



TIPS
FOR
GETTING

Creative

IN

Social Media

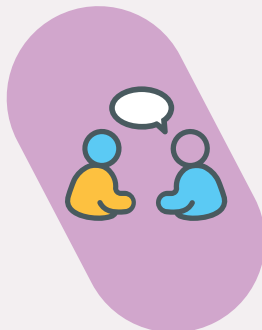
WHILE REMAINING
COMPLIANT

TIP 1

SOCIAL MEDIA CAN BE CREATIVE AND COMPLIANT

Start by making sure you are following these fundamental concepts.

Ensure fair balance by providing accurate and equal representation of the risks as well as the benefits of the drug. All elements of both risk and benefits must have equal balance, including visual design and copy.



Make sure not to prompt your audience for a specific type of comment. You can ask for a user to share an experience, but not a “good” experience. If you do endorse a piece of user content that is positive in sentiment, such as a like or comment, it becomes an ad component and requires fair balance.

Be transparent with sponsorships, as the FTC requires disclosure of influence or material relationship.



IMPLICATION

There are many ways to remain compliant on social media channels while being creative.

TIP 2

KNOW WHEN YOU NEED ISI

When getting creative with your social content, make sure to know when you need to include ISI. Here are some ways different social channels ensure compliance with ISI while still being creative.

Instagram has a new format specifically for Pharma advertising that provides 2 links within the ad, a CTA to learn more and a disclaimer that takes you to the ISI. Both are available in posts or stories.



Twitter has compliance with limited characters and multiple options for including ISI.

On Snap, there are no likes, followers or comments, which means no AE's and no pressure or competition, while still following compliance.



TikTok is the fastest growing platform with **56% of users interested in healthcare messaging.** They continue to work through pharma compliant ad types so you can be creative with your advertising.

IMPLICATION

When you have a brand name plus an indication, full scrolling ISI is required. ISI must be available within 1 click and travel with the post.

TIP 3

WHAT PATIENTS EXPECT WITH INNOVATIVE CREATIVE

As traditional marketing shifts more and more to digital, patients expect a personalized experience. They want to feel that brands understand their condition, their journey and what they are going through.

Patients will be more likely to engage with a call to action if their personal experience is reflected in the digital advertising they see.

Create a common ground by highlighting shared experiences, which in turn helps patients become receptive to taking the actions we're suggesting. This works for both Patient and HCP marketing, as storytelling makes content feel personal and creates a bond.



Video is a great visual means to tell a story for social, as there is nothing like hearing it from the source. ISI.

Within your creative content, remember that your audience wants to be surprised, humored, challenged and engaged.

Creating stopping power through hooks and stories makes viewers pause and engage with the ad.



IMPLICATION

Patients are looking for their reality to be reflected back in the digital creative they see, so brands have to show they understand what that reality is. Medication needs to be positioned as a solution to help their personal needs: one way to do this is by leveraging real stories.

TIP 4

KNOW WHEN PHARMA NEEDS TO MONITOR CONTENT

Once you have created your ads and ensure you are being compliant, you also need to know when to monitor content. This will ensure you are following all rules and guidance.

This includes all content that is created, drafted, edited and improved in any way.



Content where the author is compensated also needs to be monitored, included influencers who create content.

IMPLICATION

Pharma needs to monitor all content on owned channels and with all controlled vehicles, such as staff and assets.

TIP 5

HOW TO COLLABORATE WITH REVIEW TEAMS

To ensure all creativity and guidelines are being adhered to, you can follow simple rules for collaboration between review teams.

Educate the marketing and MRL teams

on social channels, including how they function, what the risks are and what the compliance considerations are.



Drive discussion with the MRL team on existing industry examples to show best practices.

IMPLICATION

Create company-wide guidelines to ensure consistency and to accelerate adoption of use.

TIP 6

HOW TO CHOOSE YOUR SOCIAL CHANNELS FOR DIGITAL MARKETING

Each social channel has its benefits for digital marketing. Ensure you make the right choice for you content type and audience.

Facebook has a good audience fit for Pharma, as well as strong custom options for advertising.



Instagram has a **younger audience** and carries over some Facebook options, and you can run awareness ads without a profile.

Twitter has a **larger broadcast opportunity** for awareness, and you can also run awareness ads without a profile.



LinkedIn has an **improved interface, with more participation and more ad options**. Often, LinkedIn is taken more seriously as well.

IMPLICATION

Adapting your social strategy to each channel will help ensure your communications can be as effective as possible.

About LiveWorld

LiveWorld provides a full range of agency services and software that help pharma brands build and operate effective, compliant social media and digital programs that deliver desired behavior changes and positively impact business goals. We help our clients create emotional connections with customers resulting in action, sales and advocacy.



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