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ISMPP University

Let's Get #Social
with Published Research

June 22, 2022





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- This webinar has been approved for **1.5 ISMPP CMPP™ Recertification Credit**. *Please capture a screenshot of the title slide to submit for credit*
- Be sure to enter **CMPP credits** earned at the 18th Annual Meeting
- Get involved and make great connections! **ISMPP Annual Volunteer Drive is now**. Apply by this Friday, June 24th to be a part of an ISMPP Committee





How To Ask Questions

Feel free to ask a question at any time, however all questions will be held until the end the of the presentation.

To ask a question, open the Q&A window, type your question into the Q&A box. **Click Send**

Note: Check **Send Anonymously** if you do not want your name attached to your question in the Q&A

We will make every effort to respond to all questions live (out loud)



Faculty



Sue Egan

Sue Egan Associates
Limited



Kelly Soldavin

Senior Editor
Medicine & Health Journals
Taylor & Francis Group



Ajit Kulkarni

Director Social & Medical
Digital Strategy & Comms
Novartis



Moderator, Tom Rees

Director of Innovation
Oxford PharmaGenesis



Dikran Toroser

Senior Director, Publications, Merck



Hetal Patel

Global Head of Stakeholder Engagement
Boehringer Ingelheim International GmbH



Disclaimer

- Information presented reflects the personal knowledge and opinions of the faculty and does not necessarily represent the position of their current or past employers or ISMPP



Thank You, Social Media Guidelines Workstream!

- Neil Adams, Karger Publishers (co-lead)
- Kelly Soldavin, Taylor & Francis (co-lead)
- Kathleen Broderick, Amylyx
- Kathryn Coles, Envision Pharma Group
- Anna Geraci, ISMPP
- Michelle Kissner, Pfizer
- Matt Lewis, MEDiSTRAVA
- Tomas Rees, Oxford PharmaGenesis
- Roshini Sequeira, Boehringer Ingelheim
- Maya Shehayeb, Amgen
- Lana Vegman, Novartis

**The Social Media Guidelines Workstream is part of the
ISMPP Social Media & Web-based Metrics Working Group**



Objectives

- Differentiate between the potential uses of social media within scientific publications
- Identify and describe organizations' practices and guidance related to social media
- Acquire knowledge about the practical considerations for implementation of social media strategy
- Collaborate with industry partners to disseminate research and scientific publications



Should Pharma be communicating information about peer reviewed publications via social media?

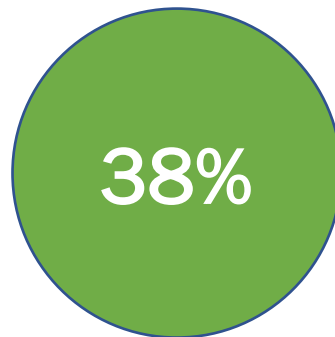
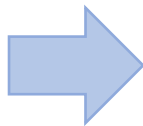
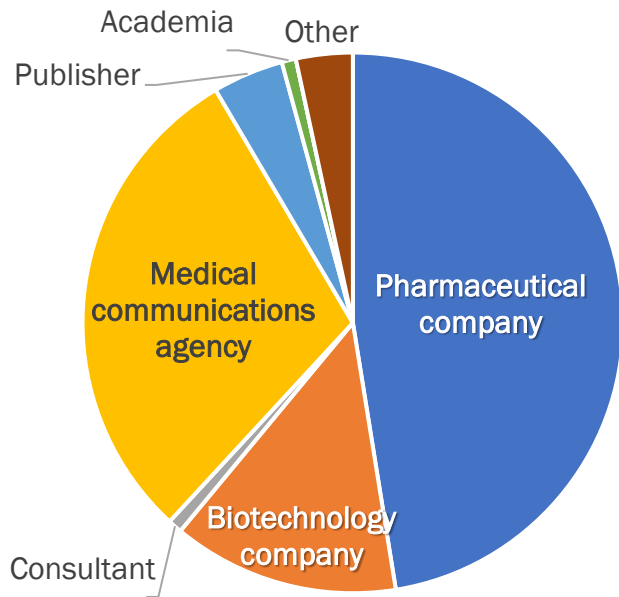


9

- No – the compliance issues are too challenging
- No – the value is too limited
- No – but they should encourage publishers to do so
- Yes – the risks of not using social media are too great
- Yes – it's important for transparency



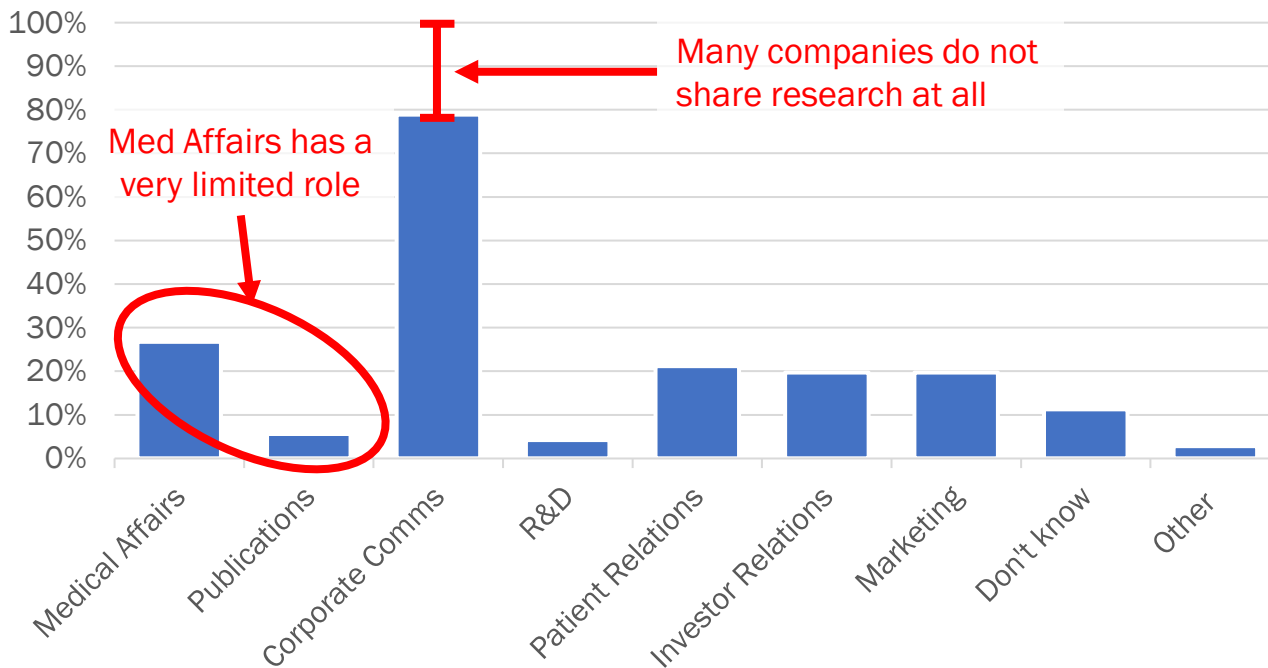
We surveyed 118 people across a range of business types



...said their company had guidelines in place on how to share journal links via social media



Q: Which departments in your organization use social media to share publications, disease state education and related information?





Social Media Guidelines: **PUBLISHER PERSPECTIVE**

Kelly Soldavin
Senior Editor

Taylor & Francis Group

kelly.soldavin@taylorandfrancis.com



Publisher Approach to Social Media



✓ **WHY** are publishers using social media?



✓ **WHAT** social media platforms are used by publishers?



✓ **WHAT** type of social media accounts are used by publishers?



✓ **HOW** do publishers decide what research to disseminate on social media?



✓ **WHO** from the publishing team manages the social media accounts?

Guidance Provided by Publishers

<https://authorservices.taylorandfrancis.com/wp-content/uploads/2020/09/Using-Social-Media-2020.pdf>

AUTHORSERVICES
Supporting Taylor & Francis authors

Taylor & Francis Group
an informa business

Using social media to promote your research

From just one article* Taylor & Francis has seen:

- More than **1,651 tweets** from 1,482 accounts, reaching over 2.5 million combined followers
- Appeared in **23 news stories**, including *Times Higher Education* and *The Conversation*
- Posts on **6 public Facebook walls** and featured in **12 blogs**
- Resulting in over **156,650 article views** since March 2019

* Altmetric data. "Moving to a world beyond 'g' < 0.05". *The American Statistician*, Nicole A. Lazar, Allen L. Schirm & Ronald L. Wasserstein, taken on 26 February 2020.

What are Taylor & Francis authors doing?

- 50% of authors are planning to share their free eprints
- 44% are announcing the publication of their article on social media
- 63% are updating their publication history on professional social networks
- 22% are mentioning their article publication in their email signature
- 18% are posting a link to their article on share services

Want to know more? Read our tips on promoting your research.

Guidance, developments, news and ideas for Taylor & Francis authors

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<https://authorservices.taylorandfrancis.com/research-impact/a-guide-to-twitter-for-researchers/>

A guide to Twitter for researchers

< Back to Research Impact

I'm a researcher. How is using Twitter going to benefit me?

A search in Google will come up with a long list of academics explaining how Twitter has benefited their research, before and after publication. Twitter can be a useful tool to:

- Connect with other academics in your field
- Ask questions. ("crowdsourcing") ideas
- Spread
- Public

Use social media to promote your article

Increasingly researchers are turning to social channels to help share their research. As a first step, check to see which platform your peers and intended readership are using and engaging with the most – you don't need to be active on all the channels. Here are some quick tips for promoting your article on some of the key social media platforms (Twitter, Facebook, and LinkedIn):



- **Announce your published work along with a link to your article.** Tag co-authors, your publisher (e.g. @tandfonline), funder and institution, and anyone else you think might be interested in your paper. For Twitter you can post multiple times a day, whereas Facebook and LinkedIn once per day is optimum.
- **Include hashtags** that your intended audience are using, doing a little research on Twitter beforehand to find the best ones to use. This will make your tweet part of a bigger conversation, meaning you might reach an even wider audience for your research. If you're attending a conference use the conference hashtag (e.g. #ScholarlySummit) to discuss ideas raised during the conference, as well as to make connections during

Read our ca
media can c

<https://authorservices.taylorandfrancis.com/research-impact/#promoteyourarticle>



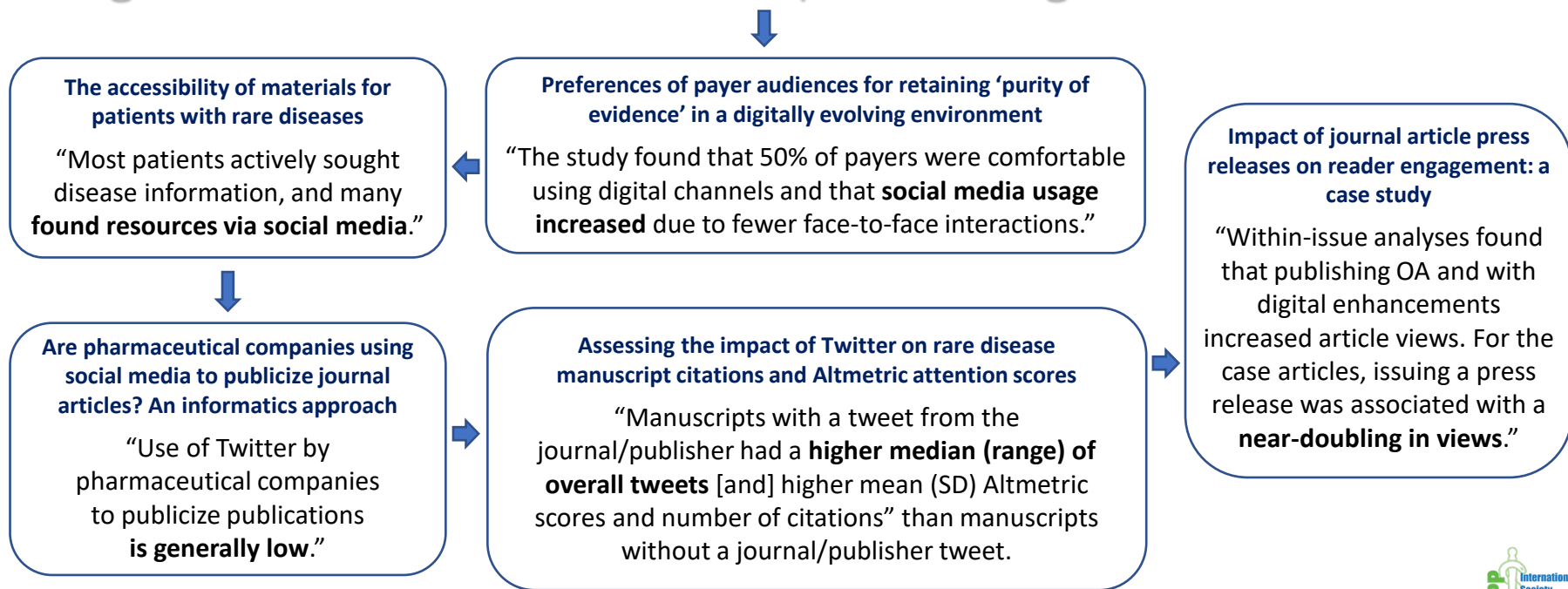
Limitations of Publisher Guidance

- ✓ **Focused** on author-created social media posts
- ✓ **Created** for a wide audience, especially academia
- ✓ **Tailored** to researchers who have less experience with social media
- ✓ **May not reflect** social media practices specific to the journal or to medical publishing
- ✓ **Unlikely to provide** advice on adhering to compliance or regulatory guidance



Recent Evidence about Social Media

Original Abstracts from the 2022 European Meeting of ISMPP





Collaborating with Publishers



- **Ask the journal editor about:**

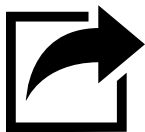
- ✓ How your research can be shared on social media
- ✓ Other opportunities available for research dissemination



- **Identify what parts of the article are most attractive** to social media audiences – graphical abstracts, PLS, infographics



- **Publish your research open access**, if possible
- **Share the publisher/journal's social media posts** about your research



- **Consider a collaborative approach** to amplify the research for future relevant events



Social Media Use in Publications **GPP4 PERSPECTIVE**

Dikran Toroser
Senior Director, Publications
Merck



GPP4 recommendations on Social Media

- Undoubtedly, communications *via* social media can increase the accessibility/discoverability of content
- Hence, GPP4 carefully addressed social media posting about company research and peer-reviewed publications
- Social media postings are available to the *general public*. Hence, must *not appear promotional* and should maintain safe harbor principles
- Compliance processes must be maintained regarding label indications and pharmacovigilance obligations



Continued recommendations...

- Sponsor/company/agency employees should work through appropriate channels in their company (eg, public relations and external communications) and follow their internal compliance process for social media
- Academic researchers and others should also follow any social media guidelines and publication policies set by their employers
- Individual employees should avoid using personal social media accounts to post about products/research or biomedical publications of such research
- Social media postings and press releases should not violate congress/journal embargoes.

U.S. Food and Drug Administration. For Industry: Using Social Media. <https://www.fda.gov/about-fda/center-drug-evaluation-and-research-cder/industry-using-social-media>. [Accessed March 2022].



Social Media Use in Publications

REGULATORY AND COMPLIANCE

Sue Egan
Sue Egan Associates Limited



Social Media Risks

- Limited guidance, see resources page
- Think carefully about your purpose, target audience, and key messages
- Risks include
 - Safety data / Adverse Drug Reaction reporting non-compliance
 - Direct to consumer advertising (not allowed outside USA)
 - Off-label promotion
 - Overlap between professional / personal lives
 - Failure to adopt social media



Other Social Media Considerations

- Use appropriate channels and content for the audience
- Global reach, even if initial post is restricted / geo-tagged
- Disinformation – who has control of the message?
- Effects of potential re-post / like / comment / use of #tag
- Need robust internal policies / procedures covering use of social media
- If it's not allowed off-line, it's not allowed online



Resources

- [FDA Guidance for industry on the use of social media](#)
- [EMA Guidance on Social Media and Mobile Health](#)
- [IFPMA Code](#)
- [EFPIA Code](#)
 - [Pharma and use of social media – EFPIA guidance](#)
 - See also Annex G of EFPIA Code – principles for the use of digital channels
- [PhRMA Code](#)
- [JPMA Code](#)
- Contact details: Sue@SueEgan.co.uk



Social Media Use in Publications PHARMA PERSPECTIVE

Hetal Patel
Global Head of Stakeholder Engagement
Boehringer Ingelheim International GmbH



Disclaimer

- The views and opinions expressed are individual, and do not represent Boehringer Ingelheim International GmbH.

Our stakeholder behaviors are changing...

HCPs are online



>70% of HCPs spend more than 1 hour of their workday online. Half of this time is to aid their clinical decision-making

HCPs are on social networks



70% HCPs report using social media for professional purposes

COVID has driven uptake



81% HCP use of social media
52% doctor-only networks usage

References: ePharma Physician® U.S. 2019 pre-covid data; DRG Taking the Pulse® U.S. 2020

52% of caregivers had participated in an online social activity related to health in the past year, and **70%** were seeking out information and support online for their loved one

Patient communities and groups have **24** times more social media activity on average than health industry companies

91% of participants said online communities play a role in their health decisions

How patients use social media:

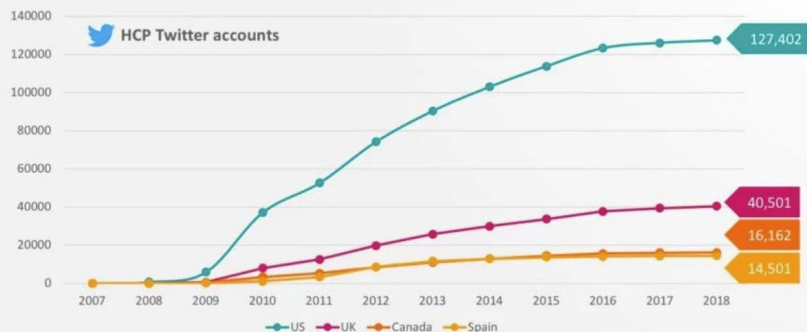
- Gather information
- Read reviews
- Share reviews
- Share a personal health experience
- Engage with others about a health experience

Sources: WeGo Health, PwC, Pew Research

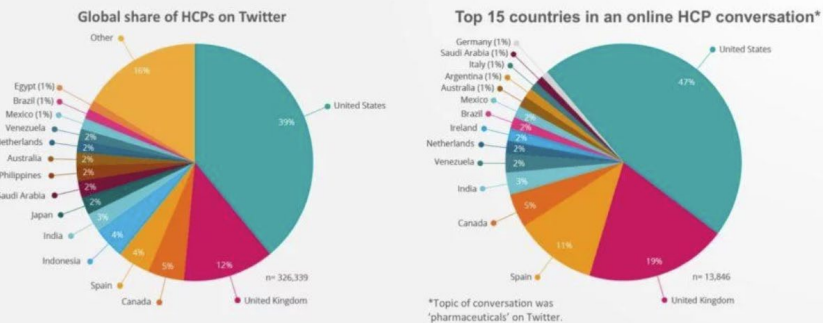
evok
advertising

Trends of US HCPs on social media

#1 - US HCPs are early adopters on social media



#2 – the US has the most HCPs online, and they post the most content





Best practices for planning and implementing social media strategy

Planning

- Understand how your target audience consumes data
- Discuss and define campaign objectives, targeting, content, measures
- Align early on – **internal teams (legal, compliance, PR), authors**, budget, platform and country-specific requirements
- Involve your agencies (Pubs & PR) right from the start

Execution

- Choose the right platform(s) based on objectives
- Make content more ENGAGING and be innovative
- Drive science → non-promotional (tone/message), scientifically objective, not misleading, and avoid brand colors
- Monitor and measure metrics; stay within budgets
- Communicate with countries/corporate for possible retweeting
- Maintain library of old graphics/images/posts for repurposing

Compliance

- Invite compliance teams to educational events such as ISMPP to keep abreast of industry trends
- Share examples from peer companies
- Engage early on social media strategy and plans – clearly articulate how, when, who, where
- Work cross-functionally [medical (publications), PR, legal, compliance, regulatory] to create aligned guidance/review process for use of social media in publications/medicine



Social Media Use in Publications **PHARMA PERSPECTIVE**

Ajit Kulkarni
Dir. Social & Digital Medical Strategy & Comms
Novartis Pharmaceuticals Corporation
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Disclaimer

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How do you measure success/impact

- What matters to you
- What matters to your audience
- How you create content for it
- How do you measure success for these factors?



Metrics Vs KPIs

- Does your audience appreciate your content?
- What is the impact beyond exposure to your immediate social network?
- Is my audience willing to engage in a meaningful dialogue?



Examples of Publications Social Media Posts

 **Gilead Sciences**  @GileadSciences · Apr 29, 2020

Gilead announces results from **Phase 3** trial of investigational antiviral in patients with severe COVID-19: bit.ly/2Wd9fQs.

 **GILEAD**
Creating Possible

“The study demonstrates the potential for some patients to be treated with a 5-day regimen, which could significantly expand the number of patients who could be treated with our current supply. This is particularly important in the setting of a pandemic, to help hospitals and healthcare workers treat more patients in urgent need of care.”

Merdad Parsey, MD, PhD
Chief Medical Officer

 59  457  592 

 **Lilly Medical US**  @LillyMedical · Jun 10

Detailed results of our phase 3 clinical trial evaluating the efficacy and safety of our investigational drug for the treatment of **#obesity** have been published in @NEJM:

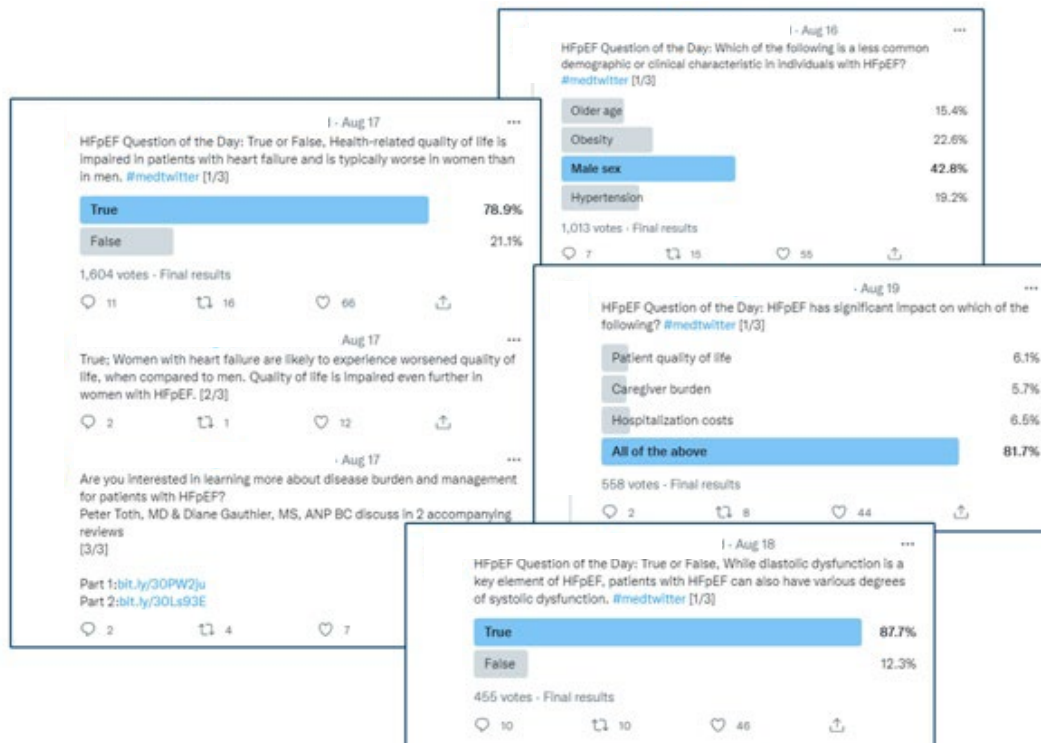
e.lilly/3Q9Rpcp



NEW DATA

 4  15  53 

An example of a social media post metrics



324,643 Impressions



297 Engagements



3,630 Poll Votes



69 URL Clicks



Faculty Discussion

You can submit questions at any time.

To ask a question, open the Q&A window, type your question into the Q&A box. [Click Send](#).



Audience Q&A

To ask a question, open the Q&A window, type your question into the Q&A box. [Click Send](#).



Should Pharma be communicating information about peer reviewed publications via social media?



- No – the compliance issues are too challenging
- No – the value is too limited
- No – but they should encourage publishers to do so
- Yes – the risks of not using social media are too great
- Yes – it's important for transparency



Have you been involved in discussions around the communication of publications on social media?



- Yes
- No



Call to action

- Collaborate with your publisher/journal team to share your published research on social media
- Follow your company compliance process and EDUCATE your main stakeholders on SOCIAL MEDIA. There is obviously ample need/opportunity for education on this CRUCIAL SUBJECT
- Think about how you **can** use social media, and then use appropriately
- Take the initiative to drive creation of guidance/process for social media use in publications in collaboration with your legal, compliance, and PR colleagues
- If you have not already, open a social media account/handle and share a publication post this year.



Upcoming ISMPP U Webinars

June 29, 2022:

Asia Pacific ISMPP U: HCP engagement in a digital world

July 27, 2022:

Authorship Algorithm



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Faculty Bios



Tom Rees



- Medical communications professional with over 20 years industry experience
- Keen interest in measuring and increasing the impact of publications.
- Member of the ISMPP Social Media working group for the past 4 years
- Co-author on several ISMPP posters and articles on the use of social media in publication planning



Kelly Soldavin



- Senior Editor with Taylor & Francis Group, managing a portfolio of clinical medicine research journals
- Passionate about ethical, accessible, and innovative publishing, with a focus on omni-channel research communication
- Speaker and moderator for ISMPP annual meetings, ISMPP U webinars, and other industry conferences
- Member of ISMPP Social Media & Web-based Metrics working group and ISMPP Annual Meeting program committee



Dikran Toroser



- PhD in Biochemistry/Molecular Biology from Newcastle upon Tyne (UK). He did his post-doc at the Cambridge lab (UK) on genetics and then moved to the US to work as a biochemist/researcher for the USDA and UNC.
- In Pharma since 2004. Most recently at Amgen and Takeda as a Publications Group Lead.
- Extensive background in publication planning as well as medical writing. Has held leadership roles in many therapeutic areas, including: Immunology, hematology, rare diseases, cardiovascular, neuroscience and vaccines.
- Active in publications-related professional organizations (AMWA, ISMPP and ACSE) and most recently has been involved in compiling guidelines for the publications profession (eg, AMWA/EMWA/ISMPP Joint Position Statement and “GPP4”, the Good Publication Guidelines. He is one of the founder faculty for the UC San Diego medical writing certificate and a consulting director.



Sue Egan



- Former ethics and compliance leader in pharmaceutical companies from single country to international VP
- Consultant for global, regional, and country clients in matters relating to business ethics and compliance
- Renowned trainer and congress speaker



Ajit Kulkarni



- Experienced in academia and Pharma Medical Affairs. [Ajit has authored, co-authored 15 scientific papers, and has served on the editorial board of Scientific Reports (npg).]
- Provides strategic and operational guidance for US Novartis Pharma medical Twitter and LinkedIn channels
- Highly interested in the impact of novel digital platforms on pharma medical communication



Hetal Patel



- Five years of experience in Medical Publications (US and Global) and 20 years total in Medical Affairs
- Early adopter of digital extenders, PLS/PLSP, and social media use in publications
- Presented at ISMPP 2021 on Digital Enhancements in Publications