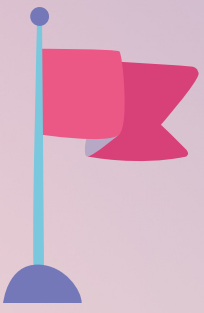


Social Media in Health

Step by step

Define your social strategy:

1. Goals (What's your purpose?)
ex. selling products, raising awareness, giving support...
1. Tactics (What's the best platform to achieve these goals?)
ex. Facebook Page, YouTube Channel...



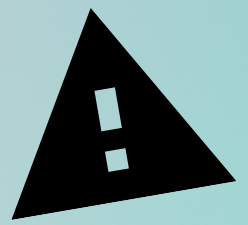
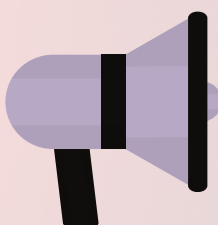
Monitor your online conversations:

1. Follow what's being said about your therapeutic area
2. Identify opportunities to engage with patients and HCPs when possible



Take into account local regulations and Pharmacovigilance laws before engaging in the conversation :

- Build your Two golden books :
1. Your social media policy
 2. Your moderation guide



Empower your employees to share and distribute your content by training them

Provide a continuous stream of content

Identify the Advocates and influencers.



Measure and keep track of your KPIs: reach, engagement and conversion rate

Information source
<https://aichannels.com/photomynthesis>

