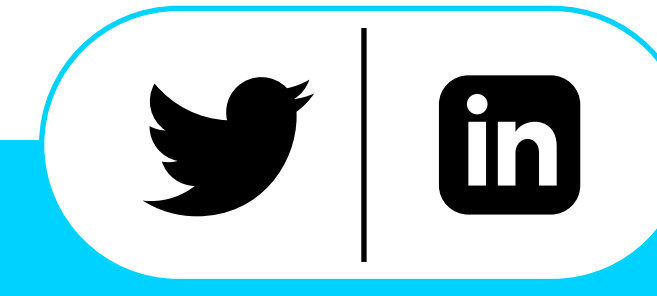


Current Trends in the Use of Social Media to Disseminate Pharmaceutical Publications

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Background

- Harnessing social media presents an opportunity for the pharmaceutical industry to share publications with an engaged audience
- The lack of clear guidelines may limit industry uptake of this medium for sharing of publications, and pharmaceutical professionals are unclear on how to proceed¹
- We conducted a study to assess the current landscape and identify specific examples of pharmaceutical companies' use of Twitter to share publications

→ VIEW ABSTRACT

Reference: [1] Loh T et al. Social media: how are pharmaceutical companies using it? 16th Annual ISMPP meeting. *Curr Med Res Opinion* 36; S1 p5-2

Objective

- Utilizing Twitter, we looked to develop an understanding of the extent to which publications are shared by pharmaceutical companies on social media and evaluate how approaches vary across companies, particularly regarding the sharing of direct links to publications

Methods

- A Boolean search with pre-defined criteria was conducted using Brandwatch, a social media monitoring tool, to identify Twitter posts relating to the defined search criteria that were posted between December 1, 2019 and December 5, 2020
 - Search terms: (COMPANY AND "latest data") OR (COMPANY AND "new data") OR (COMPANY AND "latest findings") OR (COMPANY AND "trial results") OR (COMPANY AND "preliminary analysis") OR (COMPANY AND "preliminary analyses") OR (COMPANY AND "post hoc analysis") OR (COMPANY AND "preclinical data") OR (COMPANY AND "preclinical results") OR (COMPANY AND "our data") OR (COMPANY AND "our results") OR (COMPANY AND "our findings") OR (COMPANY AND "poster") OR (COMPANY AND "abstract") OR (COMPANY AND "oral presentation") OR (@COMPANY AND "NEJM")
- We searched for posts from US-based pharmaceutical companies with oncology, cardiovascular, or neurology therapy areas as identified through a Global Data Search. The criteria and data retrieved were classified in one of the 3 following categories: small (<1K employees), mid-sized (1-10K employees), and large (>10K employees) companies
- The posts were identified and classified as linking to a publication or congress presentation either directly or via press release. Announcements of topline/preliminary results were excluded

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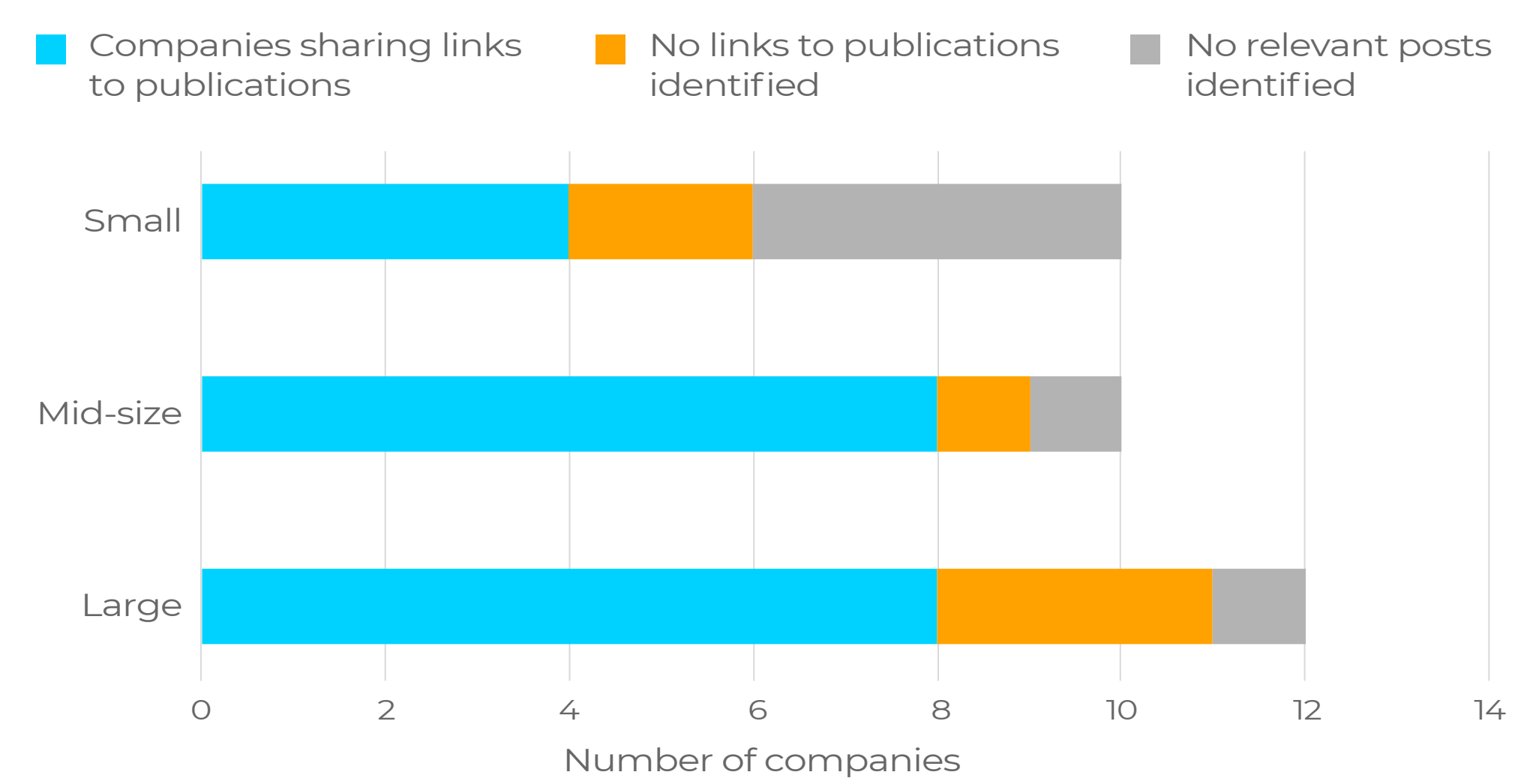
Disclosures

All authors declare that they have no relationships with organizations that provide healthcare goods or services or with proprietary entities that pertain to the information presented in this poster. All authors are employees of Healthcare Consultancy Group companies.

Results

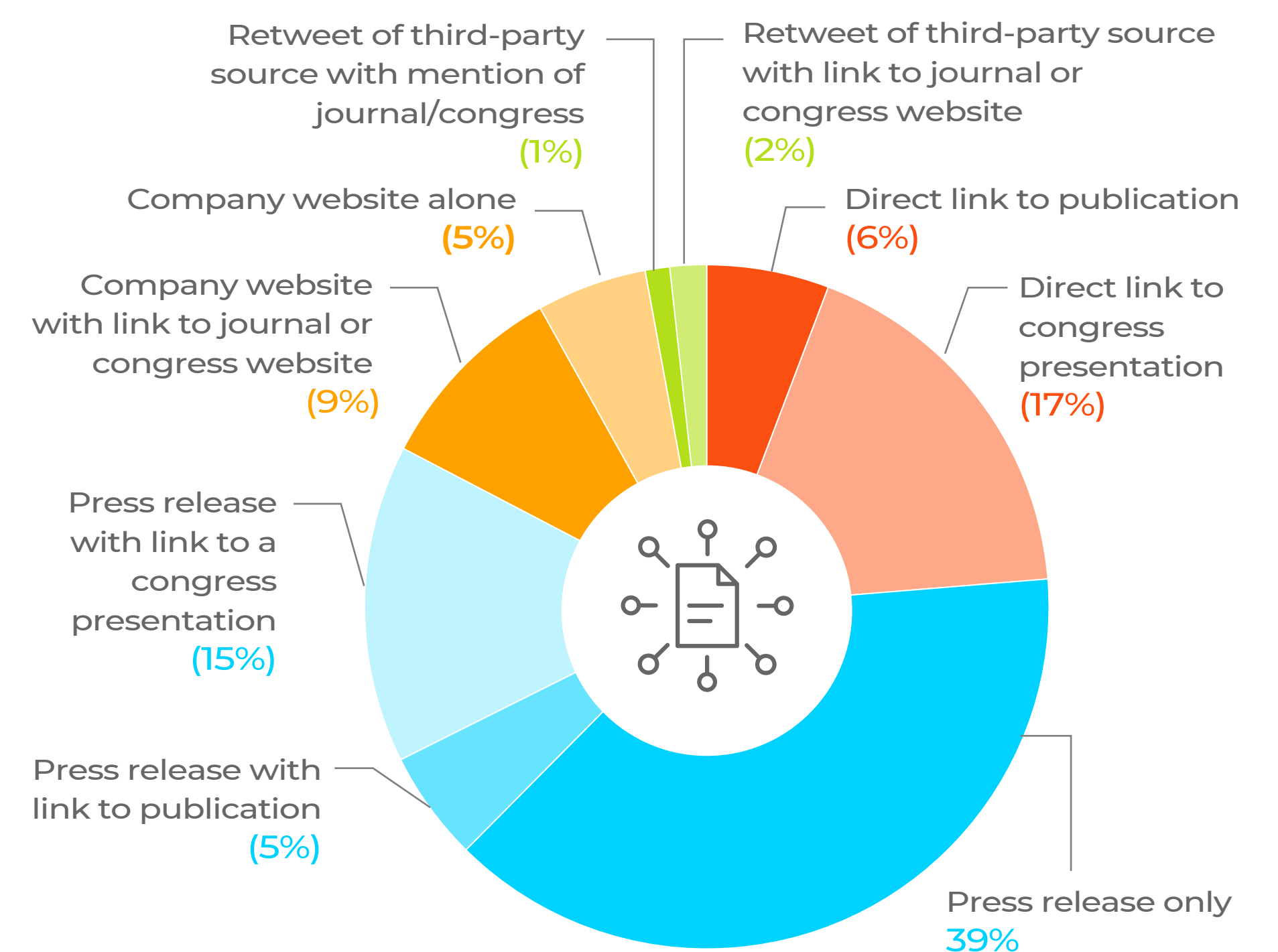
Most companies with identified posts shared links to publications in some format

- 32 companies were analyzed; from which a total of 1472 posts were retrieved using the defined search terms
 - Six companies had no relevant posts
- Of the posts retrieved, we identified 171 data-related posts from 26 companies
- Most companies (n=20) with identified posts shared links to publications in some format



Publications were most frequently shared through a press release, most often without a direct link to the publication

- Approximately 50% (93/171) of identified relevant posts provided a link directly to the publication or congress presentation – whether through a press release, company website or retweet of a third-party post
- A small number of posts (39/171) that linked directly to the publication or congress presentation were observed the categories; 10 included a link to the publication and 29 to a congress presentation
 - A small number of posts included a direct link to download a congress presentation
- Of the 102 posts containing press releases, 9 included a link to the publication and 26 to a congress presentation



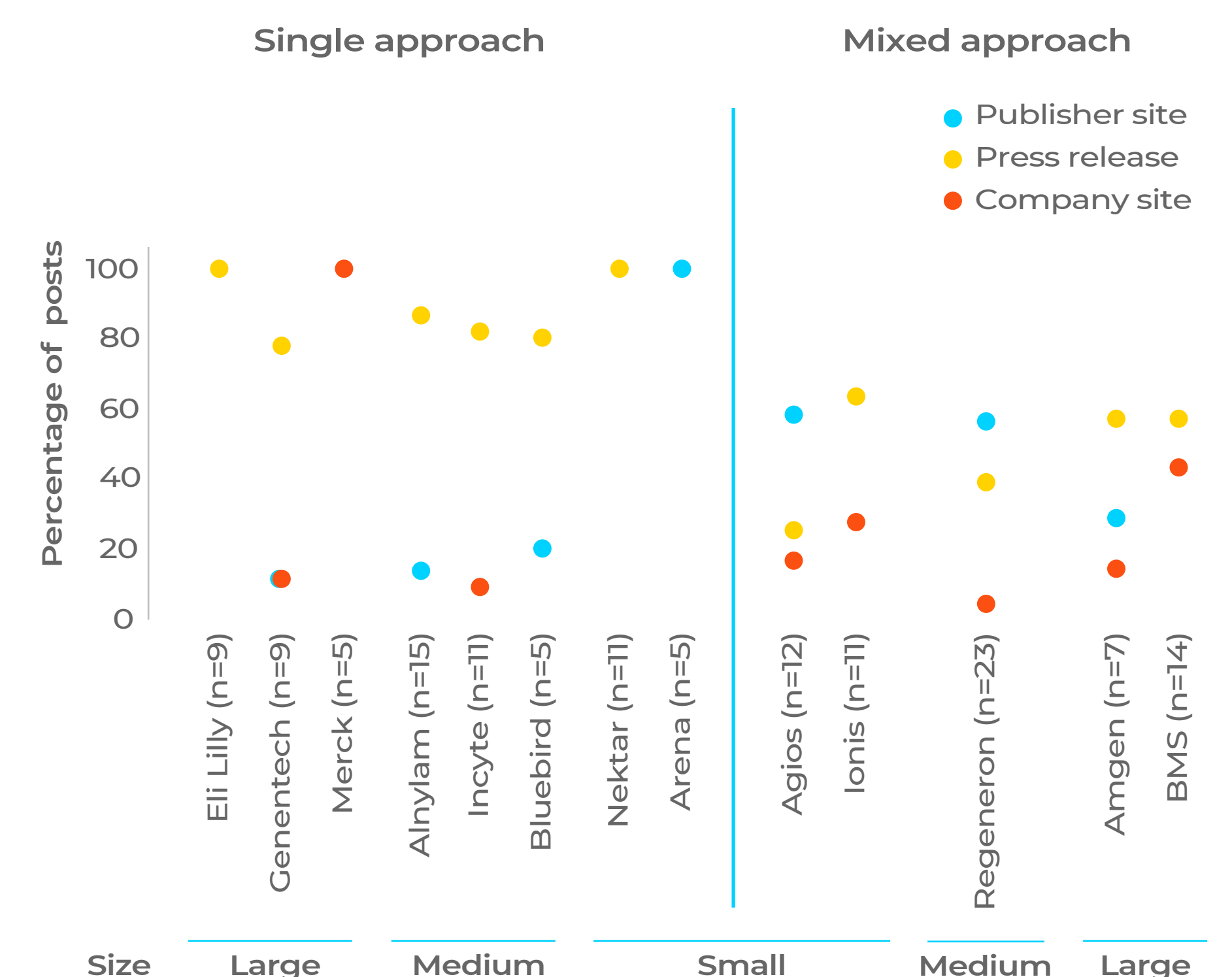
Example: Posts linking directly to publications

Example: Post with link to the company website with link to the publication

Example: Retweet of third-party industry news source including a link to the publication

Companies sharing links to publications used a variety of approaches

- Upon observation, press releases were the preferred approach to sharing publications by large, mid-size, and small companies; however, some companies used several different methods
- Potentially due to small sample size and search limitations, there was no pattern observed across small, medium-sized, and large companies
- Posts sharing publications directly were observed across different therapeutic categories
- Posts sharing clinical publications did not summarize the findings, in contrast to posts sharing pre-clinical publications



Example of posts sharing clinical vs preclinical publications

Sharing publications over social media may allow for good reach and level of engagement irrespective of company size

Reached 3,026 of a targeted audience
 Engagement of **5 RTs, 1 comment** and **21 Likes**

Reached 26,796 of a targeted audience
 Engagement of **27 RTs, 4 comments** and **45 Likes**

Take our TWITTER POLL!

Share your experience and challenges around using social media to share publications

TAKE POLL

Conclusions

- Most companies in our analysis shared publications through a press release
- In our analysis, a minority of companies posted direct links to publications, however no definitive pattern was observed
- Limitations of the study include its small sample size and a focus on Twitter, with the exclusion of other social media platforms such as LinkedIn
- Our observations indicate moderate engagement with tweets linking to a publication, which may be amplified or improved with consistent practices, metrics, and strategic approaches