

# NJ ACTS: LinkedIn Marketing Strategies to Drive Regulatory Core Engagement

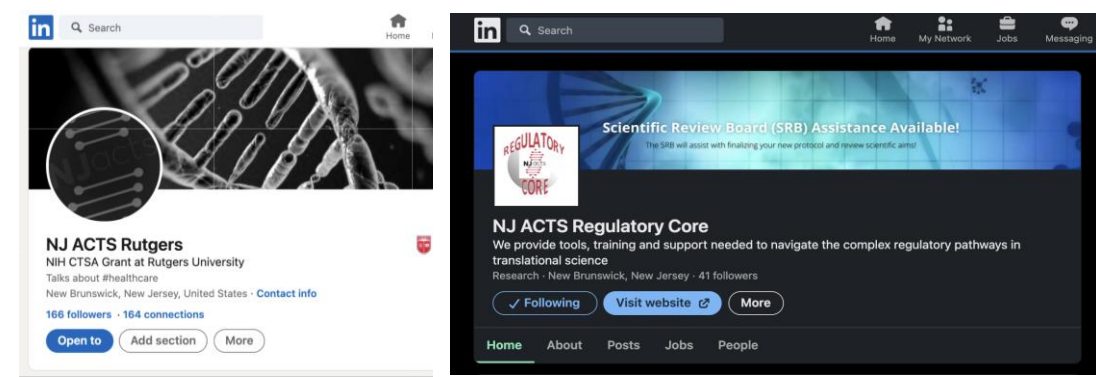
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## Introduction

The NJ ACTS Regulatory Core has recently launched a landing page and several consulting services for investigators to gain insight on complex regulatory pathways within clinical and translational research. Our goal is to promote the resources listed above and increase investigator engagement with the Regulatory Core. Some specific objectives of this project include evaluating the landscape of investigators on LinkedIn, building a reliable network of researchers accessible through a LinkedIn company page, and determining the effectiveness of LinkedIn promotion in generating investigator activity. Several deliverables that we hope to advertise through the LinkedIn page include Collaborative Research Webinar training, regulatory consult requests, an educational video library, and invitations to beta-test the NJ ACTS Regulatory Core landing page.



## Methods

**Phase 1:**  
Characterization of Audience on LinkedIn

### Landscaping

- Which type of investigators are on LinkedIn?
- Are investigators active on LinkedIn?
- What CTSA hubs are on LinkedIn?

**Phase 2:**  
Construction of CTSA Network on LinkedIn

### Networking

- Which type of investigators responded to LinkedIn outreach?
- What are the follower growth patterns like?
- What % of the targeted audience did we capture?

**Phase 3:**  
Engage Followers to Interact with Regulatory Core

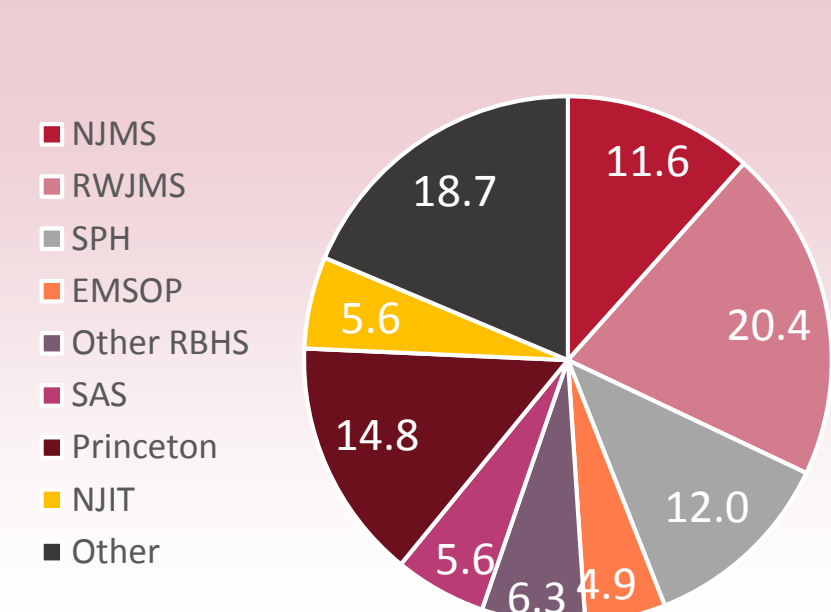
### Promotion

- How much did traffic increase on the Regulatory Core's Landing Page?
- Were we able to compel followers to participate in Regulatory Core actions?

## Results of LinkedIn Landscaping, Networking, and Promotion

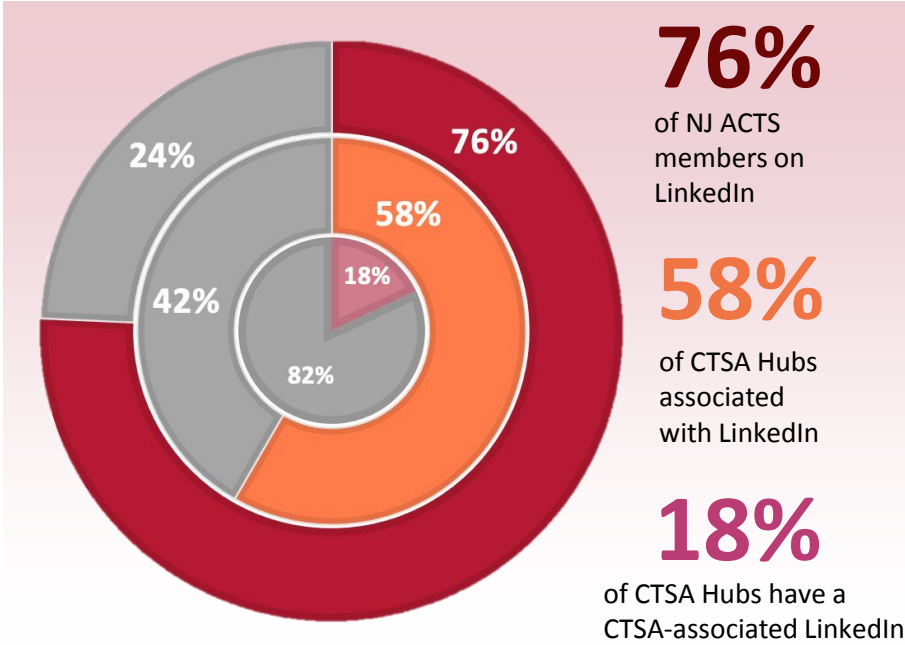
### Phase 1 Results: Who is on LinkedIn?

#### 1. Makeup of Registered NJ ACTS Members



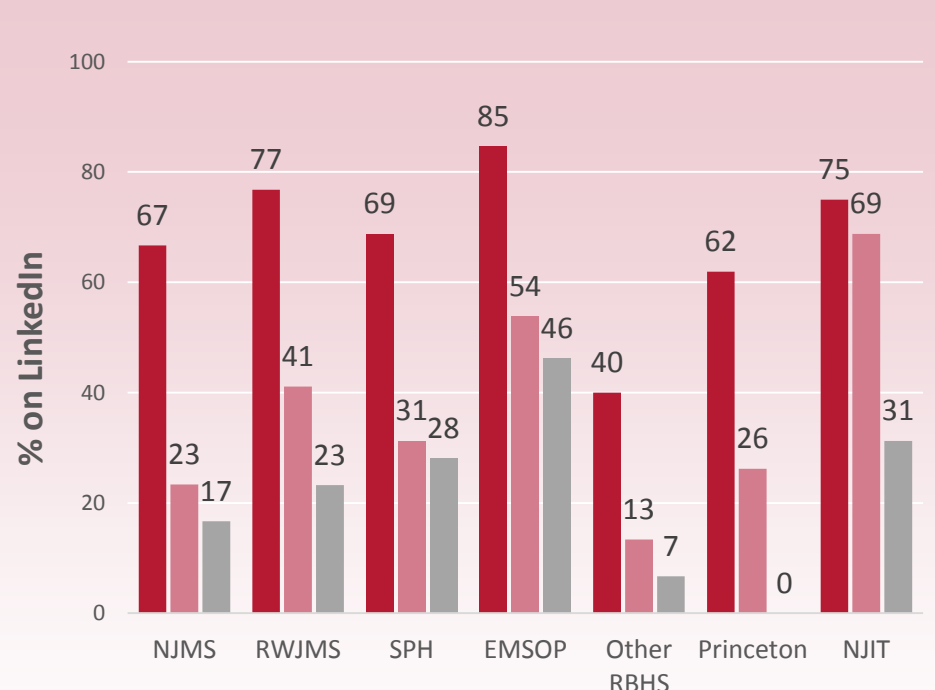
**Figure 1.** Among 284 NJ ACTS Members, the majority of investigators consisted of the Medical Schools. Other prominent groups included populations at Princeton and NJIT.

#### 2. % on LinkedIn



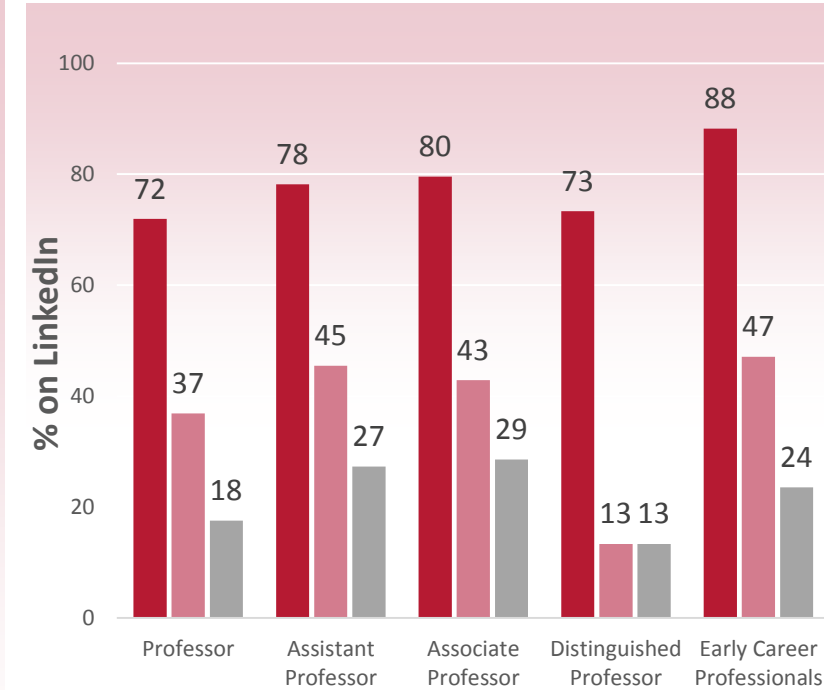
**Figure 2.** Among 284 NJ ACTS Members, 76% of individuals possessed a LinkedIn profile. Among 61 CTSA hubs analyzed against NJ ACTS, 58% of hubs have an associated LinkedIn page on their site. Among the CTSA hubs on LinkedIn, only 18% of the accounts were genuine accounts focused on the CTSA and not the overarching institution's page.

#### 3. LinkedIn Status Based on Affiliation



**Figure 3.** Stratification of members on LinkedIn based on school affiliation shows that % on LinkedIn is similar across groups. The % of active LinkedIn members does vary based on affiliation, with the most active individuals being members of EMSOP. Similarly, network size (possessing 300+ connections) varies across affiliations, with NJIT as the largest % of individuals with a sufficient network built up on LinkedIn.

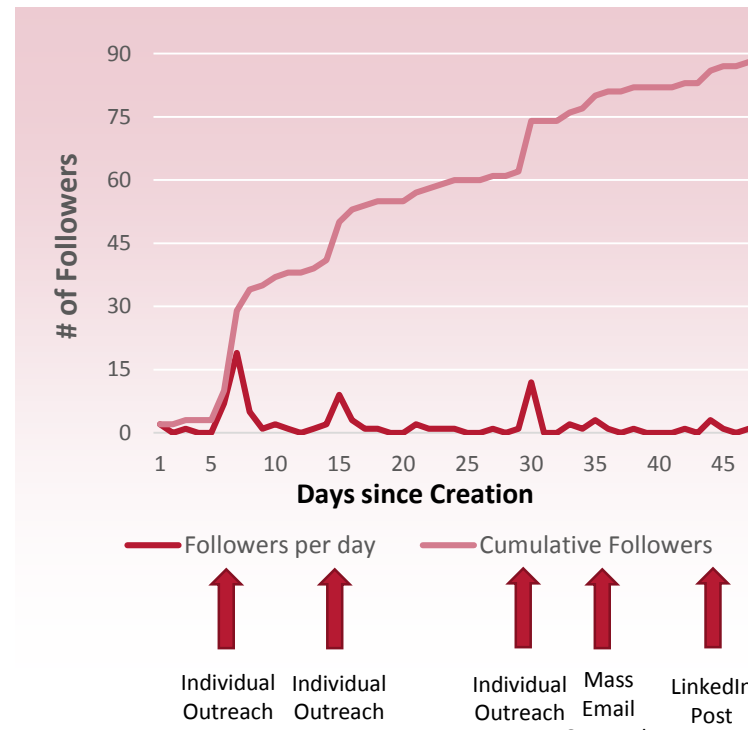
#### 4. LinkedIn Status Based on Job Title



**Figure 4.** Stratification of members on LinkedIn based on job title/level demonstrates that % of individuals on LinkedIn is generally the same across groups. However, Distinguished Professors are less active and have less connections on LinkedIn compared to other groups.

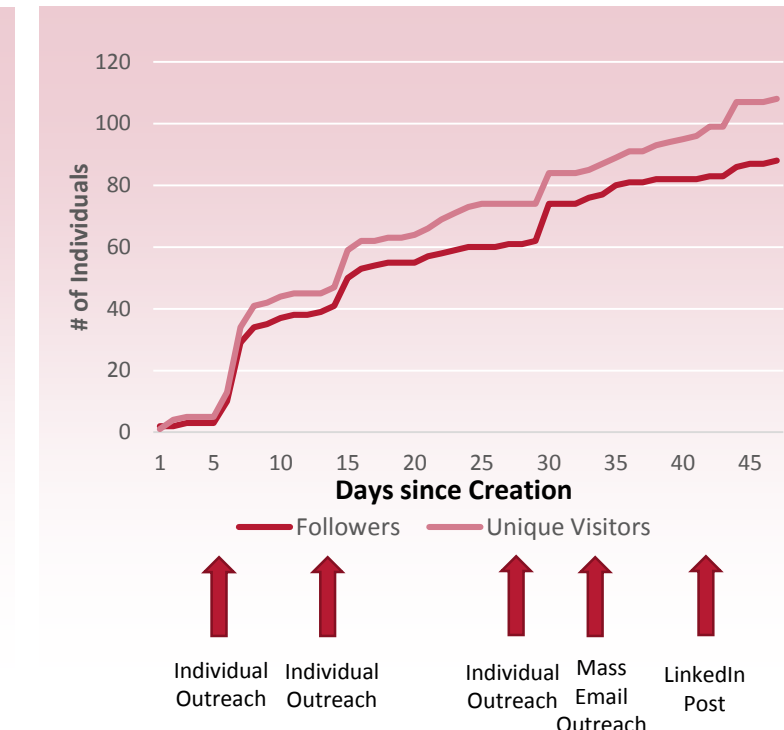
### Phase 2 Results: Building the Regulatory Core's Network

#### 5. Follower Growth



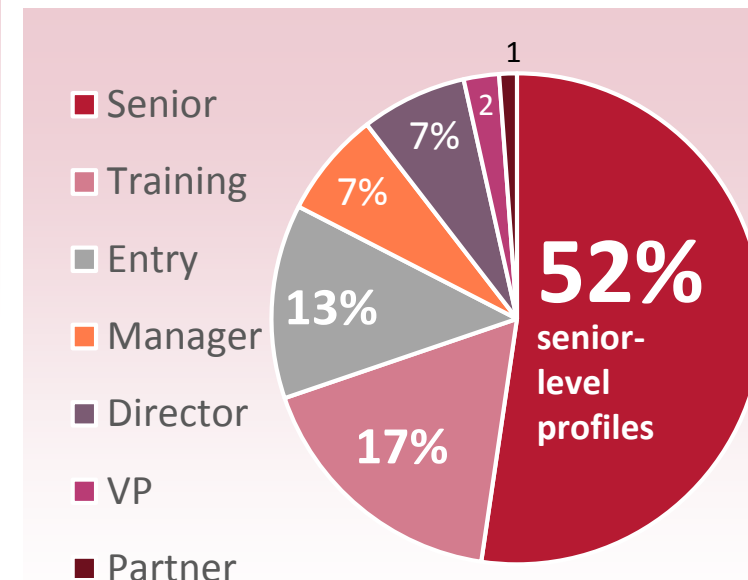
**Figure 5.** Follower growth from a baseline of 0 was steady and continuous over time. The number of new followers spiked on days we interacted with our audience (arrows). 74/88 followers were gained after several periods of direct messaging through LinkedIn.

#### 6. Follower vs Visitor Growth



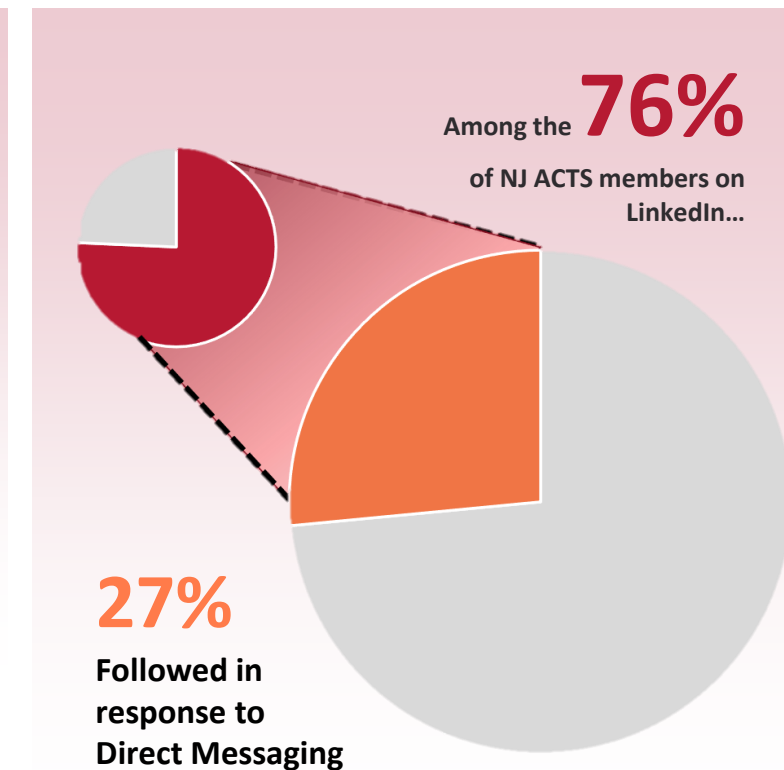
**Figure 6.** The number of followers vs. visitors who interacted with our company page increased in parallel over time. In general, most individuals who visited our page subscribed and became followers, showing high retention and dedication of our audience.

#### 7. Makeup of LinkedIn Followers



**Figure 7.** Makeup of followers on LinkedIn was categorized to determine if the correct audience was captured among our company page following. The majority of followers consisted of senior-level profiles, including Professors, Assistant/Associate Professors, and Distinguished Professors.

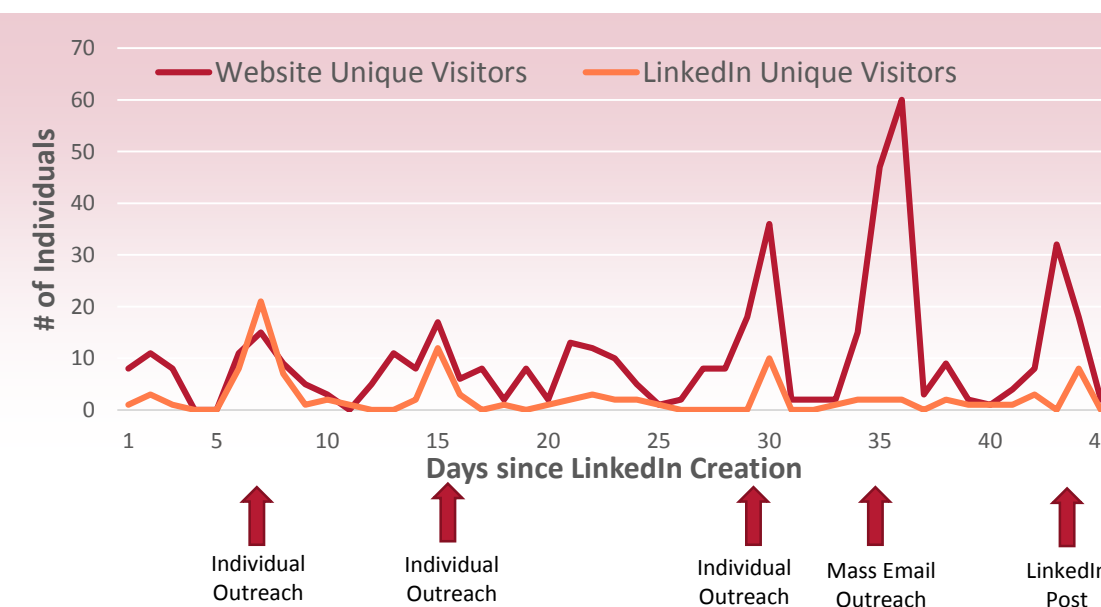
#### 8. % Audience Captured



**Figure 8.** Among the 76% of NJ ACTS members on LinkedIn (n=215/284), 27% of individuals (n=57/215) responded to an invitation to connect and a subsequent request to follow the Regulatory Core company page.

### Phase 3 Results: Converting Follows into Actions

#### 9. Analytics for the Regulatory Core Website



#### 10. Analytics for LinkedIn Posts

Item Promoted	Type of Media Shared	Impressions*	Engagement Rate†	Days since Post	Shared by NJ ACTS Colleagues
Regulatory Core Consult	Application	276	6.44%	47	No
Collaborative Training Series	Webinar	252	6.93%	6	Yes
Regulatory Core Intro	Video	95	7.84%	2	No

\*Impressions: Views when the update is at least 50% on screen, or when it is clicked.  
†Engagement Rate: (Likes+Comments+Shares+Clicks+Follows)/Impressions

**Figure 9.** Unique visitors of the NJ ACTS Regulatory Core website since the time our company page was created was overlaid with unique visitors of our LinkedIn page. Whenever there were spikes in LinkedIn visitors due to advertisement campaigns, there were proportional spikes in Regulatory Core website visitors of even greater magnitude. Mass email outreach encouraging 600+ investigators to follow our LinkedIn page did not yield a strong following on LinkedIn, however it did largely increase website activity.

**Figure 10.** Engagement and overall metrics of LinkedIn posts are analyzed in this table. While the Regulatory Consult post was the most longstanding item available to our audience, the post sharing a Clinical Research Collaborative Training Series about Regulatory Requirements had nearly the same amount of impressions in merely 6 days. The collaborative training series is the only post we prompted NJ ACTS colleagues to share on their personal LinkedIn pages, which may have contributed to our post reaching a broad audience in a short amount of time. Meanwhile, engagement was the highest with the regulatory core video, which was not promoted by colleague's LinkedIn profiles.

## Discussion

- ~3/4 of academic researchers are on LinkedIn
- 50% of researchers on LinkedIn have established networks (300+ connections)
- 27% of researchers on LinkedIn actively create, share, or respond to posts
- The greatest surges in LinkedIn followers resulted from direct and individualized outreach
- Mass email outreach does not result in large signals of LinkedIn followers
- Mass email outreach is effective in promoting website traffic toward the Regulatory Core site
- ~30% of our research audience can be captured on LinkedIn
- Outreach campaigns and posts on LinkedIn can increase website traffic
- Engagement on LinkedIn can be amplified when colleagues reshare posts on their personal feeds

## Acknowledgments

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<https://njacts.rbhs.rutgers.edu/>