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Stakeholder engagement in social media

11 May 2023

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Social Media- Here to stay, prone to change

Patient influencers are here to stay — where are the regulations?

As social media health influencers enter the world of pharma advertising, experts warn that more guardrails are needed to protect the industry and patients.

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Editor



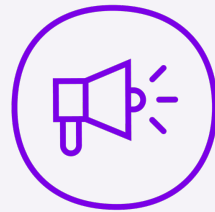
Why do we do what we do?

We chase the miracles of science
to improve people's lives.

Why social and digital coms and public affairs?



Enhancing intelligence gathering & analysis



Boosting stakeholder engagement



Expanding integrated campaigns

Social & digital coms and PA implementation in 5 steps

01

Exploration

Issue/topic monitoring.
Audience/stakeholder analysis.

02

Engagement planning

Goal definition.
Channel selection.
Messaging. Timelines and Key Impact Indicators.

03

Production & Content development

Content development.
Co-creation.

04

Engagement

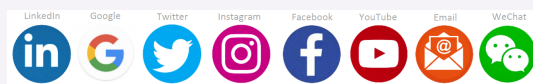
Social media engagement, integrated with engagement in other channels.
Concertation.

05

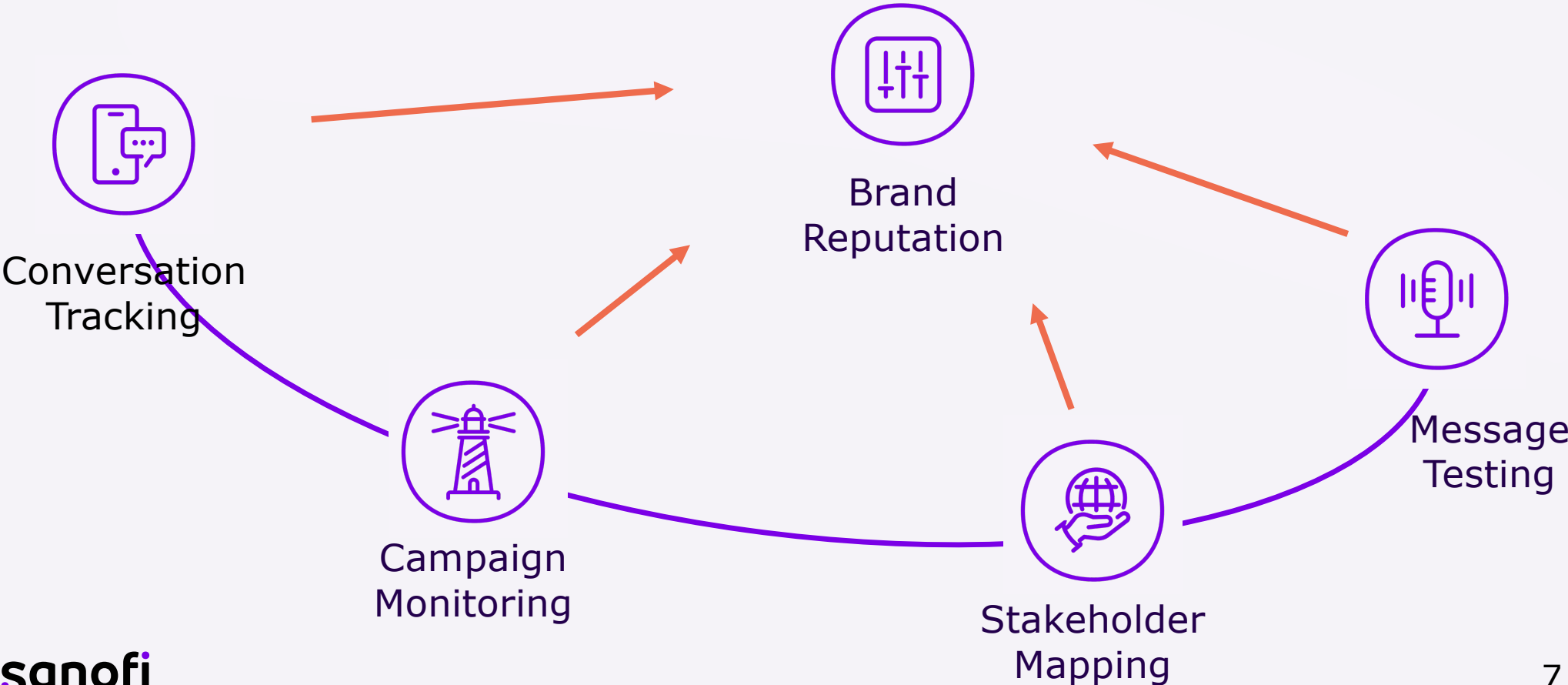
Exploration & Measurement

Channel specific analytics.
Monitoring and mapping.
Measurement and landscape review.

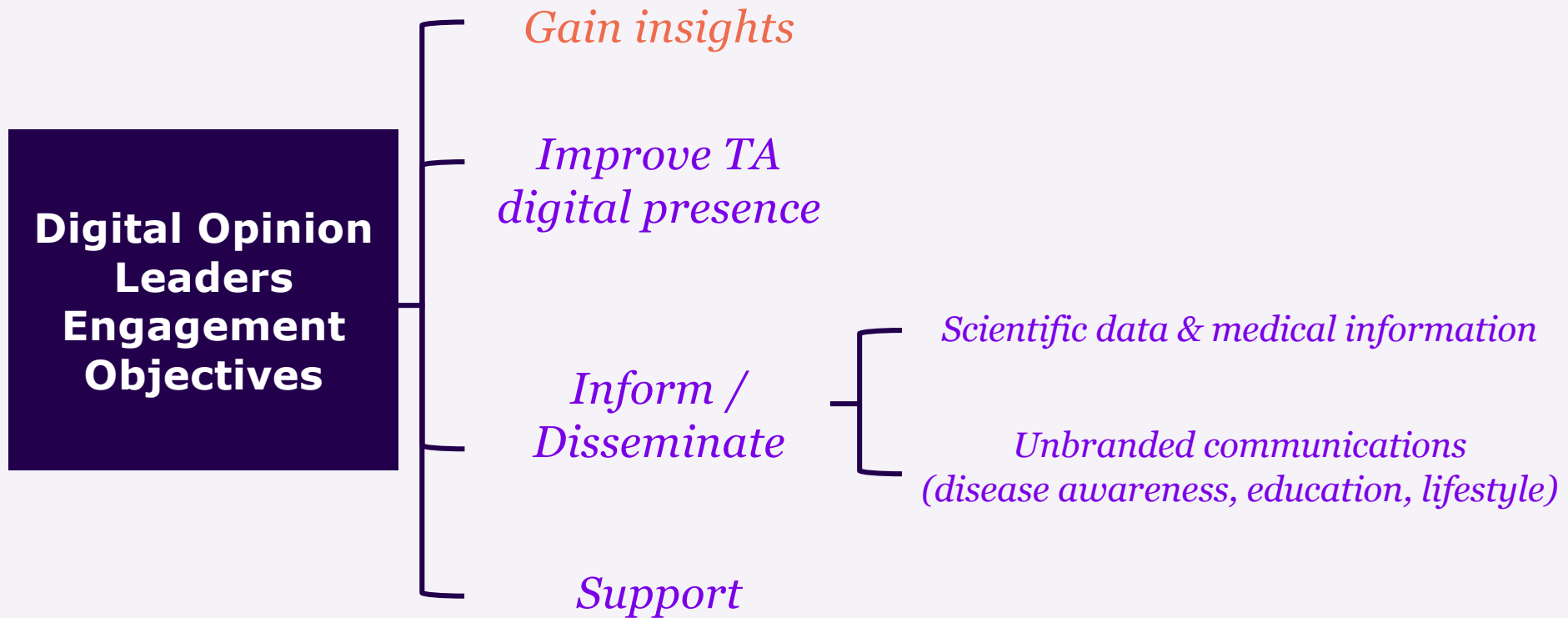
BROAD CHANNEL SELECTION



Enhancing intelligence gathering and analysis



Engagement planning: context is king



Guiding principles for internal & external engagement

Internal Engagement



Work cross-functionally



Think ethics and compliance



Integrate digital and “analog”

External Engagement



Thinking Partnership



Building Two-Way Dialogue



Setting a Solid Relationship

Engagement: In practice, no one size fits all!

Different contexts call for different content approaches

Different ways of working

Paid/Owned/Earned
Proactive/reactive
Information/Call to action
Partnering/solo campaigns

(Lots of) different formats

Copy: posts, #, articles, white papers etc.
Photo & static image
Video & animations
Infographics
Quote cards
Podcasts
Websites
Apps
Games
WebDoc.
Dataviz.
VR/AR.
Etc.
Etc.
Etc.

Measuring Social Media Engagement

OUTCOMES

- Policy change
- Diagnosis/uptake rate
- Empowered patients/PAGs' voice heard

IMPACT

- Enhanced stakeholders' awareness and attitude
- Increased network of allies
- Campaigns conveyed by key stakeholders

OUTPUTS

- Increased engagement
- Amplified content
- Expanded reach

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