



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH

# Towards increased engagement through social media

---

EMA's current experience and way forward with social media

PCWP and HCPWP joint meeting – workshop on social media

Presented by Sophie Labbe on 19 September 2016  
Press officer, Media and Public Relations team at EMA

An agency of the European Union





Social media: another way of reaching our stakeholders

**Workshops** interviews  
**Press releases/news** Targeted emails  
Infographics factsheets **Press briefings**  
**Social media**  
Face-to-face meetings Reports **Website**  
Newsletters Media requests  
**Videos** External queries **Webcasts**



## EMA's presence on social media: overview



Twitter

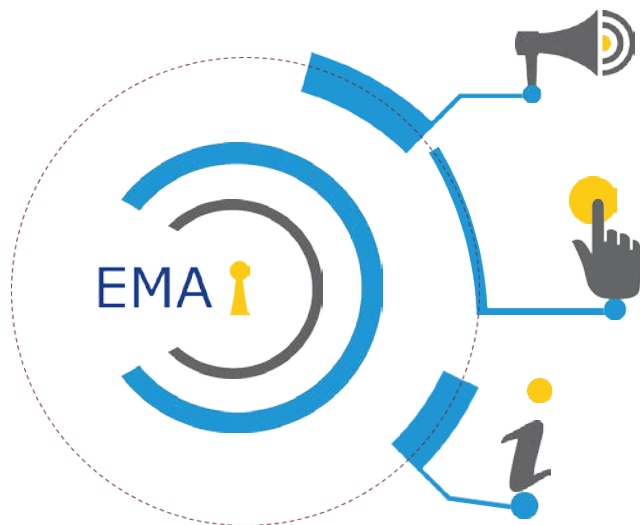


LinkedIn



YouTube

## Our current approach: sharing news



- Disseminate major news from EMA
- Raise awareness on public consultations
- Help stakeholders keep track of what is going on at EMA



## Where we want to go



Broadcasting



Engagement

@EMA\_news



What we tweet:



Press  
Releases



Agendas & Minutes of  
Committee Meetings



New  
Guidelines



Public  
Consultations



New European  
Public  
Assessment  
Reports



Event &  
Meetings Open  
to the Public



Job  
Advertisements



# Examples of tweets



**EU Medicines Agency** @EM... 7d

This [#agenda](#) of this week's meeting of our [#pharmacovigilance](#) committee (PRAC) is available: [bit.ly/1MUoZgb](https://bit.ly/1MUoZgb)

Details



**EU Medicines Agency** @EM... 8d

We're recruiting a Head for our [#Veterinary](#) [#Medicines](#) Department. Deadline to apply: 4 January: [bit.ly/1Xu1mK](https://bit.ly/1Xu1mK)

[Details](#)



**EU Medicines Agency** @E... 16d

[#Consultation](#) open on recommendation for surveillance of [#EudraVigilance](#) [#veterinary data](#): [bit.ly/1NLOP5E](https://bit.ly/1NLOP5E) [#pharmacovigilance](#)

Details



**EU Medicines Agency** @EM... 8d

The assessment report for [#Entresto](#) ([#sacubitril](#)/[#valsartan](#)), a new [#medicine](#) to treat heart failure, is available: [bit.ly/1XunhdF](https://bit.ly/1XunhdF)

Details



**EU Medicines Agency** @E... 12d

Check out a new webpage and good practice guide to help prevent medication errors: [bit.ly/1OuNTnb](https://bit.ly/1OuNTnb) [#medicines](#)

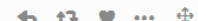
Details



**EU Medicines Agency** @E... 26d

2 weeks to comment on [#guideline](#) on clinical investigation of [#medicines](#) other than NSAIDs for rheumatoid arthritis: [bit.ly/1FWr5J2](https://bit.ly/1FWr5J2)

Details





# YouTube and LinkedIn



**1,928**  
Subscribers



**295,799**  
Views



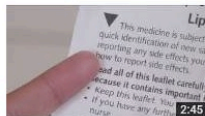
emainfo



**15k**  
Followers

Information and careers

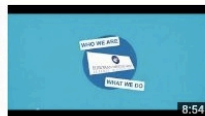
▶ Play all



**What does the black triangle mean?**  
by emainfo  
16,788 views • 2 years ago  
CC



**EMA Traineeship Programme**  
by emainfo  
11,171 views • 1 year ago



**EMA video for patient representatives**  
by emainfo  
608 views • 8 months ago



**Medicines for rare diseases**  
by emainfo  
4,248 views • 3 years ago



**The new European Union pharmacovigilance legislation**  
by emainfo  
19,216 views • 3 years ago

Keep up with European Medicines Agency



Stay up to Date with  
Company News



Discover New Job  
Opportunities



See how You're Connected  
to Employee





## Challenges

EMA communicates in English  
➔ Can we reach everyone ?

National Competent Authorities all have their own social media strategies (and speak the local language in the right tone of voice)

Different uptake of various social media channels depending on the Member States

## Perception survey 2015

Survey conducted among partners and stakeholders in February 2015 to:



Assess how EMA's communication to the public is perceived



Understand how EMA communications are valued by its partners and stakeholders



Assess and measure the levels of satisfaction with the services provided by EMA



## What did people say about our social needs and tools?

"other social media such as Facebook, Pinterest"

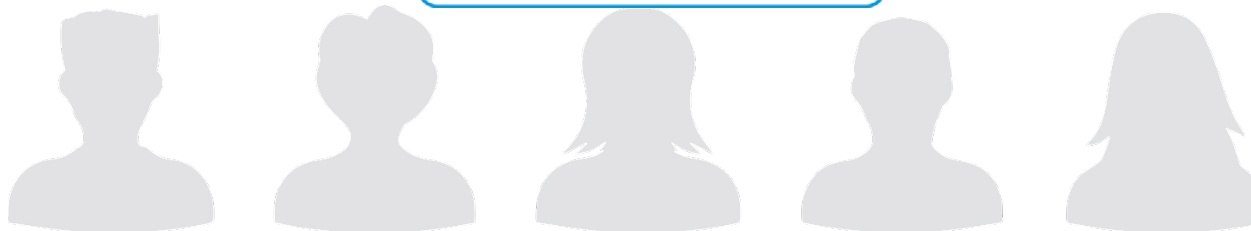
"all social media (facebook,...)"

"2-way communication on twitter"

"LinkedIn professional groups"

"Use the social media to communicate effectively, especially for the young generation."

"I am not sure if EMA is differentiating the various comms tools enough for different audiences (e.g. who follows EMA on twitter, facebook vs. who reads website news or subscribes to targeted emails)."





## Recommendation 4

### **Make better use of social media**

Respondents would welcome an increased use of social media

Investing in social media tools will allow EMA to reach out to new stakeholder groups

Develop a social media strategy based on a study that identifies the most appropriate social media channels EMA could use

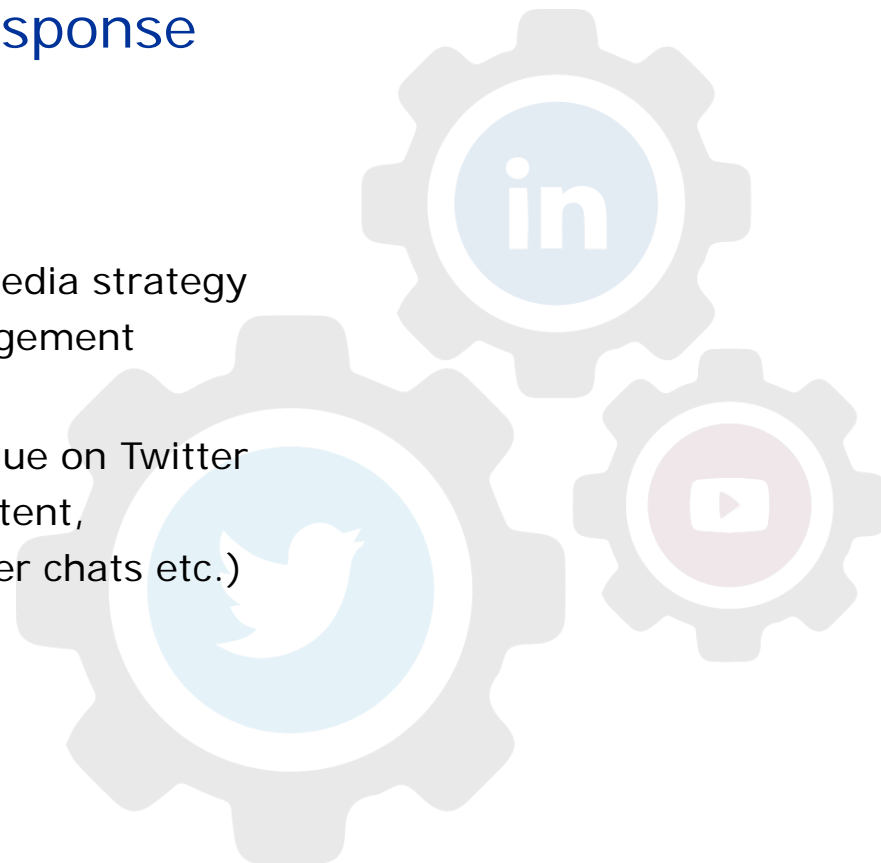
## EMA's response



Developing a social media strategy  
to broaden EMA engagement



Strengthening dialogue on Twitter  
(more shareable content,  
participation in Twitter chats etc.)



# Twitter – we are trying new approaches

**EU Medicines Agency**  
@EMA\_News

Find out which medicines were accepted in our #PRIME scheme this month: [bit.ly/2ah9r8n](http://bit.ly/2ah9r8n)  
[pic.twitter.com/MOPrYyaiBR](http://pic.twitter.com/MOPrYyaiBR)

**PRIME - PRIORITY MEDICINES**

Key figures: 7 March - 3 June 2016

Applications and eligibility decisions

Type of applicant	Accepted	Not accepted
Small	4	11
Other	4	11

Therapeutic areas

Therapeutic area	Accepted	Not accepted
Cardiology	4	11
Immunology	4	11
Neurology	4	11
Haematology	4	11
Respiratory	4	11
Gastroenterology	4	11
Endocrinology	4	11
Cardiovascular diseases	4	11
Oncology	4	11

© 2016 European Medicines Agency

2:49pm · 27 Jul 2016 · TweetDeck

VIEW TWEET ACTIVITY

13 RETWEETS 3 LIKES

**EU Medicines Agency**  
@EMA\_News

#CHMP recommends 8 #medicines for approval at July meeting – check out highlights: [bit.ly/29YwSrV](http://bit.ly/29YwSrV)  
[pic.twitter.com/wPQjVL29L5](http://pic.twitter.com/wPQjVL29L5)

CHMP statistics: July 2016

Positive opinions on new medicines

Medicine	Accepted	Not accepted
New (non-urgent) medicines	4	11
Generics / already marketed	4	11
Biologics	4	11

Negative opinions on new medicines

Positive opinions on extensions of therapeutic indications

Withdrawn applications

12:08pm · 22 Jul 2016 · TweetDeck

VIEW TWEET ACTIVITY

20 RETWEETS 6 LIKES

**EU Medicines Agency**  
@EMA\_News

Progress in science, medicine and health - EMA publishes its 2015 annual report: [bit.ly/1V7BScE](http://bit.ly/1V7BScE)  
[pic.twitter.com/uJpNeUrqAQ](http://pic.twitter.com/uJpNeUrqAQ)

**Annual Report 2015**

4:20pm · 17 May 2016 · TweetDeck

VIEW TWEET ACTIVITY

55 RETWEETS 29 LIKES

**EU Medicines Agency**  
@EMA\_News

See infographic on our procedure to review #medicines for use outside the EU: [bit.ly/1VEv0nM](http://bit.ly/1VEv0nM)  
[pic.twitter.com/OE0Kvg9RWK](http://pic.twitter.com/OE0Kvg9RWK)

**Article 58 procedure**

What is Article 58?

1. EMA assessment of quality, safety and efficacy of a medicine or device intended for use outside the EU.
2. Evaluation carried out in collaboration with WHO and relevant non-EU regulatory authorities.
3. Issuing a decision on the use of a medicine or device outside the EU.
4. Issuing a decision on the use of a medicine or device outside the EU.

Which medicines are eligible?

- Medicines or devices used to prevent or treat public health priority diseases.
- Medicines used in the WHO Expanded Programme on Immunisation.
- Medicines for protection against diseases, such as HIV/AIDS, malaria and tuberculosis.
- Medicines for maternal and neonatal health.

What is the process?

1. Companies request eligibility for Article 58.
2. Scientific assessment carried out in collaboration with WHO and non-EU regulatory authorities.
3. EMA adopts scientific opinion.
4. After the opinion:
  - EMA may request the medicine or device to be used in public health emergency situations.
  - Companies are required to implement risk management plans and follow-up measures.
  - EMA can perform a periodic risk review at any time if new safety information becomes available.

12:44pm · 29 Apr 2016 · TweetDeck

VIEW TWEET ACTIVITY

9 RETWEETS 5 LIKES

**EU Medicines Agency**  
@EMA\_News

Executive Director Guido Rasi welcomes new Management Board chair Christa Wirthumer-Hoche [bit.ly/1SVtprT](http://bit.ly/1SVtprT)  
[pic.twitter.com/yMxuzH02Db](http://pic.twitter.com/yMxuzH02Db)




10:36am · 18 Mar 2016 · TweetDeck

VIEW TWEET ACTIVITY


14 RETWEETS 7 LIKES



## Twitter campaigns

 **EU Medicines Agency**  
@EMA\_News

Achievements of the EU  
#pharmacovigilance system since  
2012: [bit.ly/2bf1Xos](http://bit.ly/2bf1Xos)  
[pic.twitter.com/EE0QribE3I](http://pic.twitter.com/EE0QribE3I)



3:30pm · 10 Aug 2016 · TweetDeck

25 RETWEETS 16 LIKES

← ↻ ❤ ... ➦

 **EU Medicines Agency**  
@EMA\_News

#Pharmacovigilance in the #EU  
since 2012: [bit.ly/2bf1Xos](http://bit.ly/2bf1Xos)  
[pic.twitter.com/74NRxtEHPU](http://pic.twitter.com/74NRxtEHPU)



1:11pm · 11 Aug 2016 · Twitter Web Client

16 RETWEETS 14 LIKES

← ↻ ❤ ... ➦

 **EU Medicines Agency**  
@EMA\_News

Achievements of the EU  
#pharmacovigilance system over 3  
years: [bit.ly/2bf1Xos](http://bit.ly/2bf1Xos)  
[pic.twitter.com/7rchHdwN8H](http://pic.twitter.com/7rchHdwN8H)




9:00am · 12 Aug 2016 · TweetDeck


15 RETWEETS 10 LIKES

← ↻ ❤ ... ➦



# Twitter – ready to take part in the discussion

 **Lucy Scott Traybakes** @tray... 89d  
Spent the day trying not to make a total arse of myself as a patient advocate at the European Medicines Agency. Life is odd.  
[#fuckcancer](#)  
Details

 **EU Medicines Agency**  
@EMA\_News

@traybakequeen Your presence was very valuable and we thank you very much for the contribution you made today.

Translate Tweet

5:09pm · 10 Sep 2015 · TweetDeck

 **EAAD**  
@EAAD\_EU

Join the European [#TwitterChat](#) today, 1300 CET with  
[@WHO\\_Europe](#) [@EU\\_Health](#)  
[@EFSA\\_live](#) [@EMA\\_News](#) [#EAAD](#)  
[pic.twitter.com/ELr78dFYbz](http://pic.twitter.com/ELr78dFYbz)

Ask our experts about antibiotic resistance

**#EAAD Twitter chat**

18 November 2015  
13:00 - 14:00 CET

 [@WHO\\_Europe](#)  
[@ECDC\\_EU](#)  
[@EAAD\\_EU](#)  
[@EU\\_Health](#)  
[@EFSA\\_Live](#)  
[@EMA\\_News](#)

 **EUROPEAN ANTIBIOTIC AWARENESS DAY**  
In partnership with 

8:52am · 18 Nov 2015 · TweetDeck

 **WHO/Europe** @WHO\_Europe 27i  
CAESAR supports countries in building capacity to set up or strengthen their national AMR surveillance network  
[#AntibioticResistance](#) [#EAAD](#)  
   ...

 **Pauline Castres** @PaulineCastres 27i  
[@WHO\\_Europe](#) Could we envisage an equivalent for antibiotic use in livestock?

 **WHO/Europe** @WHO\_Europe 27i  
[@PaulineCastres](#) It is part of the European Action Plan & there is increased awareness & action on this issue. [@EMA\\_News](#) [#EAAD](#)

 **EU Medicines Agency**  
@EMA\_News

[@WHO\\_Europe](#) [@PaulineCastres](#)  
ESVAC monitors sales of veterinary antibiotics to support responsible use  
[#EAAD](#) [bit.ly/1PvSo3Y](http://bit.ly/1PvSo3Y)

1:03pm · 18 Nov 2015 · TweetDeck



## Towards a new Social Media Strategy for EMA



- Further improve our Twitter feed (more appealing content, simplified and easier-to-access language...)
- Introduce strategies to engage with our stakeholders on Twitter
- Diversify our social media presence beyond Twitter?



**We welcome your views and comments**



# Thank You for Your Attention

## Further Information

---

[Sophie.Labbe@ema.europa.eu](mailto:Sophie.Labbe@ema.europa.eu)

### **European Medicines Agency**

30 Churchill Place • Canary Wharf • London E14 5EU • United Kingdom

**Telephone** +44 (0)20 3660 6000 **Facsimile** +44 (0)20 3660 5555

**Send a question via our website** [www.ema.europa.eu/contact](http://www.ema.europa.eu/contact)

Follow us on  **@EMA\_News**