



Navigating Regulations to Develop Clear, Compelling Communications

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What will we be discussing today?

1. Challenges; what's standing in the way?
2. Implications for pharma companies and comms professionals
3. Opportunity in the challenge
4. Checklist to developing successful content

Some of the key challenges we face

How do we stay agile in a fast-paced, ever changing digital landscape?

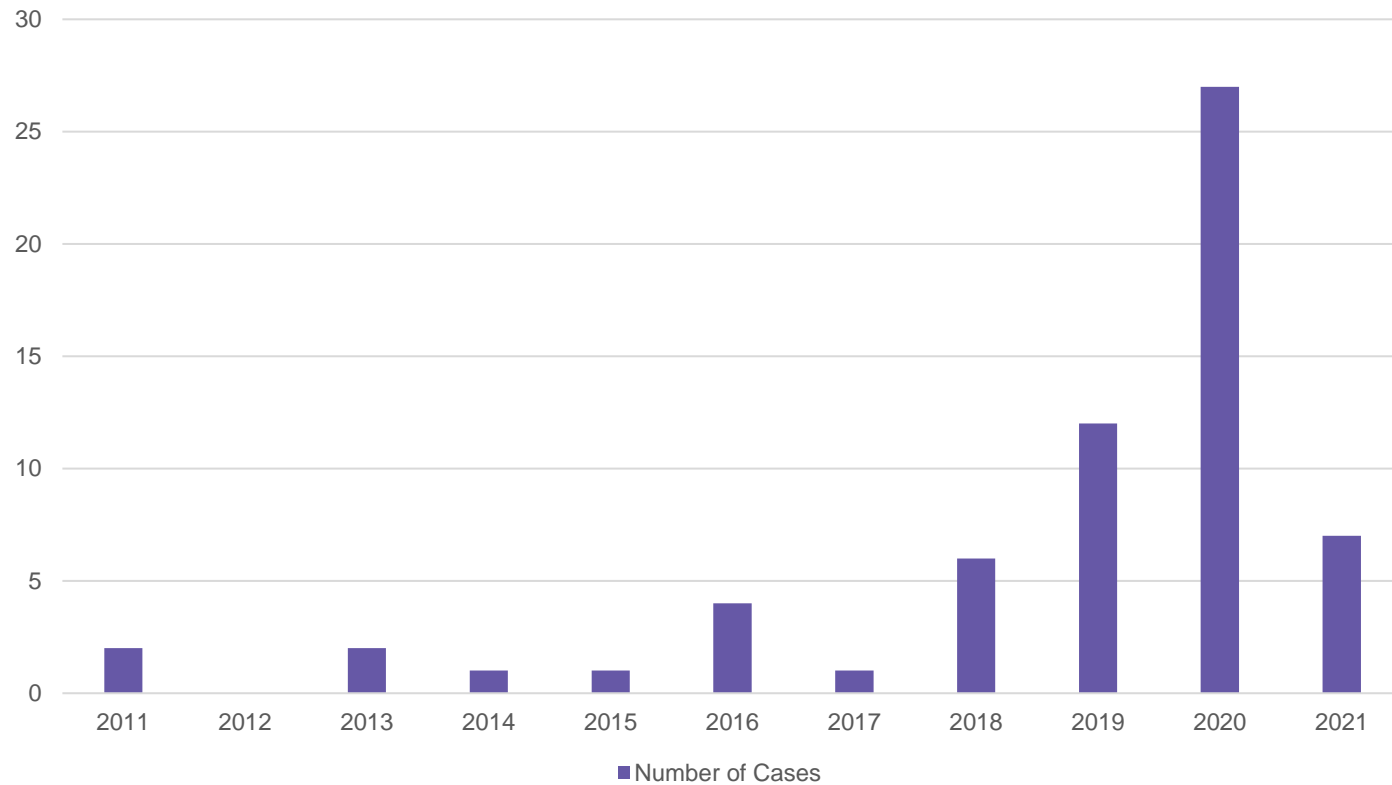
How do I stay consistently up to date with the ABPI code when there are so many changes?

How can I get better at practically applying local compliance rules when writing content for social media?

How can I help people feel more confident about sharing company-related content on their own social media channels?

What does this mean for pharma companies?

Number of PMCPA completed cases related to social media per year



See the opportunity in the challenge



Facebook can be used for **patient support programs**, due to the community feeling of the platform (e.g., real names and photos in profiles) and lack of text limit



Twitter as a broad platform for **news updates, disease awareness**, and other topics

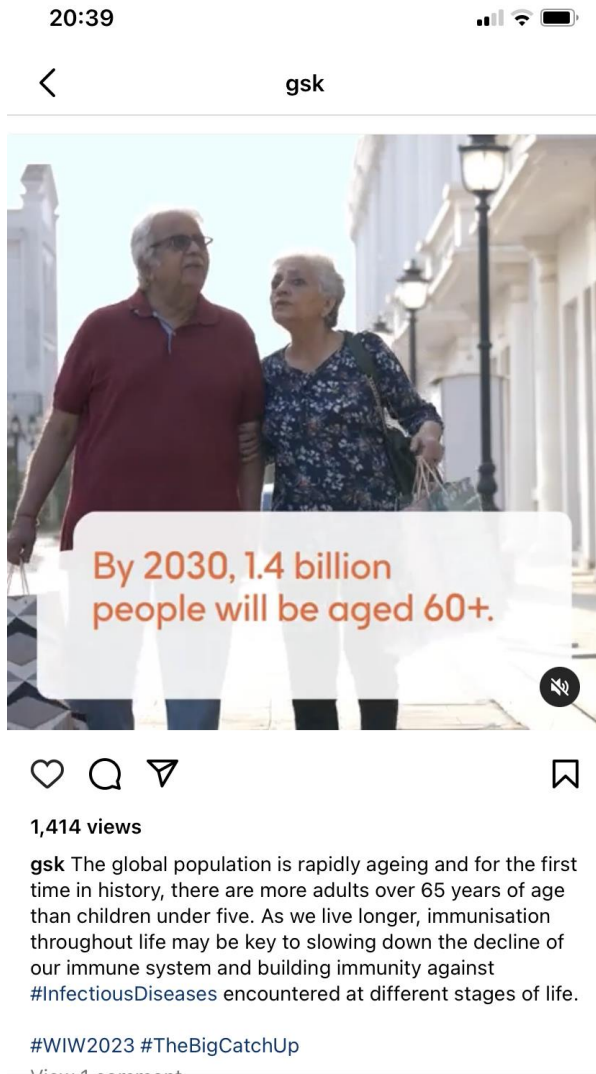


LinkedIn can be used for broader **corporate HR** (HR, Recruitment & company PR) as well as for **specific audiences** by leveraging LinkedIn's targeting option



Instagram to communicate **disease awareness and share scientific findings**, especially with millennials and Gen Z consumers

Case study: World Immunisation Week 2023



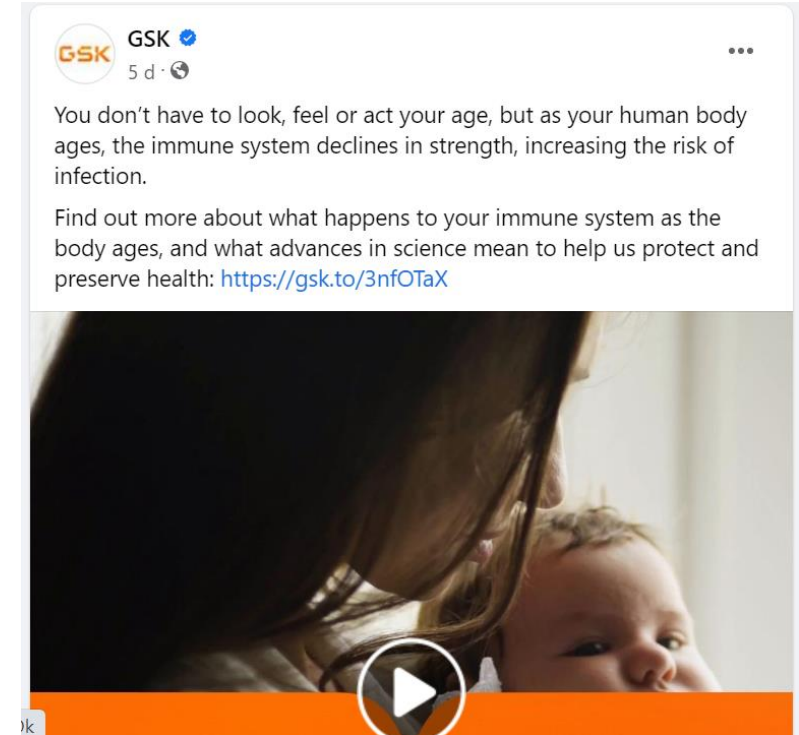
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< Behind the science magazine

Share

Vaccinations are not just for children:
why adult immunisation is a health
and economic necessity

21 April 2023 | 8 min read time



The checklist to successful content

The basics

- Understanding the ABPI Code
- Clear SOP

Set your intention

- What are you trying to convey?
- To who? Why?

Build strong relationships

- Learn their language
- Curiosity and interest

Test, monitor and adapt

- Set clear KPIs
- Share best practice examples
- Insights to inform future campaigns

Questions

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