



Pharma Twittersphere

Whydot's market research study and syndicated advisory service benchmarking how pharma companies engage via Twitter

About Pharma Twittersphere

Pharma Twittersphere is Whydot's market research study and syndicated advisory service benchmarking how pharma companies engage via twitter. The study objectives are to analyze how companies use twitter to engage in social media, as well as who follows pharma twitter accounts: segmenting followers by stakeholder, activity and therapeutic area interest.

The study is fielded annually in Q3 among the 15 pharma twitter accounts below:



The pharma twitter analysis is probably the most extensive study undertaken on the topic up to date: a benchmark of 15 pharma twitter accounts and its 50,000 followers! We chose only corporate communication accounts to ensure comparability. All accounts benchmarked were Global, except for AstraZeneca, Boehringer Ingelheim and GSK, where also US accounts were included.

RESEARCH TOPICS COVERED

1. Pharma Twittersphere
 - Overview: How does the pharma presence on twitter compare to other industries? To overall twitter followers?
 - Follower Overlap: To what degree do followers overlap between pharma companies? Which stakeholders follow/interact with pharma most?
2. Pharma Geography benchmark:
 - Where are followers located? Which countries are over/underrepresented?
 - How does the geographic make up of followers compare to overall twitter statistics or the countries' population? Amongst pharma accounts?
 - Does localization of twitter accounts work? Where should you localize accounts?
3. Pharma Engagement Matrix
 - Twitter Account Benchmark: Which companies use twitter to communicate with their stakeholders? How is their engagement evolving?
 - Twitter Echo: Which stakeholders engage most with pharma content on twitter? (@replies, RTs)
4. Follower Stakeholder segments:
 - How can stakeholders on twitter be segmented? Which segments are over/underrepresented versus country demographics?
5. Pharma Stakeholder Benchmark
 - Which stakeholders should pharma target with which information? Which companies attract most relevant stakeholders?

The following report focuses on the overview of pharma twitter accounts and how they compares to overall twitter use.

Table of content

Pharma versus twittersphere	5
<i>Fig. 3.1: Ranking of Pharma company by number of their followers</i>	5
<i>Fig. 3.2: Pharma twittersphere vs Pharma companies, follower, following & tweet averages</i>	6
Followers: Only Pfizer and Novartis above average	6
Following: Far behind	7
Tweet, if you can!	8
The Pharma Twittersphere Matrix	9
<i>Fig. 3.3 Engagement matrix of pharma twitter accounts by following, tweets and followers</i>	9
Reaching out to follow!	10
<i>Fig. 3.4: Company rank by followers, reach and average reach per follower</i>	11
<i>Fig. 3.5 Company followers by size of their followers</i>	12
The engagement echo	12
<i>Fig. 3.6 Estimated number of tweets, retweets and mentions per company (Jan-Sep 2011)</i>	13
<i>Fig. 3.7 Engagement matrix: Pharma twitter accounts by following, echo (tweets, RTs & mentions) & potential reach</i>	15
Conclusions	17