



SOCIAL UNLOCKED: The 5 Keys To Successful & Compliant Campaigns

May 21, 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.

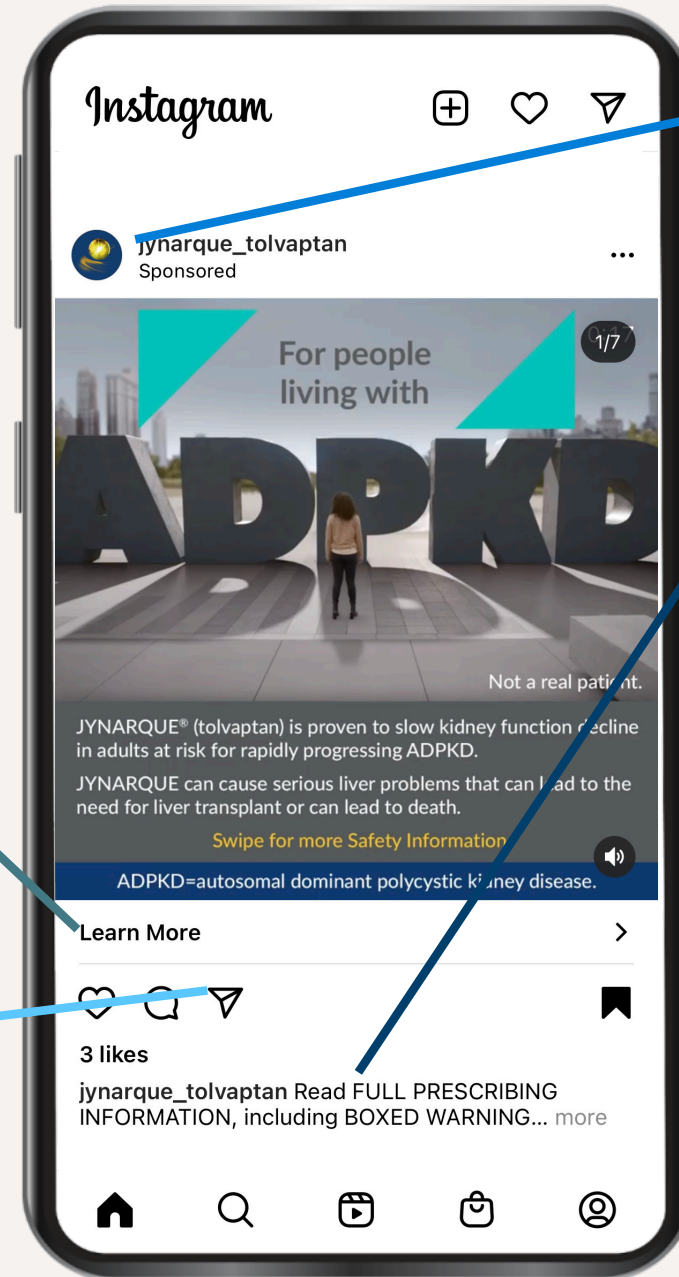
Advertiser Info

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

Lamzed® (velmanase alfa-tycv) Sponsored · 🌐

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



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

INDICATION AND IMPORTANT SAFETY INFORMATION

INDICATION
Lamzed® (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 Lamzed?
Severe allergic reactions (hypersensitivity reactions) including anaphylaxis, may occur during and after Lamzed treatment. If severe


lamzed.com
Learn about Lamzed!

Sign up

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
Get Fabry monitoring guide

Download

Like Comment Share



neocateus
Sponsored



DEFEAT THE WORRY MONSTER



Learn More



For parents of kids with food allergies, the Worry Monster is always lurking. But with Neocate® on the scene, parents are taking the power back.

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



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>



I WANT MORE DIRTY DISHES



LOREM IPSUM
(dolor de amet) tablets

INDICATION AND IMPORTANT INFORMATION

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

PAGENAME.COM
Ask about BrandX

Learn More



BECAUSE WE HAVE LOTS OF RECIPIES TO TRY



LOREM IPSUM
(dolor de amet) tablets

INDICATION AND IMPORTANT INFORMATION

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



BECAUSE MY CANCER DOESN'T DEFINE ME



LOREM IPSUM
(dolor de amet) tablets

INDICATION AND IMPORTANT INFORMATION

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

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



04



Return the Favor

Architecture of a Great Response

1

Be Human

2

Invited Conversation

3

Answered Question

4

Offered Additional Assistance

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)

Hi Jane,

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

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 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**




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

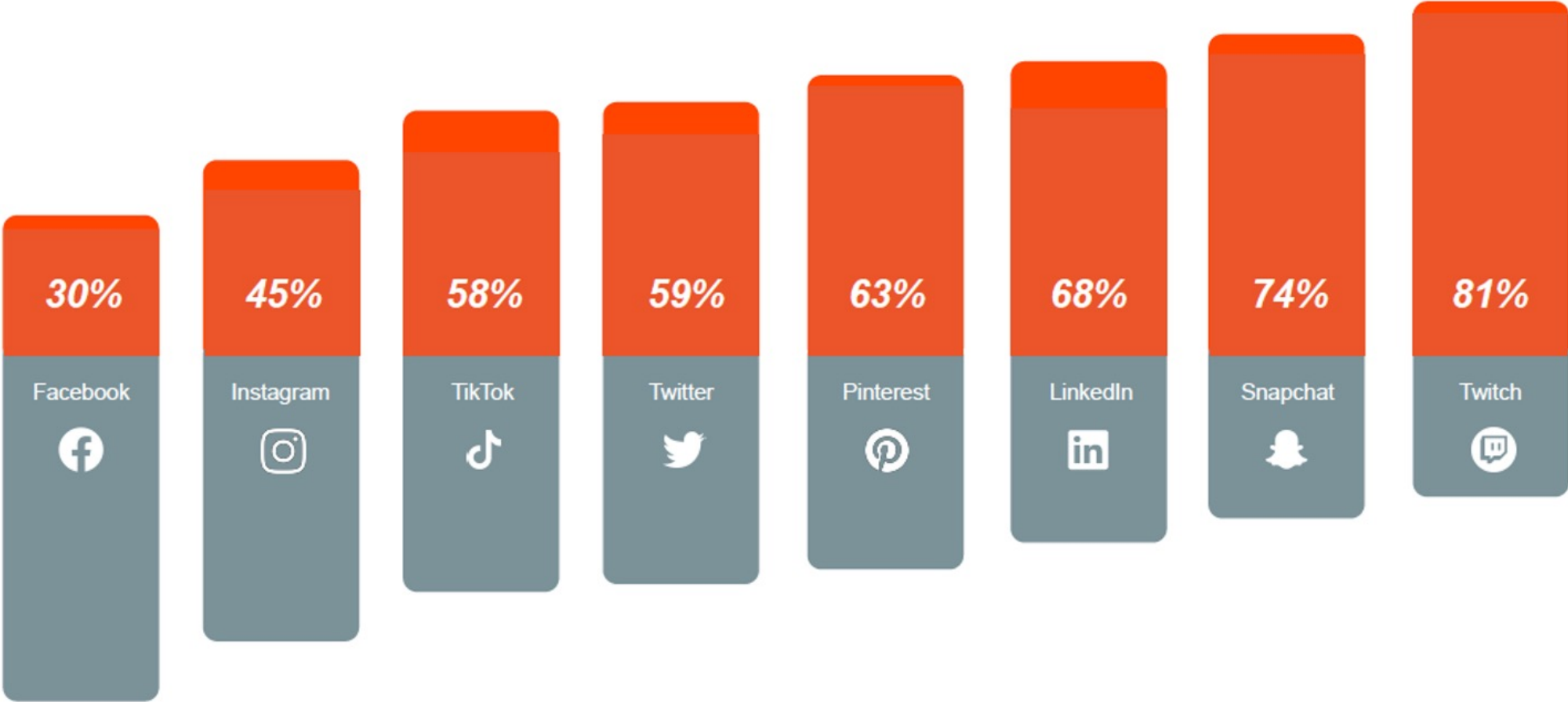
Share

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



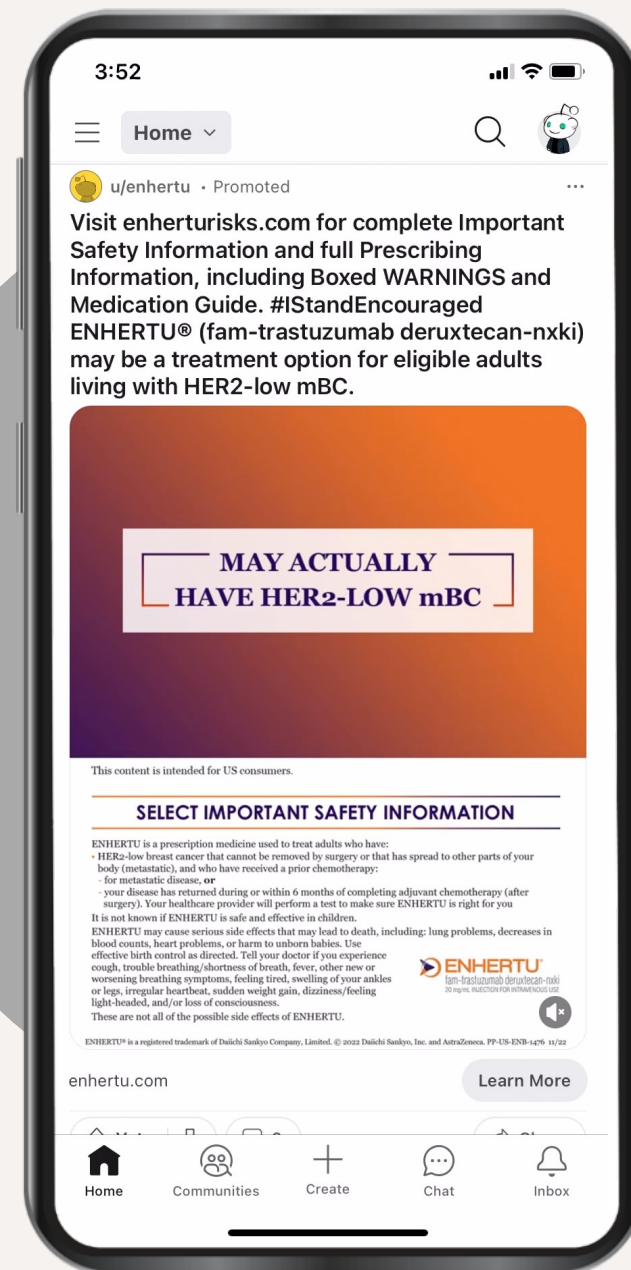
Patient visit
Reddit



HCPs visit
Reddit



Caregivers
visit Reddit



"There's no confrontation, news or drama. Pinterest is about ideas - not opinions."



People feel Positive on

The Pinterest logo, consisting of a red circular icon with a white 'P' inside, followed by the word 'Pinterest' in a bold, red, sans-serif font.

#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.

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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