



5 Ways to Accelerate Your Social Media Success

March 2024



Unlock Social with LiveWorld



Proactive Compliance

From Roadblock → Freeway



Dynamic Engagement

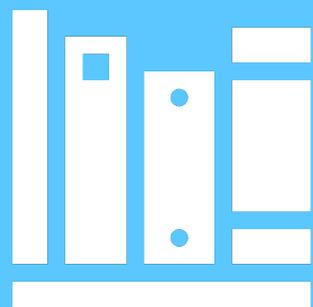
From One Way Broadcast → Relationships



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:

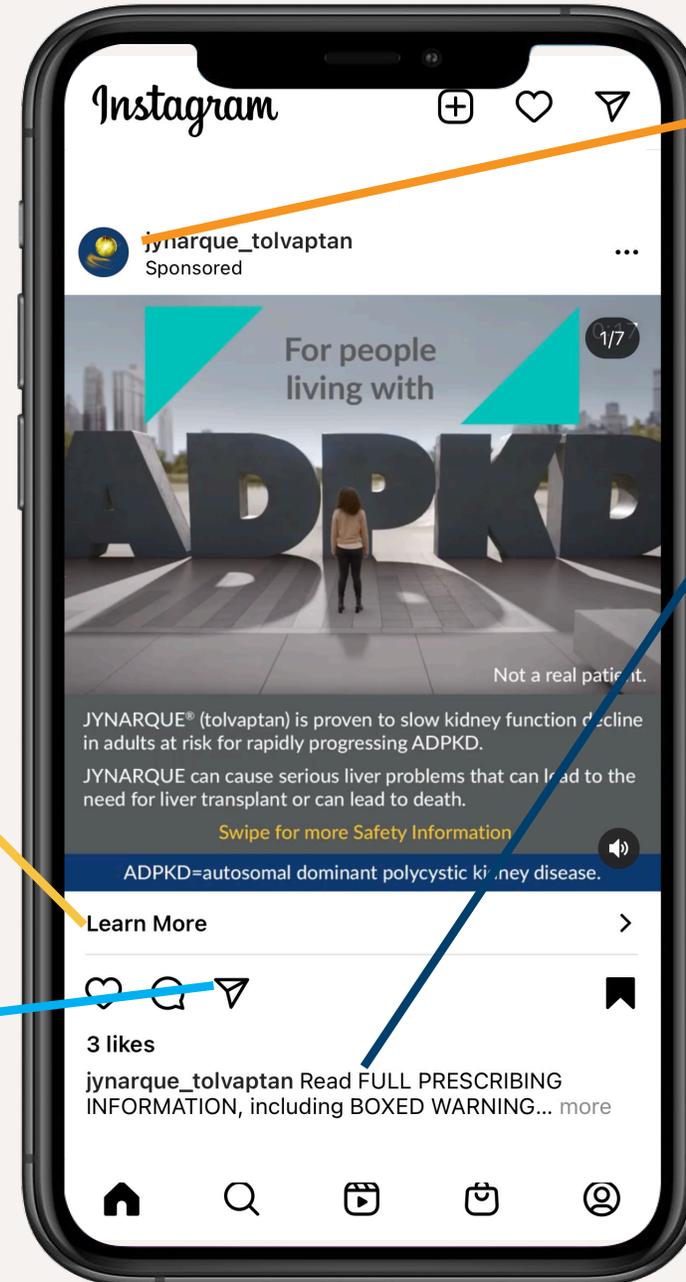
- Contact Us
- Download
- Learn More
- Send Message
- Sign Up
- Watch More
- Listen Now

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

Leverage Unique Content Types to Stand Out

SYNTHROID® (levothyroxine sodium)
Sponsored · 🌐

What the shell? Certain foods can make Synthroid less effective. Full Prescribing Info & BOXED Warning: <http://bit.ly/2JyQ5Ro>

33 years of taking medication for hypothyroidism and no one ever told me this!

Synthroid.
(levothyroxine sodium tablets, USP)

Not an actual patient.
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. 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
Test Synthroid smarts Learn More

👍 Like 💬 Comment ➦ Share

SYNTHROID® (levothyroxine sodium)
Sponsored · 🌐

Patients can ask for Synthroid by name to get what was prescribed. Full Prescribing Info & BOXED Warning: <http://bit.ly/2JyQ5Ro>

Reminder:
ask for the Synthroid that was prescribed by name at the pharmacy

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. 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
3 steps for the pharmacy Learn More

👍 Like 💬 Comment ➦ Share

SYNTHROID® (levothyroxine sodium)
Sponsored · 🌐

Every number tells a Synthroid story. Full Prescribing Info & BOXED Warning: <http://bit.ly/2JyQ5Ro>

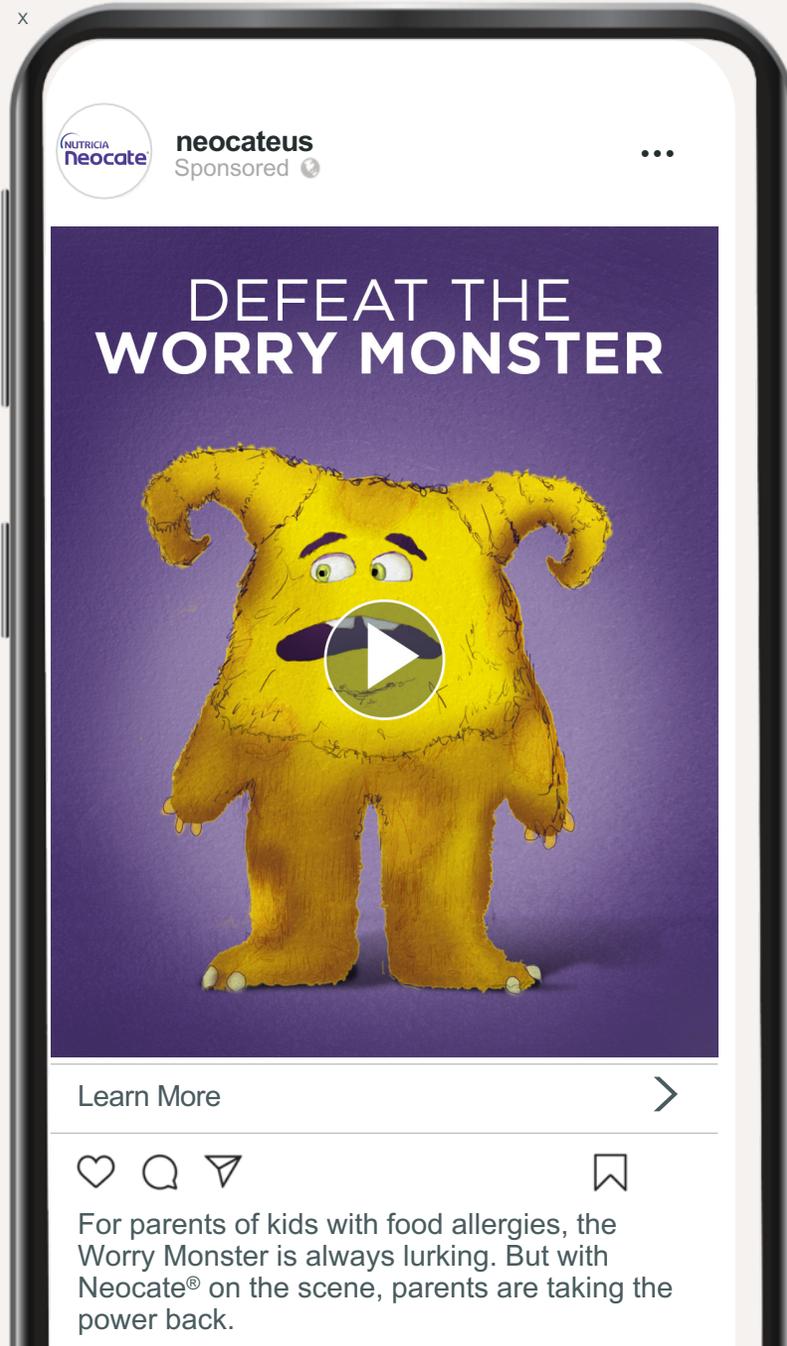
RITA:
5
YEARS ON BRAND SYNTHROID

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. 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
Planning for the future Learn More

👍 Like 💬 Comment ➦ Share

x



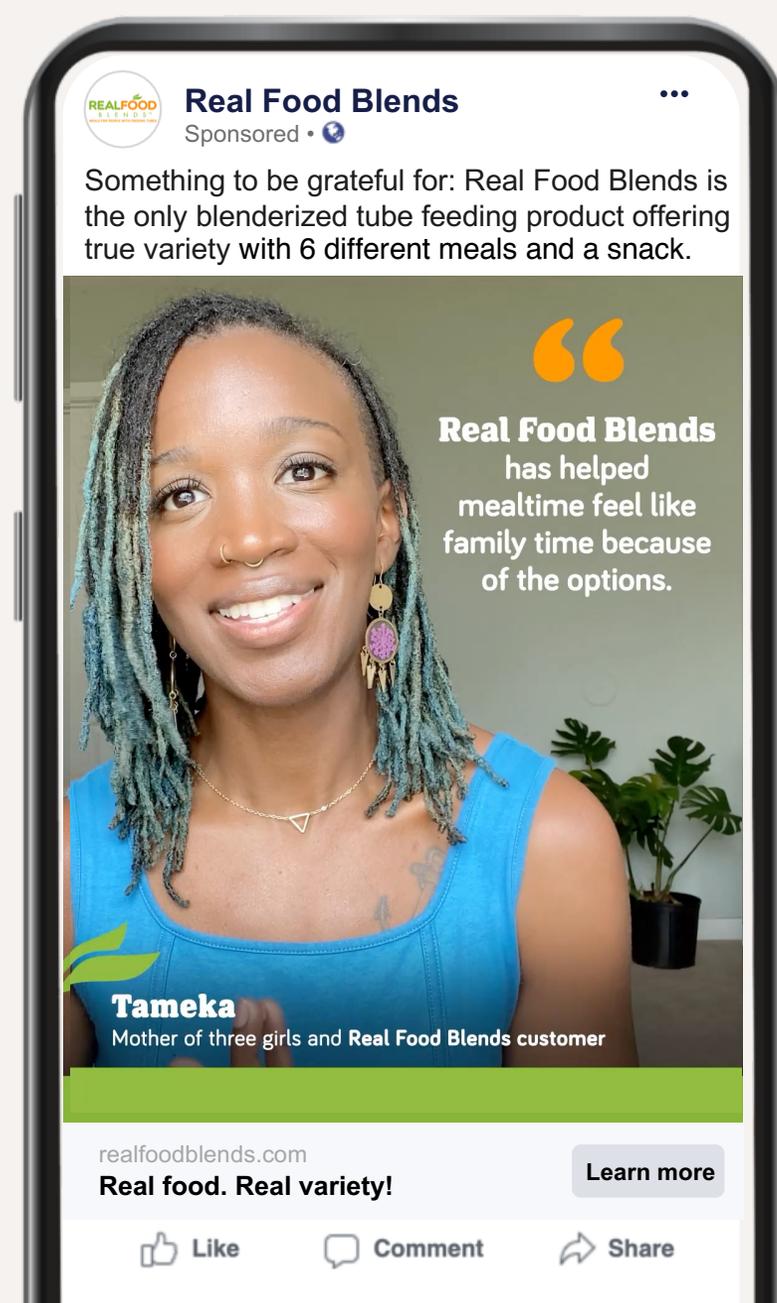
Reflect their Reality

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

CLICK
TO PLAY

Real Food. Real Families. Real Food Blends.

- Reflect their reality
- Embrace the emotion



03



Realize The Value Of Engagement

Insights

- Answer questions now before they forget to ask Dr
- New content topics & keywords
- Content success levels
- Targeting mistake
- Getting started kit
- Pricing concerns and pharmacy solution

04



Returning 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,

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

2 Invited Conversation

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 

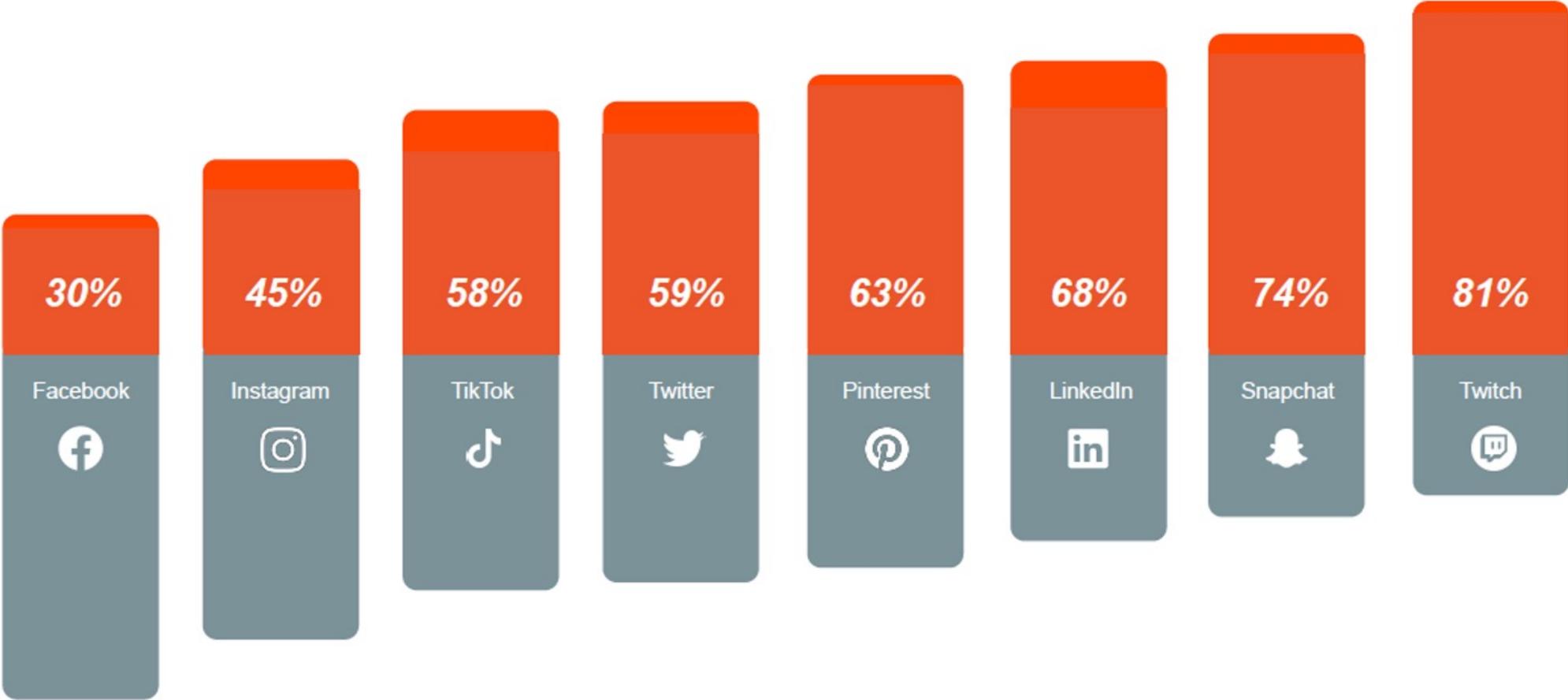
 **Pinterest**

 **reddit**

Unique Audience That Can't Be Found Elsewhere



UNDUPLICATED US AUDIENCE



The Health Consumer's Trusted Resource



26M

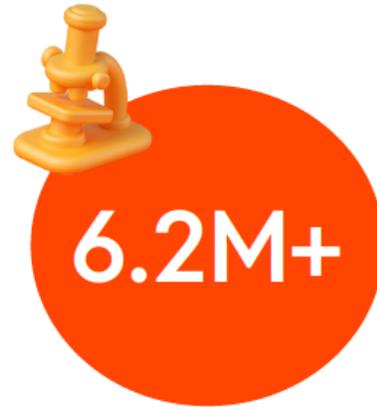
Ads-addressable
monthly visitors
within healthy living

1,033

Subreddits discussing
health and
wellness



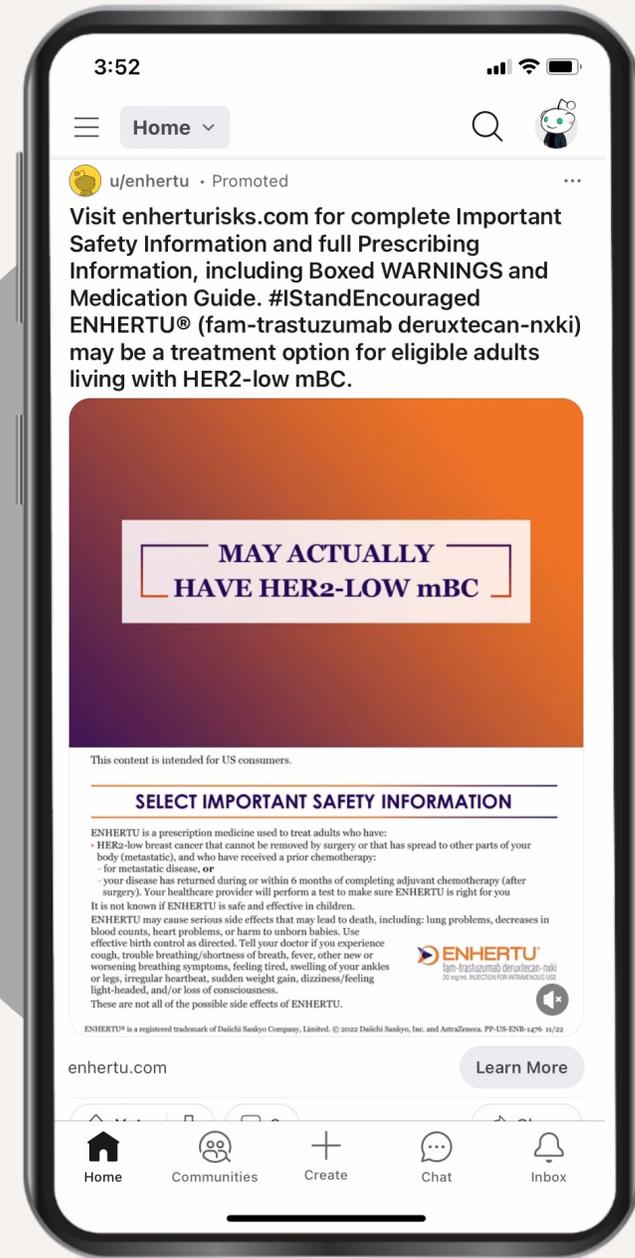
Patient visit
Reddit



HCPs visit
Reddit



Caregivers
visit Reddit



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



People feel Positive on



#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



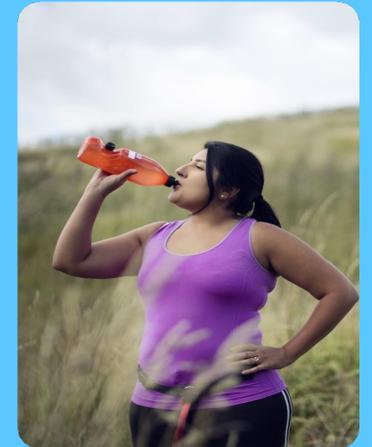
58%

make changes to their daily routine



59%

start a new fitness routine / exercising

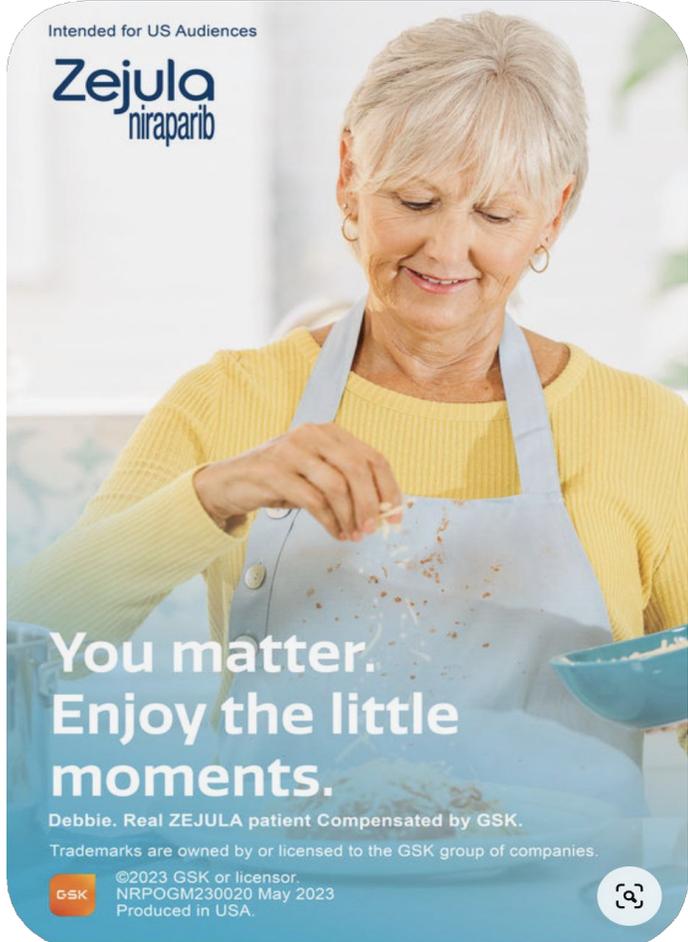


Source: Talk Shoppe, US, Healthcare & Well-Being on Pinterest, Study commissioned by Pinterest, October 2020
P2. Wh of the following actions, if any, have you taken after using PLATFORM for health & well-being purposes?
Base: Pinners (n=1001), Non-Pinners (n=1001)

Static

Intended for US Audiences

Zejula
niraparib



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

Debbie. Real ZEJULA patient Compensated by GSK.

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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