



NJ ACTS: LinkedIn Marketing Strategies to Drive Regulatory Core Engagement

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Introduction: The purpose of this study is to promote traffic toward the NJ ACTS Regulatory Core's recently launched website and increase investigator engagement through marketing strategies on LinkedIn. Landscaping to characterize the profiles of researchers on LinkedIn was also completed to estimate the feasibility of engaging with a target population on professional social media platforms such as LinkedIn.

Methods: Insight gathering was performed to analyze what percentage of researchers possessed a LinkedIn profile and actively used their accounts. Efforts to launch a company LinkedIn page and collect followers were completed. Different methods of promotion were evaluated, including direct vs. mass email outreach. Effectiveness of our platform was measured using LinkedIn analytics and by comparing website traffic with LinkedIn traffic.

Results: Among 284 NJ ACTS members, 76% (n=215) possess a LinkedIn profile, but only 21% (n=59) are actively interacting with material on LinkedIn. Among the NJ ACTS LinkedIn users, 27% of individuals (n=57/215) responded to a direct outreach. Massive email outreach to 600+ researchers within RBHS did not yield a strong LinkedIn following, however it did result in strong signals of website traffic during the days after the promotion was sent.

Discussion: Three-quarters of academic researchers are likely to be on LinkedIn but are less likely to be active users of the platform. The most effective form of outreach is through direct messaging as opposed to broader and less individualized tactics, including mass email outreach. Evidence suggests potential to utilize LinkedIn to proactively engage in regulatory-related activities.

