



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

EMA Social Media Strategy 2023-2025

PCWP/HCPWP joint meeting, 19 and 20 September 2023

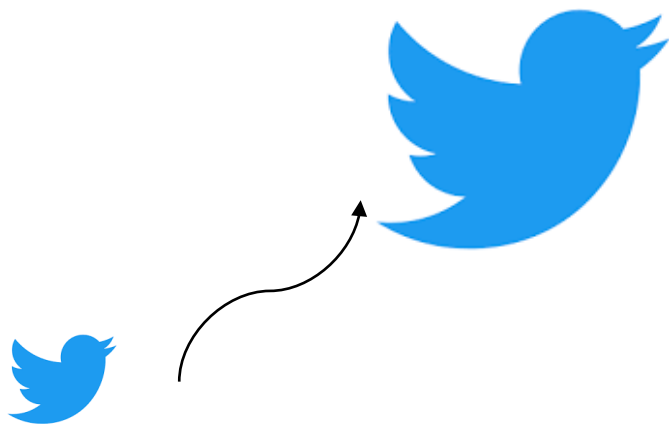
Presented by Camelia Enachioiu on 20 September 2023
Media and public relations service, EMA

An agency of the European Union





What an external analysis showed in 2022



- impressive follower growth across all EMA's social media accounts on Twitter, LinkedIn and Instagram during the pandemic
- EMA established itself as an authoritative source of information on COVID-19, the development of vaccines and the results of clinical trials
- an impressive base remains for further growth



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 audiences and on which are difficult to reach



On social media, we talk to

TIER 1: Policy makers/Authorities	TIER 2: Multipliers
EU/EEA national competent authorities EU Parliament, Commission, Agencies Healthcare technology assessment and reimbursement bodies Non-EU regulatory authorities World Health Organisation	Patients' organisations Healthcare professionals' organisations Specialised media (EU affairs, health, law) Mainstream media Influencers, bloggers Pharmaceutical industry organisations Farmers' organisations Other civil society organisations
TIER 3: Specialised audiences	TIER 4: European citizens
Academia, researchers Healthcare professionals Pharmaceutical companies SMEs, entrepreneurs	Patients, caregivers Animal owners Farmers, veterinarians Parents Younger audiences (<35) Central/Eastern Europe Consumers

Key insights



- We mainly reach a professional, Western European audience
- LinkedIn and Twitter (X) have limited outreach among audiences in Central and Eastern Europe (CEE)
- Instagram - not yet being used at its full potential to reach younger audiences
- YouTube – an adequate platform to reach younger audiences
- Facebook - platform with the widest reach to CEE audiences, but would come with substantial start-up and maintenance costs



Content Strategy on EMA's LinkedIn



A platform for specialists, professionals in academia and healthcare.

Recommendations:

- Diversify content to meet the needs of different audiences
- Use versatile content formats, such as carousels, newsletters and LIVE videos

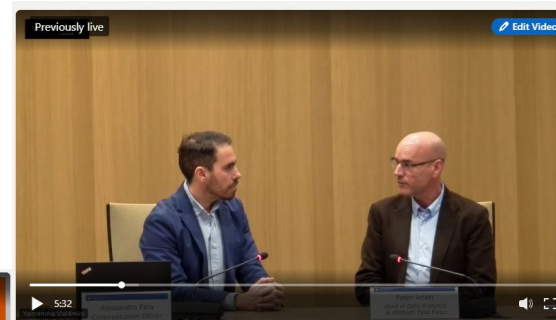
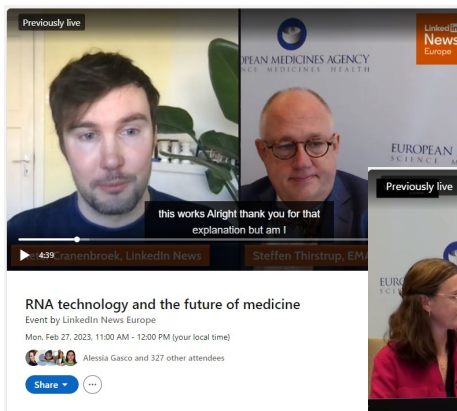
EMA's priorities: Test different formats such as document carousels, videos and testimonials, live formats. For the live format, we suggest topics that are strategic for EMA and/or generate high engagement on socials, based on data provided by analytics.



Case study – LinkedIn Live sessions

A new format was successfully tested on mRNA technologies and real-world evidence in medicine regulation.

- High engagement;
- Many comments received from the viewers;
- The sessions were planned for 30 minutes, they could have easily been extended to one hour based on the questions and interest.



Interview with Peter Arlett: Real-world evidence in medicines regulation

Event by European Medicines Agency
Thu, Apr 20, 2023, 2:00 PM - 2:30 PM (your local time)



Tomorrow's veterinary medicines for healthy animals and humans

Event by European Medicines Agency
Thu, Sep 7, 2023, 1:15 PM - 1:45 PM (your local time)
Mara Pellizzari and 334 other attendees

Share Manage



Content Strategy on Emer Cooke's LinkedIn Account



A very important channel for building trust.

Recommendations:

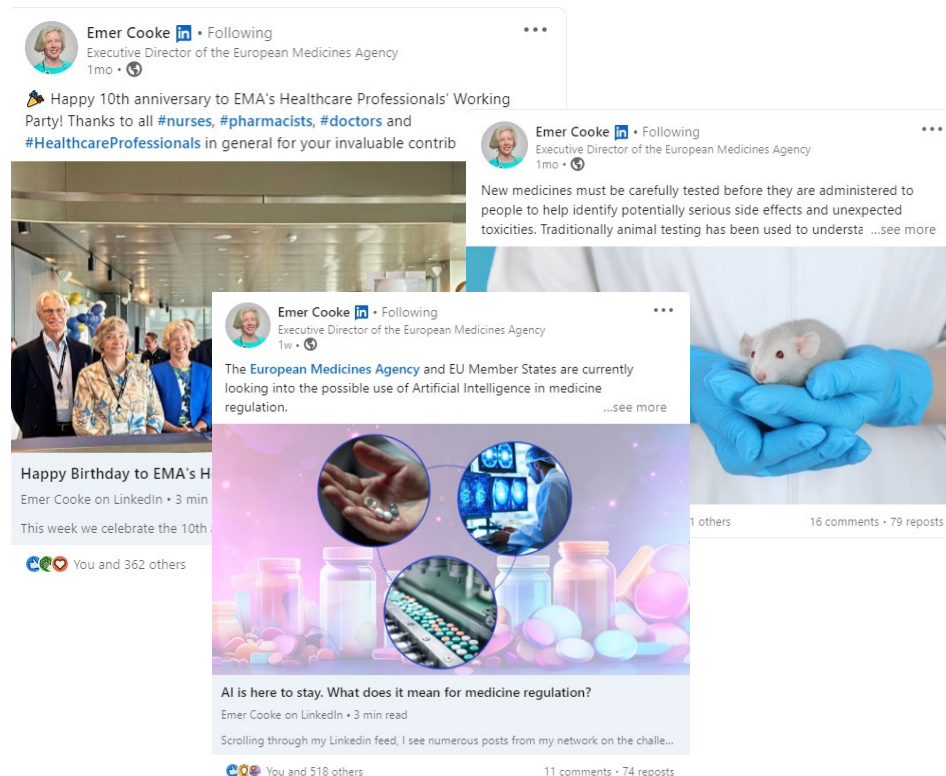
- Expand the range of topics covered in LinkedIn articles
- Embrace rich media content formats
- Share personal content to show the human side behind the institution

EMA's priorities reflect the recommendations above.

Case study – ED’s LinkedIn Influencer Account

This has become an important channel for our communications.

- People trust people. Emer Cooke brings a halo of authority and trustworthiness to EMA
- Original content is prepared on additional topics to the ones in news items, where it's important to have a personal voice, a human side
- LinkedIn articles contribute to organic search visibility (SEO) and further dissemination of important messages and call-to-actions.





Content Strategy on Instagram (@One_healthenv_EU)



A community-building platform that attracts younger audiences. Shared with EFSA, ECDC, ECHA, EEA

Recommendations:

- Use popular science hashtags to reach less-experienced audiences
- Q&A and interviews with experts
- Publish video testimonials, behind-the-scenes content
- Joint campaigns with other EU institutions and agencies
- Focus on carousel posts, reels and stories
- Use Instagram contests and challenges

EMA's priorities: Explore different formats - Q & A sessions, quizzes, challenges, influencer campaigns, considering the limitations of being part of a joint project and available resources. Enable better use of hashtags for targeting and reach via a professional paid hashtag tool.



Content Strategy on YouTube



Broad penetration across all EU states with young audiences.

Recommendations:

- Create shorter videos with human elements
- Delete unnecessary content to de-clutter the channel
- Embrace new formats to engage existing audiences and boost the channel (YouTube Shorts)
- Collaborate with EU-based vloggers

EMA's priorities: Streamline the channel according to a concept paper being currently developed. Create videos, including shorts (vertical format, under one minute), with human elements and behind-the-scenes approach.



Content Strategy on Twitter (X)

Information hub for updates, news and direct contact with users

Recommendations:

- Focus on practical, informative content
- Create more rich media tweets
- Explore new tweet formats, e.g. polls or Twitter Spaces
- Use strategic tagging and hashtags
- Engage the audience directly for increased visibility

EMA's priorities: Share newsworthy posts and develop a more strategic approach in using tagging and hashtags. Follow closely the European Commission's guidelines given the massive change taking place after change of ownership.





Community Management across all channels

- Reactive - respond to direct queries from followers, builds on existing audiences
- Proactive - engaging with comments and messages on third-party profiles, a way to reach new social media communities
- Build EMA's community through thought leadership
- Mitigating risks - draw up clear moderation guidelines and a more proactive engagement strategy

Build EMA's community by:

- drawing on the knowledge and contribution of experts from EMA and its committees;
- using highly engaging formats (Linkedin LIVE, Linkedin Audio, guest articles, Instagram Q&A sessions);
- preparing a staff ambassador guidance for EMA colleagues who want to act as multipliers and supporters of the Agency.

Mitigate risks - draw up clear moderation guidelines to be updated every two years.



KPI monitoring and reporting

Each goal must have clear and measurable KPIs and a reporting schedule:

- Goal 1: measure audience growth, outreach, social traffic, conversions, mentions.
- Goal 2: measure engagement rate, numbers of comments, likes, shares, outreach.
- Goal 3: measure percentage growth for specific demographics, across EU countries, age groups and specific interest groups.

EMA's priorities: Prepare quarterly monitoring reports based on pre-defined metrics showing the level of awareness, engagement and conversion, as well as a use case on how reporting can be used by senior management.



Social media listening

Strategic social media will help EMA monitor and evaluate its reputation, keep track of trending topics and find new ideas for content.

Recommendations:

- Listen to brand-related conversations and to broader topics to counter mis- and disinformation.
- Proactive identification of disinformation through third-party research and EMA's own analysis
- Cooperation with social media platforms - flag disinformation in line with their obligations under DSA.
- Address disinformation directly - create own content to debunk disinformation, webinars, events, etc.

EMA's priorities: Prepare a framework to guide EMA and the EU Medicines Network to deal with false narratives about the Agency's work and other public health topics being covered by EMA's mandate.



Any questions?

Further information

[Insert relevant information sources or contact details as applicable.]

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