



Strategic Social Media Selection for Data Dissemination: Optimizing HCP Engagement Across Platforms

September 24, 2025

Webinar will begin
promptly at 11:00 ET



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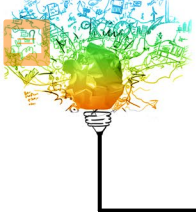
November 13-14
Boston, MA

What topics are covered?

- ❖ Publication planning
- ❖ Visual communications
- ❖ GPP, best practices, SOPs
- ❖ PLS/PLSPs
- ❖ Practical AI
- ❖ Small group activities

Who should attend?

- ❖ Biotech, Small pharma and Medical device teams
- ❖ Newer to med pubs/comms
- ❖ Team knowledge-sharers
- ❖ Anyone who wants to build their expertise!



2026 26-28 January
London, UK

European Meeting of ISMPP

9 September

Registration, Exhibits
and Sponsorships Open

3 October

Session Proposal
Submission Deadline

17 October

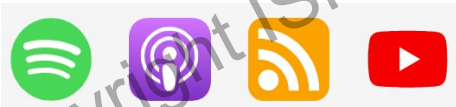
Abstract Submission
Deadline



Check out our related podcast...



Amplifying Medical Publications Through Social Media





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)

Disclaimer

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



Today's Faculty



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Learning Objectives

Strategic Foundation Building

- Overview of current social media guidelines and what's possible within regulatory frameworks
- Leveraging recent survey data on HCP social media usage patterns
- How environmental changes have shifted the social media landscape away from single-platform dominance
- Using audience insights to inform channel selection and content strategy

Platform Insights

- Understanding the best uses for each platform
- Reviewing benchmark examples to assist in compliance conversations

Multi-Channel Excellence

- Developing a cohesive multi-channel approach that maximizes reach and engagement
- Aligning communication objectives to the ideal channel mix





Why are we moving beyond traditional channels?

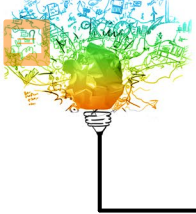
1. HCPs Changing Behaviors: consumption of scientific information via mobile and social media platforms
2. Time Constraints Among HCPs: summarized, easily digestible information desired
3. Declining Engagement with Traditional Channels
4. The Multi-platform Era
5. Regulatory Environment: New internal and external guidelines (e.g., EFPIA, PhRMA) offer clearer pathways for compliant engagement
6. Patient-Centricity and Transparency
7. Competitor and Industry Benchmarking
8. Data-Driven Insights and Optimization



Social Media Guidelines

Leslie Rotz

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How stringent are your organization's guidelines regarding social media usage in sharing information intended for HCPs?

1 – Not very stringent

2 – Somewhat stringent

3 – Neutral

4 – Stringent

5 – Very stringent



Key takeaways for publication teams



Company
Responsibility &
Transparency



Content
Requirements
& Balance



Handling Off-
Label/
Unapproved Uses
(SIUU)



Monitoring &
Pharmacovigilance



Best Practices
& Internal
Alignment

Tease: Stay tuned for the full ISMPP Guide to Social Media Guidelines for Publication Professionals, releasing soon, providing a comprehensive resource for the evolving world of medical communications!



Moving from compliance to strategic channel selection

The next question becomes...
where should we focus our efforts?



A systematic approach to choosing the right platforms for maximum impact, both traditional social channels and closed HCP channels



Strategic social media channel selection

How do we identify the strategic opportunity for the dissemination of data and other related communications via a variety of social media channels to increase visibility and spark scientific exchange?



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Audience Insights

Dave Shoup

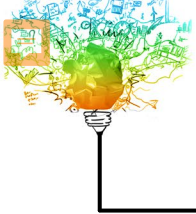
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Insight generation vehicles

- Syndicated research
- Behavioral data
- Internal insights (MSL conversations)
- OL identification & social listening
- **Target audience surveys**

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What social media channels are your publications and/or Medical Affairs organizations currently using? Select all that apply:

- X
- LinkedIn
- YouTube
- Instagram
- Facebook
- Doximity
- SERMO
- Other
- None

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Survey Methodology

- The survey was deployed via the Sermo RealTime platform August 8-10, 2025, to HCPs in any specialty or role
- After the screening questions, 115 healthcare professionals (HCPs) qualified for the survey

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Key Take-Aways

- 76% of HCPs find closed platforms extremely/very valuable vs 34% for open platforms
 - Sermo and Doximity (closed platforms) are used the most by respondents for clinical information followed by LinkedIn, Instagram and X.
- Newer platforms like Bluesky, Threads, and Mastodon continue to be used by a small group of HCPs at only 3% or less
 - Only 24% of respondents are considering using and/or adding another platform in the near future
- 76% of HCPs are on social media for over 30 minutes/week. 46% over 60 minutes/week
- HCPs are differentiating platforms based on personal vs professional reasons
- Primary reasons HCPs use professional platforms
 - Access clinical information shared by peers
 - Participate in healthcare-related conversations/discussions and professional networking
 - Access clinical information shared by pharmaceutical/biotech manufacturers
 - Share information with others (HCPs, patients)



Key Take-Aways

- 85% of HCPs feel that closed platforms are much more/somewhat more medically/professionally focused than open platforms
- 72% of HCPs agree that closed platforms are where the most valuable clinical conversations take place mainly due to the fact they can focus on medical information without having to wade through unrelated noise
- 84% of HCPs say they are more willing to share detailed cases or tough clinical questions on closed platforms
- 80% of HCPs trust the medical information seen on closed platforms more than what is seen on public platforms

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Key Take-Aways

- Characteristics that influence HCPs decision to choose one social media platform over another
 - Type of content typically shared (e.g., clinical updates, personal stories, lifestyle content)
 - Specific audience type (e.g. only HCPs)
 - Presence of peers you know
 - Overall size of the platform’s user base
 - Ability to share information (features, posting tools, interactivity)
 - Post format requirements (e.g., short text posts like X/Threads, image-first posts like Instagram)
 - Content shared by pharmaceutical or biotech companies
 - Presence of specific digital opinion leaders you follow
 - Access to HCP users outside the U.S.
 - Political/environmental reasons

But want to get to a point where research is personalized, mini persona, etc






CHANNEL PREFERENCE SUMMARY

- Colleagues and free professional portals are important information sources for new medical developments
- The ASA website, Medscape, and Anesthesiology News are the top websites visited by Anesthesiologists
- traditional social networks are in the top 10 of media used by Anesthesiologists

AUDIENCE BEHAVIOR ANALYSIS & INSIGHTS

- Uses many traditional and/or professional social networks daily or every other day
- Spends more time on traditional social networks
- More frequently visits traditional social networks than professional social networks
- Actively following/engaging with medical accounts (both anesthesiology-specific and general medical) on traditional social networks. Particular interest in journal accounts
- Prefers formats that allows for shorter content, such as posts or summaries

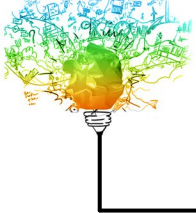
CONTENT PREFERENCES

- 
96% have read a short summary, article, or post in the past month
- 
86% have read an in-depth, detailed white paper or article in the past month
- 
82% have watched a video less than 15 minutes

SOCIAL MEDIA USAGE



- **63%** of Anesthesiologists will use both traditional and professional social networks for professional reasons
- Anesthesiologists connect most with colleagues, associations, and medical journals on social media
- Over **40%** of Anesthesiologists have clicked to read a full article or searched for more information
- Other actions taken on a post include discussing with a colleague, reading responses from others, and clicking to view a full video
- **55%** of Anesthesiologists are active on social media in order to stay current on efficiency and safety updates
- Posts from medical journals, colleagues and peers, and associations make the most impact on prescribing/treatment decisions



- What are the core challenges for you and/or your organization re: gathering audience insights?
 - Lack of clarity around responsibility for this function
 - Budget
 - Compliance
 - Not knowing where to start
 - None of the above
 - All of the above

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Platform Insights

Leslie Rotz

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Platform Summary

Content Categories						Post Formats					Medical Affairs Presence
Channel	Publications	Clinical Trials	Disease State Education	Congress Activity	Medical Information	Text	Image	Video	Carousel	Polls	Est. Number of Medical Affairs Accounts
LinkedIn	X	X	X	X	X	X	X	X	X	X	15
YouTube	X <i>E.g. video abstracts</i>	X <i>E.g. physician-led explainer videos</i>	X					X			3
X	X	X	X	X	X	X	X	X	X	X	24
Facebook	X	X	X	X	X	X	X	X	X	X	4
Instagram		X	X				X	X	X		4
Bluesky	X	X	X	X	X	X	X	X	X	X	1
Doximity	X	X	X			X	X	X	X	X	
Sermo	X	X	X	X	X	X	X	X	X	X	



Benchmarking for Compliance Partnership

Leslie Rotz

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Workshopping Options with Compliance

Compliance review packages and workshops can include:

- **Channel strategy**

- Audience Insights
- Platform Insights

- **Benchmark examples**

- **Options for risk mitigation**

- Comments and/or direct messages
- Appropriate disclaimers
- Audience targeting
- Content scenario planning
 - SIUU
 - Unique MOA
 - Co-promote

LinkedIn

Best used to increase data dissemination and engagements with key content

Content categories include:

- Publications
- Congress presence and presentation awareness
- Clinical trials
- Disease state education
- General medical information

Key formats include single image, video, document/carousel, and polls

YouTube

Best used to communicate medical and scientific information for educational purposes. Elevate video content of disease education – either quick and informative (less than 60 seconds in length) or longer and more in-depth (more than 5 minutes in length)

Content categories include:

- Disease state education
- Publications
- Clinical trials

Key formats include long form video (more than 5 minutes in length) and shorts (less than 60 seconds in length)

YouTube operates as a search platform, aligning more closely with Google than traditional social media. While our target audiences use it heavily, they spend just 20-30% of their time viewing medical content!

Facebook

Best used to increase awareness and engagement with key content

Content categories include:

- Publications

Best used for increasing awareness and presentation awareness

Best used for disseminating educational information

Best used for disseminating information via single image, video, story, carousel, and document

Sermo (closed social network)

Best used for sharing medically relevant information among a physician/APP audiences with the ability to gather actionable analytics

Content categories include:

- Insights-Driven disease state education
- Publications
- Congress presence, event registration, and presentation awareness
- Clinical trial awareness and recruitment
- General medical information
- Generate Peer-to-Peer engagement

Key formats include posts/survey, image, video, carousel, newsletters, market research, social intelligence, and polls



Laddering Up To Communication Objectives

Vishakh Iyer



Case Study

OncoZyme has just been approved! Exciting news!

- First-in-class for the treatment of NeoCancer.

Three Medical Objectives have been defined:

- Raise awareness of NeoCancer as a critical oncology condition, providing HCPs with essential information on its symptoms, diagnosis, and the importance of early intervention.
- Ensure HCP awareness of a company-sponsored oral presentation at the upcoming Global Oncology Congress, focusing on the Phase 3 clinical trial data.
- Disseminate pivotal Phase 3 clinical trial data for OncoZyme, emphasizing its efficacy and safety profile as outlined in an article published in the high impact “OncoScience” journal.



Considerations for Decision

- **Develop scientific communication objectives** from medical objectives to underscore the **key ideas that need to be disseminated** via various communication channels.
- **Co-ordinate and discuss plans** with the right internal stakeholders and governance structures **transforming potential gatekeepers into strategic partners**. E.g. MLR
- **Classify HCP audiences** into distinct personas based on **specific educational needs and motivations**. E.g. Academic vs. Community Oncologists.
- Match **clinically relevant scientific narratives** to personas and **select appropriate channels and formats**.
- **Customize content and tailor messaging depending on channels and the audiences being targeted**. E.g. expertise, clinical focus, decision making context
 - **Omnichannel strategies**: A cohesive and seamless experience across various devices and interaction points.
- Determine **relevant metrics** to assess how effectively a tactic or initiative fulfills its intended purpose.
- Use relevant data and collect insights to **continuously improve and refine** social media plan.



Thank you!
Attendee Q&A

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October 2025:

The Hidden Costs of Inefficient RFI/RFP Processes – And How to Fix Them

November 2025:

TBC or Skip Month for Academy



ISMPP Podcast: In Plain Cite

September 2025:

Amplifying Medical Publications Through Social Media

October 2025:

From Conflict to Consensus: Best Practices and Pitfalls in Publication Steering Committees



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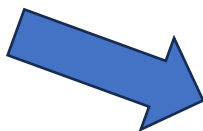
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