

How to choose your social media tactics?

Choosing the right combination of social media channels depends on your resources and your objectives. This list above can help you establish those goals.

1 Listening to patients and HCPs: Social (buzz) Monitoring



Following what's being said about your brand or your therapeutic area on social media enables you to gain insights from your patients and HCPs.

2 Talking to patients and HCPs: Social Marketing



Your goal is to get broader brand awareness by starting a conversation within your audience members. You can start that conversation by creating videos or participating in social networks.



3 Energizing HCPs: Social Selling



Identify digital key opinion leaders who interact with your brand or product on social media on a regular basis. Building relationships with them will help you to convert them into advocates for your brand.

4 Helping patients: Social Support



Make it easy for patients to connect with each other and allows for a conversation to take place in a public space for everyone to benefit from.



5 Embracing patients and HCPs: crowdsourcing



Foster the collective wisdom, knowledge and ingenuity of your audience to boost your innovation efforts. Case example: Project Discovery rewarded players of the massively multiplayer role-playing game (MMRPG) EVE Online for classifying subcellular localization patterns of many proteins, based on public images in the Cell Atlas of the Human Protein Atlas.

