

## Pharma on Instagram

How Top Drug Companies Use It Today & May Use It Tomorrow

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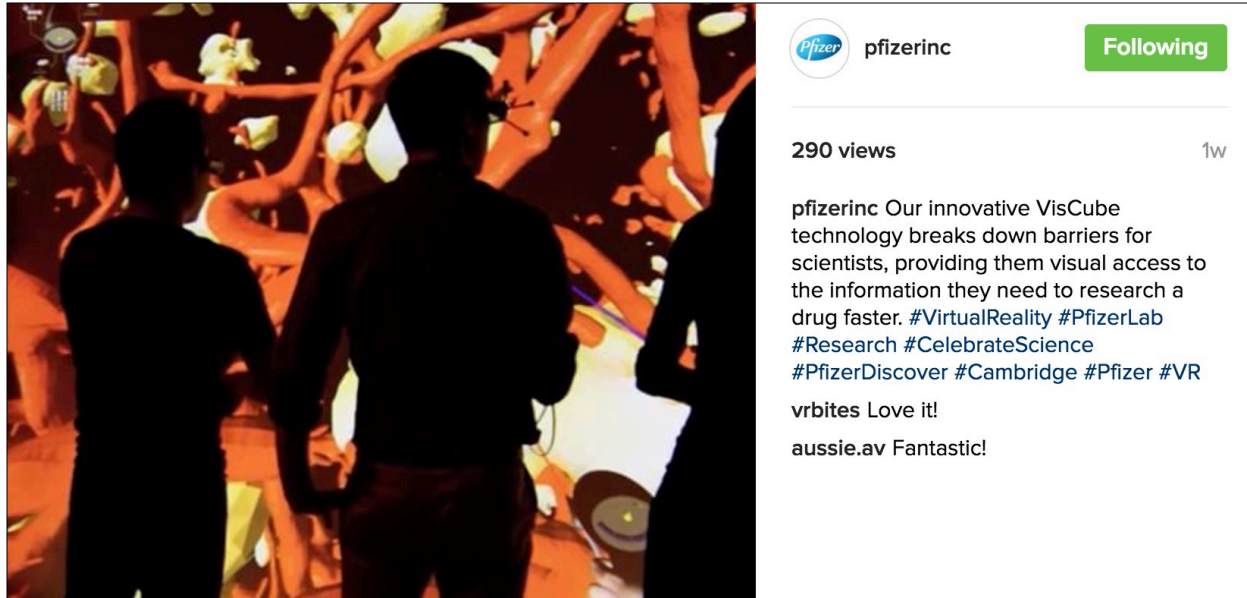












**Figure 11.** Pfizer on Instagram (*pfizerinc*, verified). Pfizer’s Instagram posts are mostly science-oriented and include many images of its scientists at work. It also posts videos like the one shown here.

Pharma Marketing News

### Further Reading

- “Instagram Offers Pharma Marketers Better Tools Than Facebook to Block Those ‘Nasty’ Comments”; <http://sco.lt/5tW1PI>
- “Now May Be the Time for Pharma to Get Serious About Instagram”; <http://sco.lt/79K5JZ>
- “Should #Pharma Consider Instagram for Promotion & Patient Engagement?”; <http://sco.lt/8CkdfN>
- “Instagram Set to Rock the Social Media Marketing World”; <http://sco.lt/4u92sT>