

# PROFESSIONAL NETWORKING UNLOCKED

HOW TO FLEX YOUR ONLINE BRAND  
& ATTRACT THE RIGHT PEOPLE

*A Guide for Healthcare Professionals*



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Pharmacist | Informaticist | Podcaster  
Speaker | Mentor | Digital Marketer

From the Author



## **SO YOU DOWNLOADED THIS E-BOOK... NOW WHAT?**

First of all, welcome to this guide and thank you for downloading! You've taken the first step into improving your LinkedIn® presence by being serious about learning more.

LinkedIn® is one of the largest business-focused networking pages, allowing you to have a significant professional reach. From what I've personally seen, healthcare professionals should be embracing LinkedIn® as personal branding becomes more prevalent. LinkedIn® allows you an opportunity to showcase your skills, expertise, and recommendations to your potential future employers, and it also allows you to be engaged in current professional discussions and job postings. Building a profile to attract the right people will take some time, which is what this guide will hopefully help you do.

Let's begin!



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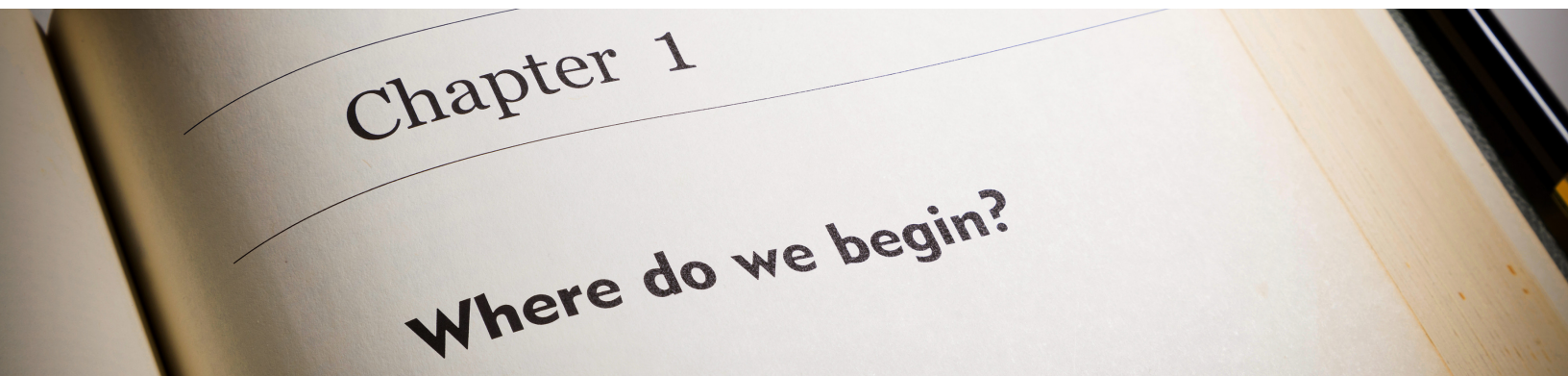
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#### Disclaimer

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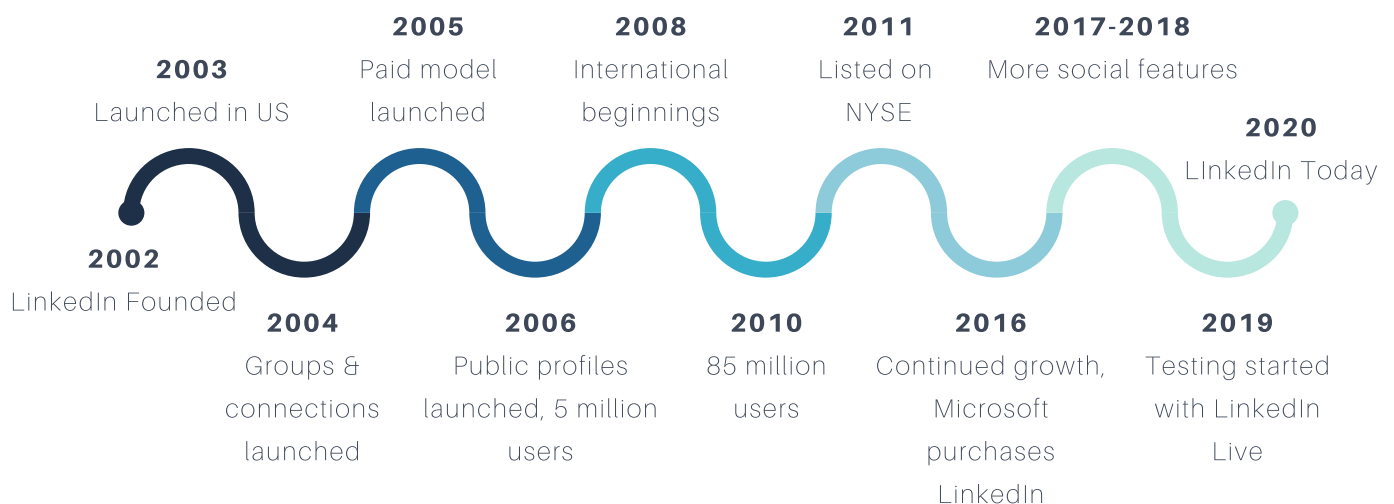
# WHAT IS LINKEDIN®?

## A BRIEF HISTORY ON THE PROFESSIONAL SOCIAL MEDIA PLATFORM TAKING THE PROFESSIONAL WORLD BY STORM



LinkedIn® has become the primary social networking site for all forms of business professionals. This wasn't always the case, as LinkedIn® started from humble beginnings in Reid Hoffman's living room before experiencing the massive growth into what it is today.

### A Brief History





## What LinkedIn® is NOT

Even though LinkedIn® is a "social media" page, keep in mind that it does not mean you can engage or post the same type of content as most other types of social media platforms.

LinkedIn® is **not** like Instagram, TikTok, Facebook, Twitter, etc. It has its place in the professional space, so the key thing to keep in mind is to think about *professional*, thought-provoking content that drives discussion and engagement.

LinkedIn® is NOT

- Facebook, so avoid sharing personal stories and photos that are irrelevant and only personal to you.
- Twitter, so avoid sharing very short posts that do not engage your audience in a professional manner.
- TikTok, so please no random dancing videos unless you can relate it back professionally (such as coworker teambuilding moments, etc.)
- Instagram, so avoid controversial holiday pictures, etc.
- A dating service, so keep things professional!



## Why Use LinkedIn®?

There are many social media platforms out there that can cause social media fatigue for many of us, so it's a fair question to ask why one should be using yet another platform like LinkedIn®.

The one major difference is LinkedIn® will showcase *you*; it is a platform that will connect you to the professional world in ways that other platforms can not.

Here are some reasons why you should at least have a profile on LinkedIn® even if you aren't going to engage on the platform:

- Networking: LinkedIn® is a virtual *network* that doesn't rely on business cards, so there's no more misplacing and losing important contacts.
- Recruiters are on LinkedIn® all the time and can find your profile for a *potential position*.
- Personal branding: LinkedIn® is a great place to create your *personal brand* or business brand.



# LET'S BEGIN

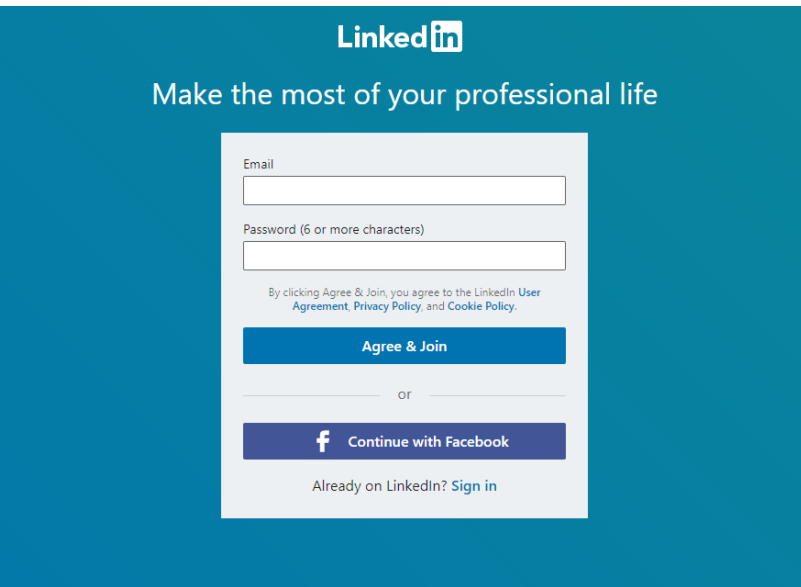
**CREATE YOUR PROFILE, MANAGE FIRST IMPRESSIONS, AND  
THE NITTY GRITTY DETAILS**



Now that you've learned some history about LinkedIn® and why you should use it, Chapter 2 is going to go over the basic steps on getting started with an account.

## **LinkedIn® is Your Online Professional Persona!**

Since this is how colleagues and headhunters will view you, we'll be going over basic setups, managing first impressions, and some more nitty gritty details on creating a professionally attractive profile.



Your profile helps you discover the right people and opportunities

Most recent job title \*

Most recent company \*

I'm a student

Continue

Let's start your profile, connect to people you know, and engage with them on topics you care about.

Country/Region \*

Postal code \*

Location within this area \*

Next

## CREATING YOUR PROFILE

### Requirements

- E-mail address or Facebook account
- Password of 6 or more characters
- Full Name

### Step-by-Step

- Navigate to LinkedIn.com and click on "Join Now" on the upper right corner.
- Enter your e-mail address, password, your full name, and perform the verification steps.
- Fill in your region info: Country/Region, Postal Code, and Location within this Area
- Fill in your most recent job title and company. If you are a student, click on "I'm a student". Select your industry and continue.
- LinkedIn® will ask you if you'd like to import your contacts. This is optional, but if you allow this then LinkedIn® will suggest you to add your email contacts as connections.
- LinkedIn® will ask you if you'd like to create a job alert. This can be used if you are looking for a specific role; again, it's optional but if you opt in, you will receive notifications for job positions in your area that you are looking for.

## MANAGING FIRST IMPRESSIONS

### Your Profile Photo

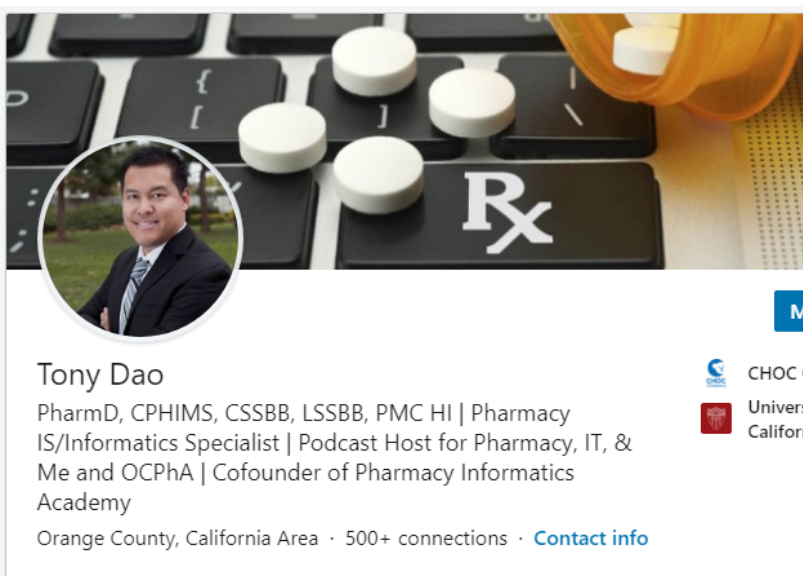
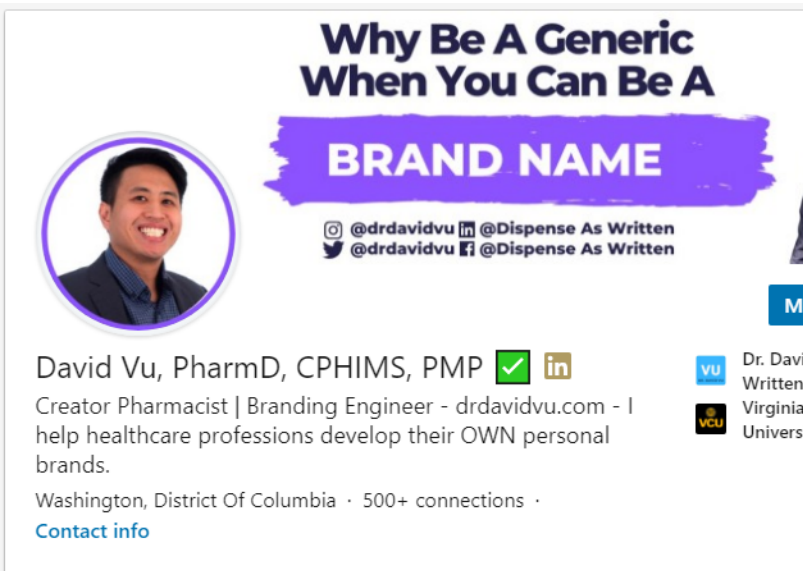
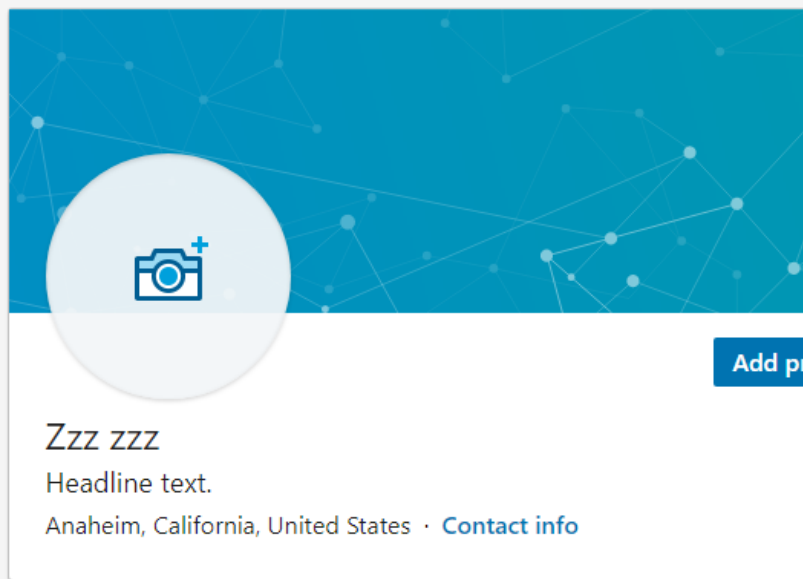
This is the first image that your connections will see, so it's important that it represents you in the best way.

- Choose a photo that is clearly identifiable as you.
- Use a high-resolution quality image.
- Ensure that your face takes up most of the profile space.
- Avoid backgrounds that detract attention from you.
- Use soft, natural lighting.
- Be in work attire if possible.

### Your Profile Cover Photo

The cover photo is your chance to inject personality into your LinkedIn® profile. It will take up larger real estate than your profile photo so try to make it complement your photo to give a better sense of *you* to your connections. Some ideas:

- Use an image of something that represents your work values and industry.
- Create your own cover photo with a branding message and how to reach you.
- Include a photo of you doing your favorite hobby, maybe photography or making coffee.



\*Owner of profile screenshots granted permission for use in this book



## MANAGING FIRST IMPRESSIONS

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### Your Headline

This is your one-liner. LinkedIn® defaults this to your job title, but changing it to something more personal will give a better first impression. You can also use this to list additional roles you take on outside of work.

- Use strong, active language to convey your goals.
- State your goal using keywords you think people will search for.
- Look into your industry's keywords and frontload them into your headline for maximum exposure.





## THE NITTY GRITTY

### About Section

Your "About" section is one of the most important tools to express your brand. This is arguable the most read part of your LinkedIn® profile since it provides a snapshot of you as a professional.

*Who is your audience?*

- Think about who you are writing for; are you aiming for a managed care recruiter to see your profile? Are you expecting a residency coordinator to review it?
- What do you want your audience to take away from your summary?

*What is your powerful content?*

- **Personality:** what are some quirks about you that make you unique?
- **Passions:** What are your goals and passions, and what gets you going every day?
- **Wins:** What have you accomplished already?
- **Stats:** Do you have any hard statistics that you can mention?

*What is your writing style?*

- First-person is more intimate, expressing more of a conversational tone with the reader.
- Third-person can be used if desired, but is less conversational.
- The first few lines of your "About" section should grab the reader's attention for them to read more.
- Be authentic!

### Edit about

#### Summary

***"Technology is the tool, patient care is***

Tony Dao received his Doctorate of Pharmacy in 2012. He then went into practicing in the at the Ventura County Healthcare Agency. [VCUHA's new electronic health record, he](#)



**Brian K. Fung**

Infectious Diseases Informatics Pharmacist

#### About

Growing up with a passion for computer engineering research interests lies within the intersection of inform

His experiences throughout his career have heavily in antimicrobial stewardship. He firmly believes that adv patients of today, but also for the patients of tomorrow infectious disease informatics and promote the intere

For additional information, please visit [www.BrianKFung.com](http://www.BrianKFung.com)



**Ashlee Hayes, PharmD, MHA**

Personal Brand Expert, Marketing Pro, & Coach

#### About

Hey there, I am Ashlee!

I've been in the healthcare consulting and coaching for all of us is that we ALL desire success and to fee

With nearly two decades of experience, I've learned and ambitious leaders how to master the art of suc to key stake holders.

\*Owner of profile screenshots granted permission for use in this book

## THE NITTY GRITTY

### Featured



**Video Conference Tips for Pharmacists**  
Beju Shah on LinkedIn



**How to Use Microsoft Teams: 5 Ways for Pharmacists to Work Remotely**  
Beju Shah on LinkedIn



**How to Get Start Pharmacists**  
Beju Shah on LinkedIn

### Featured

Right below your "About" section is the "Featured" box, which is a great place to showcase some of your work. Think of this as your personal "Greatest Hits" that you'd like show off to your connections and employers. To add to this section, just click on the "+" icon on your Featured area and fill out what you'd like to highlight.

### What Can You Feature?

#### Posts

You can share insightful posts that you've made in the past that may have had engaging conversations.

#### Articles

You may have LinkedIn® articles that you're proud of you'd like to share with your colleagues.

#### Links

You can share links to your personal professional website or company page.

#### Media

If there are award images or documents you'd like to share, it's also possible with the Featured section.

## THE NITTY GRITTY

### Experience

This is your "meat" of your LinkedIn® page. Think of this as your complete work history as it pertains to your career.

#### Be Specific

Don't be afraid to get into some specifics about your responsibilities (without breaking any non-disclosure agreements of course!). By being specific, your potential employers will have a very good idea of what your skills are, allowing them to figure out from the get-go if you are a good match or not.

#### Use Keywords

Part of the way that recruiters look for potential candidates is through keyword search. Make sure that you are including the right keywords to highlight your experience. Do you have compounding experience? Use keywords like "USP800" and "compounding" in your details.

#### Check for Grammar/Spelling

It goes without saying, but check for your grammar and spelling just like you would in a regular CV or resume that you maintain.

#### Include Relevant Skills

When listing out your responsibilities, think of any skills that you've attained in the past years that would help you with future employment. Highlight them to show that you've gained and improved these over time.

#### Maintain!

When you have new responsibilities or successes, highlight them by updating your experience section. This will keep your profile as updated as can be for any potential opportunities that come up.

#### Pharmacy IS/Informatics Specialist

CHOC Children's

Oct 2017 – Present • 2 yrs 11 mos

Orange County, California Area

- Develop reports based on operational and clinical pharmacy audits, Multum drug database interaction changes, ketogenic
- Build and maintenance of order entry formats to conform to workflow, such as specialized order formats for fentanyl patch patient's opioid tolerance before ordering.
- Collaborate with subject matter experts in pediatric oncology maintenance of pediatric oncology order sets.
- Maintain notification updates for pharmacy announcements
- Develop and implement system rules to improve patient care best practices, such as drug-food allergy alerts for milk and S

# BUILDING YOUR NETWORK

A LOOK INTO COMPANY PAGES, LINKEDIN GROUPS,  
CONNECTION REQUESTS



So you created a LinkedIn® profile, chose the best profile photo you've got, posted a very engaging cover photo, and built out your profile. For most people, this would be enough to get started.

But that's not what you're here for, is it?

### **How you can BUILD your network and EXPAND your reach?**

In this chapter, we look into some additional LinkedIn® features that you can leverage to make yourself a superstar on LinkedIn®.



## COMPANY PAGES

### What Are They?

Company pages are LinkedIn® pages that serve as the branding of a company. Companies can share news and post updates on their page that allows their followers to engage in discussion. Companies spend a lot of time to build their brand in a company page as well as build a community of loyal members.



### Why Should I Care?

Your level of involvement with a company page depends on your goals:

1. You are a business owner
2. You are not a business owner

### As a Business Owner

Company pages allow you to engage with customers and potential future clients. You can:

- Keep your clients updated.
- Recruit employees with job postings.
- Build a brand and community.
- Improve your company's appearance on search engines.

### As an Individual

Follow companies that share similar philosophies as your professional image. Are you interested in managed care? Follow major managed care organizations. Are you interested in healthcare IT? Follow healthcare IT companies. Why?

- Keeps you informed of what's going on in your areas of interest.
- Makes you aware of roles and opportunities in your desired careers.
- Allows you to get a feel of the company's culture by interacting with their content posts.

# LINKEDIN® GROUPS

## What Are They?

LinkedIn® Groups are hubs that allow people who work in the same industry to share content and engage in conversations, potentially even helping each other out with relevant work tasks.

## Why Should I Care?

LinkedIn® groups are a very easy way to be part of a group of likeminded individuals and form connections to expand your network. In addition, being part of these groups allows you to keep up to date with the particular interest that you share with those in the group.

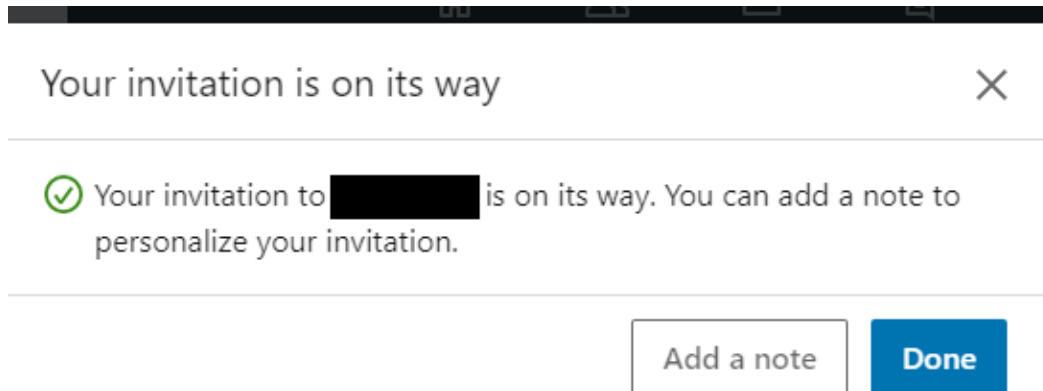
## Alright, How Do I Join?

Joining a LinkedIn® Group is just as easy as clicking on the "Request to join" button. The group administrators will review your request before approving you to join.

## Examples of Healthcare Related LinkedIn® Groups

- Healthcare Industry Professionals Group
- Pharmacists Group
- Pharmacy Publishing Network
- Healthcare Technology Alliance
- Healthcare Executives US Networking Group
- Medical Devices Group
- Medical Information Group
- Digital Health Group

## CONNECTION REQUESTS



### Follow vs Connect

On LinkedIn®, there are two methods you can use to be informed of someone's posts on your LinkedIn® feed. You can either Follow or you can send a Connect request.

#### **Follow**

You generally want to use the Follow function if you are following somebody that isn't your professional contact, such as a public figure.

#### **Connect**

You generally want to maintain contact with someone on LinkedIn® by sending them a Connect request. Note that connections automatically follow each other.

### Personalizing Requests

If you are trying to connect with a healthcare professional that you aren't already professional contacts with, it is a good idea to personalize the message to provide context. For desktop, you can click on "Add a note" after sending the request. For mobile, you can click on "Personalize invite" before sending the request.

#### **Additional Key Tips**

- Greet them and introduce yourself.
- Tell them why you are interested in reaching out.
- Thank them for their time.
- Be courteous and professional.
- Keep it concise and follow-up.



# CONTENT STRATEGIES

**CONTENT CREATION STRATEGIES BY SPECIAL GUEST AUTHOR  
DR. DAVID VU OF DISPENSE AS WRITTEN**



The phrase "content is king" was originally used in an essay from 1996 where Bill Gates describes how the future of internet marketing will become. Since then, the phrase has echoed the many areas of social media marketing and online reputation management. Content is what drives people to engage, so it is always important to know how to create engaging content to increase your exposure.

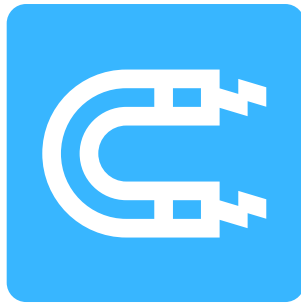
### **Engaging Content is a Must, because Content is King**

Dr. David Vu has had many successes in LinkedIn® content creation and engagement, so it's my pleasure to have him contribute to this eBook with his strategies in content creation and personal branding.



## STEP 1

### HOOK



## STEP 2

### BODY



## STEP 3

### CALL TO ACTION



## WRITING AN EFFECTIVE LINKEDIN® POST

### Anatomy of a Post

Writing an effective and engaging LinkedIn® post does not have to be difficult. A simple framework to help capture attention and drive interest from your audience can include the following:

- Hook
- Body
- Call to Action

### What They Do?

- Step 1 - Hook
  - The helps draw in others and is something to entice others to continue reading.
- Step 2 - Body
  - This is the actual purpose of the post.
  - Including in a personal story makes it more memorable as well.
- Step 3 - Call To Action
  - Give others a chance to get involved.
  - This helps increase reach by having others actively engage in your post.



**David Vu, PharmD, CPHIMS, PMP** ✓  
 Creator Pharmacist | Branding Engineer - drdavidvu.com - I help healthcar...  
 2w • Edited •

1

"You should NEVER have more than 500+ connections on LinkedIn"

What is the worst LinkedIn advice you've ever gotten?

2

When I was a student, I had a professor that gave me this "advice" during my job search right before graduating. "It doesn't look good to employers/recruiters to have more than 500 connections on LinkedIn. They will just see the 500+ emblem on your profile and turn away because they would think your connections aren't valuable."

While their intentions may be good.....

🔴 Having a 500+ connections on your profile DOESN'T negatively affect your job search

There are many benefits of increasing your network:

- ✓ Getting new, fresh ideas from people with different perspectives
- ✓ Building your professional network with experts in your field
- ✓ Finding more opportunities
- ✓ Increasing your knowledge
- ✓ Among many more!

3

Comment below bad LinkedIn "advice" you've seen.

## THE LINKEDIN® CPR TECHNIQUE

Tying LinkedIn® content creation with a healthcare analogy, I think of this strategy as the "LinkedIn® CPR Technique".

### Conventional CPR

In conventional CPR, chest compressions and mouth-to-mouth are completed in a ratio of 30:2 compressions-to-breath. Using this ratio, you can apply a similar method to how you create content and engage with others.

### How to Apply the LinkedIn® CPR Technique

Using the 30:2 ratio, you can apply this to your LinkedIn® content by thinking of it this way:

For every 2 posts

Distribute 30 comments on other's posts

This allows you to be more visible in related discussions as well as giving you an opportunity to provide value to others by promoting conversation in their posts.

#### HOW TO RESCUE YOUR LINKEDIN ENGAGEMENT WITH CONVENTIONAL CPR

@David Vu

30  
COMMENTS

2  
POSTS



VU

#### LINKEDIN CPR TECHNIQUE

#### HOW TO RESCUE YOUR LINKEDIN ENGAGEMENT WITH CONVENTIONAL CPR

@David Vu

What is it?

Conventional CPR involves chest compressions and mouth-to-mouth breathing at a ratio of 30:2 compressions-to-breath.

The same concept/ratio could apply to your LinkedIn engagement!



#### LINKEDIN CPR TECHNIQUE

#### HOW TO RESCUE YOUR LINKEDIN ENGAGEMENT WITH CONVENTIONAL CPR

@David Vu

How it Helps?

For every 2 of your posts, distribute 30 comments on other people's posts. The idea is get active and connect with other people within the LinkedIn community.

At the same time, you are providing value to others with your own posts.



#### LINKEDIN CPR TECHNIQUE

# MAXIMIZING VISIBILITY

## SHARING STRATEGIES, TAGGING AND HASHTAGS, DO'S AND DON'TS



Content creation is one part of the puzzle when it comes to being an active and noticeable LinkedIn® user. There are additional strategies to consider to maximize your visibility. Part of it is looking into the LinkedIn® algorithm and figuring out how you can make it work for YOU. If you are relatable and active, you can improve your visibility on the network.

### **Maximize Visibility by RELEVANCY and ENGAGEMENT**

In this chapter, we go over the LinkedIn® algorithm, some of the sharing strategies, how to use tagging and hashtags, and the basic do's and don'ts.

## SHARING STRATEGIES

### The LinkedIn® Algorithm

LinkedIn® uses an algorithm to determine what kind of posts it will share on the LinkedIn® feed for a particular user. It bases its algorithm on two factors: relevancy and engagement.

#### **Relevancy**

When creating content, think about relatable ideas and opinions that you'd like to share with your network. When re-sharing content from other sources, think about what content is interesting and add your own thoughts to it to promote conversation. Remember to post *with purpose*, not just for the sake of posting.

For example, if a new medication has been approved, re-share the post and add your opinion on its affect on pharmacy and medical practice.

#### **Engagement**

Following Dr. David Vu's strategy, engage early and engage often. In addition to engaging in other people's content, don't forget to engage in your own content, showing your followers that you are listening.

#### **A Note about Recency**

LinkedIn® is interesting in that relevance is more important than how recent a post is. If you share content that is relevant to those within or outside your network, they will see that in their feed over something else that is "kind of" relevant but fresh and newer.

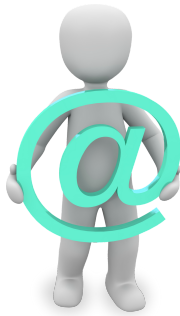
#### **Timing is Important**

Since engagement and discussion is an important part of LinkedIn®'s algorithm, you should think about when you are sharing your content to your network.

Do most of your network live in the Pacific Standard Time Zone? High engagement usually occurs in the mornings so plan on posting during morning hours of PST. Is your audience more engaging during evening hours? Plan to post later in the day, maybe after work hours. You can search for common high-engagement hours through various sources online, but you do have to do some homework on your own posts to see if those engagement numbers are really true for you.



## TAGGING AND HASHTAGS



### Tagging and Mentioning

Like other types of social media, LinkedIn® allows you to tag companies and people in posts. When tagging them, they may get notifications that you've mentioned them and this invites them to be part of the conversation.

### How Do I Tag?

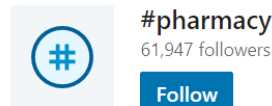
All you need to do to tag someone is use the @ symbol, then type in their name or a company's name.

### When Is It Too Much?

Overtagging can lead to a negative impression of your post. If you are tagging companies or people who do not align with the content, it may come off as desperate and hurt your image. *Make sure those you tag are relevant to your post*, and if they don't engage then don't tag them again.

### Hashtags

Just like other social media platforms, hashtags (#) are used to categorize content into buckets for shareability. Unlike other platforms, LinkedIn® encourages fewer hashtags with high relevance rather than mass hashtags like on Instagram. Whereas Instagram encourages up to 30 hashtags, *LinkedIn® encourages no more than 3*.



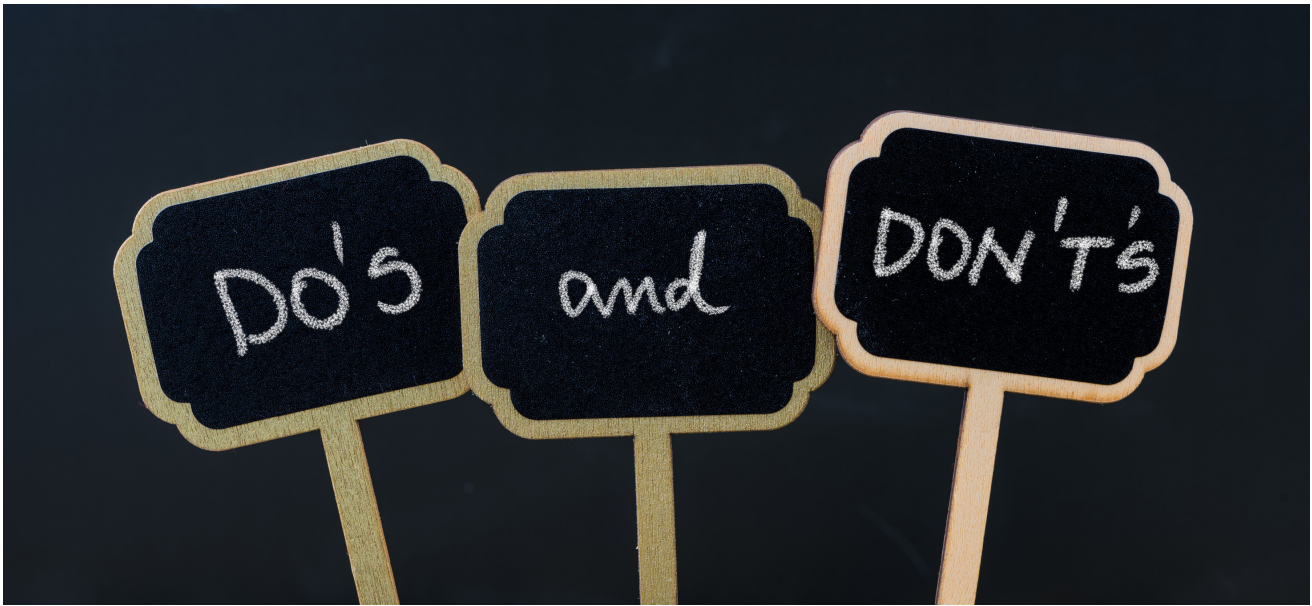
### Following Hashtags

Search for the hashtag of interest through the search function. You will see the hashtag in the search results, the number of individuals following it, and the follow button. Following hashtags is just as easy as clicking on the follow button.

### Choosing Your Hashtags

When thinking of which hashtags to use, make sure they are specific and relevant to your content. Generic hashtags are attractive since they have a high follow rate, but if the post audience does not engage, your post gets buried and affects your future posts.

## DO'S AND DONT'S



### DO

- Share relevant topics to your profession.
- Share niche topics to target specific groups that you want to engage and be visible with.
- Provide professional thoughts and opinions when resharing content.
- Use hashtags relevant to your post.
- Tag/mention individuals in posts that you'd feel would provide engaging conversations and/or value to the topic at hand.
- Think quality over quantity. Relevance is important, so higher quality posts are more important than higher number of posts.
- Engage often and appropriately.

### DON'T

- Share content and topics that are unprofessional and don't relate to your values.
- Add in types of political commentary that would incite division and controversy.
- Repeatedly tag/mention individuals who have expressed they do not want to be part of the conversation.
- Use mass hashtagging; LinkedIn® suggests no more than 3 relevant hashtags for proper visibility.
- Spam content. If you share too much content in a small amount of time, this may count against you and LinkedIn®'s algorithm may lower your visibility for future posts.

Chapter

DA

# APPENDIX

INFOGRAPHICS, QUICK GUIDES, AND  
MORE



# 5 QUICK STEPS TO AN IMPROVED LINKEDIN PROFILE



## The First Impression: Profile Image and Cover

*Do NOT skip having a profile picture!*

*Use a professional image to give yourself visibility.  
Use a creative banner image that represents YOU.*



## Headline and About

*Use ACTION statements for your headline, like "I empower...". Tell your story in your About. Include something memorable and unique about yourself. Your goal is to capture interest here.*



## Your Experience

*Be DETAILED! Stating your roles and responsibilities in your experience section allows potential employers to see if you match their requirements.*



## Leverage "Skills" and "Recommendations"

*Add skills to your profile so your connections can endorse you. Endorse your colleagues' skills. Ask for recommendations from connections you've worked with and give some recommendations as well!*



## ENGAGE!

*Follow companies and join LinkedIn® Groups that fit your interests. Engage in conversations within the groups. Respond to posts from your connections. Share interesting articles. All of this increases your visibility on the network.*



# CUSTOMIZING YOUR CONNECTION REQUEST

## Greet Them

A proper greeting with your potential connection is always welcomed. Address them by their title, such as "Dr. \_\_\_\_\_". This expresses respect.

STEP  
01



## Tell Them Why

Write about why you want to connect with them. Maybe you're interested in their work, learning more about their field, etc.

STEP  
03



## Follow up!

If they don't answer, check back in a week! People are busy. If they connect, express your gratitude with a thank you!

STEP  
05

## Introduce yourself

Start with a quick introduction about yourself. Try to keep this short since you should reserve room for why you are reaching out.

STEP  
04

## Hit Send!

After you've proofread everything, commit to your request message and send.

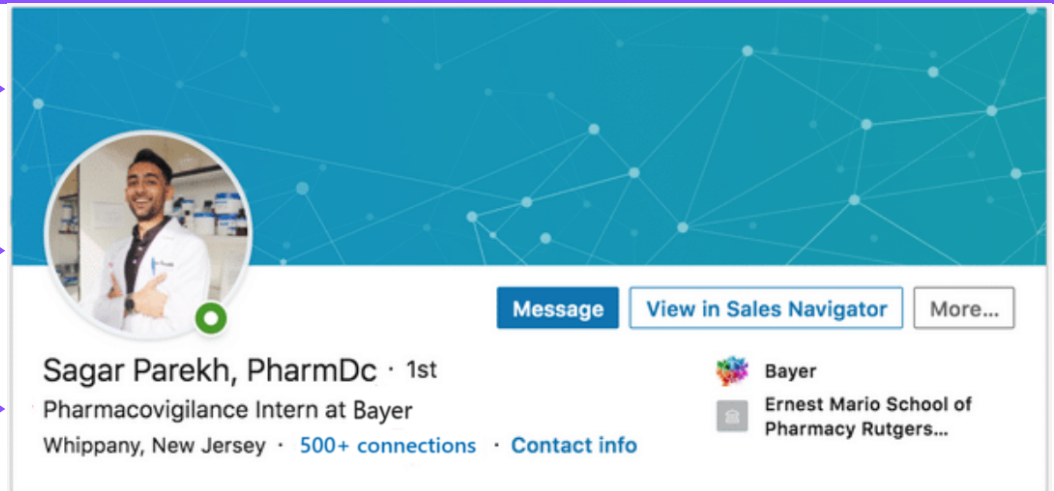
## Example of a LinkedIn® Makeover by Dr. David Vu

### BEFORE

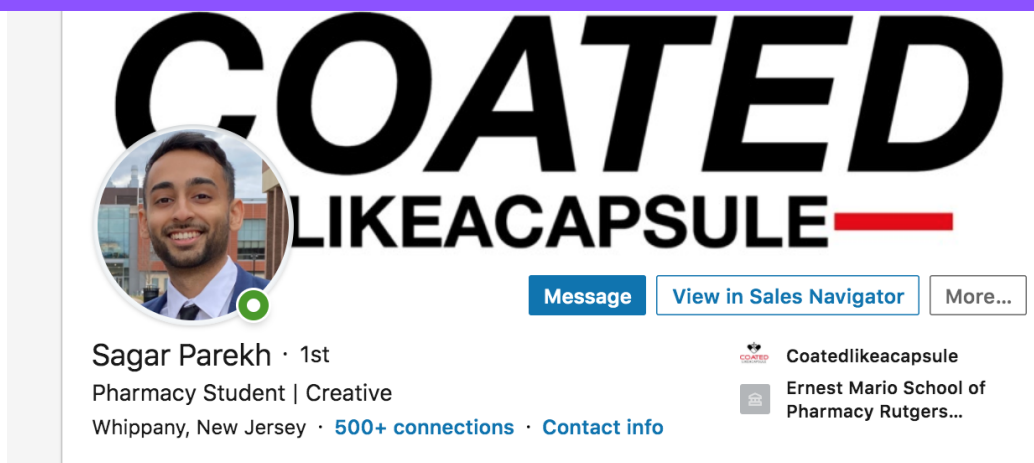
Change background to CoatedBrand

Change picture where face is closer up. Do a mini-photo shoot!

Add pipe separators between roles

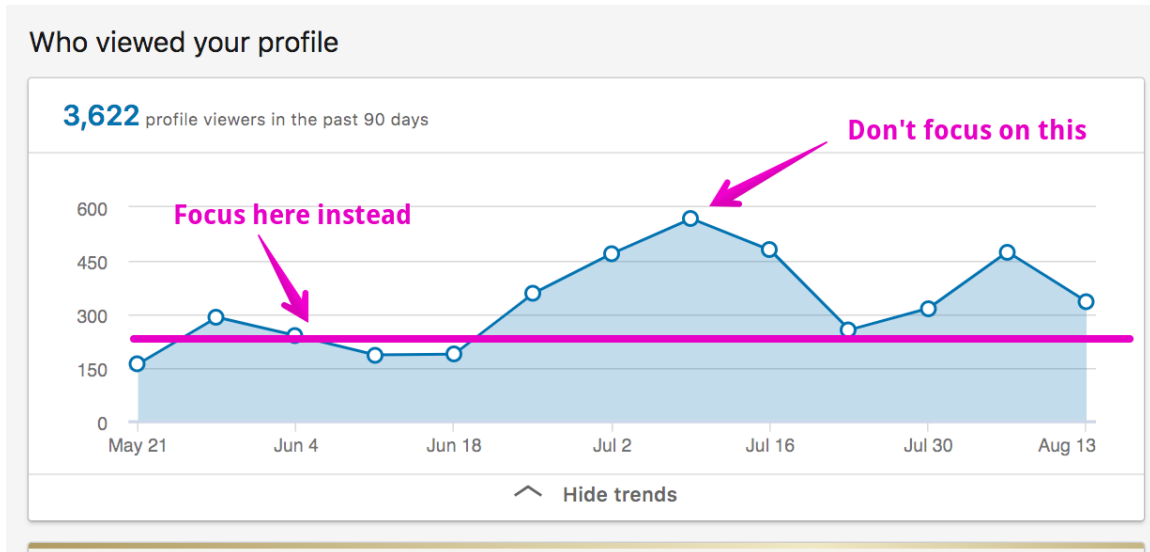


### AFTER



\*Owner of profile screenshots granted permission for use in this book

# HOW TO ACHIEVE



## SOCIAL MEDIA STEADY-STATE

### □ How to Reach Social Media Steady-State □

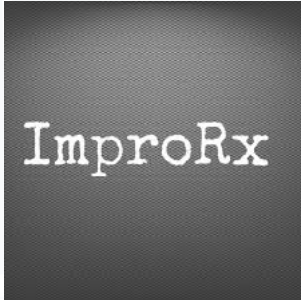
For drug therapy, steady-state is the time in which drug concentrations in the body remain constant (rate of admin = rate of elimination). Being in therapeutic range is important for patient care. Higher levels outside of range lead to toxicity. Lower levels may lead to ineffective treatment.

How is this related to Social Media? When it comes to posting, it's about establishing consistency. Being inactive or a "ghost" leads to less than effective engagement (low therapeutic levels).

On the other hand, high yielding posts will see a massive boost of engagement. However, I think one should focus less on "I want this post to be viral" but on "I want to provide constant value to my community". Others may see a surge of activity in a viral post but lack consistent content to follow up.

[Check out the full post here](#)

# ADDITIONAL RESOURCES



## **ImproRx YouTube**

Dr. Brian Fung provides videos on professional development, residency, and pharmacy informatics.



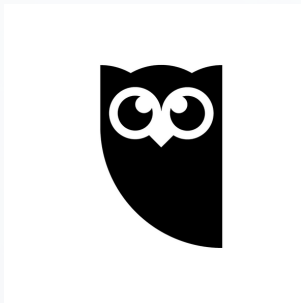
## **Dispense as Written**

Dr. David Vu provides resources and services for healthcare professionals to develop their own brand.



## **Pharmacy Informatics Academy**

Provides resources on professional development and career resources. Specifically, a career resource guide can be [downloaded here](#).



## **Hootsuite**

Provides tools on managing LinkedIn®, such as scheduling posts and managing engagement. A great tool and resource for LinkedIn® Businesses.





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Speaker | Mentor | Digital Marketer

# CONGRATULATIONS & THANK YOU

You've reached the end of the book! I really hope that you found the content in this book helpful and useful. Feel free to connect with me to continue the conversation!

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