



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Collaboration with eligible organisations in the implementation of the social media strategy

PCWP/HCPWP and all eligible organisations meeting – 15 November 2023

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EMA social media strategy – Overview

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Our social media strategy aims to

- position EMA as an authoritative source for social media users.
- connect better with EMA's existing social media communities.
- grow EMA's social media community to include new and difficult to reach audiences.



EMA social media strategy – Overview

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EMA's content strategy & priorities

			
• Embrace rich media content formats	• Focus on carousel posts, reels and stories	• Create shorter videos with human elements	• Share newsworthy posts
• Use carousels, newsletters and LIVE videos	• Explore different formats - Q&A sessions, quizzes, challenges, influencer campaigns	• Delete unnecessary content to de-clutter the channel	• Develop a more strategic approach in using tagging and hashtags.
• Live format: select strategic topics for EMA and/or generate high engagement	• Use popular science hashtags to reach less-experienced audiences	• Embrace new formats to engage existing audiences and boost the channel (YouTube Shorts)	
		• Collaborate with EU-based vloggers	

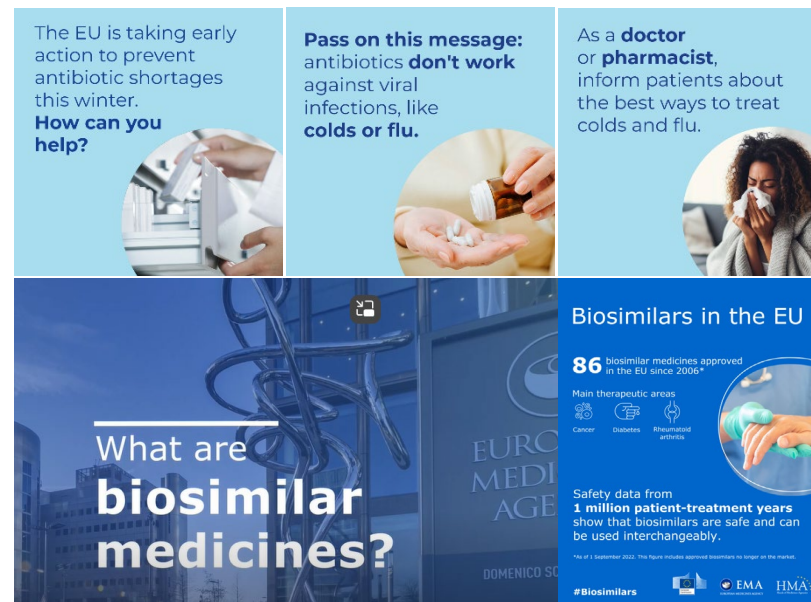
Proactive community management:

engaging with comments and messages on third-party profiles, a way to reach new social media communities.

Engaging with patients/consumers/HCP organisations

Pilot campaign -> organisations involved as multipliers but also as co-creators

- 3 potential topics:
 - Shortages
 - Antibiotic resistance
 - Biosimilars
- Running in 2024
- Evaluation:
 - Outcomes
 - How to work with organisations
 - Whether to expand to other topics/different projects



Working together to create content and ensure reach

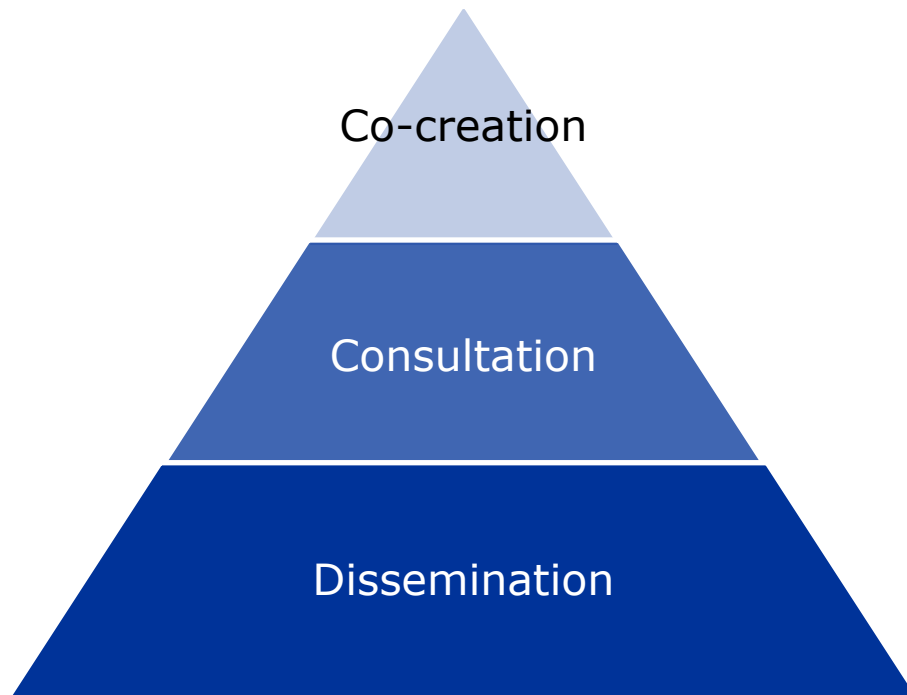
On EMA's side:

- ☐ provide communication resources
- ☐ reach through EMA's social media community and brand
- ☐ provide speakers and experts
- ☐ coordinate project

On organisations' side:

- ☐ contribute to creation of messages
- ☐ help identifying false narratives
- ☐ provide feedback on materials
- ☐ tailor/translate materials to own needs
- ☐ disseminate content
- ☐ help with evaluation

Different levels of involvement based on resource capacity



- Message drafting
 - Active involvement in creation of materials/tailoring/translation
 - Regular meetings with EMA and other participants
-
- Expertise-specific support
 - Written feedback provided on materials
 - Usability testing
-
- Selected campaign materials voluntarily shared on organisation's accounts/with members
 - Feedback on performance of campaign

Next steps

Dec 2023:

- Topic selection
- Outline of participation

Jan/Feb 2024:

- Planning

Mar 2024:

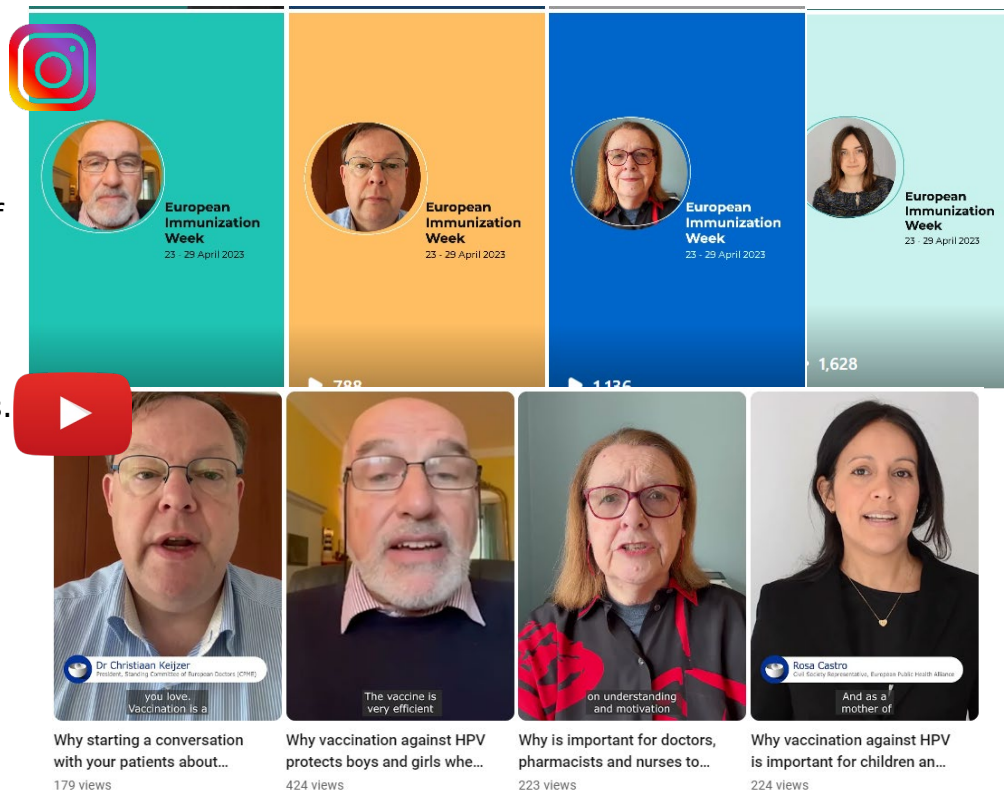
- Presentation at WP
- Launch of pilot in 2024





Examples of co-created content

- April 2023: **European Immunization Week**
- **5 videos** co-created with **patient and healthcare professional representatives** on the importance of timely routine vaccination and catching up on any missed or postponed vaccines.
- With a focus on vaccination against HPV and measles.
- Published on **EMA's social platforms**: LinkedIn, YouTube, X and Instagram
- On Instagram the 5 video posts generated:
 - ✓ 5,200 plays
 - ✓ 4,000 IG accounts reached





Any questions?

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