



5 Ways to Accelerate Your Social Media Success

April 23, 2024



Unlock Social with LiveWorld



Proactive Compliance

From Roadblock → Freeway



Dynamic Engagement

From One Way Broadcast → Relationships



Strategic Insight

From Data & Comments → Actionable Insights

01



Use The Same Playbook

Social Media Playbook

Guidelines & Process



Value of Social Playbooks

- Speeds adoption
- Ensures compliance by setting company wide standards by platform
- Aligns marketing, MRL, and agency teams

Example Playbook Page: Instagram Image/Video Ad Functionality

Call to Action Button

CTA Button (mandatory on Instagram) options:

- Contact Us
- Download
- Learn More
- Send Message
- Sign Up
- Watch More
- Listen Now

Other options that are not used in Pharma

Video auto-plays as the user scrolls

Ad Sharing

Ad can be shared with a friend via direct msg. This functionality can be disabled or enabled.

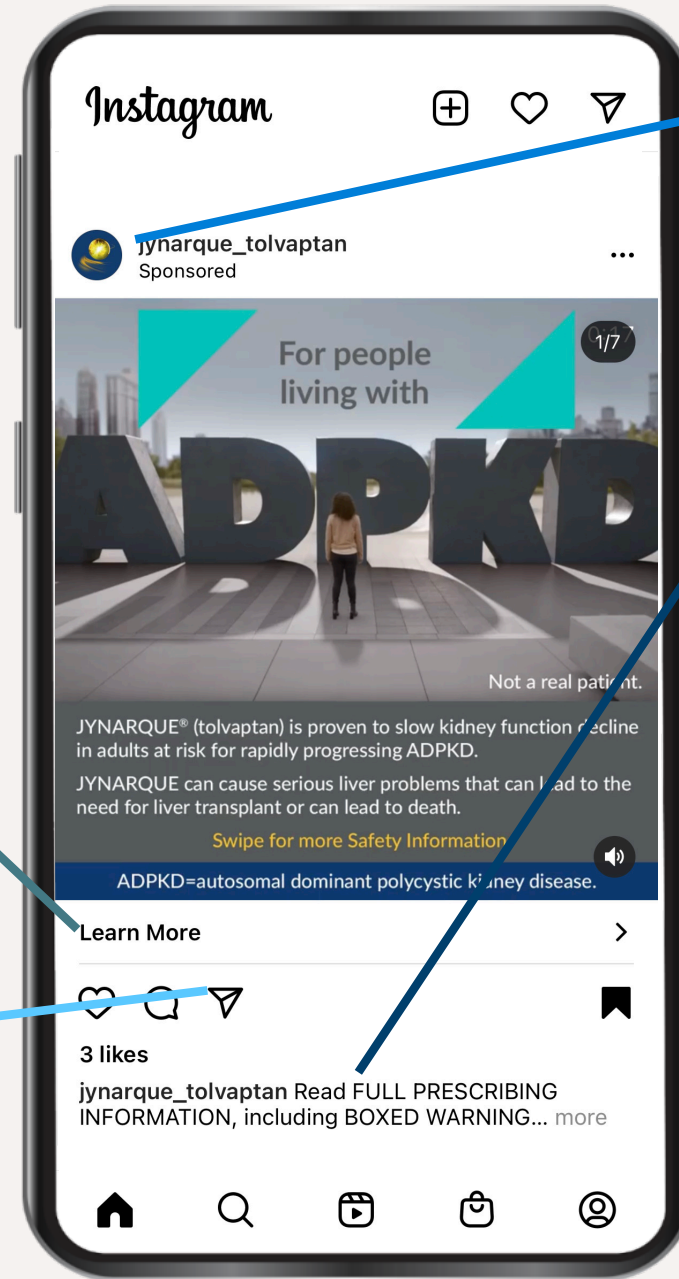
Advertiser Info

Top left shows advertiser & links to their Instagram page

Caption

- Text only
- Cannot include active URLs, but can link to another Instagram page
- Recommend copy be 125 characters or less (then it truncates)
- General guideline for character limit is ~2,200

Sound is optional for users



Example Playbook Page: UGC and Prompting

CONSIDERATIONS

User-generated content" (or UGC) is content that is generated by fans of a Page, not the Page itself. Many successful status updates include a call-to-action, such as asking people to click through to a website. Brands can also ask their fans to post or submit content (stories, photos, videos, etc.) to the Page (or another destination) that the brand can use for other communications activities. This is called Prompting and here are the guidelines for how it can be used.

UNBRANDED

- All prompting must go through full MRP approval prior to posting.
- Social responses are likely acceptable. E.g.: How do you plan to spend this 4th of July weekend?
- Condition content could be acceptable if it doesn't cross into medical advice, drive dis-proportionate AE reporting, or encourage sharing of treatment specific product information.

BRANDED

- Because prompting could cause regulators to view UGC as AbbVie-created content, there will be limits to Prompting on branded programs.
- Prompting product-related discussions may be allowed in limited non-real-time circumstances, where responses are gathered, and we provide feedback stating that responses may be MRP reviewed prior to posting.

02



Don't Fear Good Content



DID YOU KNOW:
THE AVERAGE PERSON
SCROLLS THROUGH
CONTENT THE HEIGHT OF
THE STATUE OF LIBERTY
EVERY DAY?

Storytelling in Social With a Visual Emphasis



Leverage Unique Content Types to Stand Out

Mycapssa® (octreotide) capsules Sponsored · 🌐

Hear ways to advocate for [#acromegaly](#) treatment preferences from Allison and her doctor. Full Patient Info: <http://bit.ly/> ...See More



My name is Allison, and I have **acromegaly**.



INDICATION AND IMPORTANT SAFETY INFORMATION


What is MYCAPSSA (octreotide) for?
MYCAPSSA is an oral prescription medicine used in the long-term maintenance treatment of acromegaly in people for whom initial treatment with octreotide or lanreotide has been

MYCAPSSA.COM
Discussion planning tips [Listen Now](#)

Like Comment Share

Lamzedel® (velmanase alfa-tycv) Sponsored · 🌐

Learn about Lamzedel! The first & only FDA approved ERT for [#AlphaMannosidosis](#). Full Prescribing Info & BOXED Warning: bit.ly/3YPhv8g



Full Prescribing Info & BOXED Warning: www.lamzedel.com/lamzedel-pi.pdf

INDICATION AND IMPORTANT SAFETY INFORMATION

INDICATION
Lamzedel® (velmanase alfa-tycv) is intended for the treatment of non-central nervous system symptoms of alpha-mannosidosis in adult and pediatric patients.

IMPORTANT SAFETY INFORMATION
What is the most important information I should know about Lamzedel?
Severe allergic reactions (hypersensitivity reactions) including anaphylaxis, may occur during and after Lamzedel treatment. If severe


lamzedel.com [Sign up](#)

Learn about Lamzedel!

Like Comment Share

Rethink Fabry HEROes Sponsored · 🌐

Don't fly below the radar. Track annual tests & monitor symptoms with this guide to ensure doctors have the whole picture.



For people living with **Fabry disease**,

monitoring matters

rethinkfabry.com [Download](#)

Get Fabry monitoring guide

Like Comment Share



Reflect Their Reality

- We see you
- Tame the Worry Monster: battling an invisible enemy
- Parent as hero vs. product

CLICK
TO PLAY

Patient Stories Elevate Your Brand

- Reflect their reality
- Embrace the emotion
- Works well with DTC and HCP audiences

Real Food Blends
Sponsored •

Something to be grateful for: Real Food Blends is the only blenderized tube feeding product offering true variety with 6 different meals and a snack.

“
Real Food Blends
has helped
mealtimes feel like
family time because
of the options.”

Tameka
Mother of three girls and Real Food Blends customer

realfoodblends.com
Real food. Real variety! [Learn more](#)

Like Comment Share

CLICK TO PLAY

Pharma Can Do Humor & Unexpected Twists


Page Name
 Sponsored · 
⋮

“A good day means a messy kitchen, because recurrent ovarian cancer doesn’t define me.” Full Prescribing Info: <http://bit.ly/xxxxxxx>



INDICATION AND IMPORTANT INFORMATION
What is BrandX?
 Brand X is lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Who should not receive BrandX?
 You should not receive BrandX Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

PAGENAME.COM
Ask about BrandX
Learn More



INDICATION AND IMPORTANT INFORMATION
What is BrandX?
 Brand X is lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Who should not receive BrandX?
 You should not receive BrandX Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



INDICATION AND IMPORTANT INFORMATION
What is BrandX?
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Who should not receive BrandX?
 You should not receive BrandX Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

SYNTHROID® (levothyroxine sodium)
Sponsored · 🌐

Delivery got a glow up ✨ Sign up for the Synthroid Delivers Program today. Prescribing Info & BOXED Warning: <http://bit.ly/2JyQ5Ro>



HOW IT STARTED

Synthroid.
(levothyroxine sodium tablets, USP)

Full Prescribing Info & BOXED Warning: www.rxabbvie.com/pdf/Synthroid.pdf

USE AND IMPORTANT SAFETY INFORMATION

USE
SYNTHROID® (levothyroxine sodium) tablets, for oral use is a prescription, man-made thyroid hormone that is used to treat a condition called hypothyroidism in adults and children, including infants. It is meant to replace a hormone that is usually made by your thyroid gland. Generally, thyroid replacement treatment is to be taken for life. SYNTHROID should not be used to treat noncancerous growths or enlargement of the thyroid in patients with normal iodine levels, or in cases of temporary hypothyroidism caused by inflammation of the thyroid gland (thyroiditis).

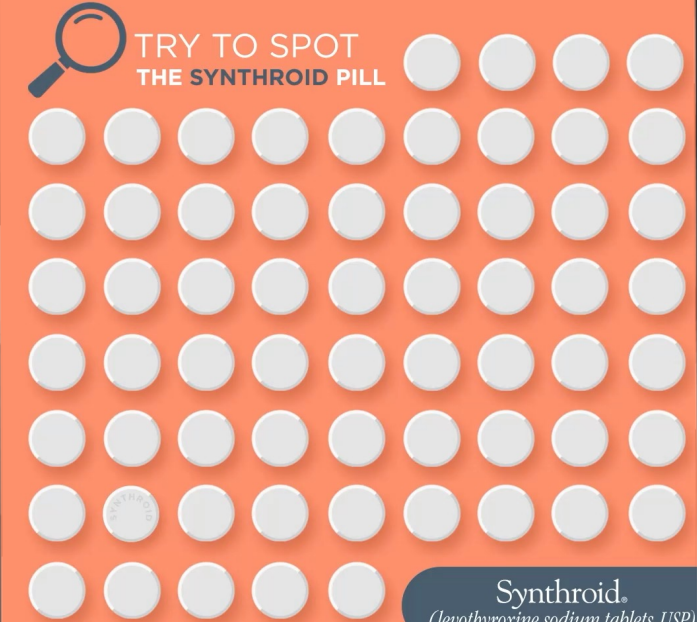
synthroiddeliversprgrm.com
Synthroid Delivers Program Sign up

👍 Like 💬 Comment ➦ Share

Pharma Social Can Follow Trends

SYNTHROID® (levothyroxine sodium)
Sponsored · 🌐

Check the pill. Be sure it's Synthroid as the doctor prescribed. Full Prescribing Info & BOXED Warning: <http://bit.ly/2JyQ5Ro>



TRY TO SPOT THE SYNTHROID PILL

Synthroid.
(levothyroxine sodium tablets, USP)

Full Prescribing Info & BOXED Warning: www.rxabbvie.com/pdf/Synthroid.pdf

USE AND IMPORTANT SAFETY INFORMATION

USE
SYNTHROID® (levothyroxine sodium) tablets, for oral use is a prescription, man-made thyroid hormone that is used to treat a condition called hypothyroidism in adults and children, including infants. It is meant to replace a hormone that is usually made by your thyroid gland. Generally, thyroid replacement treatment is to be taken for life. SYNTHROID should not be used to treat noncancerous growths or enlargement of the thyroid in patients with normal iodine levels, or in cases of temporary hypothyroidism caused by inflammation of the thyroid gland (thyroiditis).

synthroid.com
Check the pill Learn more

◀ CLICK TO PLAY ▶

03



Realize The Value Of Engagement

The Value of Comments

- Recommendations from patients have more credibility than brand statements
- Answer questions now before they forget to ask Dr.
- Harvest for new content topics & keywords
- Evaluate content success levels
- Builds community and awareness
- Increases algorithm performance



Case Study: Actionable Insights

Insight Discovered

LiveWorld identified a significant increase in Adverse Events, and upon review noticed a trend in the comments where people were saying they had been taken off the drug because of side effects.

LiveWorld also identified a second trend where people indicated that they had previously opted out of advertising from the client.

Action Taken

LiveWorld identified, researched and escalated the trends to the client.

Results

Client determined that a new media agency had accidentally included the contacts from two suppression lists.

The client stopped the campaign and relaunched it with the correct audience targeting.

Case Study: Actionable Insights

Insight Discovered

On a recently released rare drug's social media, LiveWorld identified a couple of negative comments about a "getting started" kit that was distributed from the provider when a patient began treatment.

While not significant in volume, LiveWorld escalated the feedback due to the very limited audience for the product.

Action Taken

LiveWorld identified and escalated the trend to the client.

Results

Based on the couple of initial comments on social media, the client and their AOR did focus groups seeking additional feedback.

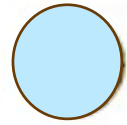
Ultimately the design of the "getting started" kit was changed based on the combined feedback.

04



Return the Favor

Architecture of a Great Response



Jane Smith

Getting ready to try this. First shots tomorrow. Was on a shot that worked great, switched to another that didn't work, now emgality to try. Wish me luck.

1y Like Reply



Emgality® (galcanezumab-gnlm)

1 Be Human → Hi Jane,

2 Invited Conversation

We're excited for you and look forward to hearing more about your journey.

3 Answered Question → Your healthcare provider or nurse should show you how to prepare and inject Emgality for migraine, using the pen or prefilled syringe. Do not inject yourself or someone else until you have been shown how to do so. For more

4 Offered Additional Assistance → information, please visit <https://e.lilly/397HAak>. See Safety Summary at https://e.lilly/risk_emgality.



05



Don't Get Stuck in a Rut

Linked 

 **Pinterest**

 **reddit**

Reaching HCPs



 **Chiesi Global Rare Diseases**
X,XXX followers
Promoted


Acting fast could help make a difference for your patient's eyesight! If they present with....see more




IMAGINE:
not being able
to see your
baby's smile.

 **Chiesi**
global rare diseases

Like Comment Share Send

 **Nutricia North America**
X,XXX followers
Promoted

Know the signs & symptoms that indicate using an amino acid-based formula (AAF) to ...see more



**IS YOUR
CMA PATIENT
EXPERIENCING:**

Symptoms not resolved
on extensively hydrolyzed
formula (eHF)?

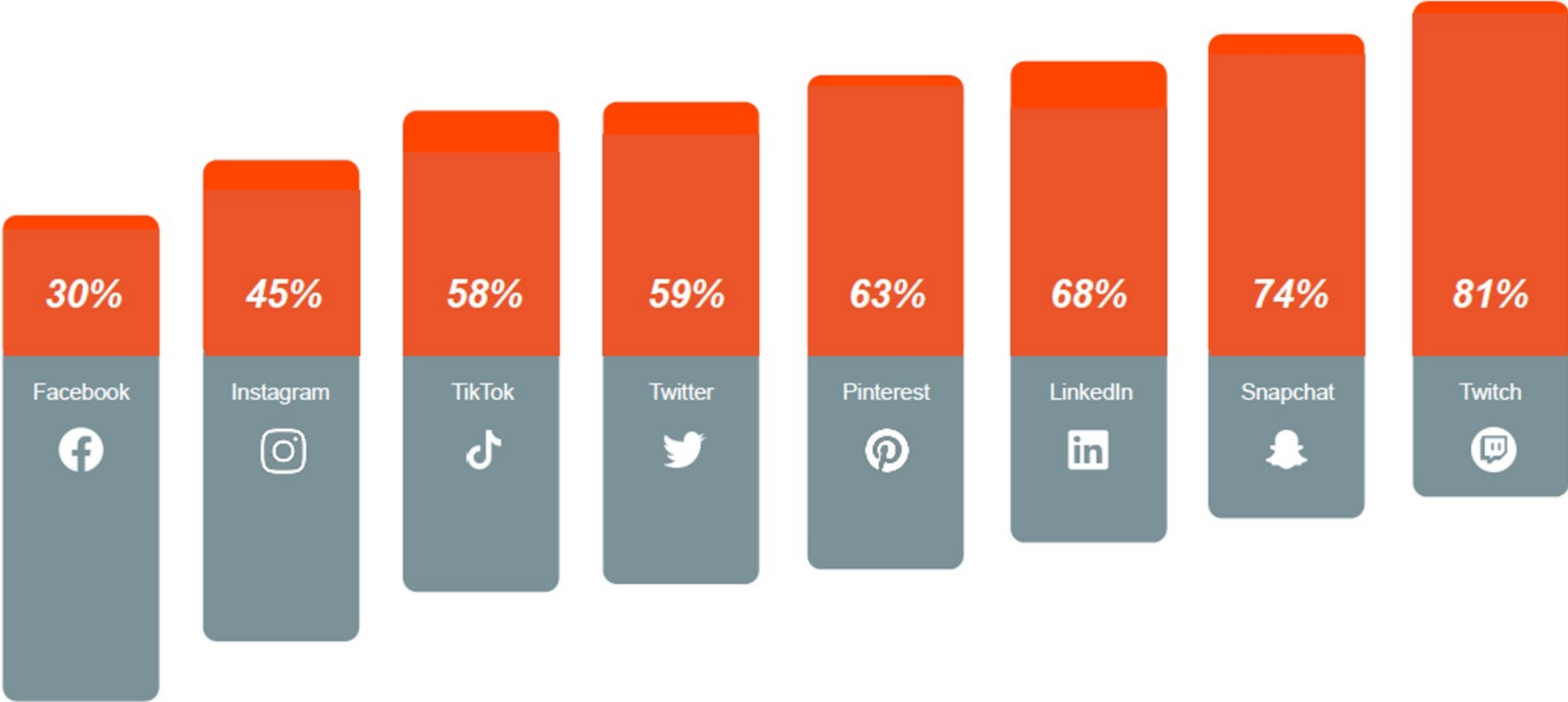
See quick reference guide [Learn more](#)

Like Comment Share Send

Unique Audience That Can't Be Found Elsewhere



UNDUPLICATED US AUDIENCE



The Health Consumer's Trusted Resource



26M

Ads-addressable
monthly visitors
within healthy living

1,033

Subreddits discussing
health and
wellness



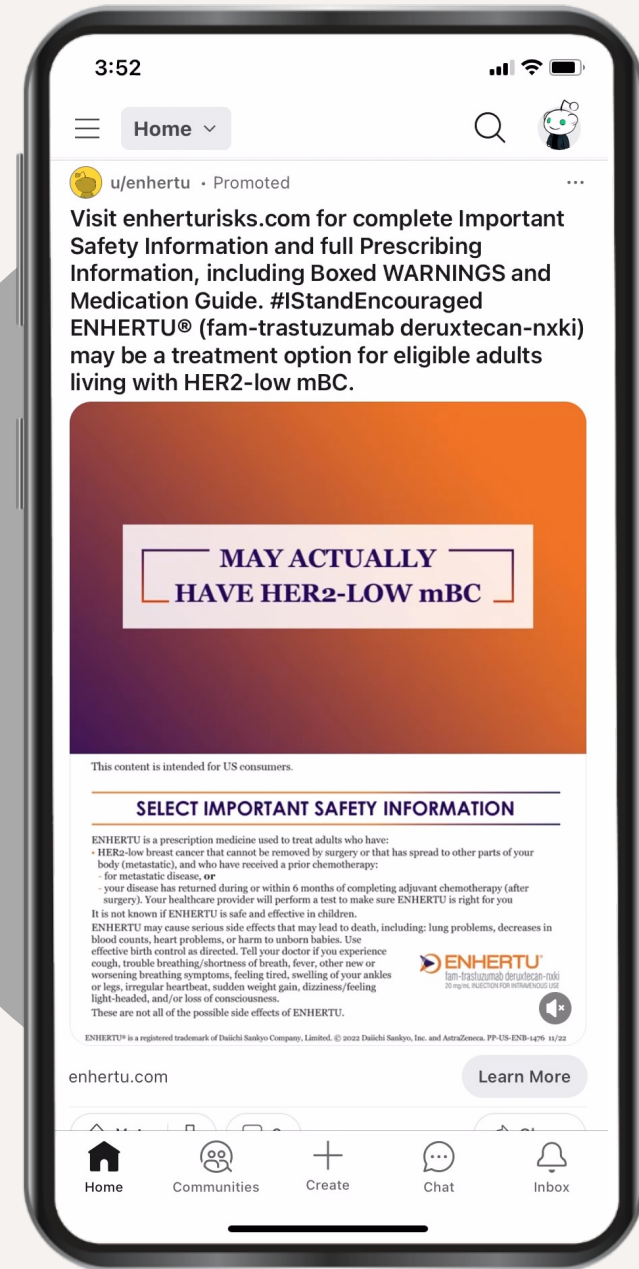
Patient visit
Reddit



HCPs visit
Reddit



Caregivers
visit Reddit



“There’s no confrontation, news or drama. Pinterest is about ideas - not opinions.”



People feel Positive on **Pinterest**

#1

People ranked Pinterest #1 vs. 7 peer platforms as having the most “positive impact on their lives” in a 2023 study.



Inspiration on Pinterest leads to direct changes & actions

54%

adopt a healthier approach to nutrition



58%

make changes to their daily routine



59%

start a new fitness routine / exercising



Source: Talk Shoppe, US, Healthcare & Well-Being on Pinterest, Study commissioned by Pinterest, October 2020

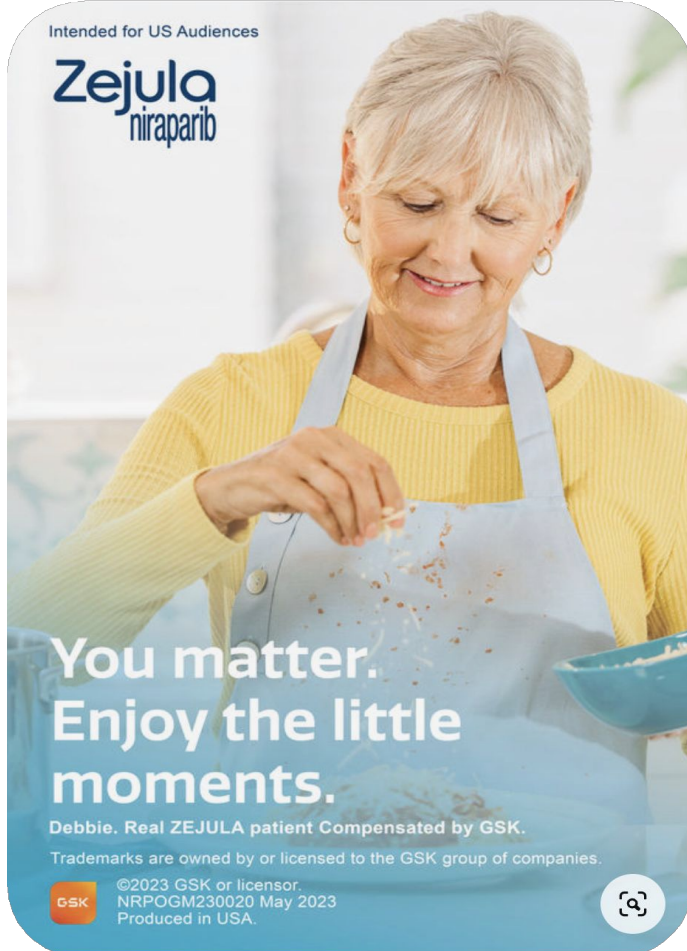
P2. Wh of the following actions, if any, have you taken after using PLATFORM for health & well-being purposes?

Base: Pinners (n=1001), Non-Pinners (n=1001)

Static

Intended for US Audiences

Zejula
niraparib





**You matter.
Enjoy the little
moments.**

Debbie. Real ZEJULA patient Compensated by GSK.

Trademarks are owned by or licensed to the GSK group of companies.

©2023 GSK or licensor. NRPOGM230020 May 2023
Produced in USA.



Carousel



**Migraine triggers are naughty.
Migraine pain relief is nice.**

Click or Swipe Up for Full Prescribing Information and
Swipe Left for Important Safety Information

Nurtec ODT is for the acute treatment of migraine and the preventive treatment of episodic migraine in adults. Select Safety Info: Don't take if allergic to Nurtec ODT. Allergic reactions can occur, even days after using. Allergic reactions include trouble breathing, rash, and swelling of the face, mouth, tongue, or throat. Most common side effects were nausea (2.7%) and indigestion/stomach pain (2.4%). Prescription only.



WHAT IS NURTEC ODT?
Nurtec® ODT (rimegepant) orally disintegrating tablets is a prescription medicine that is used to treat migraine in adults. It is for the acute treatment of migraine attacks with or without aura and the preventive treatment of episodic migraine. It is not known if Nurtec ODT is safe and effective in children.

IMPORTANT SAFETY INFORMATION
Do not take Nurtec ODT if you are allergic to Nurtec ODT (rimegepant) or any of its ingredients.

Before you take Nurtec ODT, tell your healthcare provider (HCP) about all your medical conditions, including if you:

- have liver problems,
- have kidney problems,
- are pregnant or plan to become pregnant,
- are breastfeeding or plan to breastfeed.

Tell your HCP about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements.

Nurtec ODT may cause serious side effects including allergic reactions, including trouble breathing and rash. This can happen days after you take Nurtec ODT. Call your HCP or get emergency help right away if you have swelling of the face, mouth, tongue, or throat or trouble breathing. This occurred in less than 1% of patients treated with Nurtec ODT.

The most common side effects of Nurtec ODT were nausea (2.7%) and stomach pain/indigestion (2.4%). These are not the only possible side effects of Nurtec ODT. Tell your HCP if you have any side effects.

You are encouraged to report side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

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Unlock Social