

# SOCIAL MEDIA USAGE FOR MEDICAL MEDIA PROFESSIONALS

## A Microlearning Module from the Association of Medical Media

### (VIDEO TRANSCRIPT)

Are you wondering how you should use social media for your **work**? The Association of Medical Media may be able to help because we asked other medical media professionals like you about their social media habits as they directly relate to their jobs.

Twenty-four medical media professionals told us how they use social media specifically for work. They included ad agency media professionals, publishers, members of the AMM Board of Directors, and industry consultants and vendors.

Here's what they said:



First, yes...almost all our medical media participants said they use **LinkedIn** to find, create, and maintain business connections. It's just part of the routine to look up people we're working with on LinkedIn. You'll want to be sure your own LinkedIn profile is up to date!

Following **thought leaders** is another big reason people use LinkedIn. Nearly every

one of our ad agency participants say they use LinkedIn to follow thought leaders. But here's something surprising: **Only one of the nine publishers in our discussion said they use LinkedIn to position themselves as thought leaders.** Are publishers and their reps missing an opportunity here?



Of course, we all know that LinkedIn is designed for business, and now we know that almost everyone in our business uses it.

But what about Twitter, Facebook, Instagram, Tik Tok, and other social media outlets?

**X, formerly known as Twitter**, is used by about half of the media professionals in our group, but only for very specific purposes—following hashtags during meetings and conferences, keeping up with the competition, tracking FDA approvals, that kind of thing. Yeah, Twitter can be useful sometimes for certain things, but as a regular daily routine for work? Not quite as much.

**Nobody said they use Instagram or Tik Tok** for business purposes.

**Hardly anyone uses Facebook** for business except when their business colleagues are also their friends. The Healthcare Marketers Exchange on Facebook is one that several folks in our industry follow mainly for fun.



To summarize, you'll probably want to **stay well connected on LinkedIn** and make sure your profile is up to date.

Your company may have specific reasons for you to follow certain companies or personalities on other social media outlets like Twitter-slash-X, but you can probably keep Instagram, TikTok, and Facebook reserved for your fun stuff.

**Follow us on LinkedIn for more helpful microlearning modules.  
Or visit [AMMonline.org](http://AMMonline.org)**

**AMM** | Association of  
Medical Media