Digital Media and Health Topic Group

Social media stream

Topic leader: Caroline Morton-Gallagher

How to reach out to specific audiences?

* **Identify** audience & tailor information

* Different approach for each audience

* Reach out directly to target audiences or through stakeholders

How to use social media?

* **Identify role** each social media channel

* **Identify material** already available

* Ensure **follow-up** social media conversations

* Ensure content is **relevant**

SOCIAL MEDIA Marketing Pack

How to make best use of social media?

* Identify **desired outreach** & other KPI's

* Include **visual content** as much as possible

* YouTube videos other **languages** and/or subtitles

* **Cross-post** to core channels

* **Time & resources** essential!

How to amplify outreach?

* Identify **groups**/countries

* Invite **influencers** from target audiences

* **Collaboration/partnerships** with stakeholders

* **Interaction** social media users

SOCIAL MEDIA INFLUENCERS

Social media in pharmacovigilance

Potential:

* Open & quick communication between companies & consumers using medicinal products (i.e: adverse drug reactions).
* Increased insight into risk-benefit product evaluation.
* Engagement companies & consumers.

Drawbacks:

* Difficulty in validating reported safety data.
* Data privacy & personal data protection issues.
* Retrieval & analysis = extra workload & resources needed

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Discussion

* How to amplify outreach in general?

* How to ensure validity of data?

* How best to interact with social media users?