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**QUALIFICATION WORK**

on the topic: "**STUDY OF THE INFLUENCE OF SOCIAL NETWORKS ON  
THE FORMATION OF THE IMAGE OF A PHARMACEUTICAL  
COMPANY**"

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## **АНОТАЦІЯ**

У кваліфікаційній роботі досліджено вплив соціальних мереж на формування іміджу фармацевтичної компанії. Розроблено рекомендації щодо покращення іміджу фармацевтичних компаній за допомогою соціальних мереж. Загальний обсяг роботи становить 40 сторінок, містить 20 рисунків. Також наведено список літератури, що включає 30 джерел.

*Key words:* вплив, соціальні мережі, імідж, фармацевтична компанія, ефективність.

## **ANNOTATION**

In the qualification work, the impact of social networks on the formation of the image of a pharmaceutical company was investigated. Recommendations for improving the image of pharmaceutical companies using social networks have been developed. The total volume of work is 40 pages, contains 20 figures. A bibliography including 30 sources is also provided.

*Key words:* influence, social networks, image, pharmaceutical company, efficiency.

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## INTRODUCTION

**Relevance of the research topic.** In the modern era of digitalization, the way businesses communicate and interact with their audience has undergone a radical transformation. Social networks, initially designed as platforms for personal interaction, have evolved into powerful tools for corporate communication, branding, and image management. This shift is particularly relevant for pharmaceutical companies, which operate in a highly regulated, competitive, and sensitive industry where trust, transparency, and credibility are of paramount importance. The relevance of studying the influence of social networks on the formation of the image of a pharmaceutical company lies in understanding how these platforms shape public perception, enhance corporate communication, and ultimately influence business outcomes. The pharmaceutical industry, traditionally perceived as conservative, has been increasingly adopting digital tools, including social networks, to engage with both consumers and healthcare professionals. This digital transformation is driven by several factors, including the growing use of the internet for health-related information, the increased reliance on online platforms for product and service recommendations, and the desire for more personalized and direct communication between companies and their stakeholders. Social networks have become essential channels for pharmaceutical companies to share information, build relationships, and enhance their corporate reputation [4].

Pharmaceutical companies face unique challenges when it comes to maintaining and promoting their image. The industry is frequently under scrutiny due to its involvement in public health, the development of medications, and the regulation of life-saving treatments. Moreover, the rise of misinformation and skepticism about pharmaceutical practices, particularly in the wake of events such as the COVID-19 pandemic, underscores the need for transparent and strategic communication. Social networks offer pharmaceutical companies an opportunity to directly address concerns, provide accurate information, and foster trust with a global audience. Social networks offer an unprecedented level of accessibility, allowing pharmaceutical companies to engage directly with a diverse range of

stakeholders, including patients, healthcare professionals, regulatory bodies, and the general public. Platforms such as Facebook, LinkedIn, Instagram, and Twitter allow companies to disseminate critical information, respond to public inquiries, and showcase their commitment to health and wellness initiatives. Moreover, social networks enable companies to share success stories, such as clinical trial advancements, drug development milestones, and partnerships with healthcare institutions. These narratives help shape the public's perception of the company as innovative, ethical, and patient-centric. However, the influence of social networks on the image of pharmaceutical companies goes beyond merely sharing information. The interactive nature of these platforms enables real-time feedback from users, which can significantly impact how a company is perceived. Positive feedback, in the form of likes, comments, and shares, reinforces the company's reputation and boosts its visibility. Conversely, negative feedback or viral complaints can damage a company's image and lead to public relations crises if not addressed promptly and appropriately. This dynamic underscores the importance of a well-thought-out social media strategy that not only promotes the company's strengths but also mitigates potential reputational risks. For pharmaceutical companies, building and maintaining trust is crucial to their long-term success. Trust in the efficacy and safety of their products, as well as their overall ethical practices, is essential for securing public confidence. Social networks serve as platforms where companies can foster this trust by engaging in transparent communication. Sharing information about drug safety, clinical trial results, corporate social responsibility (CSR) initiatives, and regulatory compliance helps build credibility. Additionally, pharmaceutical companies can use social media to humanize their brand by showcasing the people behind the research, development, and delivery of life-saving medications [11].

Moreover, the rise of patient advocacy and peer-to-peer communication in social networks has shifted the traditional top-down communication model in healthcare. Patients increasingly rely on peer recommendations and shared experiences on social media when making health-related decisions. Pharmaceutical companies can leverage this trend by facilitating patient support communities and

collaborating with patient influencers to promote accurate information and encourage dialogue around their products. Despite the potential benefits, pharmaceutical companies must navigate several challenges when using social networks. Regulatory restrictions, privacy concerns, and the need to ensure that all content adheres to strict industry guidelines are significant factors that can limit the freedom of communication. Pharmaceutical companies must strike a balance between engaging with their audience and complying with regulations such as the Health Insurance Portability and Accountability Act in the U.S., the General Data Protection Regulation in the EU, and other industry-specific codes of conduct. Additionally, the ethical considerations of promoting prescription drugs or discussing sensitive health issues on public platforms necessitate a careful and strategic approach to content creation [17].

In conclusion, the study of how social networks influence the formation of a pharmaceutical company's image is highly relevant in today's digital landscape. As social media continues to shape public perceptions across industries, pharmaceutical companies must harness its potential to communicate effectively, build trust, and enhance their corporate reputation. Understanding the nuances of social network dynamics, the preferences of diverse audiences, and the ethical implications of online communication will be key to navigating the evolving digital environment. This research will provide valuable insights into how pharmaceutical companies can successfully use social networks to strengthen their image, build stronger relationships with their stakeholders, foster a positive impact on public health [6].

**The purpose** of the qualification work is to study of the influence of social networks on the formation of the image of a pharmaceutical company.

To achieve the goal of the qualification work, it is necessary to solve the following **tasks**:

- to study the role of social networks in creating consumer trust and loyalty and the concept and components of the image of a pharmaceutical company;
- to analyze of factors affecting the formation of a company's image through social networks;

- to study of effective content types for building brand image on social media in pharmaceutical companies;
- to study of cases of successful use of social media by pharmaceutical companies;
- to develop recommendations for pharmaceutical companies to improve their image through social networks.

**The object of the research** is pharmaceutical companies.

**The subject of the study** is the analysis of the influence of social networks on the formation of the image of a pharmaceutical company.

**The methods.** The research employed a multifaceted approach, utilizing a combination of quantitative and qualitative methods to gather comprehensive data. These methods included: questionnaires; systematic approach; graphical methods; observation.

**Practical significance of the obtained results.** The findings of this research offer valuable insights for pharmaceutical companies seeking to enhance their image through social networks.

**Approbation of research results and publication.** The qualification work was tested on scientific and practical internet conference with international participation "Topical issues of clinical pharmacology and clinical pharmacy". The article was published: Bondarieva I.V., Malyi V.V., Ifrad Y. Study of cases of successful use of social media by pharmaceutical companies. Topical issues of clinical pharmacology and clinical pharmacy : materials of the scientific and practical internet conference with international participation (October 29-30, 2024, Kharkiv) / editor. : O. Ya. Mishchenko, Ya. O. Butko, E. V. Bondarev and others. - Kharkiv: NUPh, 2024. - P. 221-224.

**Structure and scope of qualification work.** The qualification work includes an introduction, a literature review, an experimental part, general conclusions, a list of used literary sources and appendices. The total volume of the work is 40 pages, which include 20 figures. In addition, the work lists 30 sources of literature that were used for research and analysis.

## CHAPTER I

### THEORETICAL ASPECTS OF THE INFLUENCE OF SOCIAL NETWORKS ON THE IMAGE OF THE COMPANY

#### 1.1. The role of social networks in creating consumer trust and loyalty

The pharmaceutical industry, which plays a crucial role in healthcare, faces unique challenges when it comes to building consumer trust and loyalty. Given the critical nature of its products and services, trust in pharmaceutical companies is essential for ensuring consumer confidence in medications, treatments, and overall healthcare services. With the advent of social media, pharmaceutical companies have gained a new avenue for engaging with consumers and fostering a sense of trust and loyalty. Social networks provide an interactive platform for transparency, education, and relationship building, all of which are key to enhancing consumer perception of pharmaceutical companies. Understanding how to effectively utilize these platforms can significantly impact the reputation and success of these companies in the digital age [4].

Social media interrelation is presented in Fig. 1.1.

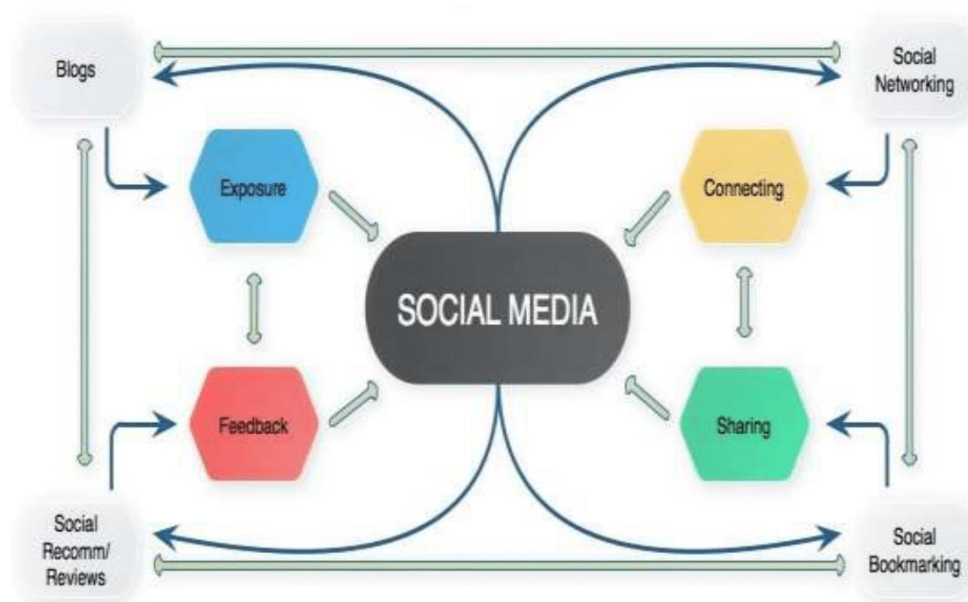


Fig. 1.1. Social media interrelation

Social networks offer pharmaceutical companies the opportunity for real-time interaction with their audiences. Unlike traditional media, which primarily allowed



one-way communication, platforms like Twitter, Facebook, Instagram, and LinkedIn enable companies to engage in meaningful, two-way conversations with consumers. This direct interaction helps to break down barriers between the company and its audience, making the company seem more approachable and responsive to consumer needs [16].

For example, pharmaceutical companies can use social networks to respond to questions or concerns about drug safety, side effects, or efficacy. By addressing consumer inquiries in a timely and transparent manner, companies can demonstrate that they value their customers' health and well-being. This level of engagement helps build trust, as consumers feel heard and appreciated. Furthermore, this dynamic interaction helps create a sense of community and belonging, which can contribute to long-term consumer loyalty. Key social platforms are presented on Fig. 1.2 [20].



Fig. 1.2. Key social platforms

In addition to addressing concerns, pharmaceutical companies can use social networks to interact with consumers during major healthcare events or public health crises. During such times, the public looks for authoritative sources to provide guidance and updates. Social networks allow pharmaceutical companies to step into this role, providing real-time information, dispelling myths, and offering support to

those in need. The ability to act as a trusted source of information during critical moments further solidifies the company's relationship with its consumers [12].

One of the primary factors in building consumer trust is transparency. In the pharmaceutical industry, where trust is often tied to product safety and efficacy, transparency in operations, product development, and corporate values is key. Social networks provide an excellent platform for pharmaceutical companies to share behind-the-scenes insights into their research and development processes, clinical trials, and corporate social responsibility initiatives. For instance, a pharmaceutical company may share updates on a new drug that is undergoing clinical trials. By explaining the trial phases, detailing the research process, and addressing any potential concerns related to side effects or regulatory approval, the company can demystify the drug development process. This openness helps to counter skepticism or fears that might arise due to the complexity of pharmaceutical products. In turn, this builds trust by showing that the company is committed to honesty and integrity [8]. Moreover, transparency on social networks goes beyond product-related information. Companies can also share their commitments to ethical practices, sustainability, and community engagement. For example, pharmaceutical companies often collaborate with NGOs, healthcare organizations, and governments to improve access to essential medications in underserved regions. By sharing these stories on social networks, pharmaceutical companies can enhance their reputation as socially responsible and ethical entities, which strengthens consumer trust [1].

One of the most powerful ways that social networks help build consumer trust and loyalty in the pharmaceutical industry is through education. Empowering consumers with knowledge about their health and the products they are using fosters a sense of control and confidence. In an age where misinformation about health and medicine is rampant, pharmaceutical companies have the opportunity to use social networks as educational platforms to provide accurate, evidence-based information to their audience. Pharmaceutical companies can publish educational content such as blog posts, infographics, videos, and webinars that explain complex health topics in a simple and understandable way. Topics might range from how certain

medications work to managing chronic diseases or understanding the side effects of certain treatments. By positioning themselves as a reliable source of health information, companies can build a deeper level of trust with their audience, as consumers appreciate being informed and empowered to make better health decisions. Furthermore, providing educational content on social networks can also help pharmaceutical companies combat misinformation. In recent years, the spread of false information about vaccines, medications, and health practices has led to confusion and skepticism among consumers. By proactively sharing scientific facts, addressing misconceptions, and engaging in dialogue with users, pharmaceutical companies can play a critical role in ensuring that the public has access to reliable health information. This not only helps to protect consumer health but also reinforces the company's role as a trusted and responsible entity. In addition to building trust, social networks provide pharmaceutical companies with the opportunity to foster long-term loyalty by creating a sense of community. By facilitating spaces for consumers to connect, share experiences, and support each other, pharmaceutical companies can build relationships that extend beyond the transactional nature of buying products [9]. For example, a pharmaceutical company that produces medications for chronic conditions such as diabetes or asthma might create a social media group or forum where patients can come together to share tips, advice, and encouragement. These online communities not only provide a support network for patients but also create a positive association with the company that provides the necessary medication. Consumers who feel a sense of connection with the brand and the community it fosters are more likely to remain loyal in the long term. In addition, pharmaceutical companies can build loyalty by highlighting patient stories or testimonials on their social networks. When consumers see how a product has positively impacted the lives of others, it can create a deeper emotional connection to the brand. Sharing authentic, real-world experiences from patients humanizes the company and makes it more relatable. This approach can significantly increase consumer loyalty, as people tend to be more loyal to brands they feel an emotional connection with. While social networks offer tremendous opportunities for building

trust and loyalty, they also present risks. Negative feedback, product recalls, or adverse side effects can quickly escalate into public relations crises if not handled effectively. However, pharmaceutical companies that use social networks for proactive reputation management can mitigate potential damage and even strengthen consumer trust by demonstrating accountability and responsiveness [2].

In the event of a crisis, such as a product recall or safety concern, pharmaceutical companies can use social networks to communicate quickly and directly with their audience. By providing clear, accurate information and updates, companies can show that they are taking the issue seriously and are committed to resolving it in the best interest of their customers. Addressing negative feedback openly and with empathy can help turn a potentially damaging situation into an opportunity to build even more trust with consumers. Social networks also allow companies to monitor public sentiment in real time, enabling them to address issues before they escalate. By responding to consumer concerns and correcting misinformation promptly, pharmaceutical companies can maintain control over their narrative and demonstrate that they prioritize consumer safety and satisfaction [6].

Social networks have revolutionized the way pharmaceutical companies build trust and loyalty with their consumers. Through real-time interaction, transparency, educational content, and community-building efforts, these platforms offer a unique opportunity for companies to engage with their audience on a deeper level. The interactive and transparent nature of social networks not only helps to build trust but also fosters long-term loyalty by creating meaningful relationships and empowering consumers. At the same time, the ability to manage reputational risks and respond to crises in real time further strengthens the trust and credibility that are so essential in the pharmaceutical industry. As social networks continue to evolve, they will remain a vital tool for pharmaceutical companies looking to build lasting consumer trust and loyalty [1].

## **1.2. Concept and components of the image of a pharmaceutical company**

Image (from English "image" < Latin "imago" - form or representation) of an organization or product refers to the idea or association that arises in connection with

respective names. The image of an organization reflects its perception among various groups of the public. The image of a pharmaceutical company may vary across different target audiences. For the general public, the company's active civic engagement (such as philanthropy, environmental concerns in production, and the renewal of medicinal plant habitats) is important. For healthcare professionals, it is crucial to receive reliable information about the specifics of drug use, contraindications, and side effects. For intermediaries, the company's market stability, reliable partnerships, and innovative collaboration methods are essential. For end consumers, the guarantee of product efficacy and affordability is of utmost importance. The image of a pharmaceutical company serves as a tool to achieve its strategic goals. A positive image attracts more partners and consumers, accelerates and increases product sales, enhances competitiveness, and facilitates access to financial, human, and informational resources. The image is a vital part of the pharmaceutical company's PR resources. Key indicators of a positive image include expanding the product range, strengthening advertising support, improving product quality and effectiveness, and aligning the price with the product's value. Creating a positive image involves external communication efforts, proactive responses to potential crises, and mitigating the negative impact of adverse events in the market related to the company's products [4].

The formation of a company's image consists of four components:

- Internal image — the atmosphere within the company, the positive or negative attitude of employees towards management and company policies, which is reflected primarily in their loyalty to the organization.
- External image — public opinion about the company, shaped by advertising campaigns, product quality, and media relations.
- Tangible image — what the consumer can see, try, or hear, essentially the company's products or services.

- Intangible image — the level of service, employee attitudes towards customers, and factors such as the appearance of the office and customer service [20].

The effectiveness of image formation is measured by several parameters:

- Image evaluation indicators (qualitative: objectives, structure, content, execution, implementation technologies; quantitative: costs, timelines, results, economic efficiency).
- Evaluation methods (perception profile, semantic differential method).
- Image characteristics (perception group; set of perceived and measurable properties; importance and weight of property evaluations; longevity and stability of the image; level of positivity/negativity; optimality; cost of creating the image).

A product image is a stable "representation" of a product, which can be built based on the product itself or the perception of its after-sales service. When forming a positive product image and converting it into a marketable item, it is essential to consider: the characteristics of the consumer segment being served (tastes, demands, preferences); the functional purpose of the product (technical and economic features, appearance); additional attributes (services) that give the product distinctive properties. These attributes are divided into two groups: necessary attributes (name, design, packaging, quality, set of features); supporting attributes (payment terms, after-sales service, warranty, delivery, installation) [14].

## **CONCLUSIONS TO CHAPTER I**

1. The role of social networks in creating consumer trust and loyalty were analyzed.
2. Concept and components of the image of a pharmaceutical company were analyzed.

## CHAPTER II

### ANALYSIS OF THE USE OF SOCIAL NETWORKS BY PHARMACEUTICAL COMPANIES

#### 2.1. Analysis of factors affecting the formation of a company's image through social networks

We conducted a survey of 21 managers of pharmaceutical companies to study how their organizations utilize social media platforms to shape their brand image and the key factors influencing this process (Appendix A).

In the study, respondents were asked to indicate their positions within the company. The largest group, representing 39%, were pharmaceutical representatives, reflecting their direct involvement in the distribution and promotion of products. Heads of marketing departments made up 24% of the participants, showcasing their leadership in shaping overall marketing strategies, including the use of social media. Marketing specialists accounted for 19%, indicating their roles in executing various marketing campaigns and initiatives.

Finally, 18% of respondents were SMM (Social Media Marketing) managers, emphasizing their specialized focus on managing social media platforms and content for brand image development. This distribution highlights the diverse range of roles involved in pharmaceutical companies' marketing efforts, from leadership to hands-on social media management and product representation (Fig. 2.1).

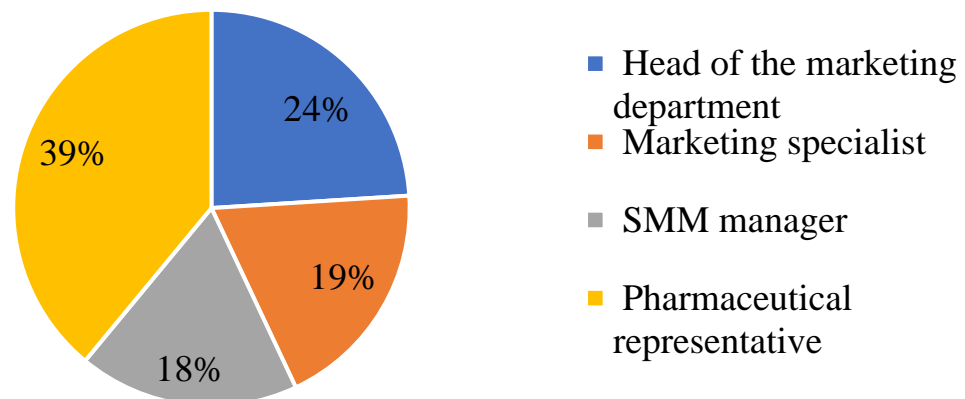


Fig. 2.1. Analysis of respondents' positions within the pharmaceutical company

It was determined that 27% of participants reported that their companies had been using social media for 1 to 5 years, indicating a gradual integration of these platforms into their marketing strategies. Additionally, 34% of respondents have been active on social media for 6 to 10 years, showing a more established presence and experience in using these platforms.

The largest group, comprising 39% of the participants, indicated that their companies have been utilizing social media for over a decade, reflecting long-term investment in social media as a core tool for building and maintaining their brand image. These findings highlight the increasing reliance of pharmaceutical companies on social media, with many viewings it as an essential aspect of their overall strategy for brand development and engagement (Fig. 2.2).

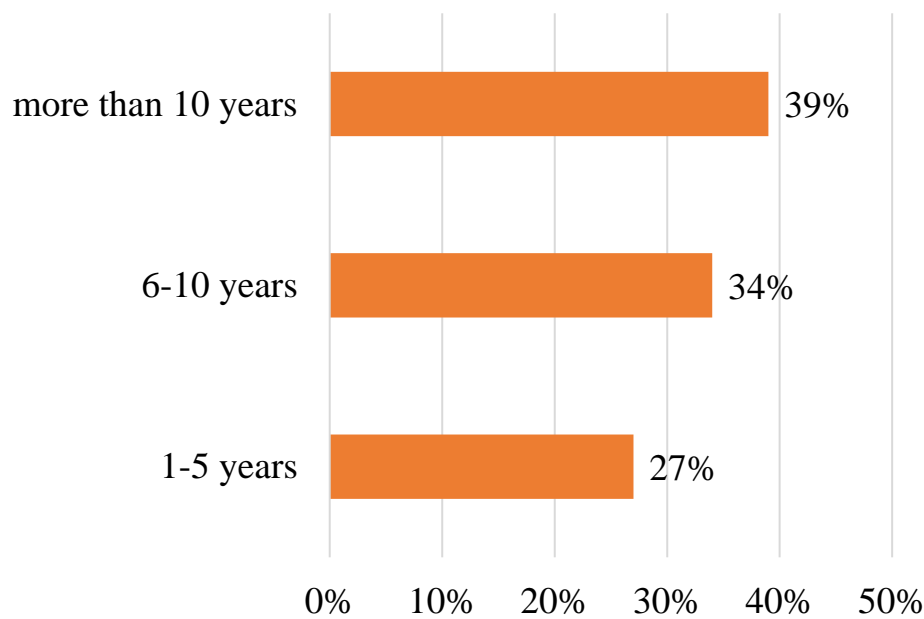


Fig. 2.2. Research of duration of pharmaceutical companies' activity on social media

The next step of the study focused on identifying which social media platforms pharmaceutical companies actively use. The most popular platform among respondents was Twitter/X, with 27% of companies actively engaging on this platform, likely due to its wide reach and real-time communication capabilities. LinkedIn followed closely, used by 24% of companies, which reflects the platform's



professional nature, making it a key tool for business networking and industry updates. Facebook was chosen by 17% of respondents, continuing to be a reliable platform for broader audience engagement. Instagram, with 15%, is utilized primarily for its visual storytelling, aiding in brand awareness

YouTube, used by 12% of companies, serves as a platform for more detailed content, such as product demonstrations and educational videos. Finally, TikTok, with 5%, shows emerging interest in targeting younger demographics through short-form content. These findings illustrate the variety of social media platforms employed by pharmaceutical companies, with each platform serving different strategic purposes for brand image development and audience engagement (Fig. 2.3).

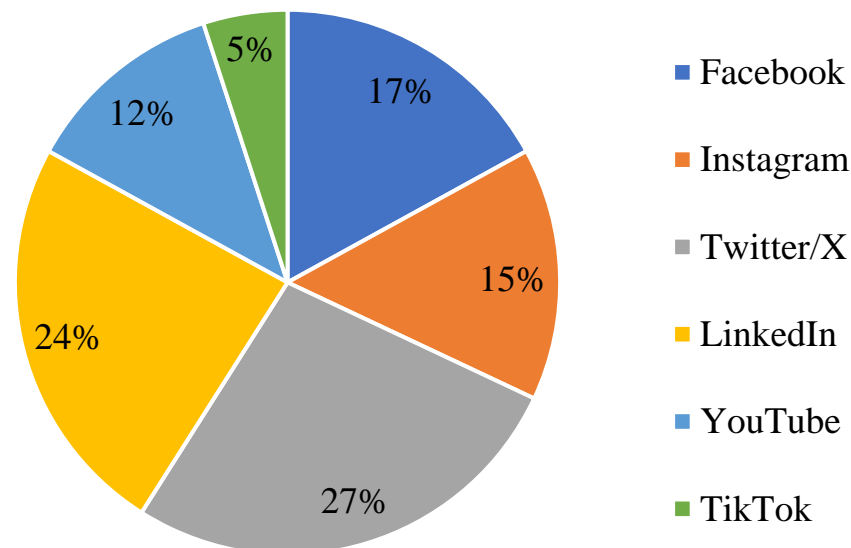


Fig. 2.3. Analysis of social media platforms used by pharmaceutical companies

It was set to explore the primary objectives of pharmaceutical companies' social media presence. The results indicated that product promotion was the most common objective, with 34% of respondents prioritizing this goal to drive sales and market visibility. Following closely, 30% of participants identified brand awareness as a key focus, reflecting the importance of establishing a strong brand identity in a

competitive market. Patient education emerged as an objective for 12% of companies, highlighting the role of social media in disseminating valuable information about health and medications. Engagement with healthcare professionals was a goal for 5% of respondents, underscoring the importance of building relationships within the medical community. Crisis communication and community building were each prioritized by 5% of participants, showcasing the need for proactive communication strategies during challenging times and fostering connections among stakeholders. Finally, 6% of companies indicated that customer service was a significant aspect of their social media strategy, reflecting a commitment to addressing customer inquiries and concerns promptly. Overall, these findings illustrate a diverse range of objectives that guide pharmaceutical companies in their social media efforts, emphasizing both marketing and educational priorities (Fig. 2.4).

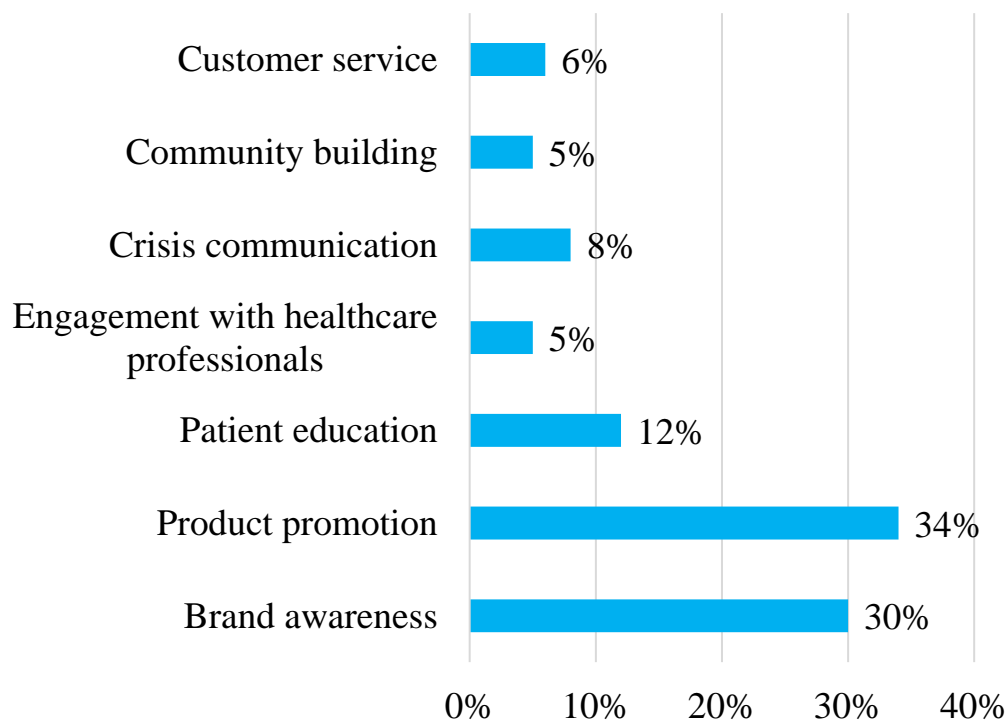


Fig. 2.4. Study of primary objectives of pharmaceutical companies' social media presence

It was found that the frequency of social media posting varied across the pharmaceutical companies surveyed. The majority of respondents, 47%, reported

posting weekly, indicating a steady and consistent approach to maintaining their online presence. Close behind, 39% of companies engaged with their audiences daily, demonstrating a highly active and frequent communication strategy aimed at keeping followers regularly informed and engaged. On the other hand, 11% of companies posted on a monthly basis, which suggests a more strategic or event-driven approach to content sharing. Only 3% of respondents stated they posted rarely, indicating a minimal presence on social media. These findings highlight the different levels of engagement across the industry, with a significant portion of companies adopting frequent posting schedules to optimize their social media impact (Fig. 2.5).

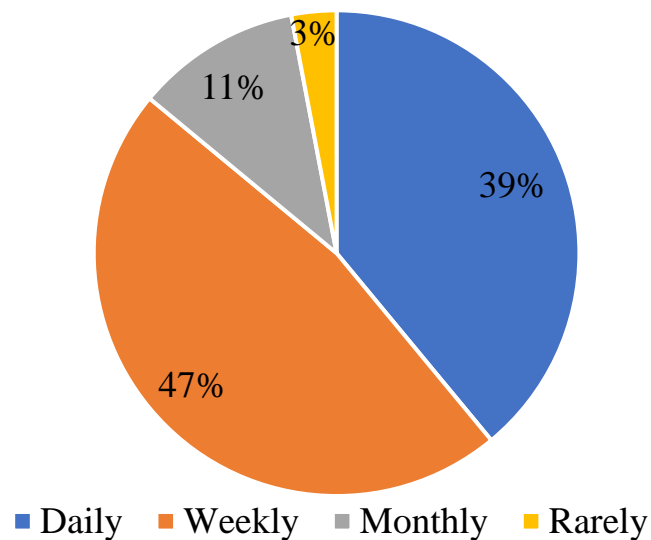


Fig. 2.5. Analysis of posting frequency on social media by pharmaceutical companies

Next, the study examined how pharmaceutical companies measure the effectiveness of their social media activities (Fig. 2.6). The most widely used metric, reported by 31% of respondents, was conversion rates, such as product inquiries or sales, reflecting a focus on tangible outcomes and return on investment. Follower growth was the second most common measure, cited by 24%, indicating the importance companies place on expanding their audience reach. Website traffic generated from social media platforms was used by 20% of respondents,

highlighting its role in driving potential customers or patients to more detailed resources. Engagement through likes, shares, and comments was considered a key indicator by 19%, showing how companies assess real-time interaction and content resonance. Finally, engagement specifically with healthcare professionals was tracked by 6% of companies, reflecting the value placed on building connections within the medical field. These metrics underscore the various ways in which pharmaceutical companies evaluate the impact of their social media presence, balancing engagement with tangible business outcomes.

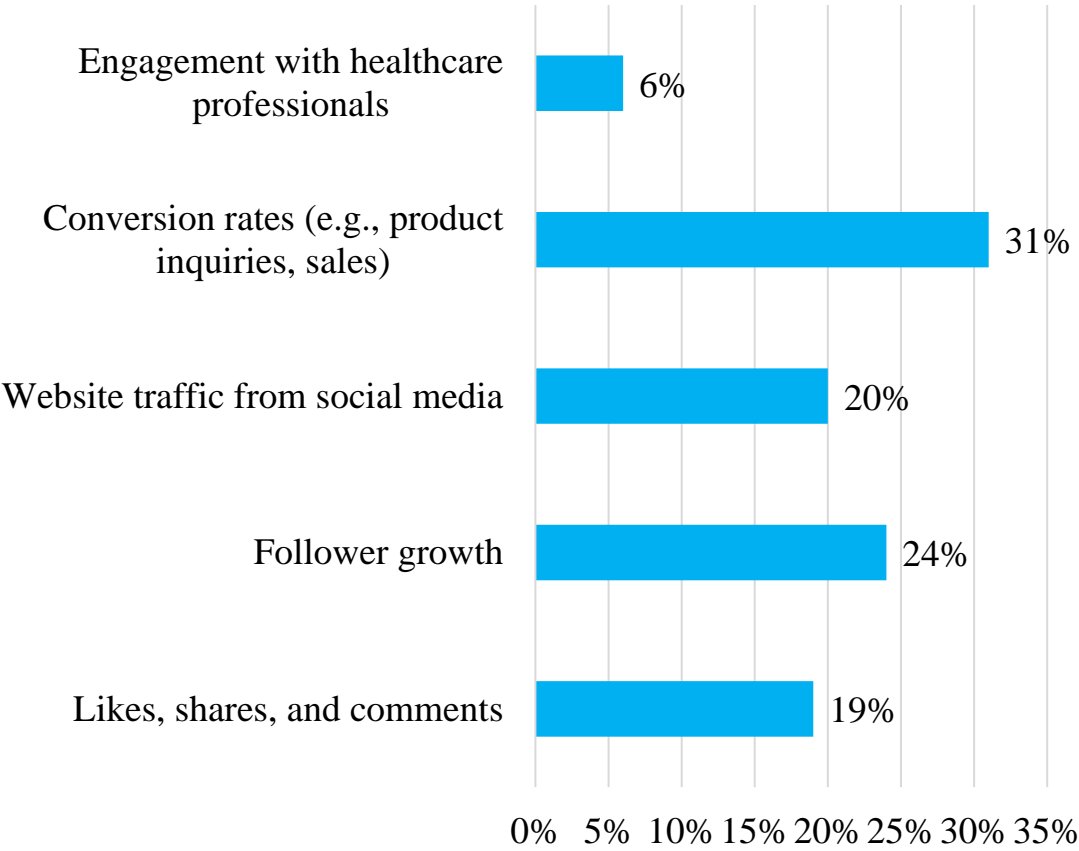


Fig. 2.6. Analysis of metrics for measuring social media effectiveness in pharmaceutical companies

In the next stage of the study, we analyzed the importance of social media in shaping the image of pharmaceutical companies (Fig. 2.7).

The results showed that 65% of respondents consider social media to be very important for creating and maintaining a positive company image. This indicates that the majority of companies recognize the key role social media platforms play in

brand building, customer engagement, and strengthening their reputation in the market. Additionally, 30% of respondents rated social media as moderately important, viewing it as a supplementary but not primary tool for image-related work. Only 5% of respondents indicated that social media is not important for their company's image, possibly due to the nature of their business or reliance on other communication channels. This highlights the growing significance of social media in the pharmaceutical industry as an effective means of communication with various audiences.

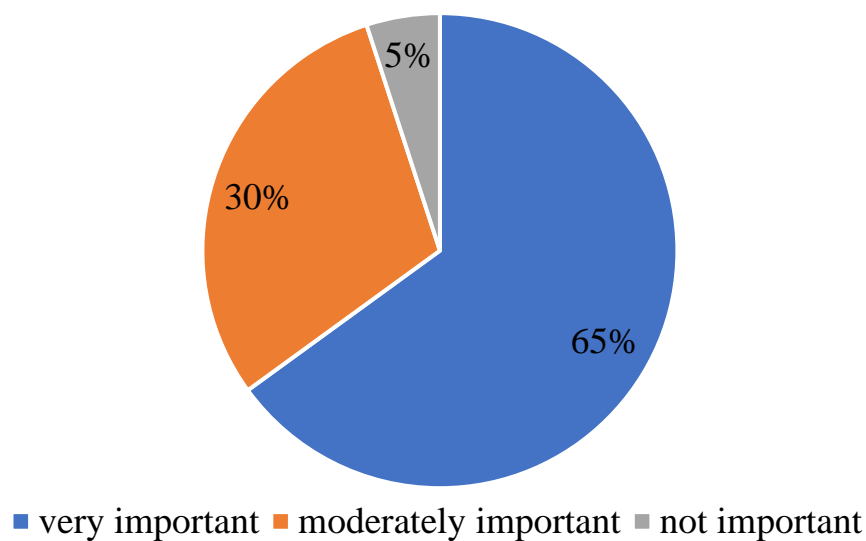


Fig. 2.7. Study of the importance of social media in shaping pharmaceutical companies' image

The study explored which aspects of a pharmaceutical company's image are most influenced by its social media presence (Fig. 2.8). The findings revealed that the majority of respondents, 30%, believe that social media has the greatest impact on perceptions of product or service quality. This indicates that customers closely associate the company's online activities with the overall quality of its offerings. Reliability was the next most impacted aspect, with 19% of respondents highlighting it, showing that consistent social media communication can enhance the perception of a company's dependability. Innovation, cited by 12%, underscores how companies use social media to showcase new products and technological

advancements, positioning themselves as leaders in the field. Corporate social responsibility (CSR) was selected by 11% of respondents, reflecting the importance of demonstrating ethical practices and community engagement through social platforms. Trustworthiness and transparency, both critical to pharmaceutical companies, were noted by 10% and 9% respectively, indicating how important honest and open communication is in building trust with customers. Lastly, accessibility to customers was also noted by 9%, underscoring the role of social media in improving direct communication and support. These results show that a company's social media presence can significantly shape multiple facets of its public image.

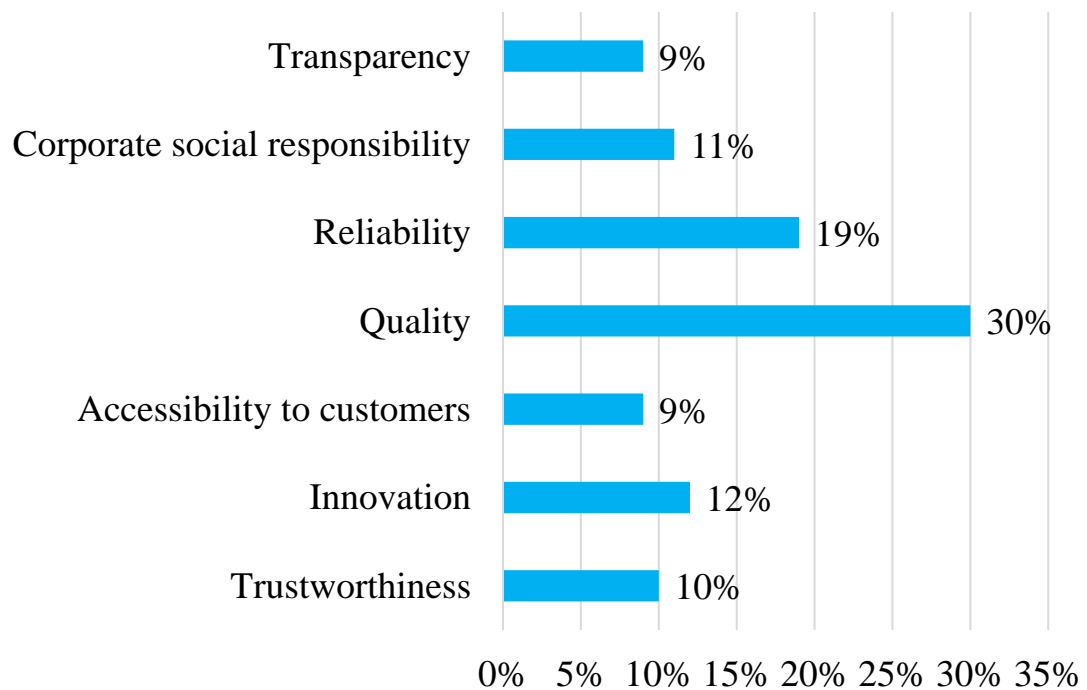


Fig. 2.8. Analysis of image aspects most influenced by social media presence in pharmaceutical companies

It was revealed that the primary target audience for pharmaceutical companies on social media is the general public, with 74% of respondents indicating this as their main focus (Fig. 2.9). This suggests that companies prioritize reaching a broad audience to enhance brand visibility, educate the public, and create awareness about their products and services. Patients and consumers, who directly benefit from

pharmaceutical products, represent 12% of the focus, reflecting the industry's effort to engage with end-users more specifically. Healthcare professionals account for 8%, highlighting the importance of maintaining relationships with medical experts who may influence treatment choices and recommendations. Regulatory bodies are the focus for 4% of companies, showing a need for transparency and compliance through online platforms. Lastly, investors and stakeholders are targeted by 2% of companies, indicating that social media is less commonly used for investor relations compared to other traditional communication methods. These results demonstrate that pharmaceutical companies primarily leverage social media to engage with the general public, but also recognize its value in reaching more specialized audiences.

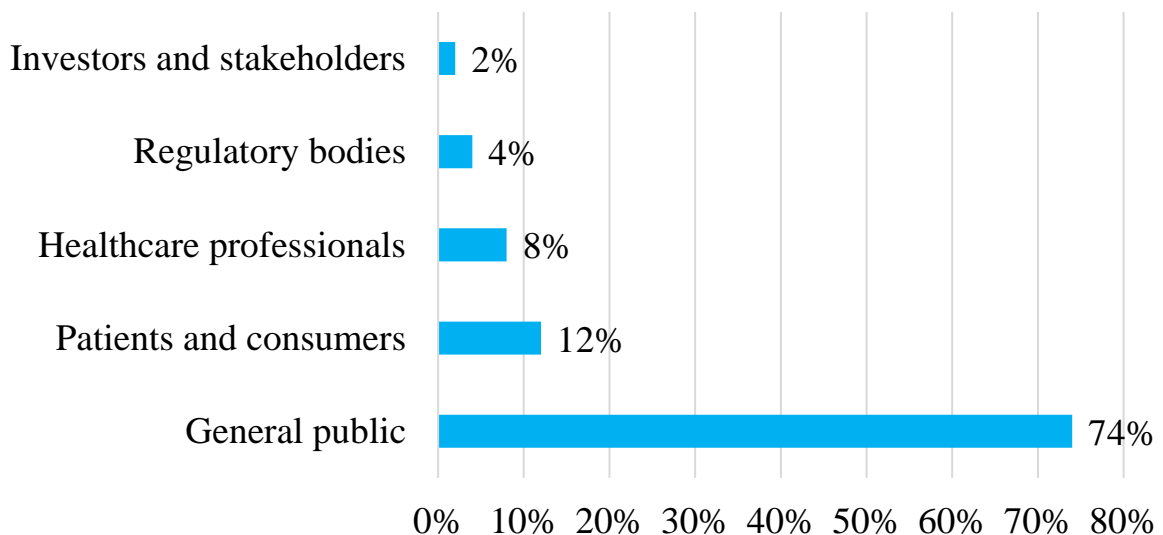


Fig. 2.9. Research of target audience focused on by pharmaceutical companies through social media

It was found that pharmaceutical companies employ various strategies to maintain regulatory compliance while managing their social media image (Fig. 2.10). A significant portion of respondents, 38%, emphasized the importance of regular staff training. This approach ensures that employees are well-informed about the latest regulations and best practices in social media communications, reducing the risk of non-compliance. Automated regulatory tools were utilized by 37% of respondents, highlighting the reliance on technology to monitor content and ensure

adherence to industry guidelines. Internal compliance teams play a role in 14% of the companies, providing oversight and guidance on regulatory matters related to social media. Additionally, 11% of respondents engage third-party consultants to assist with compliance, indicating a willingness to seek external expertise to navigate complex regulations effectively. These findings illustrate that pharmaceutical companies are committed to maintaining regulatory standards while actively engaging with their audiences on social media, employing a combination of training, technology, and expert support to achieve this goal.

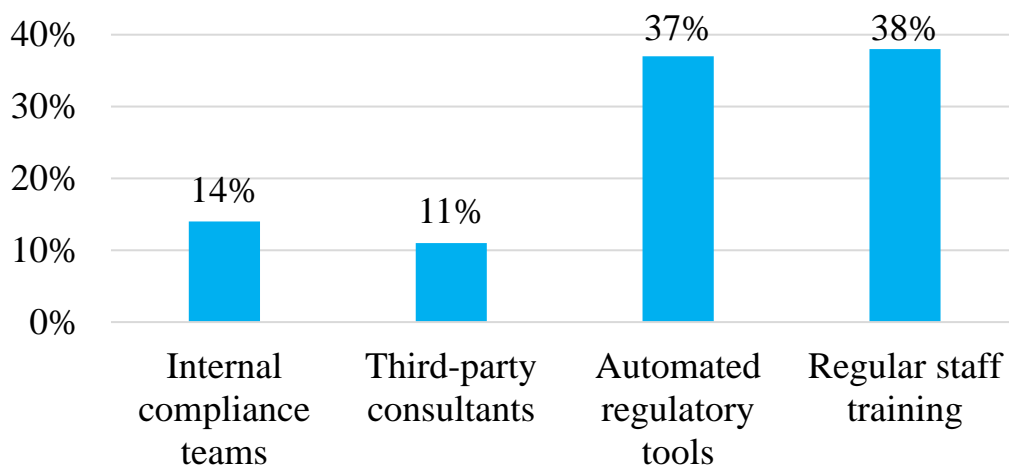


Fig. 2.10. Analysis of strategies for maintaining regulatory compliance in pharmaceutical companies' social media management

## 2.2. Study of effective content types for building brand image on social media in pharmaceutical companies

The study examined the types of content that pharmaceutical companies find most effective in building their brand image on social media. The results indicate that educational videos or articles are the most impactful, with 24% of respondents highlighting this content type. This reflects a strong preference for informative resources that enhance public understanding of health-related topics and the company's products. Following closely, 22% of respondents identified product-related posts as effective, underscoring the importance of showcasing offerings directly to consumers. Company news and achievements garnered attention from 16%, illustrating how sharing milestones can bolster credibility and enhance brand



perception. Customer testimonials and reviews accounted for 11%, demonstrating the value of social proof in influencing potential customers. Influencer collaborations, which resonate with 10% of respondents, indicate a strategic approach to leveraging trusted voices within the healthcare community. Additionally, 10% noted the significance of corporate social responsibility (CSR) initiatives, emphasizing the role of ethical engagement in shaping a positive brand image. Patient stories, while garnering 7%, highlight the human aspect of the pharmaceutical industry. These findings collectively illustrate that a diverse content strategy, particularly one focused on education and transparency, is crucial for building a strong brand image on social media (Fig. 2.11).

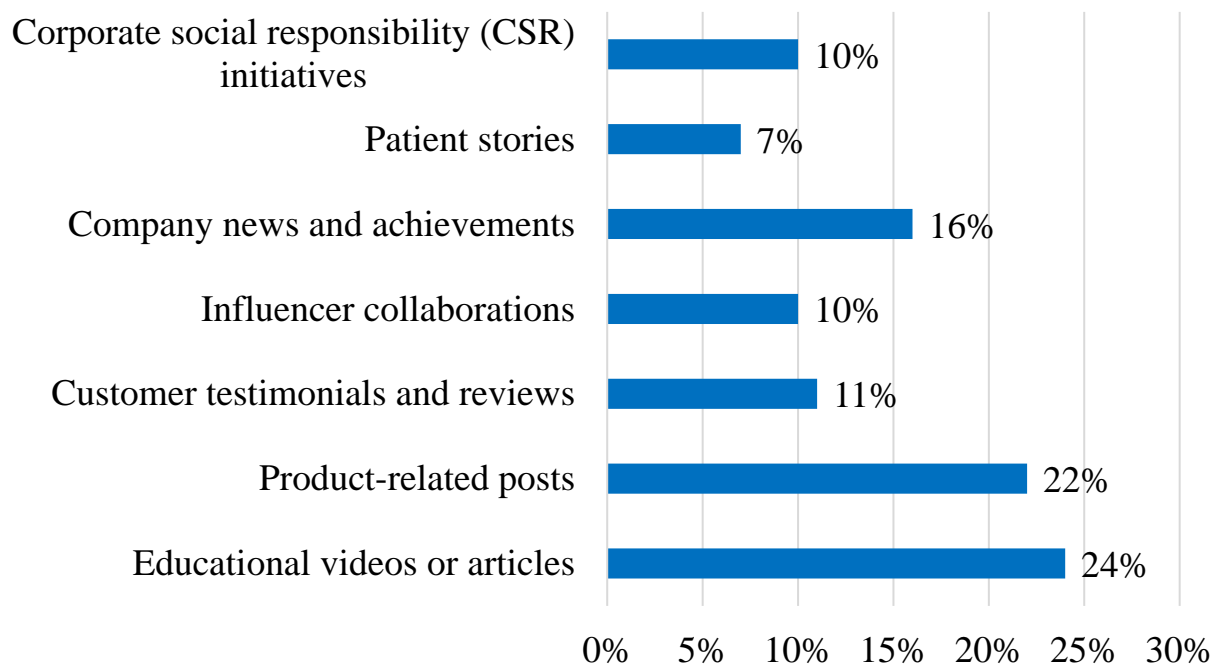


Fig. 2.11. Study of effective content types for building brand image on social media in pharmaceutical companies

It was found that pharmaceutical companies face several key challenges in maintaining a consistent social media image (Fig. 2.12). The most significant obstacle, mentioned by 35% of respondents, is the difficulty in producing content regularly. This challenge emphasizes the need for a steady stream of high-quality, relevant content to engage with audiences effectively. Budget limitations were

another major factor, affecting 30% of companies, which highlights the financial constraints that can limit both content creation and marketing efforts on social platforms. A lack of engagement from target audiences was identified by 20% of respondents, pointing to the difficulty in capturing and retaining the attention of key demographics such as patients, healthcare professionals, or the general public. Regulatory restrictions, noted by 8%, remain an ongoing challenge in the highly controlled pharmaceutical industry, where compliance with strict regulations can hinder creative social media strategies. Negative feedback or criticism, mentioned by 7%, also presents a challenge, as companies must manage their online reputation carefully while addressing public concerns. These findings underscore the complex nature of maintaining a consistent and impactful social media presence in the pharmaceutical sector, where content production, financial resources, engagement, and compliance are constant balancing acts.

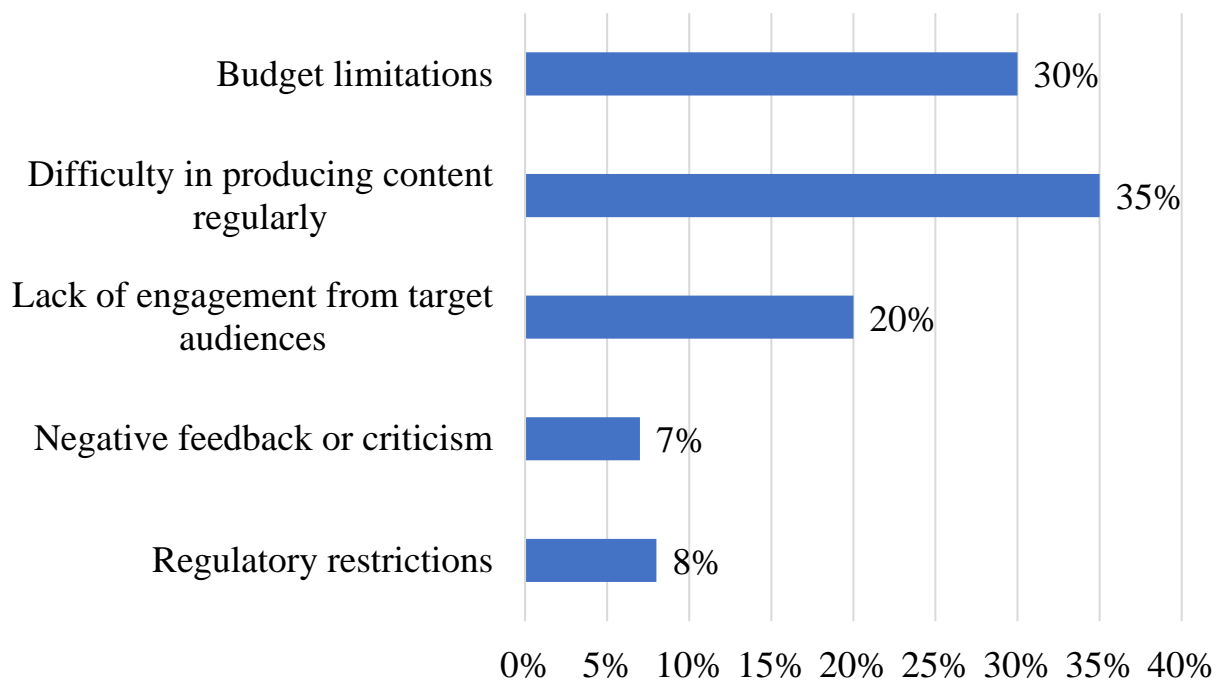


Fig. 2.12. Key challenges in maintaining a consistent social media presence for pharmaceutical companies

Opportunities for enhancing pharmaceutical companies' image through social media were analyzed (Fig. 2.13).

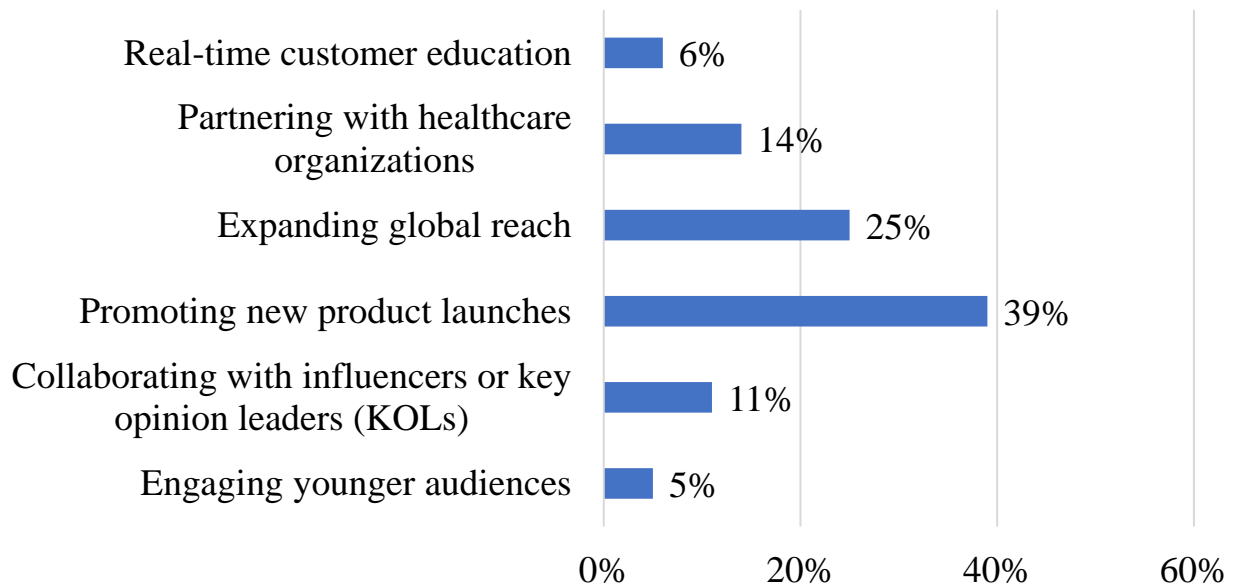


Fig. 2.13. Opportunities for enhancing pharmaceutical companies' image through social media

The study revealed several opportunities that pharmaceutical companies identify for further improving their image through social media. The most significant opportunity, as cited by 39% of respondents, lies in promoting new product launches. Social media platforms provide a powerful channel for raising awareness and generating excitement around new pharmaceutical products. Expanding global reach was recognized by 25%, demonstrating the potential of social media to connect with international audiences and build a broader brand presence across different markets. Partnering with healthcare organizations was seen as an opportunity by 14%, reflecting the strategic advantage of collaborating with trusted institutions to strengthen credibility and enhance the company's image in the health sector. Collaborating with influencers or key opinion leaders (KOLs) accounted for 11%, indicating the growing trend of leveraging influential voices to extend a company's reach and reputation. Real-time customer education, noted by 6%, highlights the potential of social media to provide immediate, accessible information to consumers, enhancing trust and engagement. Finally, 5% of respondents identified the opportunity to engage younger audiences, recognizing the importance of reaching the next generation of consumers through platforms they frequently use. These

findings underscore the diverse ways pharmaceutical companies can leverage social media to enhance their image, from strategic partnerships to targeted marketing campaigns.

The next step of the study focused on how the social media presence of pharmaceutical companies has impacted customer perceptions of their products. A substantial 67% of respondents reported that their social media activities have significantly improved how customers view their products. This highlights the strong influence of social media in building trust, credibility, and a positive brand image among consumers. Another 23% of respondents noted a moderate improvement in customer perceptions, indicating that while social media efforts have been beneficial, there may still be room for more impactful strategies. Only 10% of the participants observed no significant change, suggesting that for the vast majority, social media is a crucial tool for enhancing customer perceptions and engagement with pharmaceutical products. These findings reinforce the value of a well-executed social media strategy in shaping positive customer attitudes (Fig. 2.14).

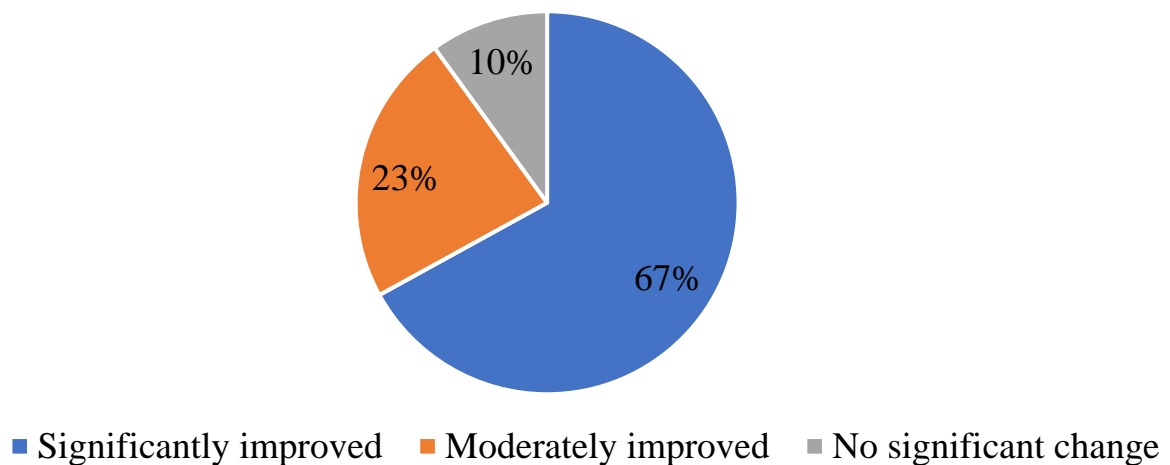


Fig. 2.14. Study of impact of social media presence on customer perceptions of pharmaceutical products

The next step of the study explored how important it is for pharmaceutical companies to showcase their corporate social responsibility (CSR) efforts on social media(Fig. 2.15).

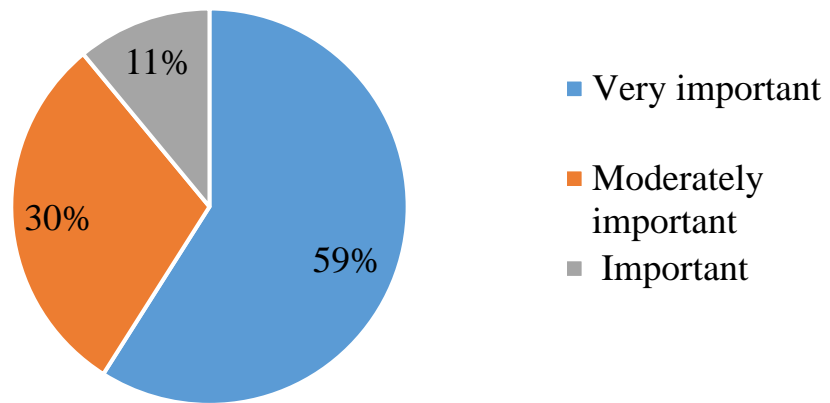


Fig. 2.15. Study of importance of showcasing corporate social responsibility on social media

A significant 59% of respondents indicated that it is very important to highlight their CSR activities, emphasizing the growing demand for companies to demonstrate ethical practices and community engagement. Another 30% of participants rated it as moderately important, suggesting that while CSR is crucial, it may not be the top priority for all companies. Only 11% considered it simply important, which shows that showcasing CSR on social media is seen as a vital component in building trust and credibility with stakeholders, enhancing the company's overall public image and fostering stronger customer relationships.

It was revealed that pharmaceutical companies actively promote a variety of corporate social responsibility (CSR) activities through social media (Fig. 2.16).

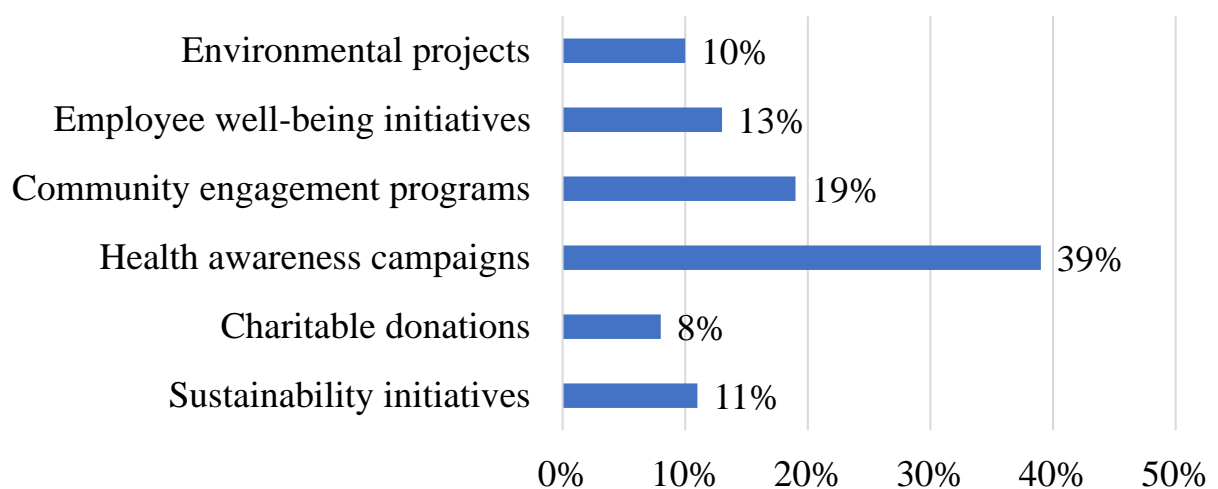


Fig. 2.16. Study of corporate social responsibility activities promoted by pharmaceutical companies on social media

Health awareness campaigns emerged as the most frequently highlighted CSR activity, with 39% of respondents indicating their focus on such initiatives. This suggests that companies are keen to emphasize their role in improving public health knowledge and outcomes. Community engagement programs, chosen by 19%, and employee well-being initiatives, at 13%, were also prominent, reflecting efforts to demonstrate corporate responsibility both internally and within local communities. Other activities included sustainability initiatives (11%), environmental projects (10%), and charitable donations (8%), showcasing a broad approach to CSR that aims to align the company's social media presence with values of environmental stewardship, social support, and ethical operations.

It was found that a significant majority of respondents believe that their company's social media efforts related to corporate social responsibility (CSR) positively impact their overall image (Fig. 2.17).

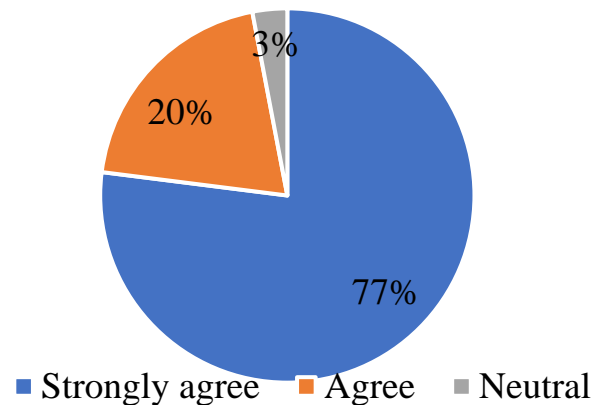


Fig. 2.17. Impact of CSR social media efforts on overall company image

Specifically, 77% strongly agreed with this statement, indicating a strong conviction that CSR initiatives shared on social media enhance their company's reputation and foster goodwill among stakeholders. An additional 20% agreed, suggesting that while they may not feel as strongly, they still recognize the beneficial effects of these efforts. Only 3% of respondents remained neutral, indicating that virtually all participants acknowledge the importance of CSR in shaping a positive corporate image through social media channels. These findings highlight the vital role of CSR communications in building and maintaining a favorable public

perception of pharmaceutical companies. The study revealed that a vast majority of pharmaceutical companies have collaborated with influencers or healthcare professionals on social media to promote their products or services. Specifically, 97% of respondents confirmed that they engage in such collaborations, indicating a strong trend in leveraging the credibility and reach of influencers and professionals to enhance their marketing efforts. This approach not only helps in building trust among potential customers but also amplifies the visibility of their offerings in a competitive market. Conversely, only 3% of respondents indicated that they do not collaborate with influencers or healthcare professionals, suggesting that the vast majority recognize the strategic value of these partnerships in effectively reaching and engaging their target audiences. This trend highlights the importance of collaboration in modern pharmaceutical marketing strategies.

The responses regarding the effectiveness of influencer marketing in shaping brand image revealed a strong positive perception among pharmaceutical companies. A notable 71% of respondents rated influencer marketing as very effective, underscoring its significant role in enhancing their brand reputation and visibility. Additionally, 20% found it moderately effective, suggesting that while they see value in these collaborations, there may be room for improvement in optimizing their strategies. Only 5% considered it effective, and a mere 4% deemed it not effective at all, indicating that the vast majority of companies recognize the substantial impact influencer marketing can have on their overall brand image. These findings highlight the importance of strategic partnerships with influencers as a crucial component of modern marketing efforts (Fig. 2.18).

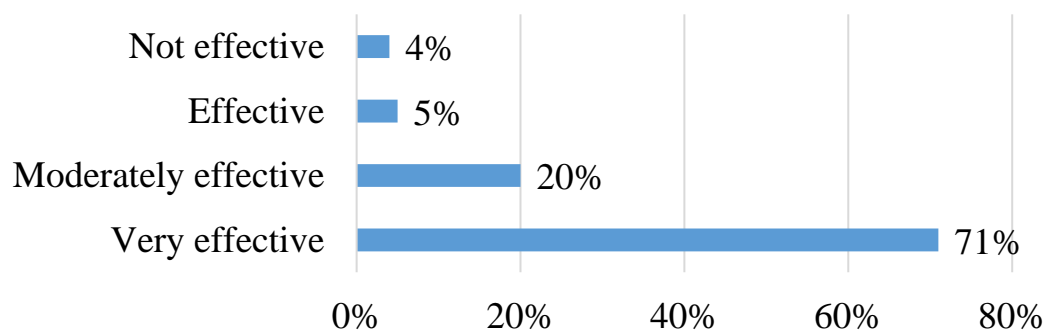


Fig. 2.18. Effectiveness of influencer marketing in shaping brand image

## CONCLUSIONS TO CHAPTER II

1. It was found that pharmaceutical companies in Ukraine are increasingly relying on social media as a strategic tool to shape their brand image and engage with their target audience. The survey of 21 managers from different pharmaceutical companies revealed a diverse range of roles involved in social media management, including pharmaceutical representatives, marketing heads, and social media managers. This distribution reflects the growing significance of social media in all levels of marketing efforts, from leadership to hands-on content creation and engagement.

2. It was determined that the majority of companies have been using social media for over a decade, indicating a long-term commitment to these platforms for brand building and customer interaction. The data showed that 39% of companies have been leveraging social media for over 10 years, with an additional 34% using it for 6 to 10 years, highlighting that the integration of social media into the pharmaceutical sector has been a gradual but persistent process.

3. It was set that Twitter/X and LinkedIn are among the most popular platforms used by pharmaceutical companies, followed by Facebook, Instagram, and YouTube. This diversity of platforms allows companies to target different audiences and achieve various strategic objectives, including brand awareness, product promotion, and patient education. The use of emerging platforms like TikTok shows a growing interest in reaching younger demographics.

4. It was determined that product promotion and brand awareness are the primary objectives of pharmaceutical companies' social media strategies. However, other goals such as patient education, crisis communication, and engagement with healthcare professionals are also significant. This indicates that companies are not only focused on marketing their products but also on providing valuable health information and maintaining strong relationships with their stakeholders.

5. It was found that companies adopt various content strategies to maintain their online presence, with 47% of respondents reporting weekly posts and 39% posting daily. The most effective content types identified were educational videos



and product-related posts, which help build trust and credibility with both patients and healthcare professionals. It was determined that the effectiveness of social media efforts is often measured through metrics such as conversion rates, follower growth, and website traffic. These metrics allow companies to gauge the impact of their social media campaigns on customer engagement and business outcomes, providing valuable insights into the effectiveness of their strategies.

6. It was set that social media plays a critical role in shaping the public perception of pharmaceutical companies. The majority of respondents consider social media to be very important for maintaining a positive image, with many believing that social media significantly impacts how customers perceive the quality and reliability of their products. It was determined that regulatory compliance remains a challenge for many companies, with strategies such as regular staff training, automated compliance tools, and the use of internal compliance teams being employed to navigate complex industry regulations. Maintaining compliance while actively engaging with audiences on social media is crucial to ensuring both ethical practices and effective communication.

7. It was found that collaborations with influencers and healthcare professionals are highly effective in shaping the brand image of pharmaceutical companies. A significant number of companies have embraced influencer marketing as a key strategy, with the majority finding it very effective in enhancing brand visibility and credibility. It was set that social media has a strong positive impact on customer perceptions of pharmaceutical products. The vast majority of respondents reported significant improvements in how customers view their products as a result of social media activities, reinforcing the importance of a well-executed social media strategy in the pharmaceutical industry.

8. It was revealed that showcasing corporate social responsibility on social media is also a priority for pharmaceutical companies, with many using their platforms to promote health awareness campaigns, community engagement programs, and sustainability initiatives. This further contributes to building a positive public image and fostering trust with stakeholders.

## **CHAPTER III**

### **DEVELOPMENT RECOMMENDATIONS FOR THE USE OF SOCIAL NETWORKS FOR PHARMACEUTICAL COMPANIES**

#### **3.1. Study of cases of successful use of social media by pharmaceutical companies**

In the era of digital transformation, social media has become an essential tool for various industries, including pharmaceuticals. Traditionally, the pharmaceutical sector relied heavily on healthcare professionals, direct advertising, and regulatory channels to market products and build customer relationships. However, with the rise of social media, pharmaceutical companies now have new opportunities to engage with both consumers and healthcare professionals. The ability to disseminate health information quickly, connect with a wide audience, and respond to patient inquiries in real-time has transformed how pharmaceutical companies position their products and brands. Despite the stringent regulatory environment surrounding pharmaceutical communications, many companies have leveraged social media to create successful campaigns that build trust, enhance brand visibility, and improve patient engagement. Thus, examining the cases of successful social media use in the pharmaceutical industry is relevant and crucial to understand best practices and overcome challenges [4].

The main purpose of this study is to analyze successful cases where pharmaceutical companies have effectively utilized social media platforms for marketing, brand development, patient education, and customer engagement. The study will identify key factors that contribute to the success of these campaigns, explore how companies navigate regulatory constraints, and highlight the types of social media content that resonate with different target audiences. Additionally, the study aims to provide actionable insights and recommendations for other pharmaceutical companies looking to optimize their social media strategies [5].

Several pharmaceutical companies have successfully used social media platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube to achieve a variety of strategic goals [1].

For example: Pfizer has effectively used social media to launch public health awareness campaigns. For instance, during the COVID-19 pandemic, the company utilized platforms such as Twitter and Facebook to provide accurate and timely information about vaccine safety and efficacy. Their use of infographics, Q&A sessions, and partnerships with medical influencers boosted engagement and trust among both healthcare professionals and the general public [4].

Johnson & Johnson has focused on creating communities and providing patient support through social media. One of their most successful initiatives involved engaging with cancer patients and survivors via YouTube and Facebook, where they shared stories of hope, provided educational videos about treatment options, and created forums for patients to share their experiences. This community-building approach not only humanized the brand but also provided valuable support for patients and caregivers. In addition to community engagement, Johnson & Johnson has produced a wide range of educational content on various health topics, including diabetes, skin care, and maternal and child health. This content is shared through social media channels and distributed through partnerships with healthcare providers and patient advocacy groups. As a result, Johnson & Johnson has established itself as a thought leader in the healthcare industry, and their educational initiatives have contributed to improved public health outcomes [12].

Bayer has integrated influencer marketing into their social media strategy to reach younger audiences. By collaborating with healthcare influencers and lifestyle bloggers, Bayer was able to successfully promote its consumer health products on Instagram. These partnerships created authentic content that resonated with the audience, driving brand awareness and product usage among new demographics [11].

GlaxoSmithKline (GSK) has harnessed social media to improve customer service. Through platforms like Twitter and LinkedIn, GSK developed a more direct

line of communication with healthcare providers and patients. This strategy allowed them to quickly address questions related to medications, side effects, and product availability, providing a higher level of customer service and improving patient satisfaction [7].

The study of successful social media use by pharmaceutical companies reveals that social media can be a powerful tool when used strategically. The key to success lies in developing content that is not only informative but also engaging, trustworthy, and compliant with regulatory standards. Companies that have excelled in this space have focused on building relationships with their audience, offering valuable educational content, and creating online communities that foster trust and loyalty [21]. The insights gained from this work can serve as a roadmap for pharmaceutical companies looking to harness the power of social media to build stronger, more meaningful connections with their stakeholders while maintaining compliance with industry regulations [10].

### **3.2. Recommendations for pharmaceutical companies to improve their image through social networks**

In today's digital age, social media has become a vital tool for businesses to connect with their target audiences, build trust, and shape their brand image. Pharmaceutical companies, which traditionally relied on direct marketing, healthcare professionals, and regulatory approvals, must now navigate the complexities of social media to enhance their brand image and foster relationships with stakeholders. The following recommendations aim to provide strategic approaches for pharmaceutical companies to improve their image through social media. It was found that one of the key challenges for pharmaceutical companies in maintaining a social media presence is the need for regular content production. To address this, companies should develop a consistent and authentic brand voice across all platforms. Consistency in tone, messaging, and visual aesthetics will help create a recognizable and trustworthy brand image. An authentic voice is equally crucial—pharmaceutical companies should avoid using overly corporate language and instead

focus on genuine communication that resonates with their audiences. By humanizing their brand and adopting a more conversational tone, companies can better engage with consumers and build stronger connections [14].

One of the most effective content types for pharmaceutical companies on social media, as revealed by the study, is educational materials. Pharmaceutical companies should prioritize sharing valuable, informative content that educates the public about health-related issues, medical advancements, and the benefits of their products. Providing educational videos, infographics, and articles on common health concerns or medications can position a company as a trusted authority in the healthcare industry. Moreover, promoting patient education through social media not only builds trust but also enhances public awareness and drives engagement. Regularly updating this type of content will demonstrate the company's commitment to improving public health, which is key to shaping a positive brand image [6].

The importance of highlighting CSR activities on social media cannot be overstated. The majority of respondents in the study believe that showcasing CSR efforts positively impacts their company's image. Pharmaceutical companies should increase their focus on promoting CSR initiatives, such as health awareness campaigns, sustainability projects, and charitable activities. These efforts demonstrate the company's commitment to ethical practices, community support, and social welfare. Additionally, engaging employees in CSR-related activities and featuring these stories on social media can enhance internal morale and reflect a strong, socially responsible corporate culture. CSR initiatives, when communicated effectively, create a lasting, positive impression of the company, helping to strengthen relationships with both consumers and industry partners [5].

Pharmaceutical companies can benefit significantly from partnerships with influencers and healthcare professionals. The study showed that 97% of respondents have collaborated with influencers or healthcare professionals to promote their products or services, and this approach has proven to be highly effective in shaping brand image. By leveraging trusted voices in the medical community or influential social media figures, companies can amplify their reach and credibility. It is

important for pharmaceutical companies to choose influencers who align with their values and who can authentically communicate the benefits of their products or services to their target audiences. Moreover, collaborating with healthcare professionals can help bridge the gap between technical medical information and the general public, further enhancing the company's reputation as a trusted expert in the field. A key recommendation for improving a pharmaceutical company's image on social media is to focus on patient-centric content. Highlighting patient stories, success cases, or testimonials can create an emotional connection with the audience. People respond to personal experiences and real-life examples, especially when it comes to healthcare. Companies should showcase how their products or services have improved patients' lives, while ensuring compliance with regulations and patient privacy. By focusing on the human side of medicine, pharmaceutical companies can present themselves as empathetic and patient-oriented, which is essential for building a compassionate and trustworthy brand [9]. Engagement on social media is not only driven by the frequency of posts but also by the format of the content. Pharmaceutical companies should diversify their content formats by incorporating multimedia such as videos, live streams, and interactive posts (e.g., polls, Q&A sessions). Engaging visual content, such as product demonstrations, behind-the-scenes footage of research and development, or interviews with healthcare experts, can help capture the audience's attention and make complex information more accessible. Interactive content, such as Q&A sessions or live webinars with experts, also provides an opportunity for direct engagement with followers, helping to foster a sense of community and trust [1].

It was found that managing negative feedback and criticism is a challenge for pharmaceutical companies. To address this, companies must develop a proactive approach to managing their online reputation. This involves closely monitoring social media channels for comments, reviews, and messages and responding promptly to both positive and negative feedback. Acknowledging concerns and providing transparent responses in real time can demonstrate the company's commitment to customer service and accountability. When handled properly, even

negative feedback can be turned into an opportunity to show responsiveness and a willingness to improve. Ensuring that employees, especially those involved in social media management, are well-trained in regulatory compliance and best practices is essential. Regular training sessions on social media policies, industry regulations, and communication strategies can help prevent compliance issues while ensuring that the company's social media presence aligns with its overall goals. The study revealed that regular staff training was one of the top strategies pharmaceutical companies use to maintain regulatory compliance. Investing in continuous training will empower employees to represent the company positively and effectively on social media platforms. While the general public is a major focus of pharmaceutical companies on social media, as shown in the study, companies should also consider segmenting their audiences and creating personalized content for specific groups. For example, targeted content for healthcare professionals, patients, or regulatory bodies can be more effective than a one-size-fits-all approach. Companies should use analytics tools to understand the demographics and interests of their followers, allowing them to tailor content that resonates with each group. Personalizing content helps to increase engagement and ensures that each audience feels understood and valued. Given the strict regulations surrounding pharmaceutical advertising and communications, it is crucial for companies to use automated regulatory tools to ensure compliance. These tools can monitor social media posts, flagging any content that may violate industry guidelines. This not only reduces the risk of non-compliance but also allows companies to focus more on creativity and engagement without the constant worry of breaching regulations. By combining automated compliance tools with human oversight, companies can maintain a robust, compliant social media presence that supports brand development [20].

### **CONCLUSIONS TO CHAPTER III**

1. Cases of successful use of social media by pharmaceutical companies were studied.
2. Recommendations for pharmaceutical companies to improve their image through social networks were developed.

## GENERAL CONCLUSIONS

1. The role of social networks in creating consumer trust and loyalty were analyzed. Concept and components of the image of a pharmaceutical company were analyzed.

2. The survey of 21 managers from different pharmaceutical companies revealed a diverse range of roles involved in social media management, including pharmaceutical representatives, marketing heads, and social media managers. This distribution reflects the growing significance of social media in all levels of marketing efforts, from leadership to hands-on content creation and engagement. It was determined that the majority of companies have been using social media for over a decade, indicating a long-term commitment to these platforms for brand building and customer interaction. The data showed that 39% of companies have been leveraging social media for over 10 years, with an additional 34% using it for 6 to 10 years, highlighting that the integration of social media into the pharmaceutical sector has been a gradual but persistent process. It was set that Twitter/X and LinkedIn are among the most popular platforms used by pharmaceutical companies, followed by Facebook, Instagram, and YouTube. This diversity of platforms allows companies to target different audiences and achieve various strategic objectives, including brand awareness, product promotion, and patient education. The use of emerging platforms like TikTok shows a growing interest in reaching younger demographics.

3. It was determined that product promotion and brand awareness are the primary objectives of pharmaceutical companies' social media strategies. However, other goals such as patient education, crisis communication, and engagement with healthcare professionals are also significant. This indicates that companies are not only focused on marketing their products but also on providing valuable health information and maintaining strong relationships with their stakeholders.

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7. It was revealed that showcasing corporate social responsibility on social media is also a priority for pharmaceutical companies, with many using their platforms to promote health awareness campaigns, community engagement programs, and sustainability initiatives. This further contributes to building a positive public image and fostering trust with stakeholders.

8. Cases of successful use of social media by pharmaceutical companies were studied. Recommendations for pharmaceutical companies to improve their image through social networks were developed.

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# APPLICATIONS

### ***Questionnaire***

Dear colleagues! This questionnaire aims to analyze how pharmaceutical companies utilize social media platforms to shape their brand image and the factors influencing this process. Please answer the following questions to the best of your ability.

**What is the name of your pharmaceutical company?** \_\_\_\_\_

1. **How many years has your company been active on social media?**

- ☐ 1-2 years
- ☐ 3-5 years
- ☐ 6-10 years
- ☐ More than 10 years

2. **Which social media platforms does your company actively use**

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter/X
- ☐ LinkedIn
- ☐ YouTube
- ☐ TikTok

3. **What are the primary objectives of your company's social media presence?**

- ☐ Brand awareness
- ☐ Product promotion
- ☐ Patient education
- ☐ Engagement with healthcare professionals
- ☐ Crisis communication
- ☐ Community building
- ☐ Customer service

4. **How frequently does your company post on social media?**

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely

5. **How do you measure the effectiveness of your social media activities?**

- ☐ Likes, shares, and comments
- ☐ Follower growth
- ☐ Website traffic from social media
- ☐ Conversion rates (e.g., product inquiries, sales)
- ☐ Engagement with healthcare professionals

7. **How important is social media in shaping your company's image?**

- ☐ Very important
- ☐ Moderately important
- ☐ Somewhat important
- ☐ Not important

**8. What aspects of your company's image are most impacted by social media presence?**

- ☐ Trustworthiness
- ☐ Innovation
- ☐ Accessibility to customers
- ☐ Customer service quality
- ☐ Product reliability
- ☐ Corporate social responsibility
- ☐ Transparency

**9. Which target audience do you focus on most through social media?**

- ☐ General public
- ☐ Patients and consumers
- ☐ Healthcare professionals
- ☐ Regulatory bodies
- ☐ Investors and stakeholders

**10. How does your company maintain regulatory compliance while managing its social media image?**

- ☐ Internal compliance teams
- ☐ Third-party consultants
- ☐ Automated regulatory tools
- ☐ Regular staff training

**11. What type of content is most effective in building your brand image on social media?**

- ☐ Educational videos or articles
- ☐ Product-related posts
- ☐ Customer testimonials and reviews
- ☐ Influencer collaborations
- ☐ Company news and achievements
- ☐ Patient stories
- ☐ Corporate social responsibility (CSR) initiatives

**12. What challenges do you face in maintaining a consistent social media image?**

- ☐ Regulatory restrictions
- ☐ Negative feedback or criticism
- ☐ Lack of engagement from target audiences
- ☐ Difficulty in producing content regularly
- ☐ Budget limitations

**13. What opportunities do you see in using social media to further improve your company's image?**

- ☐ Engaging younger audiences
- ☐ Collaborating with influencers or key opinion leaders (KOLs)
- ☐ Promoting new product launches

- ☐ Expanding global reach
  - ☐ Partnering with healthcare organizations
  - ☐ Real-time customer service
14. **How has your company's social media presence influenced customer perceptions of your products?**
- ☐ Significantly improved
  - ☐ Moderately improved
  - ☐ No significant change
  - ☐ Decreased customer trust
  - ☐ Not applicable
15. **How important is showcasing your company's corporate social responsibility (CSR) efforts on social media?**
- ☐ Very important
  - ☐ Moderately important
  - ☐ Somewhat important
  - ☐ Not important
16. **Which CSR activities do you promote through social media?**
- ☐ Sustainability initiatives
  - ☐ Charitable donations
  - ☐ Health awareness campaigns
  - ☐ Community engagement programs
  - ☐ Employee well-being initiatives
  - ☐ Environmental projects
17. **Do you think your company's social media efforts related to CSR positively impact your overall image?**
- ☐ Strongly agree
  - ☐ Agree
  - ☐ Neutral
  - ☐ Disagree
18. **Has your company collaborated with influencers or healthcare professionals on social media to promote products or services?**
- ☐ Yes   ☐ No
19. **If yes, how effective has influencer marketing been in shaping your brand image?**
- ☐ Very effective
  - ☐ Moderately effective
  - ☐ Effective
20. **What is your position in the company?**
- ☐ Head of the marketing department
  - ☐ Marketing specialist
  - ☐ SMM manager
  - ☐ Pharmaceutical representative

***Thank you for your time and participation in this study!***





**МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ**  
**НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ**  
**ІНСТИТУТ ПІДВИЩЕННЯ КВАЛІФІКАЦІЇ**  
**СПЕЦІАЛІСТІВ ФАРМАЦІЇ**  
**КАФЕДРА КЛІНІЧНОЇ ФАРМАКОЛОГІЇ**



**АКТУАЛЬНІ ПИТАННЯ КЛІНІЧНОЇ ФАРМАКОЛОГІЇ  
ТА КЛІНІЧНОЇ ФАРМАЦІЇ  
(TOPICAL ISSUES OF CLINICAL PHARMACOLOGY  
AND CLINICAL PHARMACY)**

Матеріали науково-практичної  
Internet-конференції з міжнародною участю



29-30 жовтня 2024 року

м. Харків

МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ  
НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ  
ІНСТИТУТ ПІДВИЩЕННЯ КВАЛІФІКАЦІЇ СПЕЦІАЛІСТІВ ФАРМАЦІЇ  
КАФЕДРА КЛІНІЧНОЇ ФАРМАКОЛОГІЇ

**АКТУАЛЬНІ ПИТАННЯ КЛІНІЧНОЇ ФАРМАКОЛОГІЇ  
ТА КЛІНІЧНОЇ ФАРМАЦІЇ  
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м. Харків

Харків  
НФаУ  
2024

УДК 615.1:615.03

А 43

**Редакційна колегія та оргкомітет:** проф. Котвіцька А. А. (голова), проф. Федосов А. І. (співголова), проф. Владимирова І. М. (співголова), доц. Суріков О. О. (співголова), проф. Бутко Я. О. (співголова), проф. Міщенко О. Я. (співголова, відповідальний секретар), проф. Бондарев Є. В. (член оргкомітету), доц. Файзуллін О. В. (член оргкомітету), доц. Мороз С. Г. (член оргкомітету), доц. Халеева О. Л. (член оргкомітету), доц. Березняков А. В. (член оргкомітету), проф. Ткачова О. В., проф. Кіреєв І. В., проф. Риженко І. М., проф. Подольський І. М., доц. Козар В. В., доц. Шаповалова О. В., асист. Тимченко Ю. В., асист. Андріяненков О. В., асист. Кузенков Р. В.

*Реєстраційне посвідчення в Укр ІНТЕІ № 613 від 11 грудня 2023 р.*

**Актуальні питання клінічної фармакології та клінічної фармації**  
(Topical issues of clinical pharmacology and clinical pharmacy): матеріали наук.-практ. internet-конф. з міжнар. участю (29-30 жовт. 2024 р., м. Харків) / редкол. : О. Я. Міщенко, Я. О. Бутко, Є. В. Бондарев та ін. – Харків : НФаУ, 2024. – 388 с.

У збірнику опубліковані матеріали науково-практичної internet-конференції з міжнародною участю «Актуальні питання клінічної фармакології та клінічної фармації». У матеріалах конференції висвітлено клініко-фармакологічні аспекти застосування лікарських засобів; питання безпеки фармакотерапії та системи фармаконагляду; адміністрування антимікробних препаратів як мультидисциплінарного підходу протидії антибіотикорезистентності; доказової медицини в клінічній практиці; вікові, гендерні, хронофармакологічні, фармакогенетичні чинники раціонального застосування лікарських засобів; інформаційні технології в клінічній фармакології та клінічній фармації; організаційно-управлінські підходи забезпечення раціонального застосування лікарських засобів; оцінка технологій охорони здоров'я, фармакоекономічні дослідження та формулярна система як складові забезпечення раціональної фармакотерапії.

Наведено технологічні аспекти розробки, впровадження та використання лікарських засобів; доклінічні та клінічні дослідження лікарських засобів. Розглянуто сучасні методичні аспекти викладання клінічної фармакології та клінічної фармації в Україні та світі.

Видання представляє інтерес для наукових, педагогічних та практичних фармацевтичних та медичних працівників.

Матеріали подаються мовою оригіналу. За достовірність інформації відповідальність несуть автори.

УДК 615.1:615.03

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UDC 615.12: 339.137

# STUDY OF CASES OF SUCCESSFUL USE OF SOCIAL MEDIA BY PHARMACEUTICAL COMPANIES

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**Abstract.** Goal. The main objective of this study is to analyze successful cases of effective use of social media platforms by pharmaceutical companies for marketing, brand development, consumer education and customer interaction.

Materials and methods. The research was conducted using the method of content analysis.

The results. Pharmaceutical companies are successfully using social media to improve customer service, raise health awareness and build communities.

Conclusions. Companies that use social media effectively improve their reputation, increase customer engagement and provide better communication with consumers and healthcare professionals.

**Keywords:** social media, pharmaceutical companies, marketing, consumer education, communication.

**Анотація.** Мета. Головною метою цього дослідження є аналіз успішних випадків ефективного використання фармацевтичними компаніями платформ соціальних медіа для маркетингу, розвитку бренду, освіти споживачів і взаємодії з клієнтами.

Матеріали та методи. Дослідження було проведено за допомогою методу контент-аналізу.

Результати. Фармацевтичні компанії успішно використовують соціальні медіа для покращення обслуговування клієнтів, підвищення обізнаності про здоров'я та побудови спільнот.

Висновки. Компанії, які ефективно використовують соціальні медіа, покращують свою репутацію, підвищити залучення клієнтів і забезпечити кращу комунікацію з споживачами та медичними працівниками.

**Ключові слова:** соціальні медіа, фармацевтичні компанії, маркетинг, освіта споживачів, комунікація.

**Introduction.** In the era of digital transformation, social media has become an essential tool for various industries, including pharmaceuticals. Traditionally, the pharmaceutical sector relied heavily on healthcare professionals, direct advertising, and regulatory channels to market products and build customer relationships. However, with the rise of social media, pharmaceutical companies now have new opportunities to engage with both consumers and healthcare professionals. The ability to disseminate health information quickly, connect with a wide audience, and respond to

patient inquiries in real time has transformed how pharmaceutical companies position their products and brands. Despite the stringent regulatory environment surrounding pharmaceutical communications, many companies have leveraged social media to create successful campaigns that build trust, enhance brand visibility, and improve patient engagement. Thus, examining the cases of successful social media use in the pharmaceutical industry is relevant and crucial to understanding best practices and overcoming challenges.

**Aim.** The main purpose of this study is to analyze successful cases where pharmaceutical companies have effectively utilized social media platforms for marketing, brand development, patient education, and customer engagement. The study will identify key factors that contribute to the success of these campaigns, explore how companies navigate regulatory constraints, and highlight the types of social media content that resonate with different target audiences. Additionally, the study aims to provide actionable insights and recommendations for other pharmaceutical companies looking to optimize their social media strategies.

**Materials and methods.** This study was conducted through using content-analysis method, a qualitative analysis of various case studies focusing on successful social media campaigns implemented by leading pharmaceutical companies. The analysis involved a review of social media activity, content types, and audience engagement metrics across multiple platforms, including Facebook, Instagram, Twitter, LinkedIn, and YouTube. Data were collected from industry reports, social media analytics, and company press releases to understand the strategies employed and the outcomes achieved.

**Results and their discussion.** Several pharmaceutical companies have successfully used social media platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube to achieve a variety of strategic goals.

Pfizer has effectively used social media to launch public health awareness campaigns, particularly during the COVID-19 pandemic. The company utilized platforms such as Twitter and Facebook to provide accurate and timely information about vaccine safety and efficacy. Their strategic use of infographics, Q&A sessions, and partnerships with medical influencers boosted engagement and trust among both healthcare professionals and the general public.

Maintaining an active presence on platforms like Twitter, Facebook, and Instagram, Pfizer shares educational content on various health topics, including vaccine information, disease prevention, and medication safety. They also engage with patients through Q&A sessions and live events, fostering an interactive dialogue.

As a result, Pfizer has built a strong online community of patients and healthcare professionals who trust and rely on their information. This approach has not only improved brand loyalty but also enhanced the company's reputation in the healthcare industry.

Johnson & Johnson has focused on creating communities and providing patient support through social media. One of their most successful initiatives involved engaging with cancer patients and survivors via YouTube and Facebook, where they

shared stories of hope, provided educational videos about treatment options, and created forums for patients to share their experiences. This community-building approach not only humanized the brand but also provided valuable support for patients and caregivers.

In addition to community engagement, Johnson & Johnson has produced a wide range of educational content on various health topics, including diabetes, skin care, and maternal and child health. This content is shared through social media channels and distributed through partnerships with healthcare providers and patient advocacy groups. As a result, Johnson & Johnson has established itself as a thought leader in the healthcare industry, and their educational initiatives have contributed to improved public health outcomes.

Bayer has integrated influencer marketing into their social media strategy to reach younger audiences. By collaborating with healthcare influencers and lifestyle bloggers, Bayer was able to successfully promote its consumer health products on Instagram. These partnerships created authentic content that resonated with the audience, driving brand awareness and product usage among new demographics.

GlaxoSmithKline (GSK) has effectively harnessed social media to improve customer service and raise awareness about mental health issues through their #MentalHealthMatters campaign. By utilizing platforms like Twitter, Facebook, and Instagram, GSK developed a direct line of communication with healthcare providers and patients. This strategy allowed them to quickly address questions related to medications, side effects, and product availability, ultimately enhancing customer service and improving patient satisfaction.

In addition to customer service, GSK aimed to reduce stigma around mental health and encourage individuals to seek help. They created engaging content, shared personal stories, and partnered with mental health organizations to foster important conversations. The campaign was a resounding success, reaching millions and generating significant discussions about mental health. GSK's commitment to social responsibility in this area was widely recognized, further enhancing their brand reputation.

Sanofi has created online communities and forums where patients with specific health conditions can connect, share experiences, and seek support. Among the benefits were: these communities provide a valuable resource for patients, fostering a sense of belonging and reducing feelings of isolation. They also offer valuable insights to Sanofi, helping them to better understand patient needs and improve their products and services.

During the COVID-19 pandemic, AstraZeneca faced significant challenges related to the development and distribution of its vaccine. The company used social media to communicate updates about vaccine development, address public concerns, and provide accurate information. AstraZeneca's transparent and timely communication helped to maintain public trust and confidence in their vaccine, despite facing criticism and challenges.

The study of successful social media use by pharmaceutical companies reveals that social media can be a powerful tool when used strategically. The key to success lies in developing content that is not only informative but also engaging, trustworthy, and compliant with regulatory standards. Companies that have excelled in this space have focused on building relationships with their audience, offering valuable educational content, and creating online communities that foster trust and loyalty [1, 2].

Ukrainian pharmaceutical companies have increasingly recognized the power of social media to connect with their audience, build trust, and enhance their brand image. By leveraging these digital platforms, they have been able to overcome language barriers, reach a wider audience, and foster a sense of community.

Farmak is a leading Ukrainian pharmaceutical company that has successfully utilized Facebook and Instagram to create a loyal community of followers. By sharing informative content on health topics, engaging with users through Q&A sessions, and running contests, Farmak has solidified its position as a trusted source of healthcare information.

Darnitsa has employed social media to raise awareness about important social issues, such as mental health. Through well-crafted campaigns and engaging content, they have not only boosted their brand reputation but also contributed to a positive social impact.

By focusing on providing high-quality content related to various health conditions, Lekhim has positioned itself as a healthcare expert. Their educational materials and informative posts have helped build trust among patients and healthcare professionals alike.

During the COVID-19 pandemic, Boris demonstrated the importance of timely and accurate communication on social media. By sharing updates on their products and services and addressing public concerns, they were able to maintain customer trust and loyalty.

Recognizing the influence of influencers, Biofarma has partnered with Ukrainian health and lifestyle influencers to reach a wider audience. This strategy has helped increase brand awareness and credibility.

By creating online communities where patients can connect and share experiences, Europharm has fostered a sense of belonging among its customers. These communities have not only helped build trust but also provided valuable insights into patient needs.

Ukrainian pharmaceutical companies that have succeeded in social media have maintained a consistent presence and engaged with their audience regularly. Sharing valuable content, such as health tips, educational materials, and updates on industry news, has been key to building trust and credibility. Encouraging dialogue and responding to comments and messages has helped create a more personal connection with customers. Effective use of social media has been crucial in managing crises and maintaining public trust during challenging times. Staying up-to-date with the latest trends and platforms has allowed these companies to reach a wider audience and stay ahead of the competition.

Overall, Ukrainian pharmaceutical companies have demonstrated the significant potential of social media to: Build brand awareness and reputation; enhance patient engagement; Provide valuable health information; Foster a sense of community; manage crises effectively. By continuing to invest in social media and adopting best practices, these companies can further strengthen their position in the market and contribute to improving public health.

**Conclusions.** Pharmaceutical companies that effectively leverage social media platforms can improve their brand reputation, increase patient engagement, and foster better communication with both consumers and healthcare professionals. Despite challenges such as navigating regulatory restrictions and ensuring content accuracy, the benefits of a well-executed social media strategy are clear. Moving forward, pharmaceutical companies should continue to innovate and refine their social media approaches, integrating new tools such as AI-driven analytics and personalized content to enhance user experience and meet the evolving needs of their audiences.

The insights gained from this work can serve as a roadmap for pharmaceutical companies looking to harness the power of social media to build stronger, more meaningful connections with their stakeholders while maintaining compliance with industry regulations.

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#### STRATEGIC MANAGEMENT ELEMENTS, USED FOR GEORGIAN PHARMACEUTICAL SECTOR Kvizhinadze N., Dughashvili N., Instkirveli N., Kiknavelidze N. *Tbilisi State Medical University*

**Introduction.** In the recent history of Georgia, the pharmaceutical sector is one of the most dynamic and rapidly growing markets. At present, "economic agents operating in the pharmaceutical market (directly and/or through interdependent persons) are engaged in economic activity at all levels of the pharmaceutical product supply chain (import, production, wholesale supply, retail sale), as well as operate clinics, insurance companies, etc. As a result, the pharmaceutical market in the country is characterized by a high degree of vertical/horizontal integration and holding arrangement. Tough competition and a constantly changing environment force companies to pay maximum attention to the efficiency of using resources while organizing internal activities.



cont. app. B



**National University of Pharmacy**

Faculty for foreign citizens' education

Department management, marketing and quality assurance in pharmacy

Level of higher education master

Specialty 226 Pharmacy, industrial pharmacy

Educational program Pharmacy

**APPROVED**

**The Head of Department  
management, marketing and  
quality assurance in pharmacy**

---

**Volodymyr MALYI**

«02» September 2024

**ASSIGNMENT  
FOR QUALIFICATION WORK  
OF AN APPLICANT FOR HIGHER EDUCATION**

Youssef IFRAD

1. Topic of qualification work: «Study of the influence of social networks on the formation of the image of a pharmaceutical company», supervisor of qualification work: Iryna BONDARIEVA, PhD, assoc. prof.

approved by order of NUPh from “06” of February 2024 № 34

2. Deadline for submission of qualification work by the applicant for higher education: October 2024

3. Outgoing data for qualification work: sources of scientific literature, directories, retail sector of the pharmaceutical market, legislative and regulatory framework, statistical and reporting data, activity of pharmacy enterprises, analysis of professional periodicals.

4. Contents of the settlement and explanatory note (list of questions that need to be developed): to study the role of social networks in creating consumer trust and loyalty and the concept and components of the image of a pharmaceutical company; to analyze of factors affecting the formation of a company's image through social networks; to study of effective content types for building brand image on social media in pharmaceutical companies; to study of cases of successful use of social media by pharmaceutical companies; to develop recommendations for pharmaceutical companies to improve their image through social networks.

5. List of graphic material (with exact indication of the required drawings):  
Pictures – 20

6. Consultants of chapters of qualification work

Chapters	Name, SURNAME, position of consultant	Signature, date	
		assignment was issued	assignment was received
1	Iryna BONDARIEVA, associate professor of higher education institution of department management, marketing and quality assurance in pharmacy	02.09.2024	02.09.2024
2	Iryna BONDARIEVA, associate professor of higher education institution of department management, marketing and quality assurance in pharmacy	09.09.2024	09.09.2024
3	Iryna BONDARIEVA, associate professor of higher education institution of department management, marketing and quality assurance in pharmacy	30.09.2024	30.09.2024

7. Date of issue of the assignment: «02» September 2024.

**CALENDAR PLAN**

№ з/п	Name of stages of qualification work	Deadline for the stages of qualification work	Notes
1	Collection and generalization of data from scientific literature by areas of qualification work	June 2024	done
2	Analysis of factors affecting the formation of a company's image through social networks	June 2024	done
3	Study of effective content types for building brand image on social media in pharmaceutical companies	September 2024	done
4	Study of cases of successful use of social media by pharmaceutical companies	September 2024	done
5.	Development of measures to reduce the negative impact of psychosocial factors	September 2024	done
6	Writing and design of qualification work	October 2024	done
7	Approbation of qualification work	October 2024	done
8	Submission of the qualification work to the EC of the National University of Pharmacy	October 2024	done

An applicant of higher education \_\_\_\_\_ Youssef IFRAD

Supervisor of qualification work \_\_\_\_\_ Iryna BONDARIEVA

**ВИТЯГ З НАКАЗУ № 34**  
**По Національному фармацевтичному університету**  
**від 06 лютого 2024 року**

1. Затвердити теми кваліфікаційних робіт здобувачам вищої освіти 5-го курсу 2 циклу Фм20\*(4,10д) 2024-2025 навчального року, ступінь вищої освіти «магістр», галузь знань 22 Охорона здоров'я, спеціальність 226 – Фармація, промислова фармація, освітньо-професійна програма – Фармація, денна форма здобуття освіти (термін навчання 4 роки 10 місяців). Мова навчання англійська.

№ з/п	Прізвище, ім'я здобувача вищої освіти	Тема кваліфікаційної роботи		Посада, прізвище та ініціали керівника	Рецензент кваліфікаційної роботи
• по кафедрі менеджменту, маркетингу та забезпечення якості у фармації					
9.	Іфрад Юссеф	Дослідження впливу соціальних мереж на формування іміджу фармацевтичної компанії	Study of the influence of social networks on the formation of the image of a pharmaceutical company	доц. Бондарєва І.В.	доц. Терещенко Л.В

Ректор  
Вірно. Секретар



## **ВИСНОВОК**

**експертної комісії про проведену експертизу  
щодо академічного плагіату у кваліфікаційній роботі  
здобувача вищої освіти  
«14» листопада 2024 р. № 329576419**

Проаналізувавши кваліфікаційну роботу здобувача вищої освіти Іфрад Юссеф, Фм20\*(4,10д)-англ-01, спеціальності 226 Фармація, промислова фармація, освітньої програми «Фармація» навчання на тему: «Дослідження впливу соціальних мереж на формування іміджу фармацевтичної компанії / Study of the influence of social networks on the formation of the image of a pharmaceutical company», експертна комісія дійшла висновку, що робота, представлена до Екзаменаційної комісії для захисту, виконана самостійно і не містить елементів академічного плагіату (копіляції).

**Голова комісії,  
проректор ЗВО з НПР,  
професор**

**Інна ВЛАДИМИРОВА**



## REVIEW

**of scientific supervisor for the qualification work of the master's level of higher education of the specialty 226 Pharmacy, industrial pharmacy**

**Youssef IFRAD**

**on the topic: «Study of the influence of social networks on the formation of the image of a pharmaceutical company»**

**Relevance of the topic.** In the modern era of digitalization, the way businesses communicate and interact with their audience has undergone a radical transformation. Social networks, initially designed as platforms for personal interaction, have evolved into powerful tools for corporate communication, branding, and image management. This shift is particularly relevant for pharmaceutical companies, which operate in a highly regulated, competitive, and sensitive industry where trust, transparency, and credibility are of paramount importance.

**Practical value of conclusions, recommendations and their validity.** The practical significance of the conducted research lies in the possibility of using the recommendations in the practical activities of the pharmaceutical companies.

**Assessment of work.** Youssef IFRAD conducted a significant research work and successfully coped with it, showed the ability to analyze and summarize data from literary sources, to work independently. In the work, the research results are properly interpreted and illustrated with figures. While completing the qualification work, the higher education applicant showed creativity, purposefulness, independence, and perseverance.

**General conclusion and recommendations on admission to defend.** The qualification work of the 5th year applicant of higher education Phm20\*(4,10) eng-01 group Youssef IFRAD on the topic: "Study of the influence of social networks on the formation of the image of a pharmaceutical company" is a completed scientific study, which in terms of relevance, scientific novelty, theoretical and practical significance meets the requirements for qualification works, and can be presented to the EC of the National University of Pharmacy.

Scientific supervisor

\_\_\_\_\_ Iryna BONDARIEVA

3rd of October 2024

**REVIEW**

**for qualification work of the master's level of higher education, specialty 226  
Pharmacy, industrial pharmacy**

**Youssef IFRAD**

**on the topic: «Study of the influence of social networks on the formation of the  
image of a pharmaceutical company»**

**Relevance of the topic.** The relevance of studying the influence of social networks on the formation of the image of a pharmaceutical company lies in understanding how these platforms shape public perception, enhance corporate communication, and ultimately influence business outcomes.

**Theoretical level of work.** The qualification work reveals theoretical approaches to of the influence of social networks on the image of the company.

**Author's suggestions on the research topic.** The author has developed recommendations for the use of social networks for pharmaceutical companies.

**Practical value of conclusions, recommendations and their validity.** The findings of this research offer valuable insights for pharmaceutical companies seeking to enhance their image through social networks.

**Disadvantages of work.** As a remark, it should be noted that some results of the literature review, which are presented in the first chapter, need stylistic refinement. In general, these remarks do not reduce the scientific and practical value of the qualification work.

**General conclusion and assessment of the work.** Youssef IFRAD qualification work "Study of the influence of social networks on the formation of the image of a pharmaceutical company" is a scientifically based analytical study that has theoretical and practical significance. The qualification work meets the requirements for qualification papers and can be submitted to the EC of the National University of Pharmacy.

Reviewer \_\_\_\_\_ assoc. prof. Lyubov TERESHCHENKO

14 of October 2024

**МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ**  
**НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ**  
**ВИТЯГ З ПРОТОКОЛУ № 5**

22 листопада 2024 року

м. Харків

**засідання кафедри менеджменту, маркетингу  
та забезпечення якості в фармації**

**Голова:** завідувач кафедри ММЗЯФ, доктор фарм. наук, професор  
Малий В. В.

**Секретар:** доцент ЗВО, канд. фарм. наук, доц. Жадько С.В.

**ПРИСУТНІ:** зав. кафедри ММЗЯФ, доктор фарм. наук, проф.  
Малий В.В., професор ЗВО, докт. фарм. наук, проф. Пестун І.В., професор ЗВО,  
докт. фарм. наук, проф. проф. Літвінова О.В., професор ЗВО, докт. фарм. наук,  
проф. проф. Коваленко С.М., професор ЗВО, докт. фарм. наук, проф. Крутських  
Т.В., професор ЗВО, докт. фарм. наук, проф. проф. Посилкіна О.В., доцент ЗВО,  
канд. фарм. наук, доц. Бабічева Г.С., доцент ЗВО, канд. фарм. наук, доц.  
Бондарєва І.В., канд. екон. наук, доц. Гладкова О.В., канд. екон. наук, доц.  
Глебова Н.В., канд. екон. наук, доц. Деренська Я.М., доцент ЗВО, канд. фарм.  
наук, доц. Жадько С.В., канд. фарм. наук, доц. Зборовська Т.В., канд. юрид. наук,  
доц. Коляда Т.А., канд. екон. наук, доц. Ковальова В.І., канд. фарм. наук, доц.  
доц. Лісна А.Г., доцент ЗВО, канд. фарм. наук, доц. Малініна Н.Г., доцент ЗВО,  
канд. фарм. наук, доц. Рогуля О.Ю., асистент, канд. фарм. наук Шуванова О.В.,  
здобувачі вищої освіти факультету з підготовки іноземних громадян

**ПОРЯДОК ДЕННИЙ:** Про допуск здобувачів вищої освіти випускного  
курсу факультету з підготовки іноземних громадян спеціальності 226 Фармація,  
промислова фармація, освітньої програми Фармація до захисту кваліфікаційних  
робіт в Екзаменаційній комісії НФаУ.

**СЛУХАЛИ:** Про допуск здобувача вищої освіти факультету з підготовки  
іноземних громадян випускного курсу спеціальності 226 Фармація, промислова  
фармація освітньої програми Фармація групи Фм20\*(4,10д)англ-01 Юссеф  
ІФРАД до захисту кваліфікаційної роботи в Екзаменаційній комісії НФаУ.  
Кваліфікаційна робота на тему «Дослідження впливу соціальних мереж на  
формування іміджу фармацевтичної компанії».

**ВИСТУПИЛИ:** В обговоренні кваліфікаційної роботи взяли участь  
проф. ЗВО Пестун І.В., доц. ЗВО Бабічева Г.С. Керівник кваліфікаційної роботи:  
доц., канд. фарм. наук Бондарєва І.В.

**УХВАЛИЛИ:** Допустити здобувача вищої освіти Юссеф ІФРАД до  
захисту кваліфікаційної роботи на тему «Дослідження впливу соціальних мереж  
на формування іміджу фармацевтичної компанії» в Екзаменаційній комісії  
НФаУ.

Зав. каф. ММЗЯФ, доктор фарм. наук,  
професор  
Секретар, доцент ЗВО,  
канд. фарм. наук, доцент

Володимир МАЛИЙ

Світлана ЖАДЬКО



**НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ**

**ПОДАННЯ  
ГОЛОВІ ЕКЗАМЕНАЦІЙНОЇ КОМІСІЇ  
ЩОДО ЗАХИСТУ КВАЛІФІКАЦІЙНОЇ РОБОТИ**

Направляється здобувач вищої освіти Хуссам ЖАБРАН до захисту кваліфікаційної роботи за галуззю знань 22 Охорона здоров'я спеціальністю 226 Фармація, промислова фармація освітньою програмою Фармація на тему: «Дослідження впливу соціальних мереж на формування іміджу фармацевтичної компанії».

Кваліфікаційна робота і рецензія додаються.

Декан факультету \_\_\_\_\_ / Світлана КАЛАЙЧЕВА /

**Висновок керівника кваліфікаційної роботи**

Здобувач вищої освіти Юссеф ІФРАД виконав на кафедрі менеджменту, маркетингу та забезпечення якості у фармації НФаУ кваліфікаційну роботу, яка присвячена дослідженню впливу соціальних мереж на формування іміджу фармацевтичної компанії.

У першому розділі роботи розкрито роль соціальних мереж у формуванні споживчої довіри та лояльності та поняття та складові іміджу фармацевтичної компанії. Другий розділ присвячено аналізу факторів, що впливають на формування іміджу компанії через соціальні мережі. У третьому – розроблено рекомендації для фармацевтичних компаній щодо покращення іміджу через соціальні мережі.

У цілому подана до захисту кваліфікаційна робота Юссеф ІФРАД на тему «Дослідження впливу соціальних мереж на формування іміджу фармацевтичної компанії» відповідає вимогам, що висуваються до кваліфікаційних робіт, оцінюється позитивно і може бути рекомендована для захисту в Екзаменаційну комісію НФаУ.

Керівник кваліфікаційної роботи

Ірина БОНДАРЄВА

3 жовтня 2024 р.

**Висновок кафедри про кваліфікаційну роботу**

Кваліфікаційну роботу розглянуто. Здобувач вищої освіти Юссеф ІФРАД допускається до захисту даної кваліфікаційної роботи в Екзаменаційній комісії.

Завідувач кафедри  
менеджменту, маркетингу та  
забезпечення якості у фармації

Володимир МАЛИЙ

22 листопада 2024 р.

Qualification work was defended  
of Examination commission on  
«28» of November 2024

With the grade \_\_\_\_\_

Head of the State Examination commission,

D.Pharm.Sc, Professor

\_\_\_\_\_ /Oleh SHPYCHAK/