



# Unlocking the Power of Social Media in Pharma

October 29, 2024



# Enabling Healthcare Companies to Succeed Globally



Including

**75** Brands  
across  
**25**  
clients

**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



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





**SYNTHROID® (levothyroxine sodium)** Sponsored

What the shell? in 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](http://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 To Make A Point

**Listen to Your Eyes**  
Sponsored

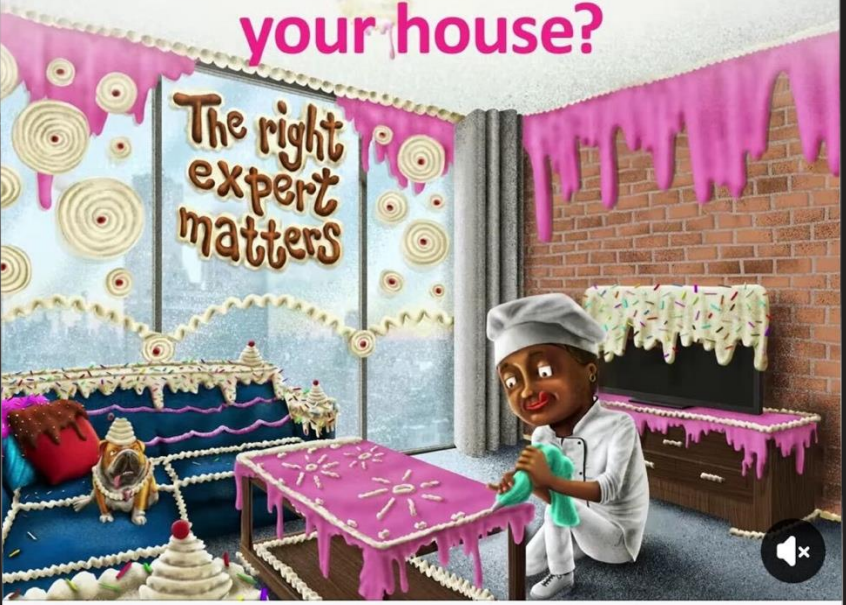
The right experts matters, for styling your hair and for treating Thyroid Eye Disease (TED). Find a TED Eye Specialist today!



**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  
**Find a TED expert**

**Book now**



# Extend The Use Of Existing Videos

**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**

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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

**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](http://www.rxabbvie.com/pdf/Synthroid.pdf)

**IMPORTANT SAFETY INFORMATION AND USE**

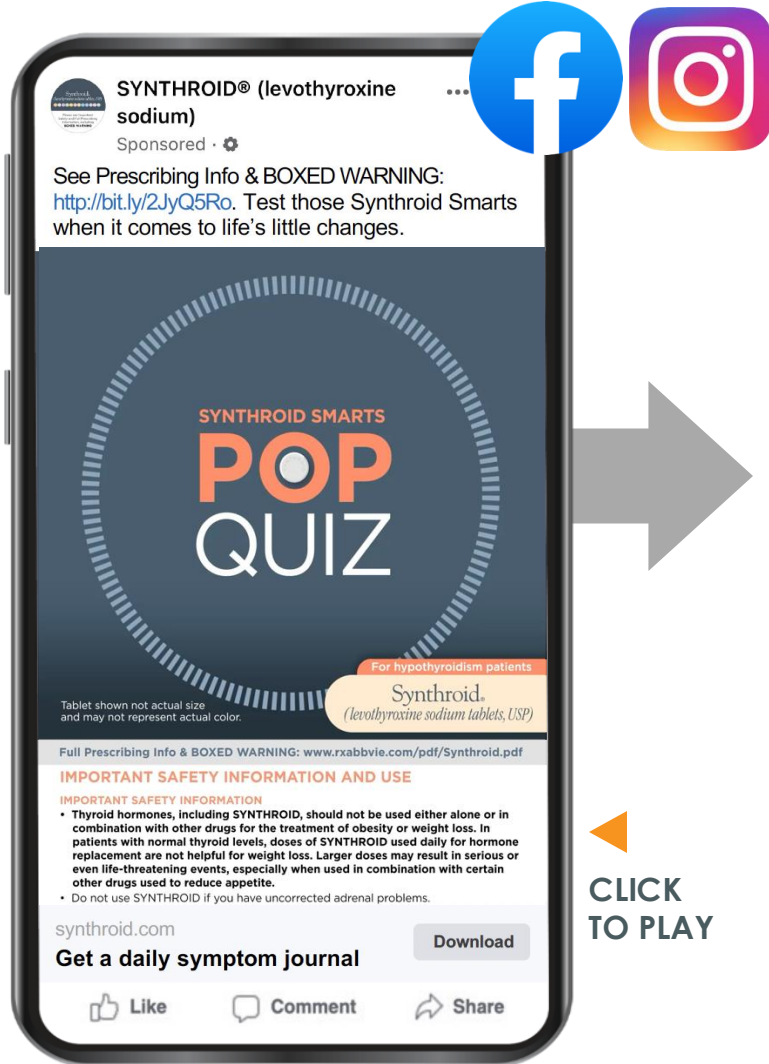
**IMPORTANT SAFETY INFORMATION**

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

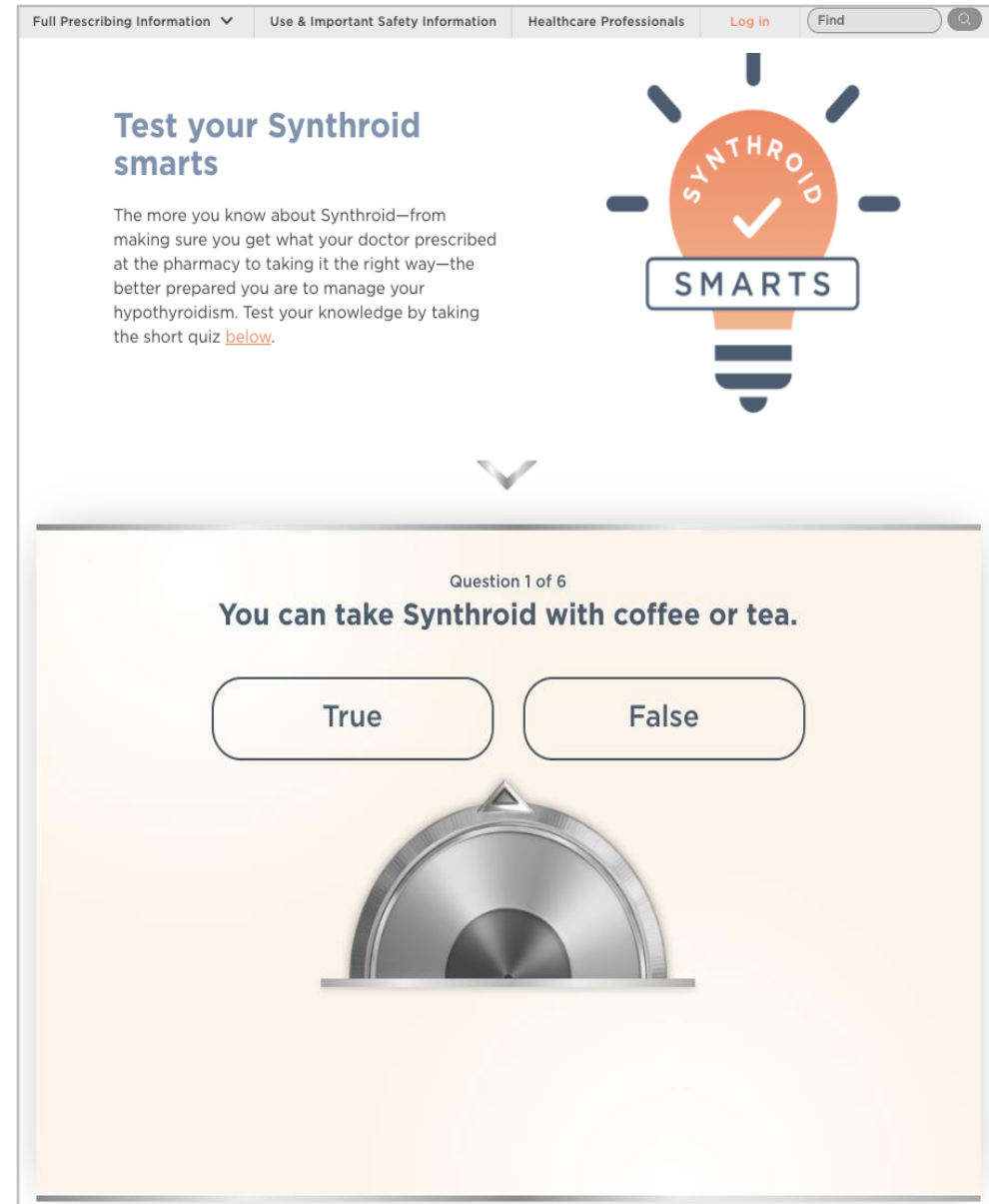
[synthroid.com](http://synthroid.com)

**See more Synthroid stories** Watch more

# Social → Quiz Drives Website Traffic



Social ad teases quiz



CLICK TO PLAY

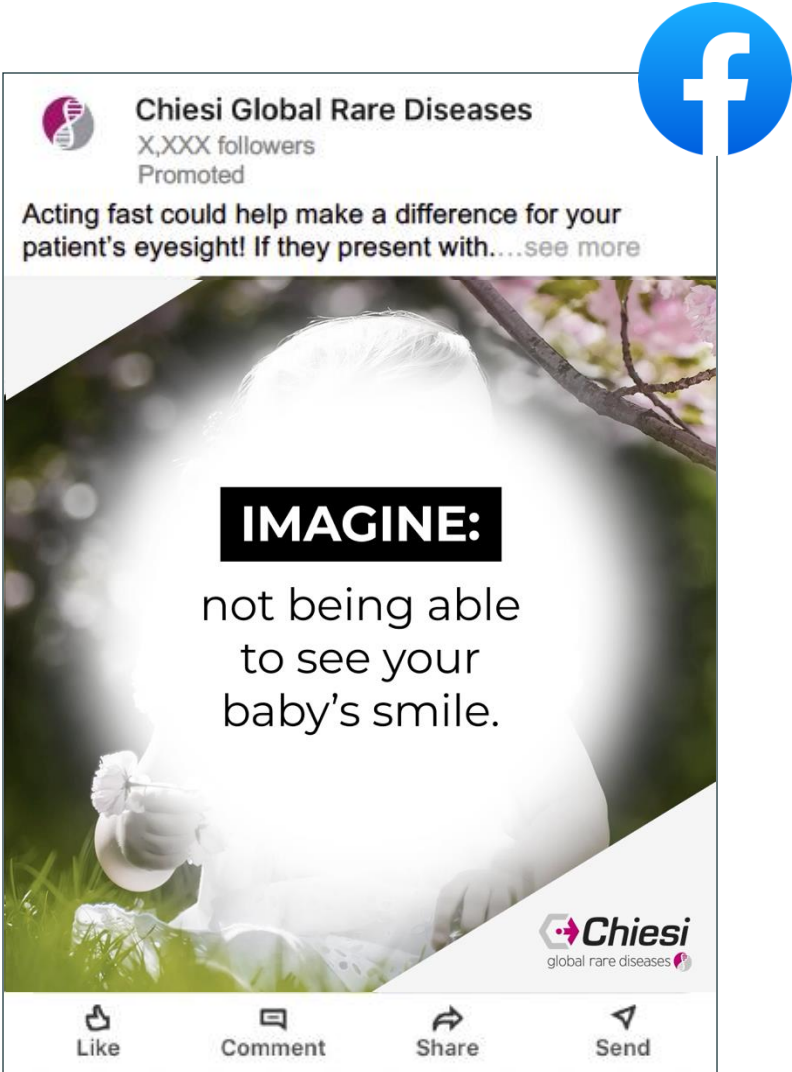
# Connecting With Your Audience



# Bond By Reflecting Their Reality



# Include Emotion in Patient Stories



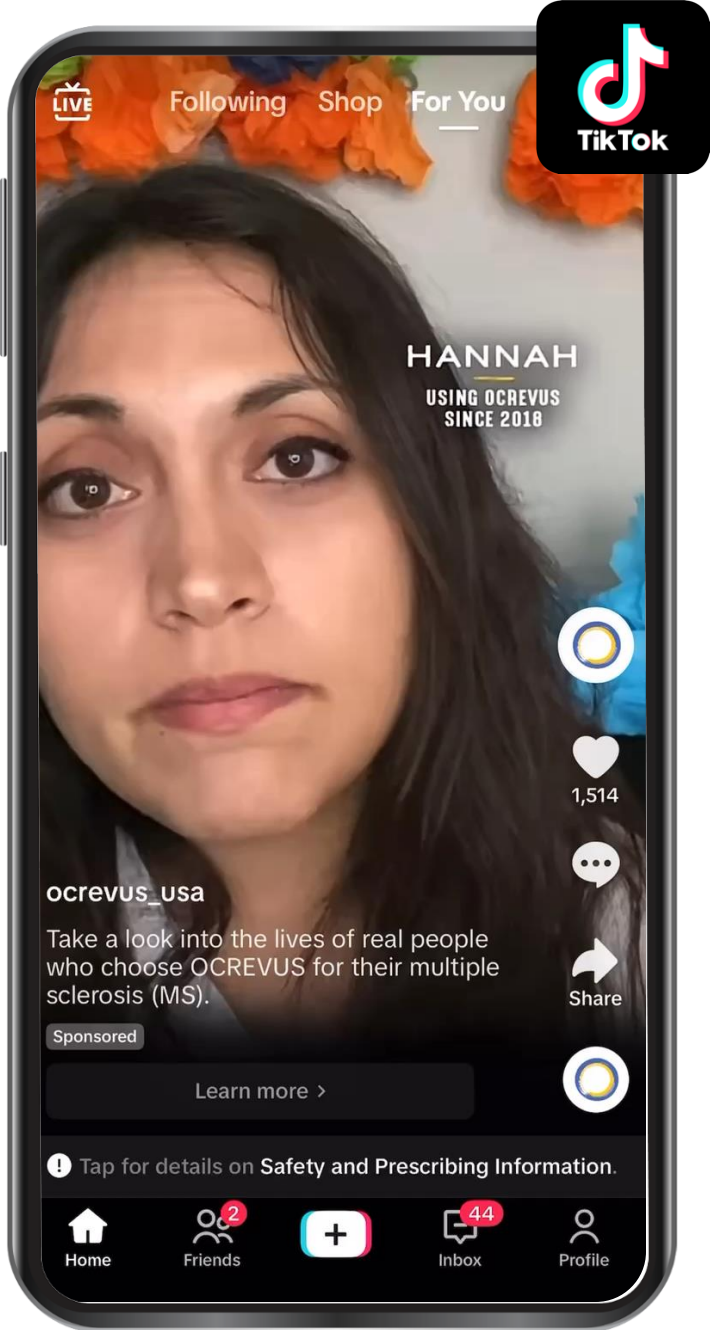
**Chiesi Global Rare Diseases**  
X,XXX followers  
Promoted

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



**TikTok**

LIVE Following Shop For You

**HANNAH**  
USING OCREVUS SINCE 2018

1,514

**ocrevus\_usa**  
Take a look into the lives of real people who choose OCREVUS for their multiple sclerosis (MS).  
Sponsored

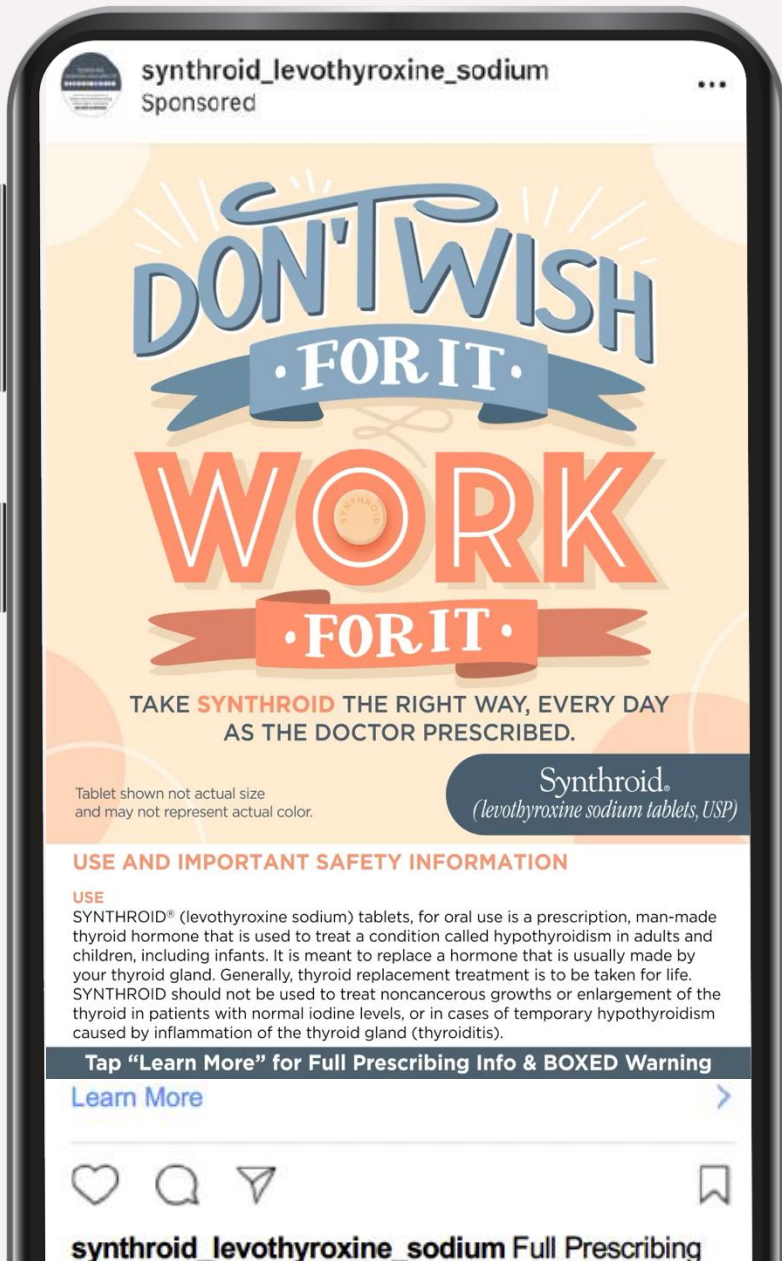
Learn more >

Tap for details on Safety and Prescribing Information.

Home Friends Inbox Profile

# Leaning Into Trends & Platform Specific Content





CLICK TO PLAY



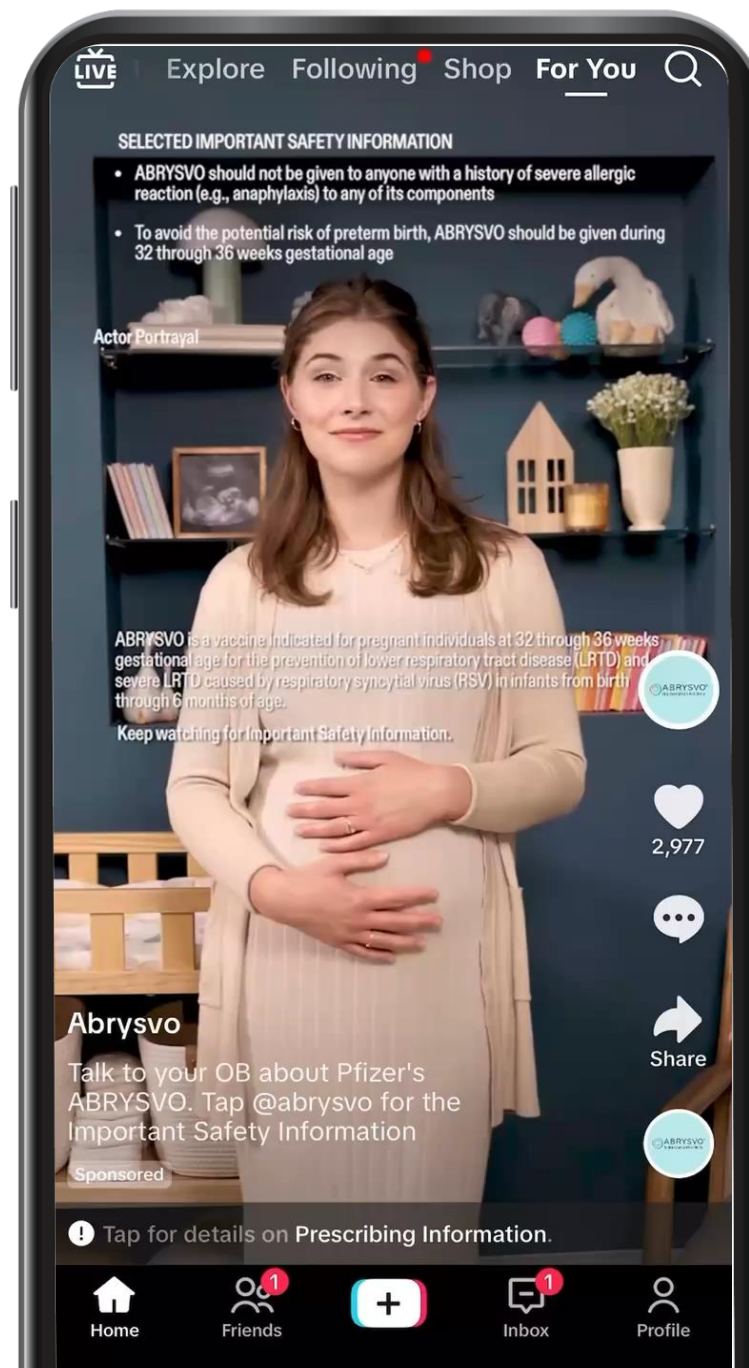
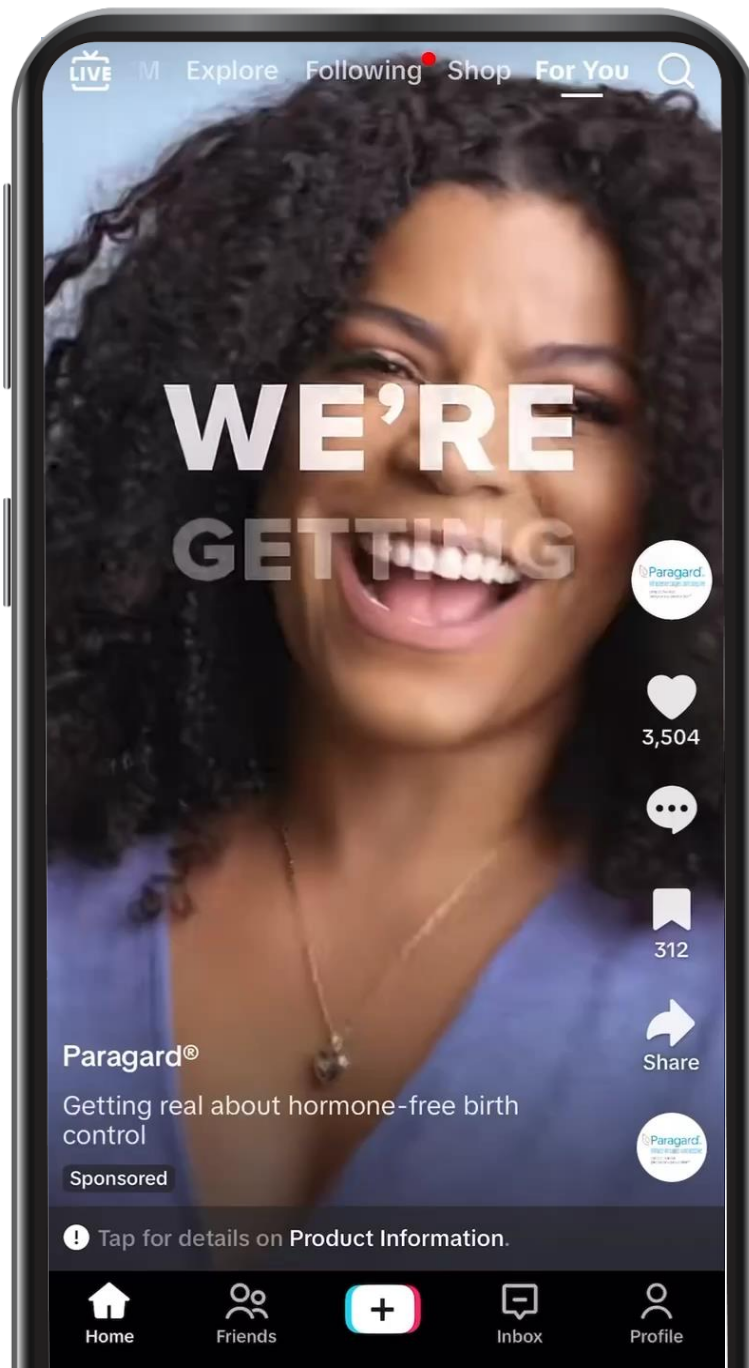
CLICK TO PLAY

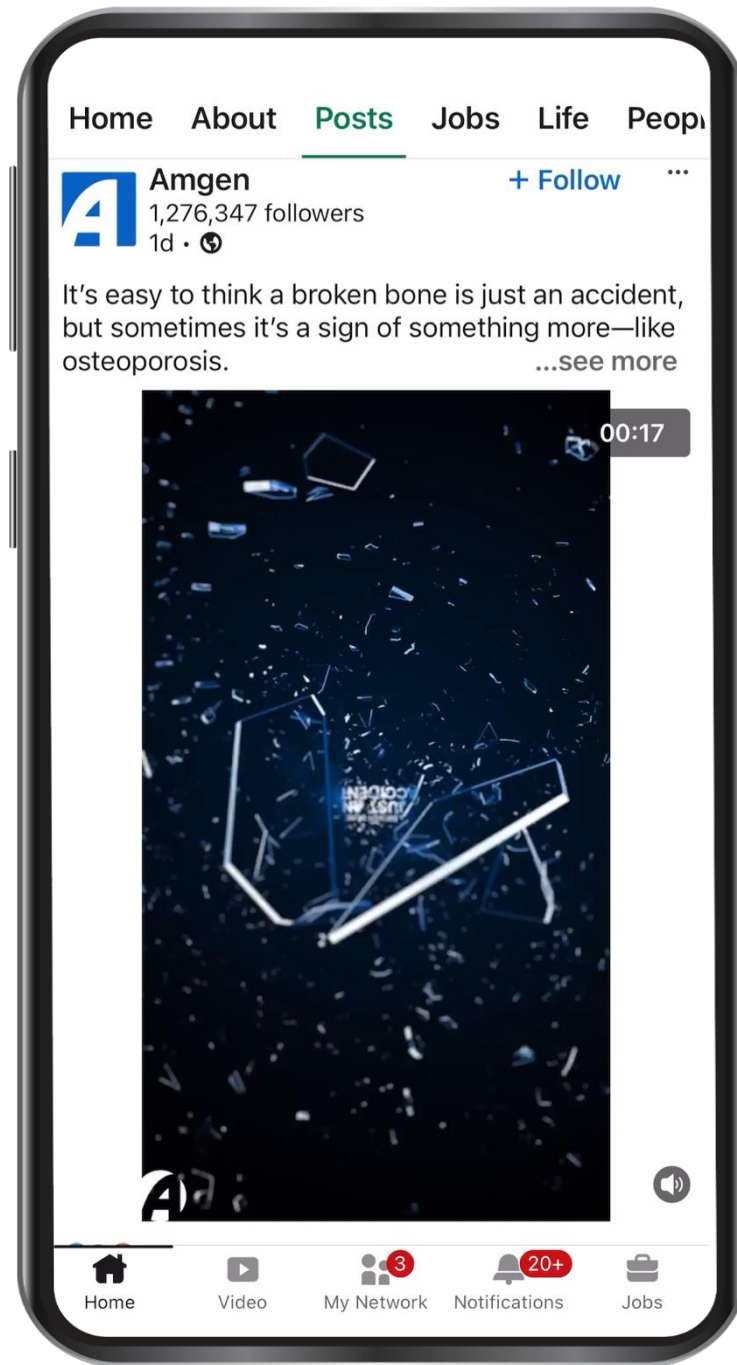
Follow Platform Trends:

facebook

Instagram

Customize  
Content by  
Channel:






Customize  
Content by  
Channel:







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

# What Is Fueling The Shifting Patterns?





# Where Are They Going?



 Reels



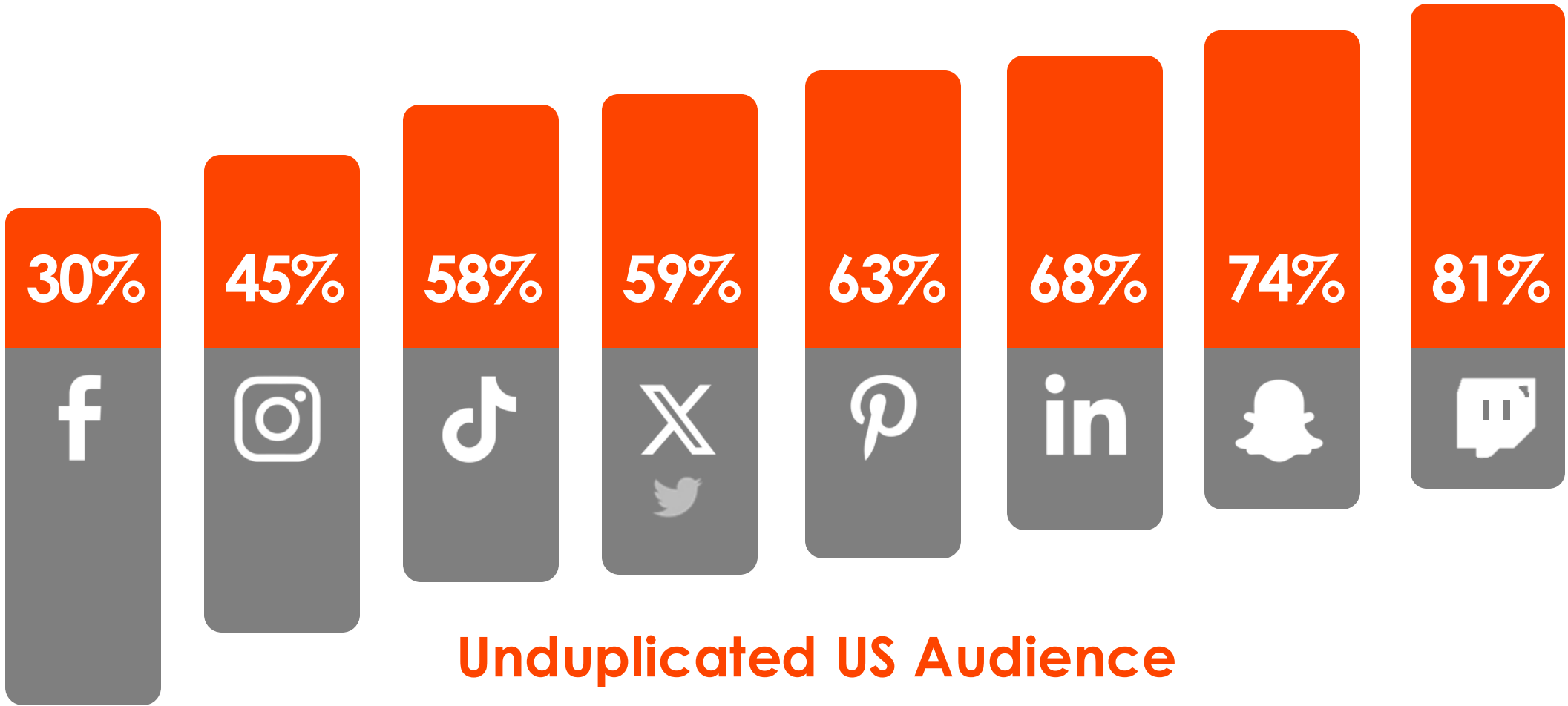
SnapChat



Discord

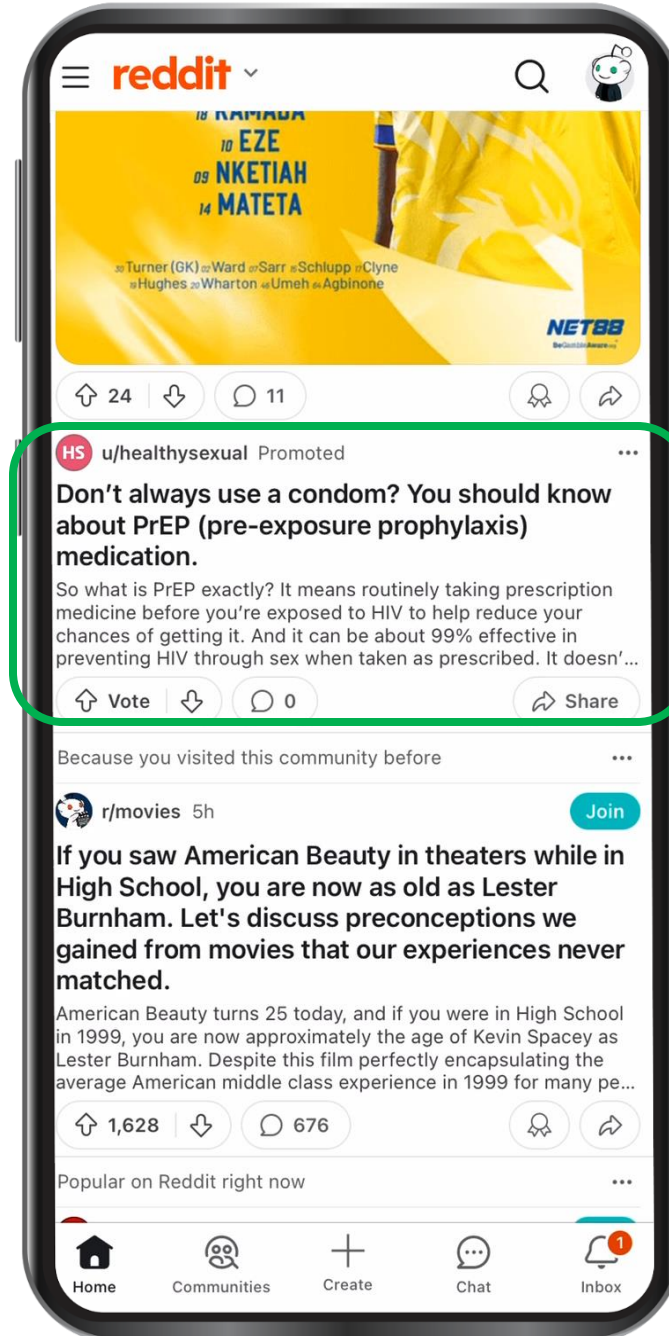
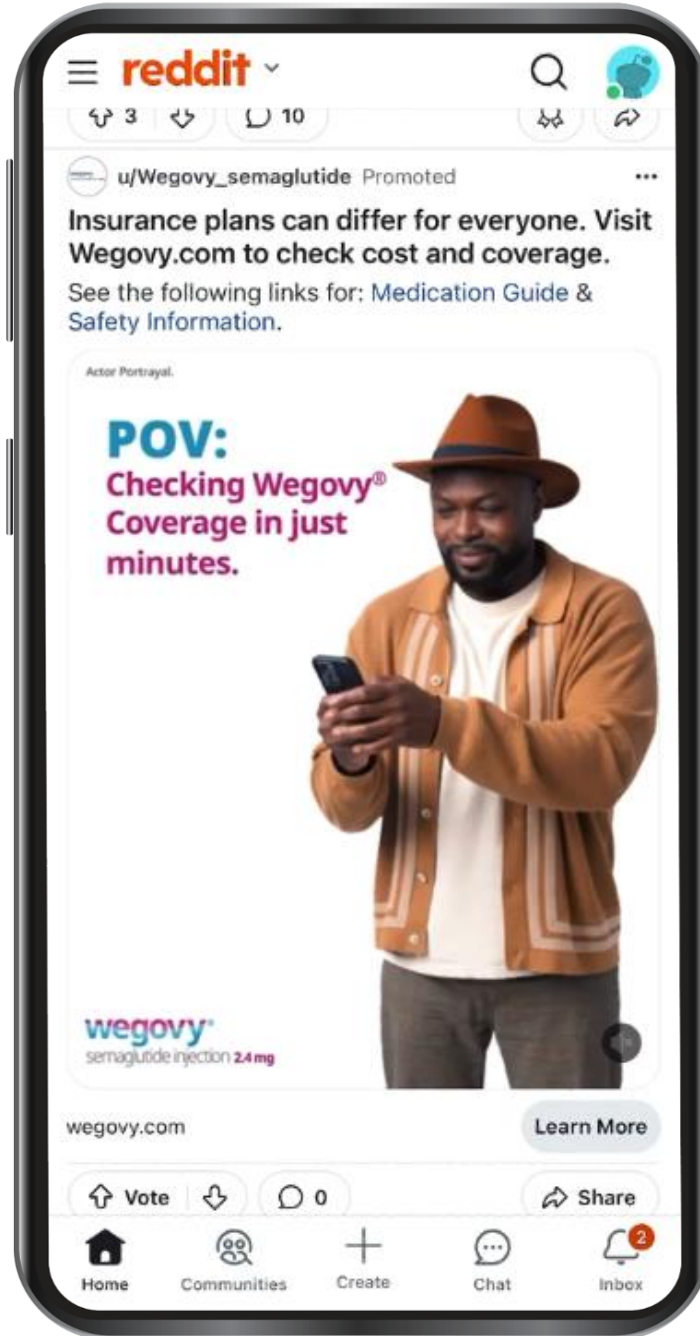


# What Makes reddit Different?



**Unduplicated US Audience**

Customize  
Content by  
Channel:



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



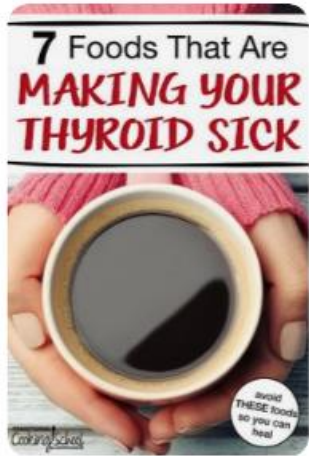
# *People feel Positive on*



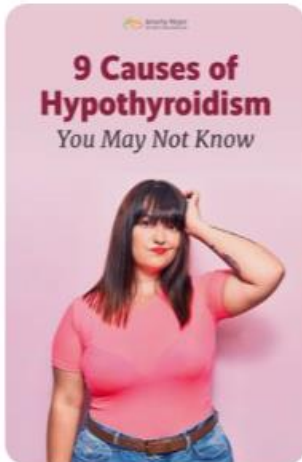
## **#1**

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

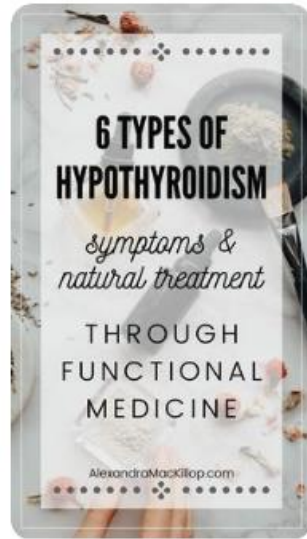




7 Foods That Are Making Your Thyroid Sick



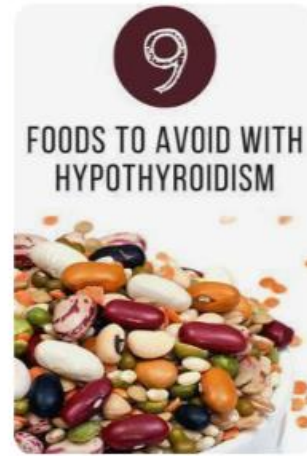
9 Big Causes of Hypothyroidism You May Not Know



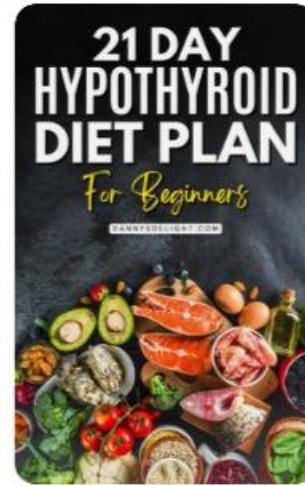
6 Types of Hypothyroidism (a Functional Medicine Approach)



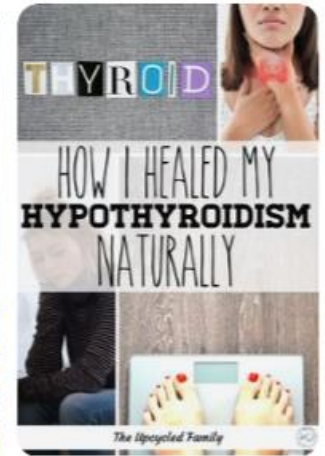
9 Surprising Symptoms of Hypothyroidism: Don't Miss...



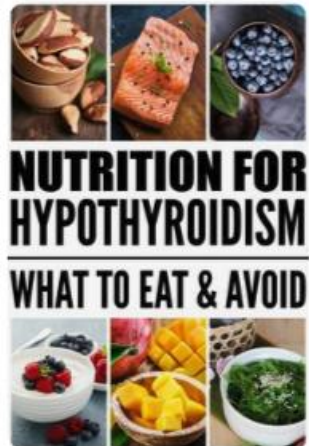
9 Foods to Avoid with Hypothyroidism



21 Day Hypothyroid Diet Plan For Beginners



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



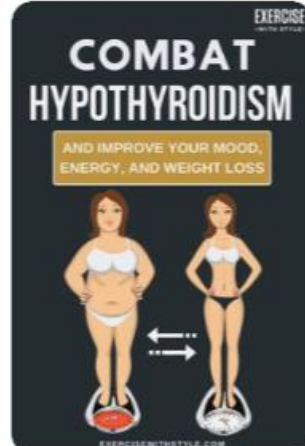
Nutrition for Hypothyroidism: What to Eat and What to Avoid



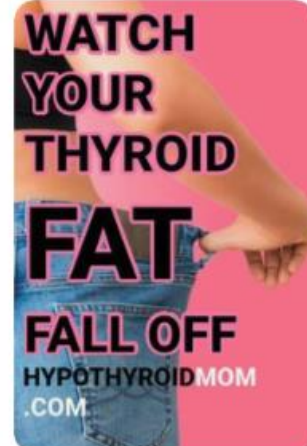
How To Lose Weight With An Underactive Thyroid: Your 6-Step Guide



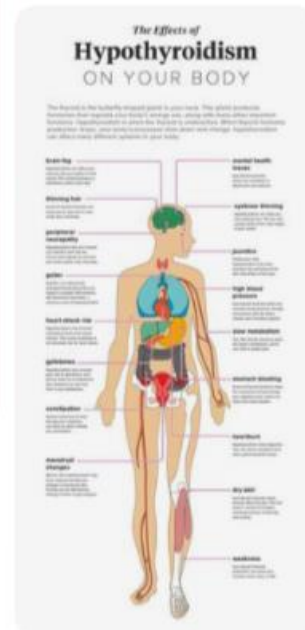
A Growing Gut, a Sinking Sex Drive, and 7 Other Signs Your...



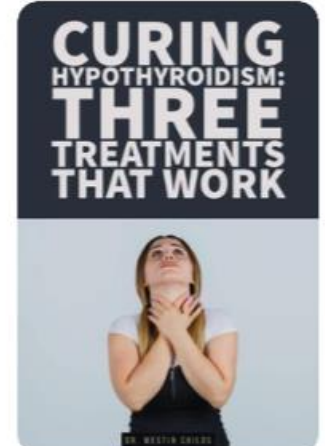
Combat Hypothyroidism And Improve Your Mood, Energy, An...



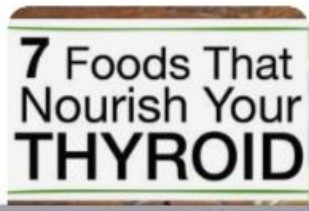
How to lose weight when you are hypothyroid



Effects of Hypothyroidism



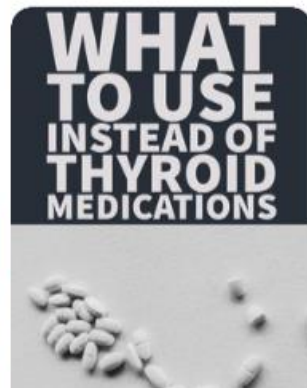
Can Hypothyroidism be cured? 3 Treatments that work



7 Foods That Nourish Your Thyroid



THE SECRET POISON THAT DRIVES HASHIMOTO'S



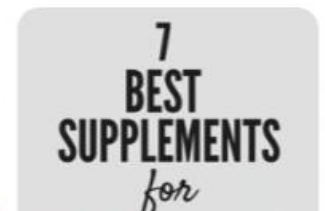
WHAT TO USE INSTEAD OF THYROID MEDICATIONS



A bowl of mixed nuts and seeds



THYROID TEST RESULTS CHART



7 BEST SUPPLEMENTS for

HYPOTHYROIDISM:  
**food** FOR  
**thought...**

Can patients prescribed  
**SYNTHROID** have grapefruit juice?

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

Full Prescribing Info & BOXED WARNING: [www.rxabbvie.com/pdf/Synthroid.pdf](http://www.rxabbvie.com/pdf/Synthroid.pdf)

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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 by Pinterest, October 2020





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

## Example: Streamer with Epidermolysis Bullosa

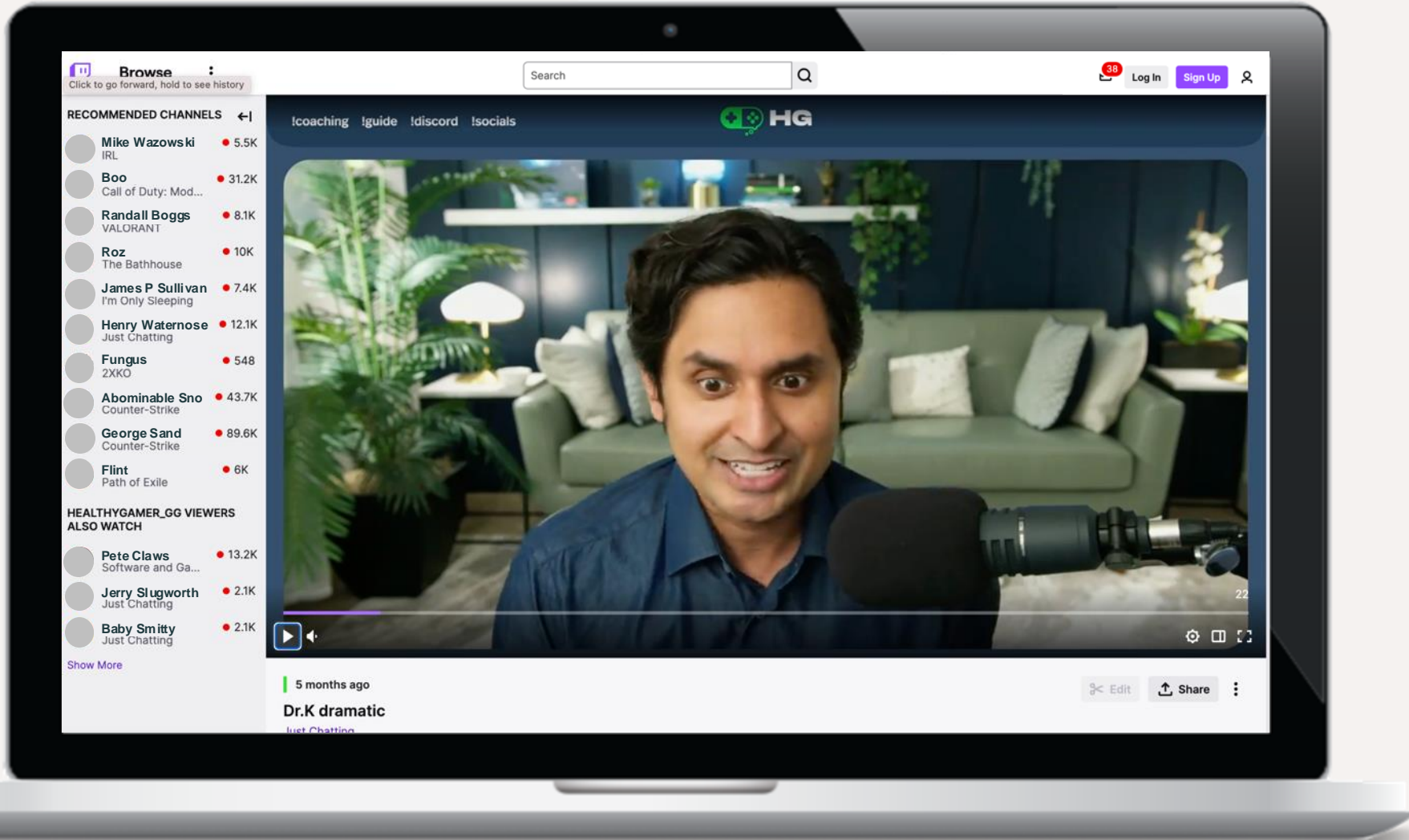
### Followers:

- 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
- Not currently accepting ads



- Customizable profile: colors, listening, reading, watching
- X (Twitter) like feeds (friends-only and everyone)
- New platform still developing

# Discord

- Group chat by subject, was gaming → expanding
- Some healthcare– focus on patient support, one HCP focused
- Sponsor channel; ads in testing (non-pharma)

# SPILL

- Original Twitter creators
- Safe space for POC & LGBTQ
- Mix of text, image & video, co-watching events & shows, games

# Comments: Your Missed Opportunity



# 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



# Why Peer Advocacy Works

76%

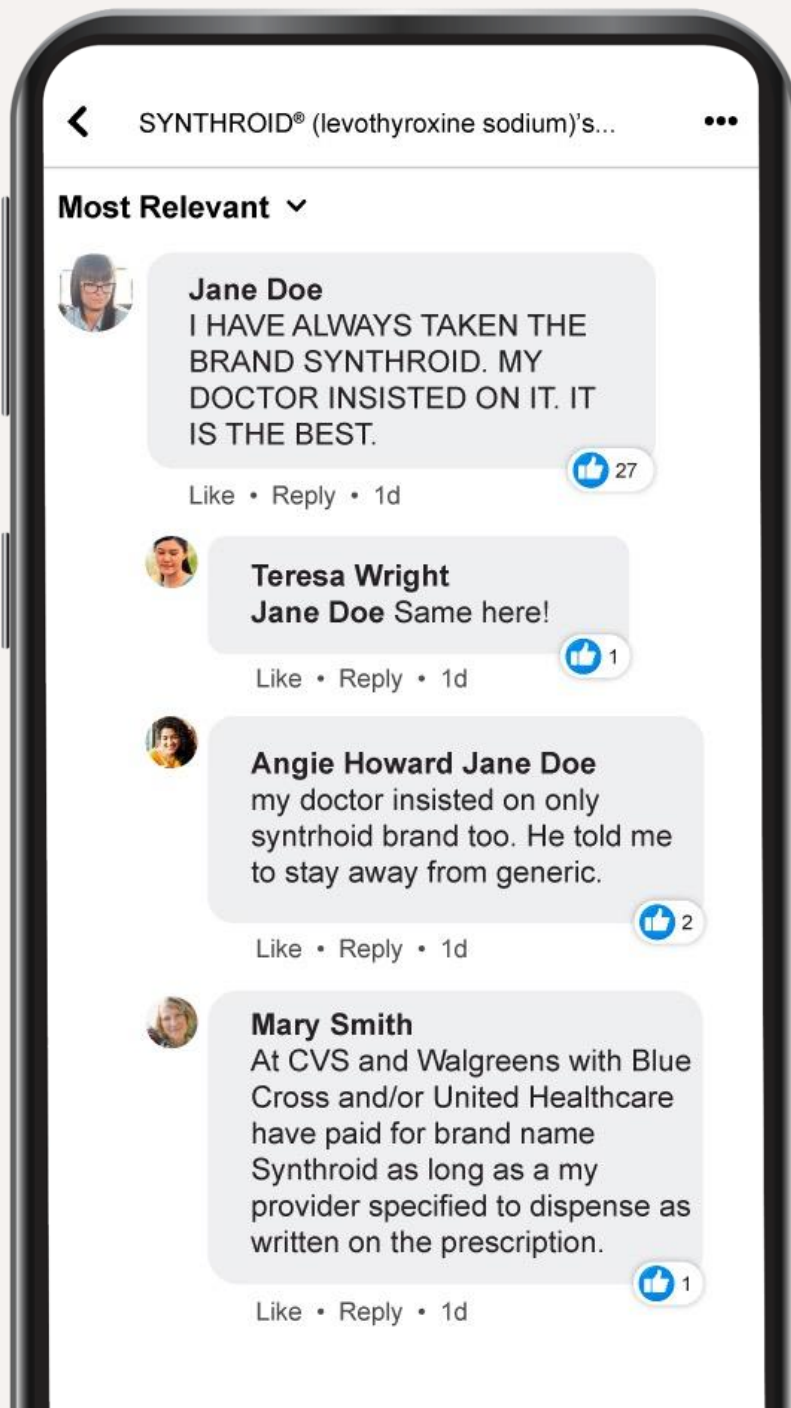
Say they're more likely to trust content shared by individuals vs content shared by brands

[\(AdWeek\)](#)

80%

Lift in clickthrough rate & **4x** increase in social conversions

[\(Case Study\)](#)



## Conversations Have Specific Value

- Patients say things brands can't including explaining NTI and their doctor's guidance to take branded
- Community actively corrects misinformation from pricing to generic equivalency
- Peer encouragement to find a doctor who listens





# LiveWorld

Unlock Social