

Up Front

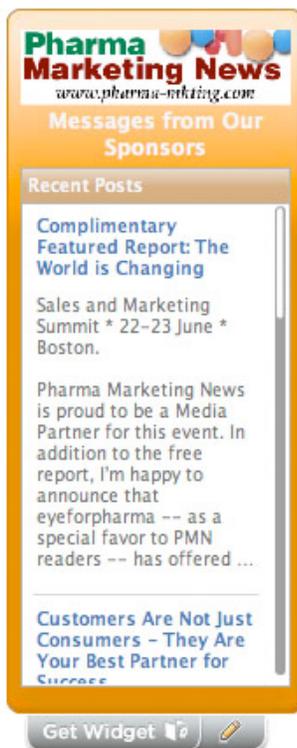
Syndication is da Bomb!

See that little icon on the right? Wherever you see that image on the Internet—and you are seeing it more often—it means that a publisher of content has a synopsis available for “syndication”; ie, available for simultaneous publication on other web sites.

RSS stands for “real simple syndication,” which is a technology used to publish frequently updated works—such as blog entries, Twitter “tweets,” news headlines, audio, and video—in a standardized format.

[Pharma Marketing Blog](#), for example, has an “RSS Feed” that allows readers to “subscribe” to it and automatically receive updates whenever I make a new post to the blog. I also have many other RSS feeds, including one for this newsletter and one for messages from my advertising partners.

I take some of these feeds and create “widgets” that display the feed content in little windows that I place on different sites within the Pharma Mar-



keting Network. One is shown here. Visitors can click on a title in the widget and go directly to the full content page.

In this issue, you'll learn how the FDA used RSS feeds and widgets to publicize the great 2009 peanut recall. Read that article also for an innovative idea of how the FDA might use widgets to help them process adverse event reports.

But, I'm getting a bit off topic.

It's nice if subscribers take my feeds and include them in their personal RSS feed aggregators to keep



track of what's going on with the newsletter, my blog, advertisers, and conferences. E-mail is so unreliable these days (don't get me started on that!).

What I really, really would like, though, is for those subscribers who have their own online audiences to post my feeds on their web sites so that some of their visitors may become my subscribers.

What's in it for you? Well, for starters, you offer your readers access to content they may not get otherwise. If you provide enough RSS feeds, your search engine visibility will no doubt improve. It's good to be a syndicatee as well as a syndicator!

PMN also publishes many feeds from different sources in appropriate forums in the Pharma Marketing Forums site (<http://tinyurl.com/cz7qvo>). As a result, that site is continually scoured by all the major search engine bots, including Google Spider, MSNBot Spider, Yahoo! Slurp Spider, and Google AdSense Spider (yes, it's a great place to put your ads!).

FDA feeds (Patient Safety News, Medwatch Alerts, Drug Safety Podcasts, and Press Releases) are published in the “Regulatory Issues” forum (see <http://tinyurl.com/2mdfte>). You can subscribe to this or any other forum and get notified by email whenever something new is published or just once per day or once per week.

Industry news Feeds (“daily news briefs”) from various sources, including blogs, news media, trade publications, etc. are published in the “Industry News” forum. I even publish PhRMA's press releases there! (See table at the end of this article for a complete list and URLs.)

Are you trying to find the source of some story you read last week or last month? It's likely you'll find it in the Industry News forum, which can be easily searched or subscribed to. Don't have time to read it online? Print it and read it on the train home. Do what I do: use it as your personal file cabinet for news stories! It's all arranged by date

Continues...

with the latest posts at the top of the list. Don't like it like that? Arrange posts by number of views so that the most frequently read posts appear on top! You get the idea.

Twitter Too!

Lately, I've been going bonkers on Twitter and have finally figured out how to make it work for me (see "Follow Who's Following Me on Twitter..."; <http://tinyurl.com/bf4muo>). It pays to follow people that other people are following so that people who are following you can also follow them and the people you are following will "retweet" your "tweets" so that their followers follow you and so and so on.

I reward a select group of my Twitter friends by publishing their Twitter RSS feeds in a dedicated forum. This gives them instant credibility and visibility among over 100,000 visitors per month. It may help with search engine visibility too because individual tweets may not yet be among natural search results on Google and other search engines. (I learned this from my Twitter pals.)

For tweets from ePharma Pioneer Club members, see this forum: <http://tinyurl.com/dgmxel>

Publishing tweet feeds can get dicey. Some people post dozens of tweets per day. And since

each tweet is only 140 characters (max) and many are just personal ramblings, I could overload the ePharma Pioneer Tweets forum with trivia pretty quickly. Luckily, I have a couple of options to whittle them down to the essential: (1) put a limit of 5 tweets per person per update, and (2) only publish those tweets when certain keywords are found. It's all done automatically by the software! You gotta love Web 2.0!

Pharma: Read My Lips

In case you work for a pharmaceutical company, I hope you are reading between the lines here for ideas how you should be syndicating your content. Many pharmaceutical companies provide RSS feeds for press releases. I haven't yet included those on the forums site. I might decide to create a special forum just for that.

I haven't yet seen any RSS feeds, however, on product.com sites that can keep me up to date on product news. If you know of any, please tell me.



See the next page for a complete list of RSS feeds posted to Pharma Marketing Network Forums.

John Mack, Editor

The screenshot shows a Twitter profile for 'pharmaguy'. The profile bio reads: 'John Mack, Publisher & Executive Editor, Pharma Marketing News is an independent monthly electronic newsletter focused on issues of importance to pharmaceutical marketing executives. It is a service of the Pharma Marketing Network - The First Forum for Pharmaceutical Marketing Experts - which brings together pharmaceutical marketing professionals from manufacturers, communications companies, and marketing service providers for wide ranging discussions and education on a multitude of current topics.' Below the bio is a quote: 'I have not come across that many blogs that address the pharma world, not ones that I would read anyway, so this is a great start. The whole point of a blog is to write what you think, because when that is visible to the world, that is one more perspective that can elevate or change, confirm or retain the status quo of intelligence.' - Anonymous commenter. The main content area shows a list of tweets, including one from 'ethicsblogger' asking 'Who's most (un)ethical pharma? Take my 30-second, 2-question, unscientific pharma ethics survey: http://tinyurl.com/dc6mo9'. The right sidebar shows statistics: 62 following, 644 followers, 445 updates, and a 'Following' list with a grid of user avatars.

Follow Me and My Friends on Twitter: www.twitter.com/pharmaguy (@pharmaguy)

RSS Feeds Posted to Pharma Marketing Network Forums

Feed Source	Forum	Link
ePharma Summit Blog	8th Annual ePharma Summit*	http://tinyurl.com/cvy9wy
DigiPharm Tweets	DigiPharm Europe 2009*	http://tinyurl.com/d4j2xg
DTC Perspectives Blog	DTC Marketing	http://tinyurl.com/dlwrwp
World of DTC Marketing	DTC Marketing	http://tinyurl.com/dlwrwp
Dose of Digital Blog	ePharma Pioneer Blog Feeds	http://tinyurl.com/deexb2
ePharma Pioneer Club Blog	ePharma Pioneer Blog Feeds	http://tinyurl.com/deexb2
ePharma Rx Blog	ePharma Pioneer Blog Feeds	http://tinyurl.com/deexb2
HealthcareVox Blog	ePharma Pioneer Blog Feeds	http://tinyurl.com/deexb2
Fabio Gratton's Tweets	ePharma Pioneer Tweets	http://tinyurl.com/cbmw36
Michael Parks Tweets	ePharma Pioneer Tweets	http://tinyurl.com/cbmw36
Paul Simms Tweets	ePharma Pioneer Tweets	http://tinyurl.com/cbmw36
Shwen Ghee's Tweets	ePharma Pioneer Tweets	http://tinyurl.com/cbmw36
Xavier Petit's Tweets	ePharma Pioneer Tweets	http://tinyurl.com/cbmw36
Before You Take That Pill	Industry News	http://tinyurl.com/d8enk8
BNET Pharma	Industry News	http://tinyurl.com/d8enk8
House Committee on Energy and Commerce	Industry News	http://tinyurl.com/d8enk8
PhRMA Press Releases	Industry News	http://tinyurl.com/d8enk8
WSJ Health Blog	Industry News	http://tinyurl.com/d8enk8
Health Care Policy and Marketplace Review	Obama's Impact on Healthcare and Pharma Industry	http://tinyurl.com/cd4k9s
Pharma Marketing Blog	Pharma Marketing Blog	http://tinyurl.com/caagbr
Pharma Marketing News	Pharma Marketing News	http://tinyurl.com/cgrmjim
PMN Conference Calendar	Pharma Marketing News	http://tinyurl.com/cgrmjim
Pharma Marketing Talk	Pharma Marketing Talk	http://tinyurl.com/dd3ov2
Pharma Marketing News Ads	PMN Advertiser Messages*	http://tinyurl.com/d7227n
Marketing/Media/ROI News	Product/Brand Manager Corner	http://tinyurl.com/dlytqs
BioPharma Today	Regulatory Issues	http://tinyurl.com/cguxn5
Eye On FDA	Regulatory Issues	http://tinyurl.com/cguxn5
FDA Drug Safety Podcasts	Regulatory Issues	http://tinyurl.com/cguxn5
FDA Medwatch Alerts	Regulatory Issues	http://tinyurl.com/cguxn5
FDA Patient Safety News	Regulatory Issues	http://tinyurl.com/cguxn5
FDA Press Releases	Regulatory Issues	http://tinyurl.com/cguxn5
RAJ Pharma	Regulatory Issues	http://tinyurl.com/cguxn5
Upcoming FDA Advisory Committee Meetings	Regulatory Issues	http://tinyurl.com/cguxn5
Pharma Marketing Vendor Blog	Vendor Directory*	http://tinyurl.com/deasto

* These forums are paid advertising forums. Call 215-504-4164 for more information.

Pharma Marketing News

Pharma Marketing News is an independent, free monthly electronic newsletter focused on issues of importance to pharmaceutical marketing executives. It is a service of the Pharma Marketing Network, which brings together pharmaceutical marketing professionals from manufacturers, communications companies, and marketing service providers for wide ranging discussions and education on a multitude of current topics.

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