

SOCIAL UNLOCKED:

THE KEY TO SUCCESSFUL & COMPLIANT PROGRAMS

The Keys to Successful & Compliant Campaigns

1

Know The Expectations

2

Use The Same Playbook

3

Dive Into The Platform Details

4

Don't be afraid of great creative



Moulakshi Roychowdhury

**Global Head, Regulatory
Advertising & Promotion**

**Allergan Aesthetics,
An AbbVie Company**



Dawn Lacallade

**Chief Strategy Officer,
Managing VP Healthcare**

LiveWorld Inc.

Deep Pharma Experience



Managing

350+

healthcare social
& digital properties

90K+

healthcare customer service &
engagement hours per year



70

country/language
combinations

abbvie

AstraZeneca

Bristol Myers
Squibb

Chiesi

Day One
BIOPHARMACEUTICALS

idorsia

NUTRICIA

Pfizer

zoetis

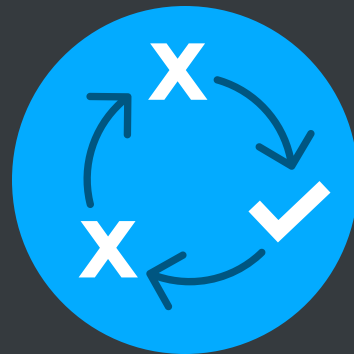
FDA Focus



CFL Claims



Celebrities &
Influencers



Correcting
Misinformation

Sharing Best Practices

Compliance By Design

Channel Playbooks & Templates

Company wide guidelines for implementation of social programs by channel to ensure consistency.

Example Playbook Page: Instagram Image/Video Ad Functionality

Call to Action Button

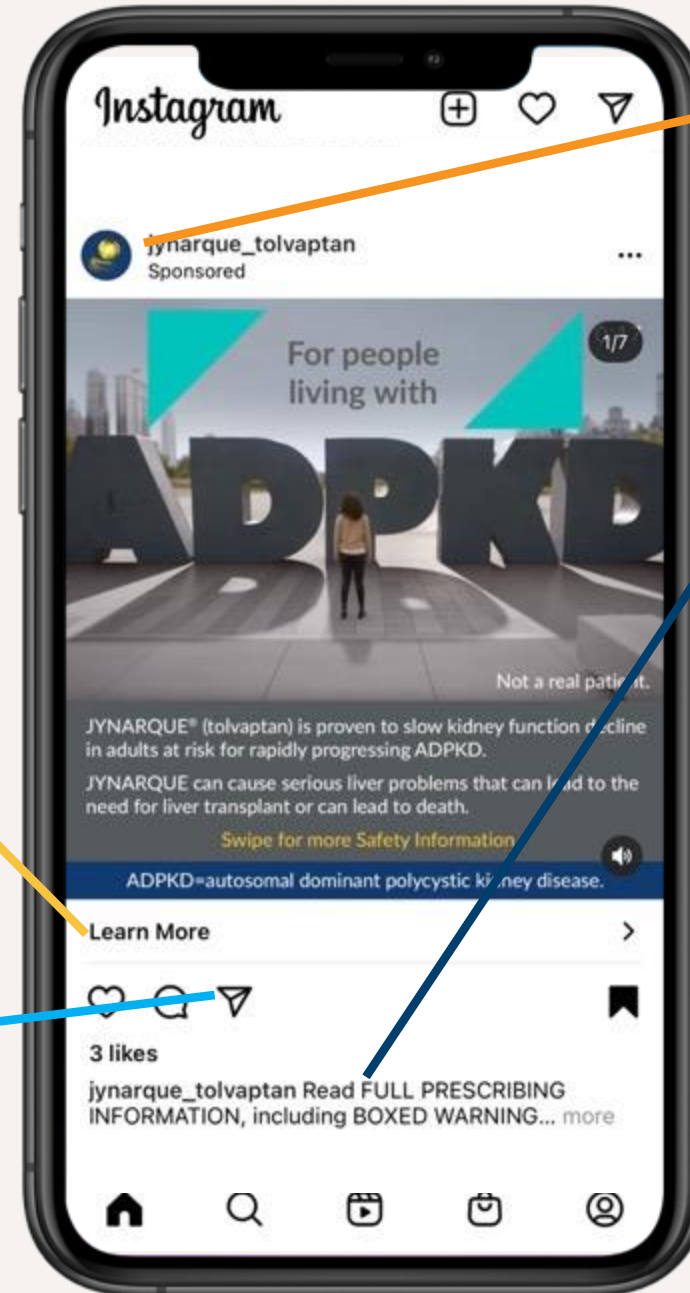
CTA Button (mandatory on Instagram) options:

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

(Other options that are not used in Pharma)

Ad Sharing

Can be shared via direct msg. This functionality can be disabled or enabled.



Advertiser Info

Top left shows advertiser & links to their Instagram page

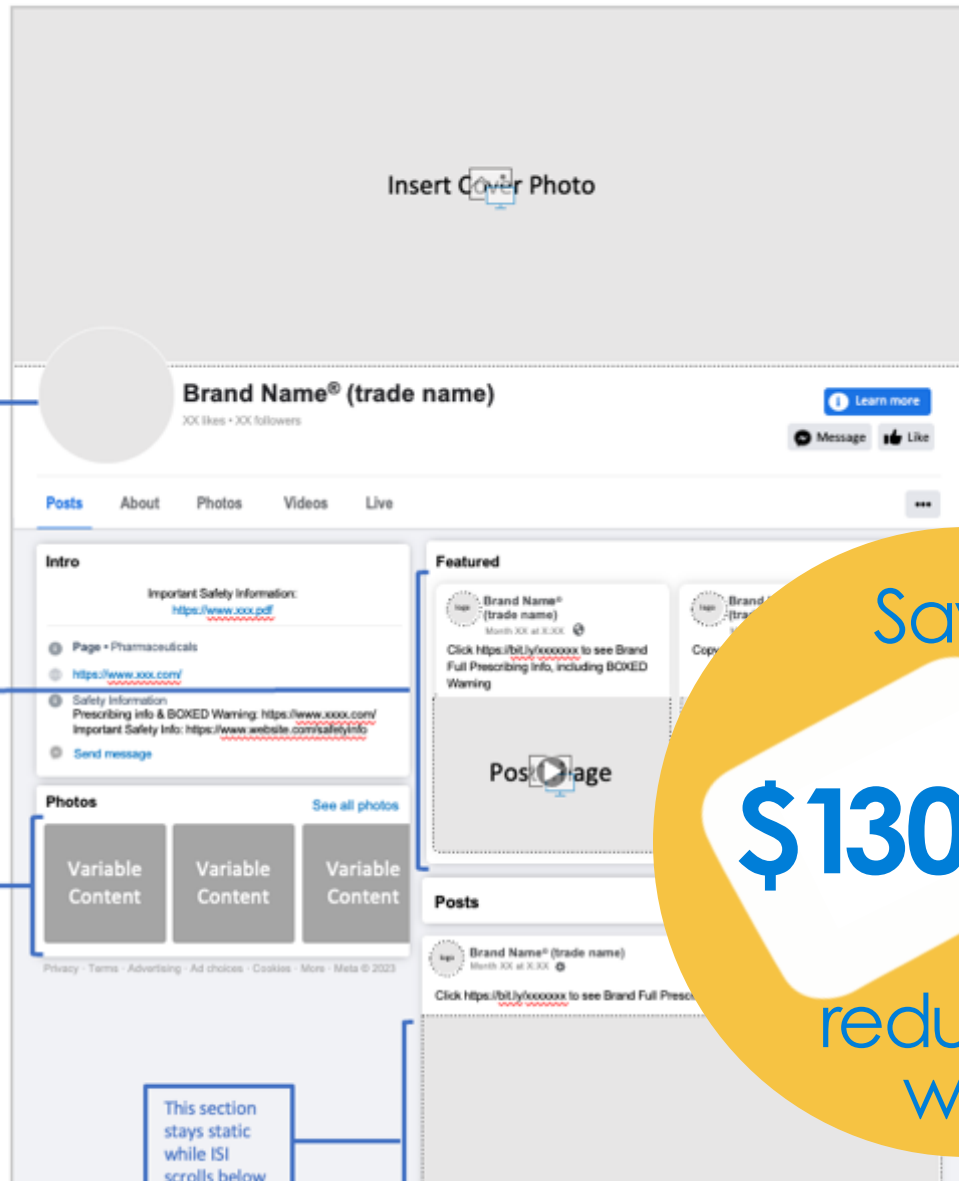
Caption

- Text only
- No 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

Video auto-plays as the user scrolls

Enlarged View of Profile Image



Expanded view of featured posts on pages 2 & 3

Order of content can vary based on most recent activity

This section stays static while ISI scrolls below

Implementation & Submission Templates

- Company wide standards, template, & MRL review process
- Facebook transition to New Pages Experience



Channel Playbooks & Templates

Company wide guidelines for implementation of social programs by channel to ensure consistency.

Channel Training

Educates on the channel of interest including how it functions, ad types and nuances for compliance.

Industry Examples

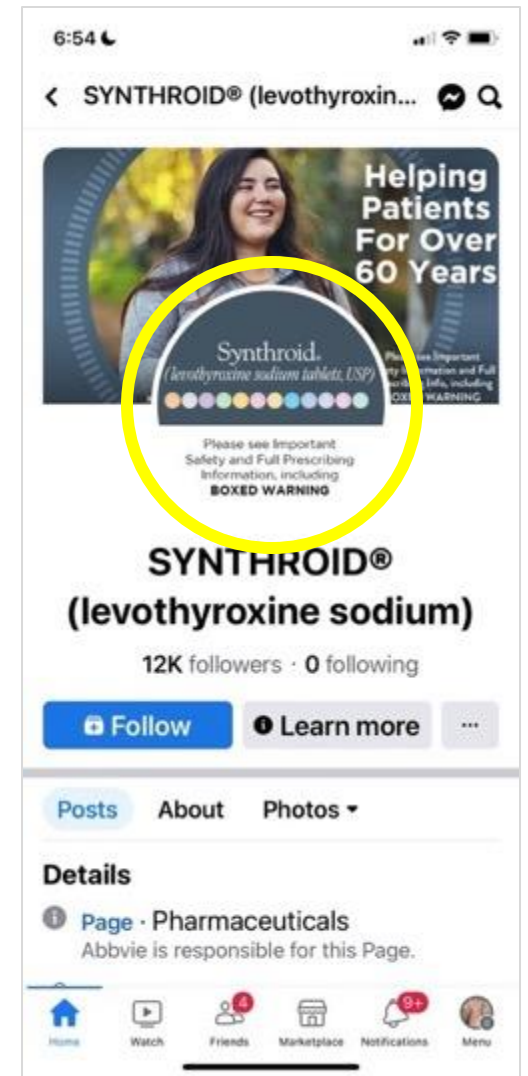
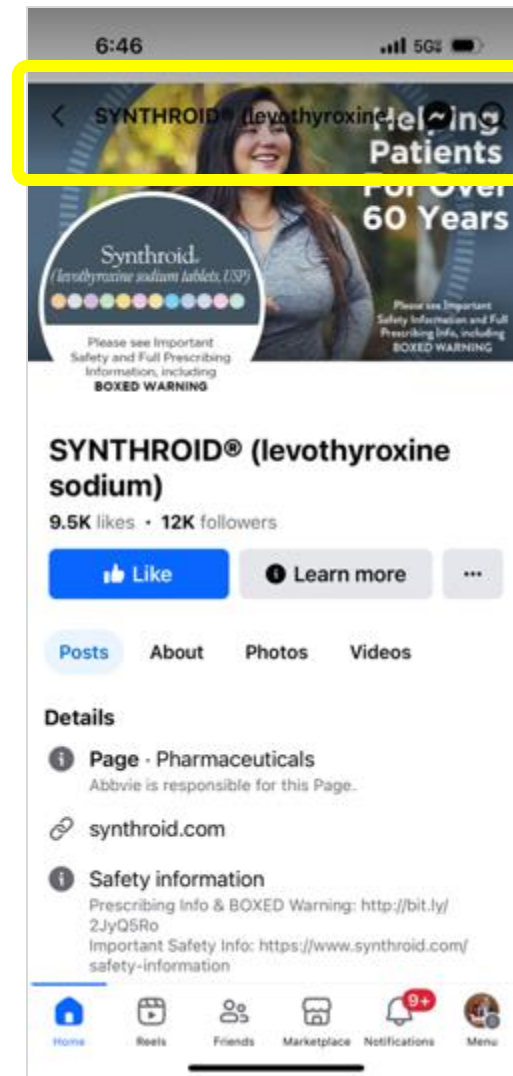
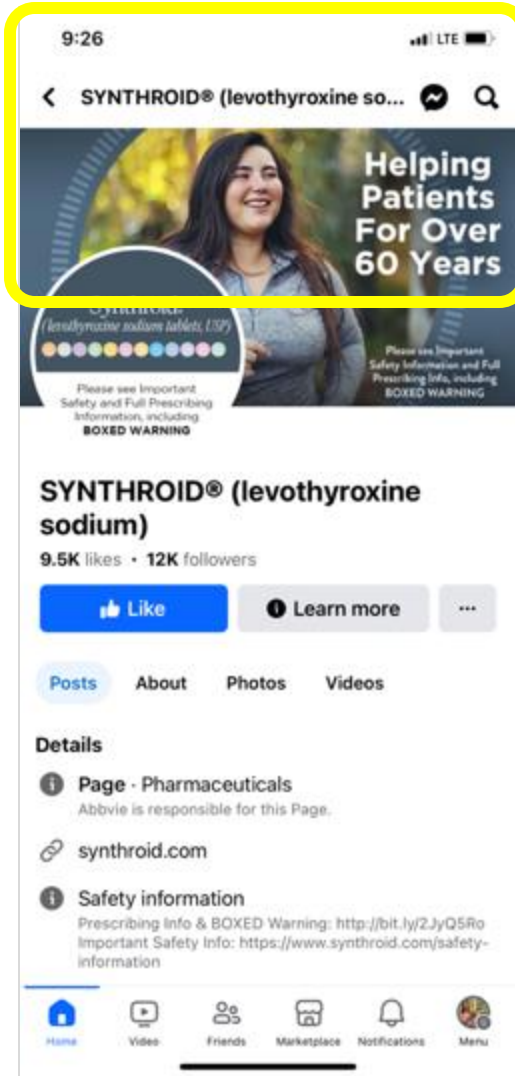
Pharma examples for agencies, marketers and MRL team to understand the implementation approaches.

Managing Platform Change

Process for constant evaluation of platform changes and compliance considerations/changes to address.

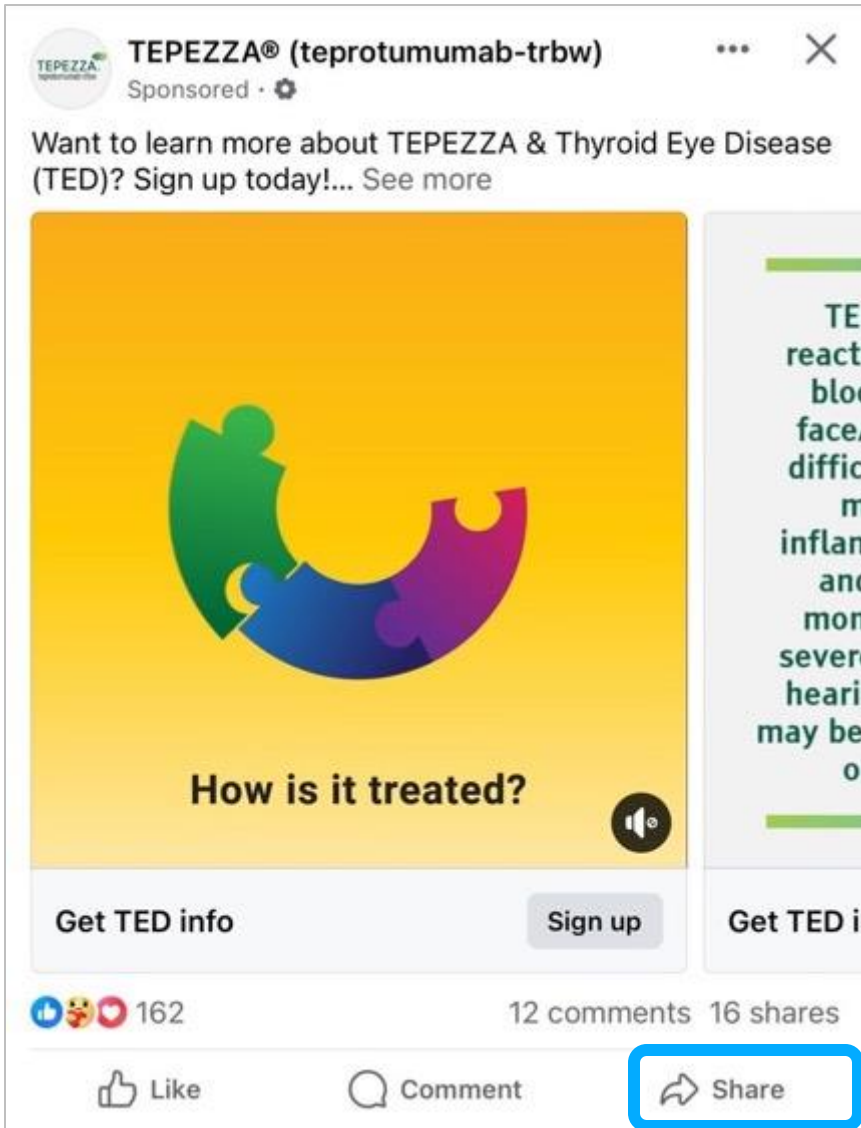
Example Platform Changes- FB Profile Display Issues

Cosmetic Change/Issue



Example Platform Changes- Splitting the Share Functionality

Cosmetic Change/Issue



Split share functionality into send and share.




Example Platform Changes- FB Lines of Copy

Material Change/Issue

Algorithm randomly changes the lines of copy from 3 to 2 based on user behaviors.

Facebook post for Eifabrio® (pegunigalsidase alfa-iwxj). The caption contains three lines of text: "The wait is over! There is now a new ERT to treat #Fabry disease. Full Prescribing Info & BOXED Warning: bit.ly/3p2pcLp". The image shows a hand painting the product name and "NOW FDA APPROVED" on a wall.

Facebook post for Eifabrio® (pegunigalsidase alfa-iwxj). The caption contains two lines of text: "The wait is over! There is now a new ER... See more". The image shows a hand painting the product name and "NOW FDA APPROVED" on a wall.



**People are shifting
platforms and we need
to be where they are.**

What Is Fueling The Shifting Patterns?



Where Are They Going?

This group contains logos for Facebook Reels, YouTube Shorts, Snapchat, reddit, Pinterest, and Instagram Reels. The logos are arranged in two rows within an orange rounded rectangle. The top row features Facebook Reels, YouTube Shorts, and Snapchat. The bottom row features reddit, Pinterest, and Instagram Reels.

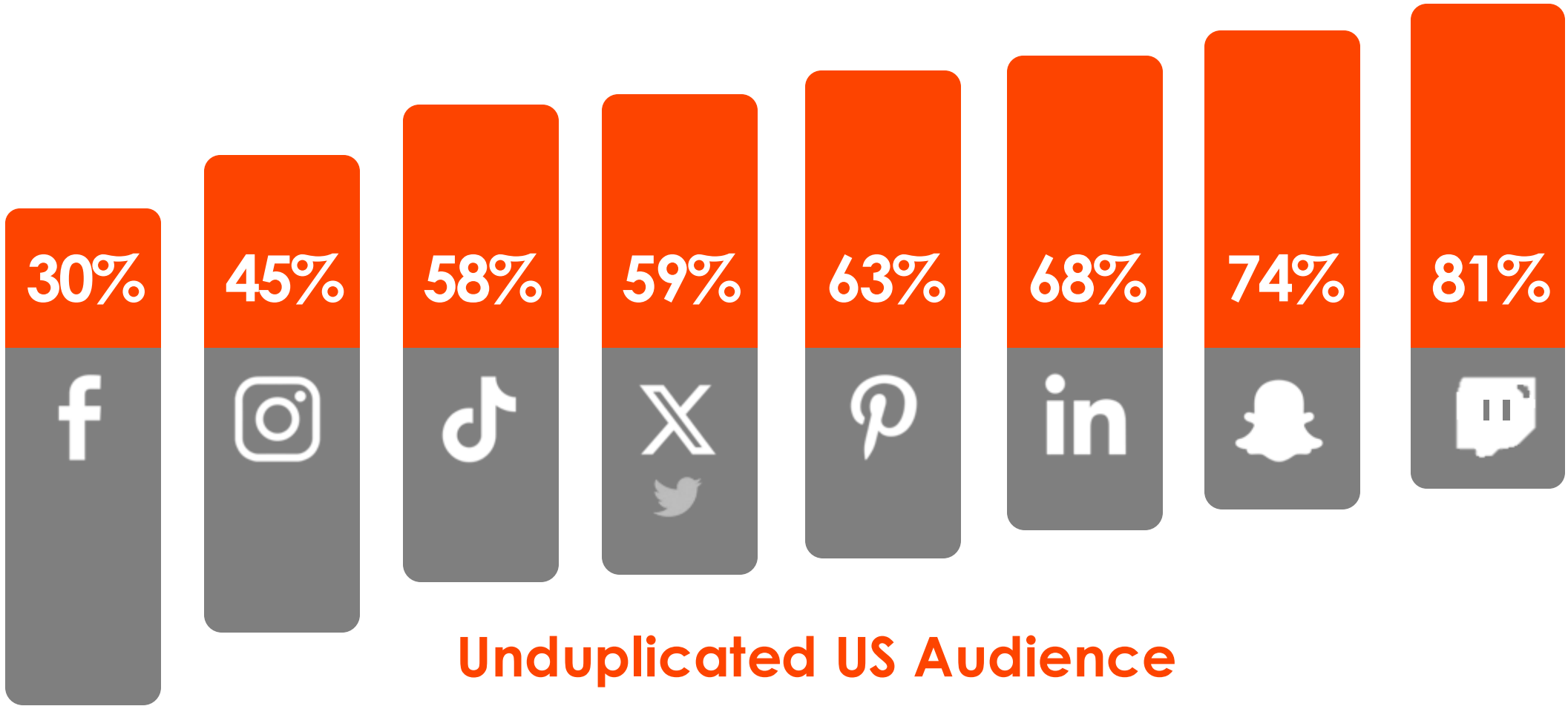
This group contains logos for SPILL, NOPLACE, Threads, twitch, and Discord. The logos are arranged in two rows within a blue rounded rectangle. The top row features SPILL, NOPLACE, Threads, and twitch. The bottom row features Discord.



- Community: Highly specialized around interests with in-depth expert level conversations
- Anonymity: User accounts with minimal personal information
- Content Moderation: Volunteer moderators who enforce guidelines
- Content Rankings: Up/down voting crowd curates the best content



What Makes Different?



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



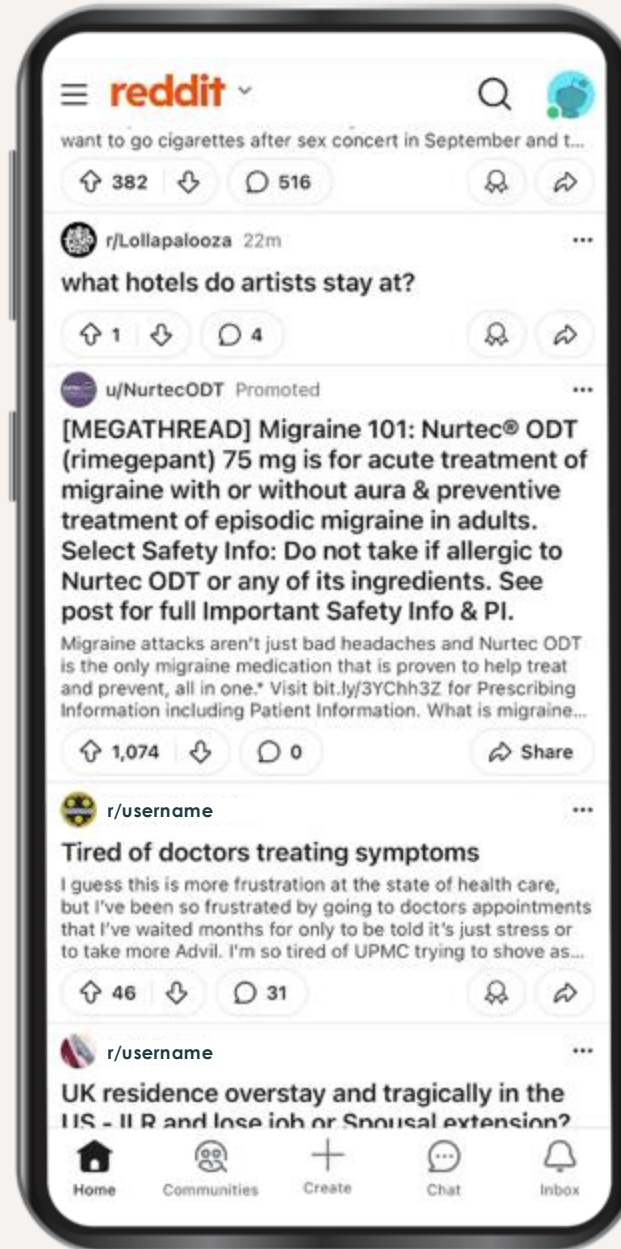
HCPs visit
Reddit



Caregivers
visit Reddit



- Pharma friendly ads
- Comments can be off on ads
- Ads outside of condition community
- Unbranded KOL/Influencers can do an Ask Me Anything (AMA)



"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.

Pinterest content leads to behavior change

54%

adopt a healthier
approach to
nutrition



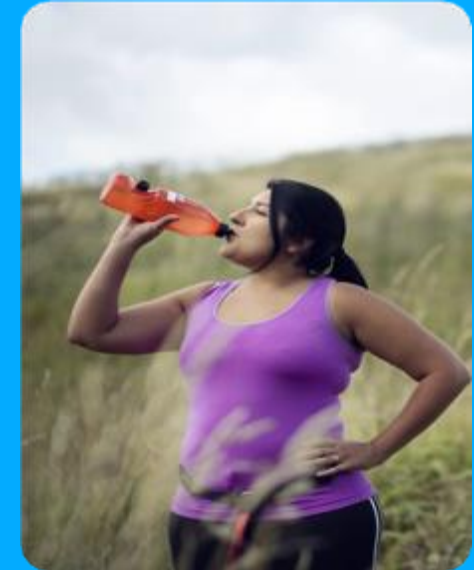
58%

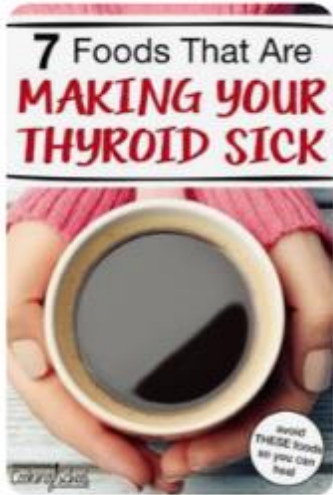
make changes
to their daily
routine



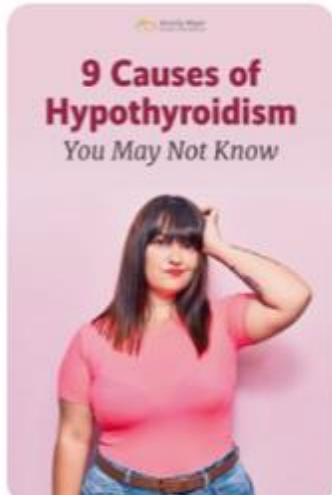
59%

start a new
fitness routine /
exercising

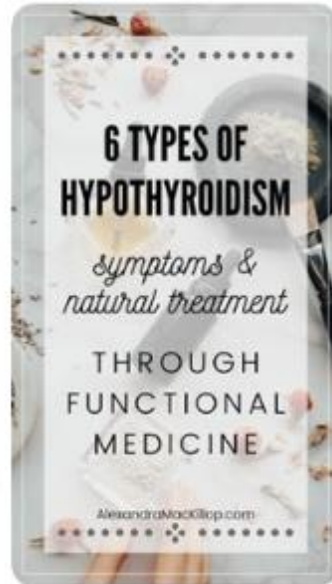




7 Foods That Are Making Your Thyroid Sick



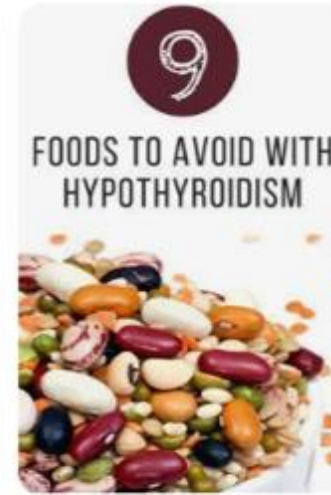
9 Big Causes of Hypothyroidism You May Not Know



6 Types of Hypothyroidism (a Functional Medicine Approach)



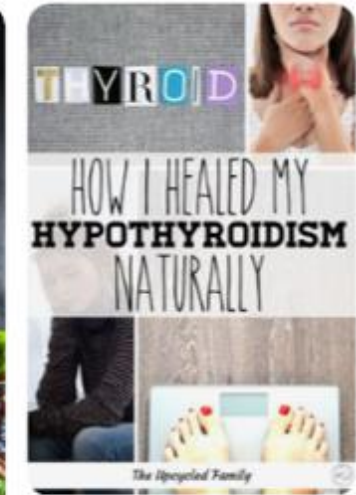
9 Surprising Symptoms of Hypothyroidism: Don't Miss...



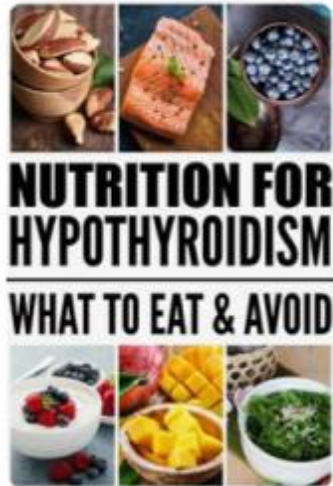
9 Foods to Avoid with Hypothyroidism



21 Day Hypothyroid Diet Plan For Beginners



Don't Let Hypothyroidism Ruin Your Life | Heal it Naturally



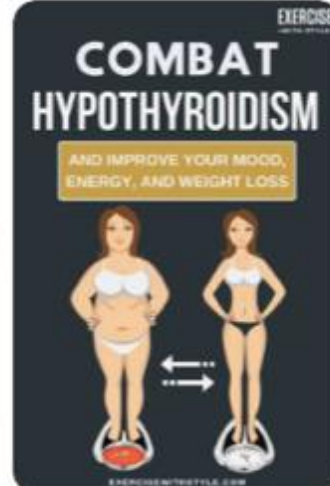
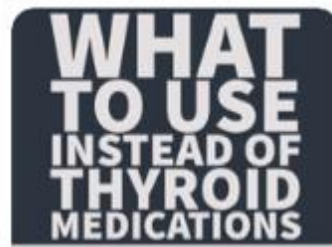
Nutrition for Hypothyroidism: What to Eat and What to Avoid



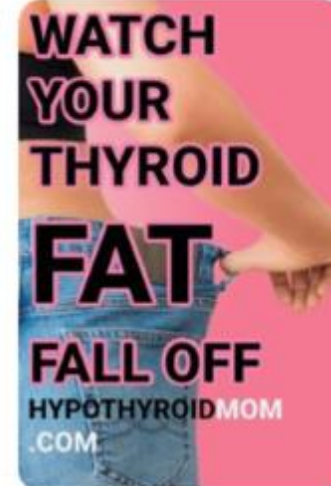
How To Lose Weight With An Underactive Thyroid: Your 6-...



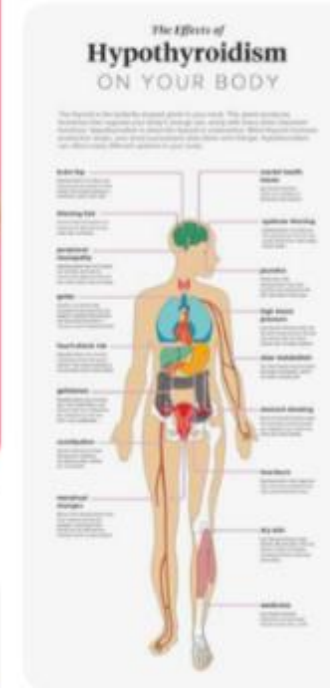
A Growing Gut, a Sinking Sex Drive, and 7 Other Signs Your...



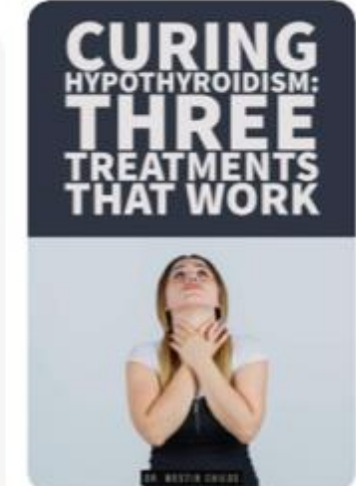
Combat Hypothyroidism And Improve Your Mood, Energy, An...



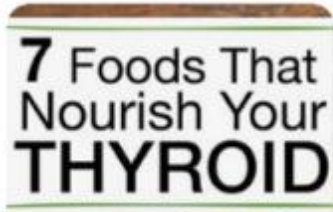
How to lose weight when you are hypothyroid



Effects of Hypothyroidism



Can Hypothyroidism be cured? 3 Treatments that work



7 Foods That Nourish Your Thyroid



The Secret Poison That Drives Hashimoto's



Thyroid Test Results Chart



7 Best Supplements for

HYPOTHYROIDISM:
food FOR
thought...

For hypothyroidism patients

Synthroid.
(levothyroxine sodium tablets, USP)

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

IMPORTANT SAFETY INFORMATION AND USE

IMPORTANT SAFETY INFORMATION

- Thyroid hormones, including SYNTHROID, should not be used either alone or in combination with other drugs for the treatment of obesity or weight loss. In patients with normal thyroid levels, doses of SYNTHROID used daily for hormone replacement are not helpful for weight loss. Larger doses may result in serious or even life-threatening events, especially when used in combination with certain other drugs used to reduce appetite.

Learn more ↗

See full Prescribing Info ...

Promoted by
SYNTHROID® (levot...



- Use movement and color to stand out
- WIIFM on first frame to grab attention
- Pharma friendly ads

Sources: Morning Consult, US, It Pays to Be Positive Refresh Study, Q4 2022, US adults.

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

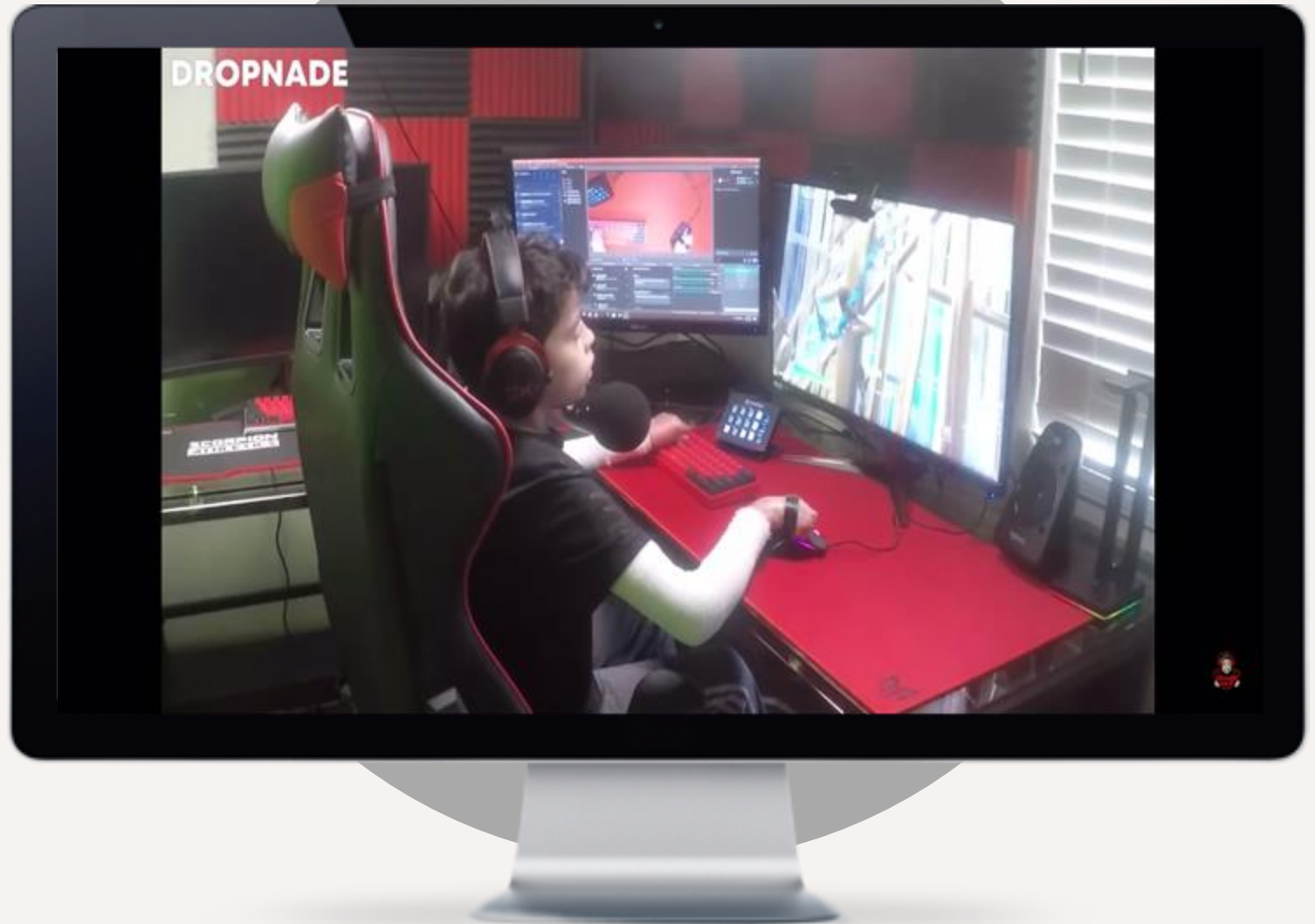


- Game live streaming
- Watch others play, join tournaments, & chat with streamer & viewers
- Moving beyond gaming

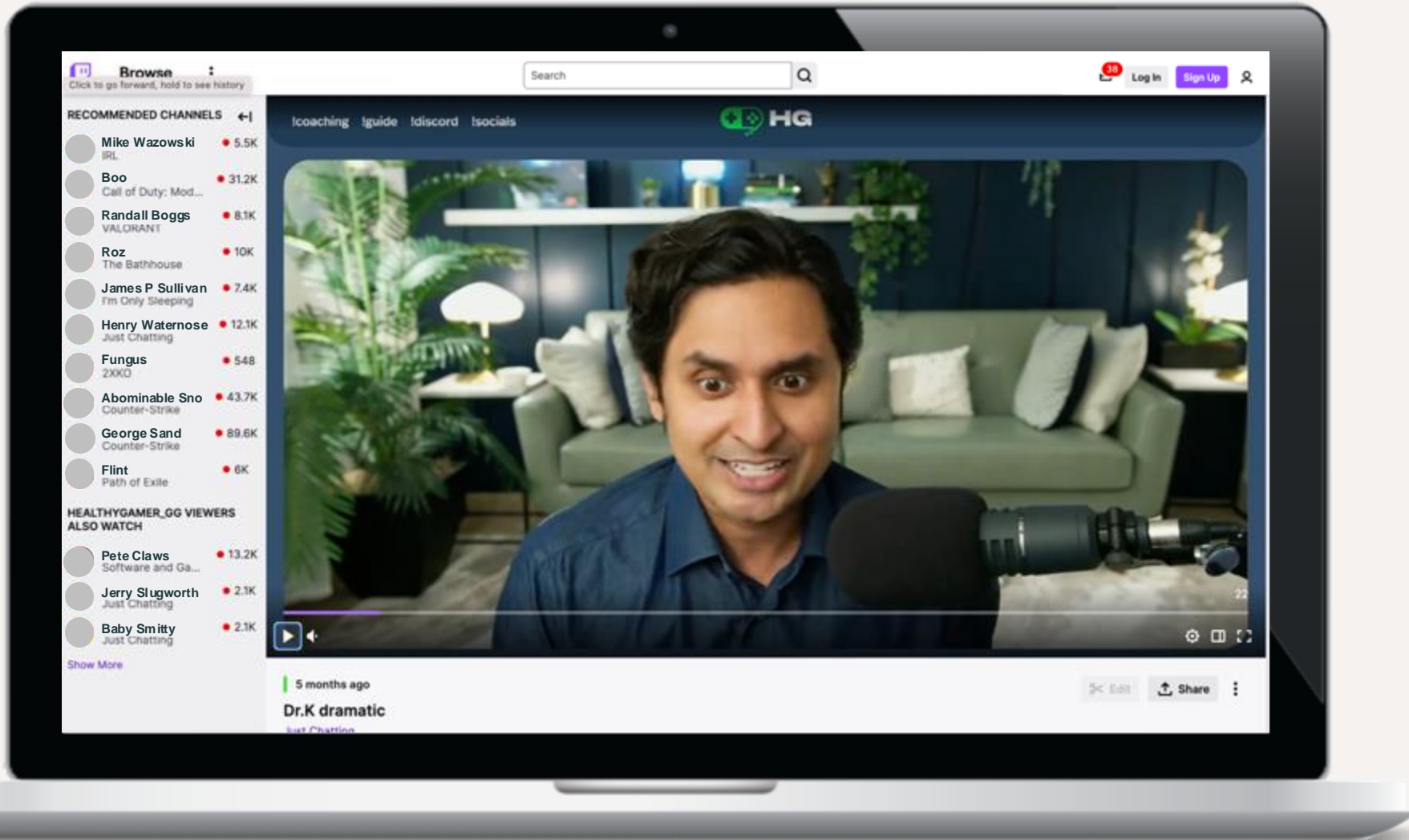
Example: Streamer with Epidermolysis Bullosa

Followers:

- 115K on Twitch
- 34.2K on YouTube



HealthyGamer_GG: Community for Mental Health



- Founded by Dr. Alok Kanojia
- Channel has 656K followers
- Mental health topics, group discussions & meditation techniques



Threads

- Content: trends, topic prompts, influencers
- Connection with IG lessening
- More “real” vs perfected life
- Topic communities
- Localized content getting premium placement
- Not currently accepting ads



Discord

- Group chat by subject
- 18-25 yrs, but depends on topic
- Was gaming → expanding
- Some healthcare– focus on patient support, one HCP focused
- Audio chat options
- Sponsor channel; ads in testing (non-pharma)



- Customizable profile: colors, listening, reading, watching
- X (Twitter) like feeds (friends-only and everyone)
- 16 – 25 yrs; Female
- New platform still developing features
- No ads yet
- A few brands have an organic presence



- Original Twitter creators
- Safe space for POC & LGBTQ
- Mix of text, image & video
- # navigation
- Co-watching shows & events
- Group games or view livestream of games

Influencing Social Platforms

- Early with guidance so they build from start
- Create Pharma specific ad types (2 links, etc.)
- Early warning for platform or ad changes
- Meta's Pharma Gatekeeper

Compliant




Boring

Brand Page Name
Sponsored · 🌐

Statins not managing LDL-C levels? Find a treatment that fits – no magic wand required. Full Prescribing Info: <http://bit.ly/xxxxxxx>

ONE SIZE DOES NOT FIT ALL
DON'T SETTLE FOR THE STATIN QUO



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.

BRANDSITE.COM
Find A New Fit

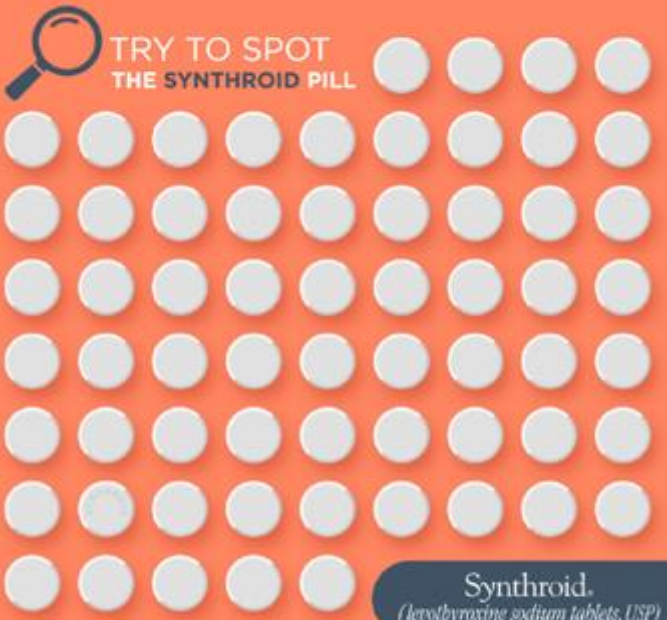
LEARN MORE

Not Your Typical Pharma

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



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



LandKind Supplements

Sponsored · 🌐

When it comes to supplements, we're setting a new standard for purity. Your body will thank you. So will the planet.



Supplements with
**standards
higher
than a
mother-
in-law.**

Ethical supplements for a well world. | LANDKIND

landkind.com

Shop Now

A new KIND of supplements

Like Comment Share

Humor & Sarcasm Makes Content That Stands Out

Humor + Reflecting Their Reality (2017)



Humor to Make a Point

Listen to Your Eyes Sponsored · 🌐

The right experts matters, for styling your hair and for treating Thyroid Eye Disease (TED). Find a TED Eye Specialist today!




thyroideyes.com
Find a TED expert [Book now](#)

Listen to Your Eyes Sponsored · 🌐

The right expert matters when it comes to treating Thyroid Eye Disease (TED).... See more

Would you choose a **cake decorator** to decorate your house?



thyroideyes.com [Book now](#)

Find a TED expert

👍❤️ 217 27 comments 23 shares 665K plays

SYNTHROID® (levothyroxine sodium) Sponsored · 🌐

Prescribing Info & BOXED WARNING:
<http://bit.ly/2JyQ5Ro>. See why Krystal has stuck with Synthroid for 38 years & counting!

KRYSTAL
Hypothyroidism patient prescribed Synthroid
Individual results may vary

“
I've been on
SYNTHROID
for
38+ years.”

For hypothyroidism patients
Synthroid.
(levothyroxine sodium tablets, USP)

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

IMPORTANT SAFETY INFORMATION AND USE

IMPORTANT SAFETY INFORMATION

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- Do not use SYNTHROID if you have uncorrected adrenal problems.

synthroid.com
See more Synthroid stories Watch more

Rethinking Videos

- Lift segments from longer format videos or group calls
- Seam together key elements from meandering story
- Interactive and personal even if the participant isn't comfortable on video



SYNTHROID® (levothyroxine sodium)

Sponsored ·

Elisa finally got answers by talking with her doctor. Full Prescribing Info & BOXED Warning: <http://bit.ly/2JyQ5Ro>

When I was
growing up



Elisa
Living with hypothyroidism

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

Rethinking Doctor Discussion Guides

- Patient, Doctor and voiceover
- Role play the discussions
- Clearly represent what good looks like

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](#)

Bond By Reflecting Their Reality

- We See You: Finally reflect parents' realities
- Tame the Worry Monster: battling an invisible enemy
- Parent as hero vs. product



Include Emotion In Patient Stories

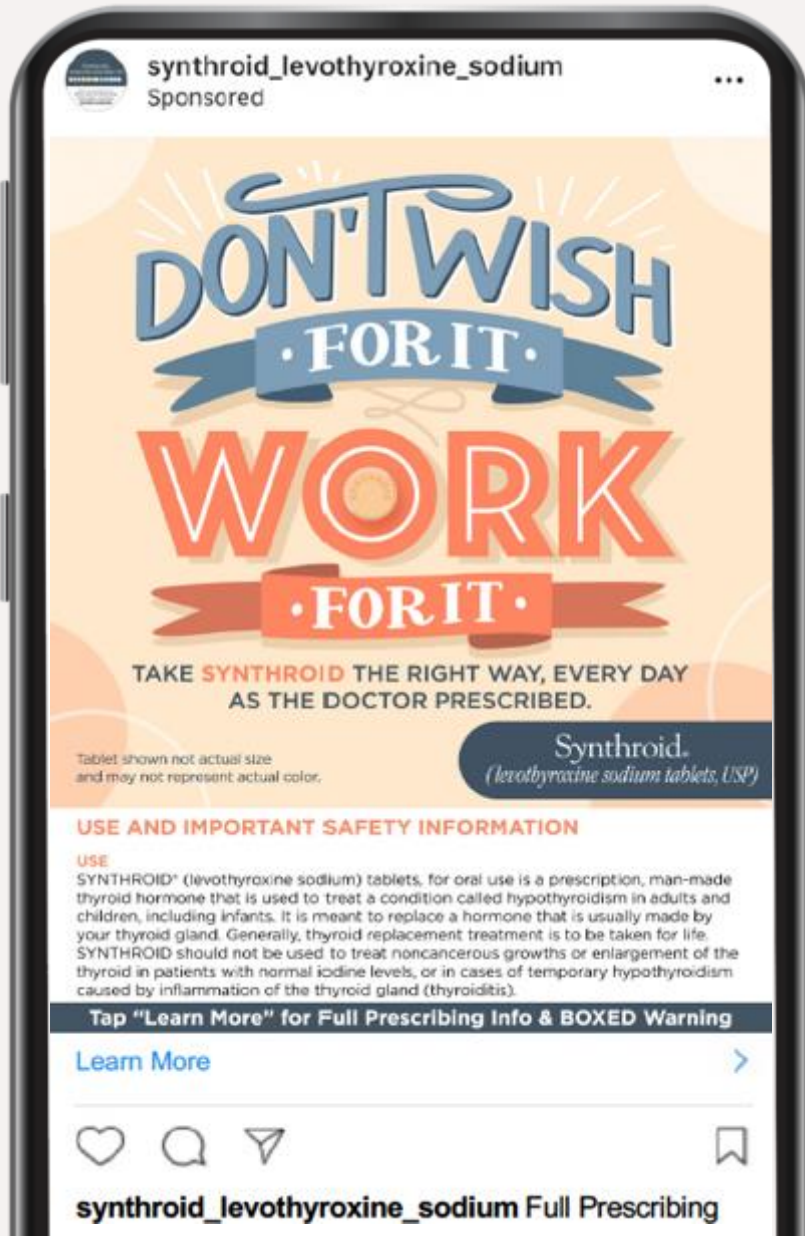
REALFOOD
BLENDS

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
mealtime feel like
family time because
of the options.

Tameka
Mother of three girls and Real Food Blends customer



Customized
Content By
Channel

Dispelling Myths & Concerns





LiveWorld

Unlock Social