

DIGITAL COMMUNICATIONS: TWITTER



30

Average tweets per month

40

Average link clicks per month

Up to 7,134

Impressions for a tweet

30

Average Tweets liked per month



Daily management of account:

- Monitoring and sharing healthcare/medtech/oncology news
- Promoting industry events, corporate news and building the startup reputation by sharing relevant/newsworthy content
- Building relationships with KOL, potential partners, healthcare professionals
- Improving company visibility and building engagement