

Pfizer finally starts using @pfizer on Twitter

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Singapore: Pfizer, which made its debut on Twitter four years ago, has finally started using the @pfizer account in the social networking site. The firm was late to claim an account in its own name when it first joined Twitter and this resulted in it functioning under the name of @pfizer_news.

Pfizer highlighted that it has now "acquired" its brand name account, but is yet to reveal about how this came about, whether by buying the name from its previous holder, appealing to Twitter or by some other way.

Pfizer said in a statement that, "The @pfizer handle wasn't available when Pfizer first joined Twitter in 2009. We didn't want to delay our entry into social media, so we decided to choose an alternate handle for our launch: @pfizer_news. Many of you already write @pfizer in your mentions and messages (even before we had the name), so it feels right to swap in @pfizer to replace @pfizer_news as the new name of our primary feed."

Pfizer pointed out that its content won't change but "our Twitter handle will just more accurately reflect the scope of what we're sharing". The company plans to keep its @pfizer_news account active. However, Pfizer plans to relaunched as a streamlined feed that will only feature only the firm's press releases.

Pfizer's main account on Twitter has more than 56,000 followers, who will now find they are following @pfizer. Individuals, who still want to follow the news account, will need to re-follow @pfizer_news. Meanwhile Pfizer said that @pfizer will have a wider remit than the news account, covering topics such as public policy, though to date there is little difference between the two.