

# Update on communication activities

## 2025 Social media campaigns

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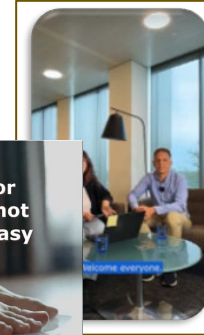
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# 2025 at a glance



**April**

European  
Immunisation Week



**November**

Co-created campaign  
on shortages

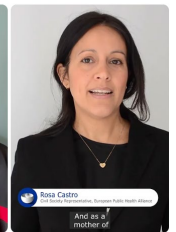
**Jan-Feb**

EU Fake Medicines  
campaign



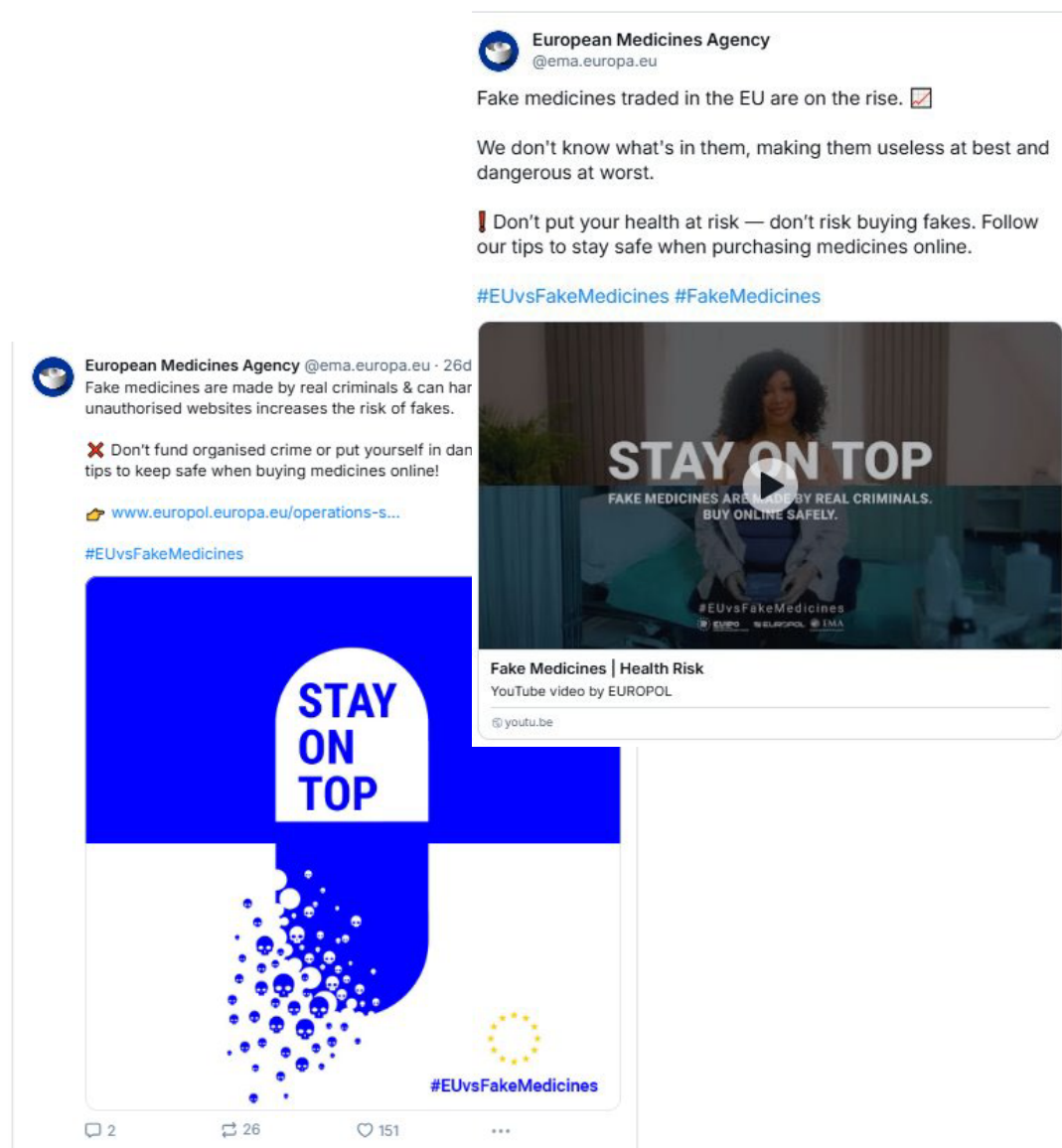
**September**

GLP-1 influencer  
campaign



# #EUvsFakeMedicines

- Co-created with EMA, EUROPOL and EUIPO
- Focus on dangers of buying fake medicines online and link to organised crime
- Launched January 2025
- Social media campaign and production of two videos
- Jointly promoted on websites of three agencies, together with [SHIELD report](#)
- More information: [EUvsFakeMedicines](#)



# European Immunisation Week

- Production in progress
- Focus less on promoting vaccination and more on risks of preventable diseases (EC approach)
- Aim: enable national decisionmakers, parents and educators, healthcare professionals with fact-based information on **vaccine-preventable diseases**
- EMA webpage of with strong **data visualisation** component
- Initial disease focus on **measles, HPV**
- Promotional **video quizzes** – filmed on the streets of Amsterdam





# Influencer campaign on GLP-1s

- Around 15 influencers across the EU (doctors, health specialists with a good online following)
- Platforms like YouTube, Facebook, Instagram and TikTok where we ourselves have smaller reach
- Done with the help of a contractor with experience with this type of initiative, worked with ECDC and EFSA
- Aims to convince new audiences (young people, lay audiences) that GLP-1s are serious medicines and not an easy solution to weight loss
- The focus is more on responsible use rather than shortages, but there is an obvious implication for our work



# Fighting medicine shortages: it takes a team

A co-created campaign showcasing the work that is ongoing at EU level to fight medicine shortages, focused on the stories of the main actors involved – regulators, but also organisations, healthcare professionals, patients, consumers.

## Key messages:

- There is a system in place to manage shortages.
- It's a reliable system, that is based on the work of lots of different people.
- We have different roles, but we are all part of it.
- Everyone's actions are indispensable.



Encourage trust in the EU system



Highlight and encourage collaboration between all actors



Increase awareness of information sources & mechanisms in place to fight shortages



Why starting a conversation with your patients about...



Why vaccination against HPV protects boys and girls whe...



Why is important for doctors, pharmacists and nurses to...



Why vaccination against HPV is important for children an...



# Key stories

- Key stories will come **from us but also from you**
- Selected video testimonials, but also pictures/quotes
- Make the stories personal and high-level
- Put a face to organisations
- They are featured on campaign website and on social media (LinkedIn, Instagram, YouTube...) of EMA and participating organisations
- EMA will support the production of selected stories (videos) and templates for other testimonials
- We are collecting stories – production will take place in May and June



# Thank you.



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