

# Social Media campaigns

EMA update

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# #HealthNotHype in a nutshell

- 7 content creators from Germany, Latvia, Spain, Portugal, Slovenia, Italy and Finland
- Campaign officially started on 21 October (press release, social media posts, intranet news, targeted emails)
- Each creator posted one reel and two sets of stories on Instagram (21 October - 4 November)
- Some stories were direct responses to questions received from their community
- All scripts were validated by EMA
- A few creators requested extra support with factual checking of their responses to questions from community



# #HealthNotHype in a nutshell



- Medicines
- Human regulatory
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## EMA partners with content creators to promote safe and responsible use of GLP-1 medicines

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21 October 2025

#HealthNotHype social media campaign aims to expand audience reach of public health messages

News Human Medicines

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EMA has launched its first social media campaign working with content creators. The #HealthNotHype campaign aims to raise awareness about the safe and responsible use of GLP-1 receptor agonists.

These medicines were initially developed to treat type-2 diabetes, but some GLP-1 receptor agonists are now indicated for weight management in people living with obesity and weight-related health conditions.

3 Presentation title

European Medicines Agency @ema.europa.eu · 17d

EMA launches its 1st campaign with content creators to promote safe and responsible use of GLP-1 medicines. The aim is to cut through the hype & #disinformation around weight loss treatments. #HealthNotHype  
Learn more: [www.ema.europa.eu/en/news/ema-...](http://www.ema.europa.eu/en/news/ema-...)  
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EMA partners with content creators to promote safe and responsible use of GLP-1 medicines | European Medicines Agency (EMA)

#HealthNotHype social media campaign aims to expand audience reach of public health messages

[www.ema.europa.eu](http://www.ema.europa.eu)

5 9

European Medicines Agency  
353,246 followers  
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EMA has launched its first social media campaign — #HealthNotHype — partnering with trusted content creators across the EU to promote the safe and responsible use of GLP-1 medicines on Instagram. ...more



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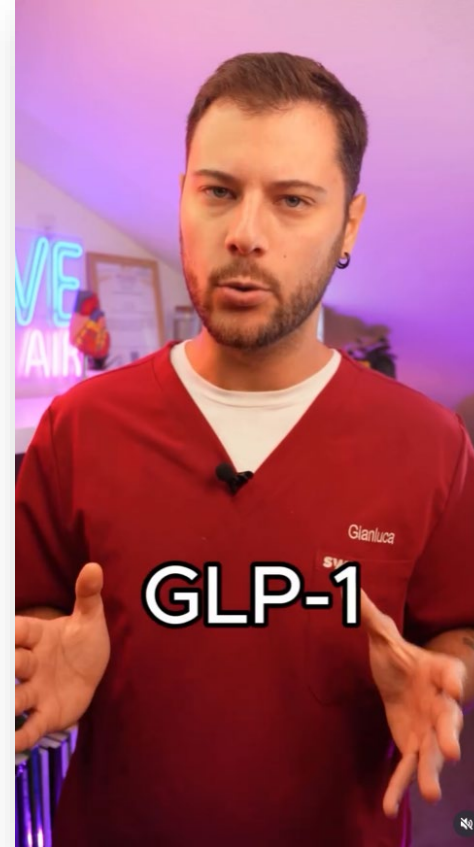
# #HealthNotHype – the influencers



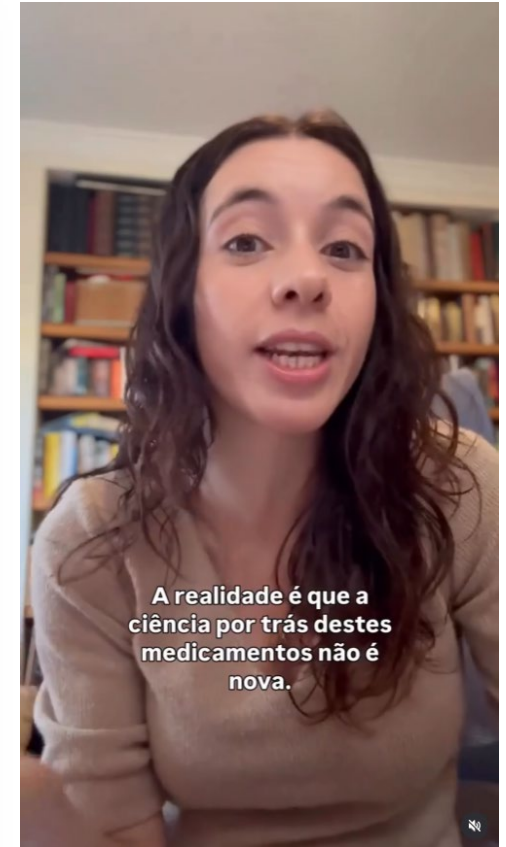
[@boticariagarcia](#) (Spain) – 865K followers



[@medicinexcare](#) (Germany) – 246K followers



[@infermieregianluca](#) (Italy) – 175K followers



[@raquelvareda](#) (Portugal) – 53K followers

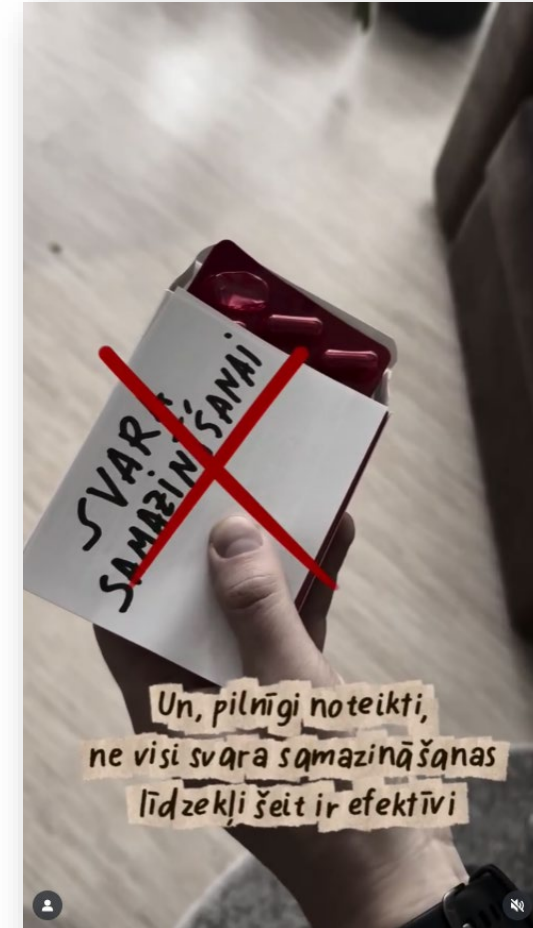
# #HealthNotHype – the influencers



[@david.zupancic](#) (Slovenia) – 42K followers



[@jennipuolivali](#) (Finland) – 40K followers



[@uzlabo](#) (Latvia) – 53K followers

# Campaign updated timeline

## September

- Negotiations and final list of creators
- Legal aspects finalised
- Scripts start being prepared

## November

- All content published by creators on Instagram
- Distribution of leftover budget to 3 creators
- Monitoring and evaluation

## October

- Scripts and content validation by EMA
- Campaign announced by EMA and content reposted as stories on IG account (@onehealth\_eu)
- Creators post reels and 2 sets of stories

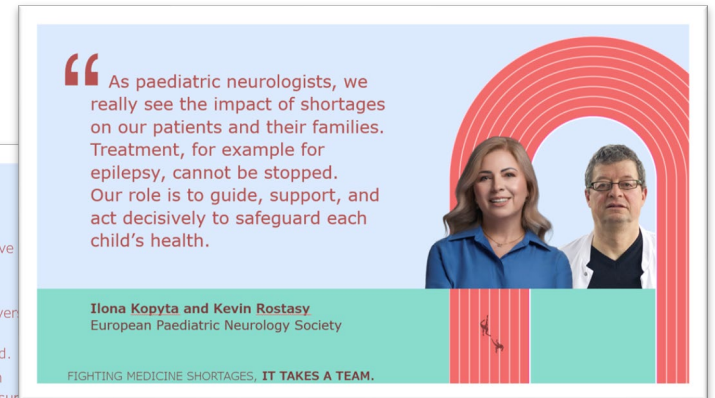
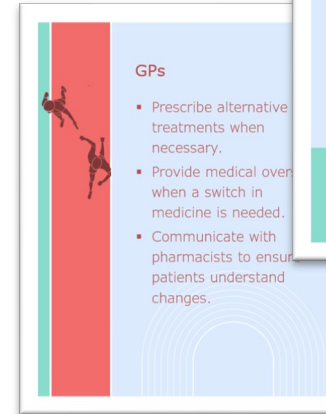
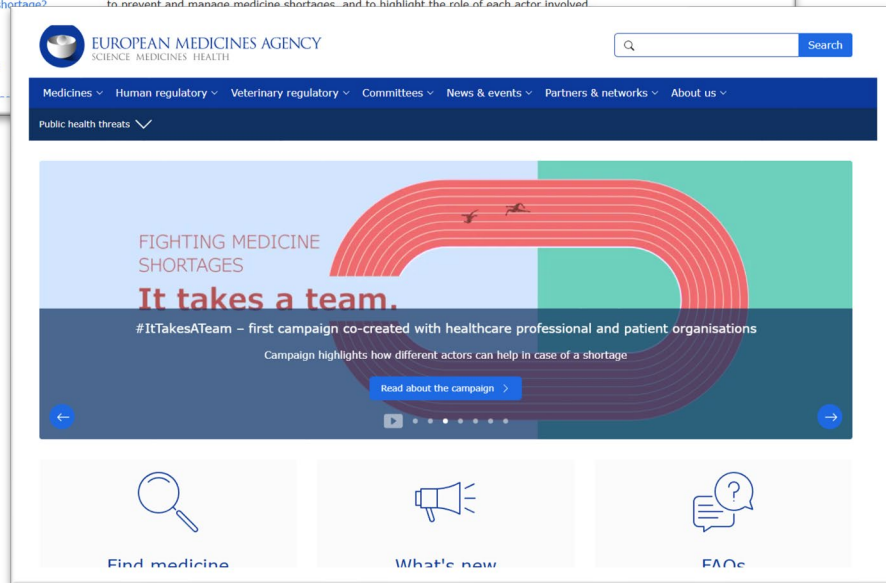
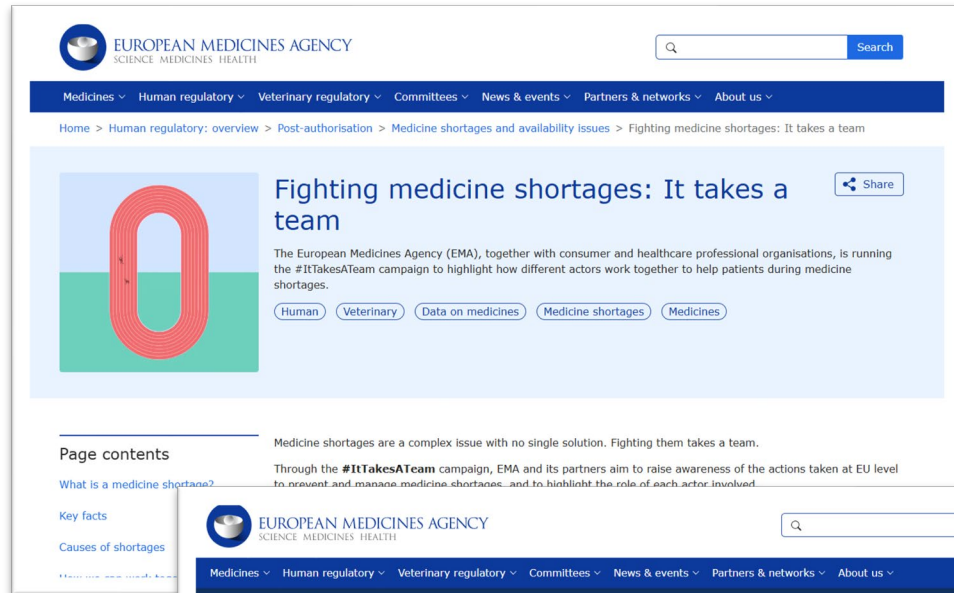
## December

- Final evaluation report – early December
- Lessons learned
- Next steps

# #ItTakesATeam in a nutshell

- Campaign co-created with six EU healthcare professionals and consumer organisations (BEUC, PGEU, EAHP, UEMO, EANM, EPNS)
- Aim to raise awareness of how each stakeholder can help patients in case of a shortage
- Campaign launched 4 November, will run until 5 December
- EMA published press release, created a campaign landing page, regular social media posts (videos and visual carousels on LinkedIn, BlueSky, Youtube and Instagram)
- Paid promotion of main video assets
- Campaign launch coincided with shortages webinar
- Participating organisations re-posted content on their own channels + disseminated through their network of associations

# #ItTakesATeam – the materials



# #ItTakesATeam – next steps

- Campaign will end first week of December
- Evaluation of the campaign:
  - All organisations will be sent a survey to collect performance of posts and feedback on the campaign
  - EMA post performance
  - Report on paid promotion results
- Reflection on outcomes of the campaign: how will this shape co-created campaigns in the future?
- Thank you to everyone from this group who shared our materials and posts!



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# Thank you

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