



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH

# Proposal on interaction with EMA for social media campaigns

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## Getting EMA on board to support a public health campaign

As part of its social media strategy, EMA aims to engage more with patients and HCPs. To better reach these target groups, EMA is happy to consider requests to support your main communication campaigns that are aligned with our communication priorities\*.



\*Topic of the campaigns should be under EMA's remit and not part of an ongoing review.



# Getting EMA on board to support a public health campaign

- Inform us in advance.
- Send to [press@ema.europa.eu](mailto:press@ema.europa.eu) the key messages of the campaign, its objectives and audiences, relevant visual items, any quotes, hashtags and timelines (please cc EMA's stakeholder service).
- EMA can retweet your content with comments or include its own messages with existing visuals. Timing will be determined based on our own social media planner and ongoing activities.





## How to support EMA's campaigns

- EMA will inform you about major communication campaigns in advance.
- We will provide you with information on the concept, objective and audiences of the campaign, key messages and timelines.
- We will send you pre-drafted messages for Twitter and LinkedIn, the hashtags that are going to be used and any visual item prepared in-house by EMA.
- You can support EMA's campaign either by publishing the messages as standalone posts on your social media channels or by simply retweeting.
- We encourage you to share the messages with your pool of members.

## Case study: #RareDiseaseDay coordinated by EURORDIS

- EURORDIS sent to EMA a description of the campaign, mentioning the actions to be carried out on social media, together with timelines, hashtags, visuals.
- EMA prepared two visual items: one for the #RareDiseaseDay and one to congratulate the COMP Chair for receiving an award for outstanding engagement with rare disease patients.
- Both visuals were sent to EURORDIS before being published.
- The visuals were published by EMA as standalone messages.





# Thank you!

## Further information

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