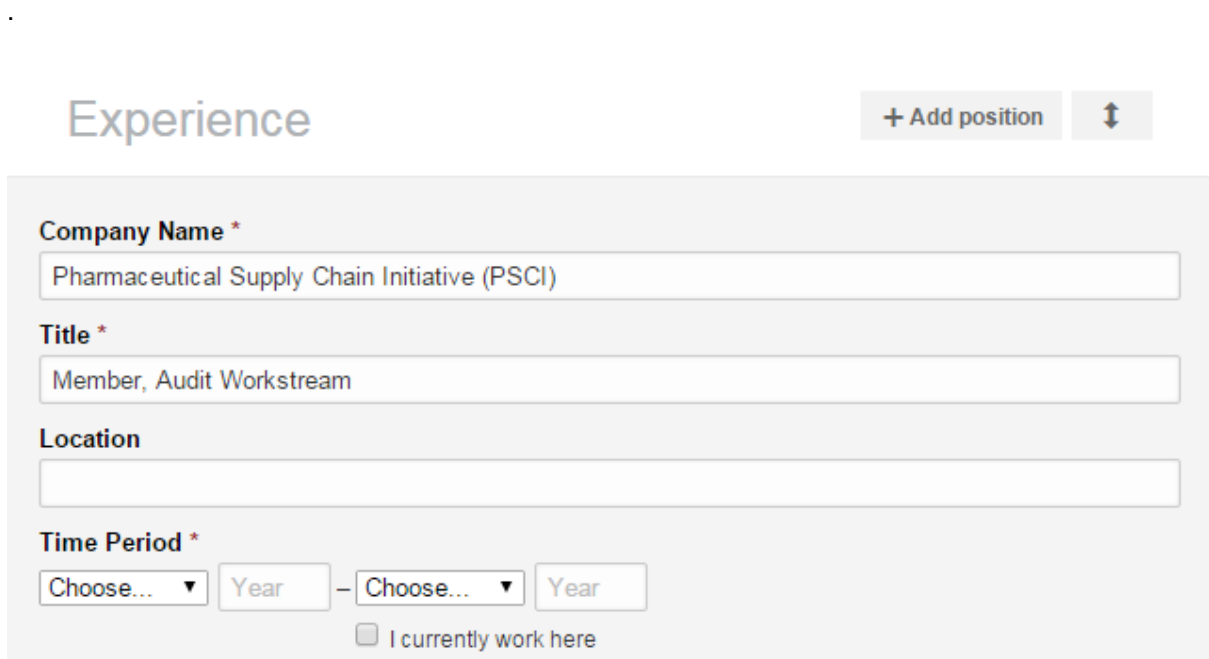


The image shows the LinkedIn sign-up form. At the top, it says "Be great at what you do" and "Get started - it's free." Below this are four input fields: "First name", "Last name", "Email", and "Password (6 or more characters)". At the bottom, there is a yellow "Join now" button. A small disclaimer at the bottom of the form reads: "By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy, and Cookie Policy."

You can then start to fill in your LinkedIn profile with your up-to-date career information. Go to the Profile section of LinkedIn and click 'Edit Profile'.

Action 1: Your LinkedIn profile should be periodically updated (e.g. every 6 months) and you should include PSCI to your Experience section. This means that when anyone visits your profile they will see that you are part of the PSCI and be able to visit the PSCI page too! Doing this will not replace your current company role – it allows you to show the PSCI role alongside your day job.

Please click 'Edit profile', go to 'Experience' and click 'Add position'. Fill in the company name 'PSCI' and Title e.g. 'Board Director' or 'Member, Audit Committee'.



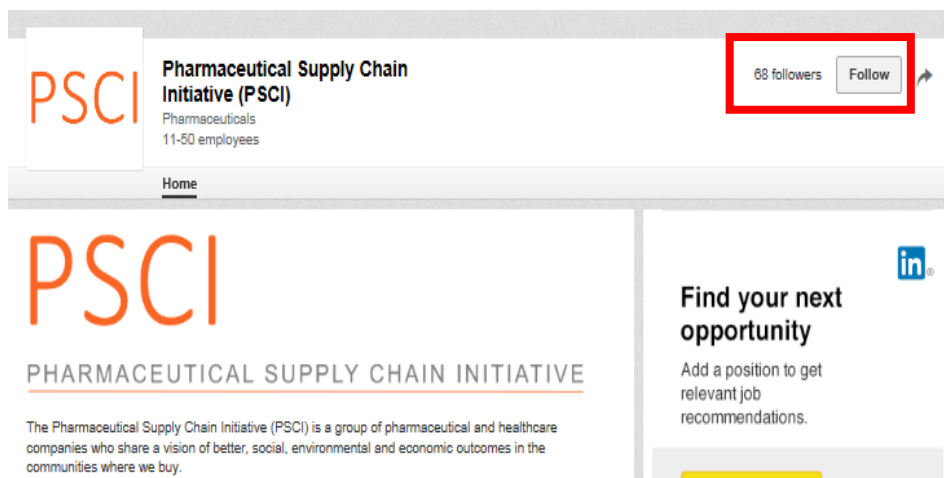
The image shows the LinkedIn "Experience" section. At the top, there is a "Experience" header, a "+ Add position" button, and a vertical double-headed arrow icon. Below this is a form with the following fields: "Company Name *" with the value "Pharmaceutical Supply Chain Initiative (PSCI)", "Title *" with the value "Member, Audit Workstream", "Location" (empty), and "Time Period *" with two "Choose..." dropdown menus and "Year" labels. At the bottom of the form, there is a checkbox labeled "I currently work here".

Action 2: Make sure you are connected with all relevant colleagues and contacts from the PSCI– type in their names in the LinkedIn Search Bar, go to their profiles and click Connect.

Action 3: Make sure you download the LinkedIn free app on your mobile and tablet. This will help you send and receive updates and expand your network with every opportunity such as a meeting or event.

Action 4: Promote the PSCI Company page by doing the following:

- Go to [the PSCI company page](#) and click 'Follow'
- Like and share the PSCI company updates
- Mention/Link to the PSCI company page when you write your own updates or publish your own posts

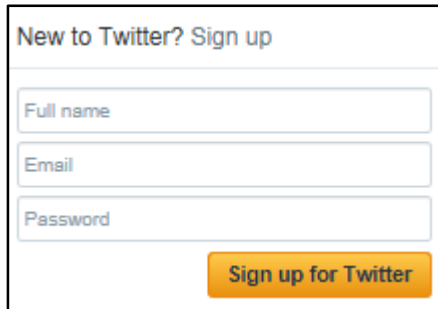


Action 5: Join [the PSCI LinkedIn Group](#) and start new conversations on topics that are relevant for PSCI members.

TWITTER PLAN

This section outlines the key actions needed to boost the profile of PSCI and personal profiles of PSCI members on Twitter.

If you don't have a Twitter account then go to <https://www.twitter.com/> and fill in your full name, e-mail address and password.

A screenshot of the Twitter sign-up form. It features three input fields labeled 'Full name', 'Email', and 'Password'. Below these fields is a yellow button with the text 'Sign up for Twitter'.

You can then start to fill in your Twitter profile which is much shorter than the LinkedIn profile. Go to your Twitter page and click 'Edit Profile'.

Action 1: Your Twitter profile should include a direct link to the PSCI Twitter page. Please go to your personal Twitter profile e.g. <https://twitter.com/birgitskuballa>, click 'Edit profile' and add 'Member of @PSCIinitiative'. This way any user who visits your profile can easily visit the PSCI page too!

Action 2: Make sure you are connected with relevant colleagues and contacts from the PSCI. type in their names in the Twitter Search Bar, go to their profiles and click Follow.

Action 3: Make sure you download the Twitter free app on your mobile and tablet. This will help you send and receive tweets and expand your network with every opportunity such as a meeting or event.

Action 4: Promote the PSCI Twitter page by doing the following:

- Go to <https://twitter.com/PSCIinitiative> and click 'Follow'
- Click on the 'Like' and 'ReTweet' buttons on our @PSCIinitiative Tweets on a weekly basis. We will do the same for your Tweets



CONTACT

If you have any questions about this paper, please do not hesitate to contact the PSCI secretariat at: info@PSCIinitiative.org

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