

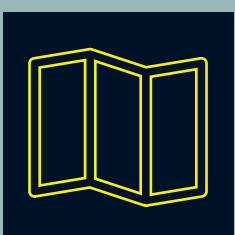
Data Amplification Trends via Twitter for Pre- and Postapproval Products



Poster 5
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Introduction

-  **Pharmaceutical companies strive to reach as many health care professionals** as possible with data that support the safe and effective use of drugs
-  **In recent years, Twitter became a predominant forum for scientific discourse** within social media, providing an opportunity for dissemination of data via a widely accessible medium
-  However, **the industry has struggled to take advantage of this opportunity** due to a lack of guidance around compliant implementation from guideline organizations (eg, Good Publication Practice) and regulators (eg, US Office of Prescription Drug Promotion)
-  **In fact, studies** have demonstrated that pharmaceutical companies identify the **lack of industrywide compliance guidelines as a major concern regarding social media use**¹; this has been reflected by its limited use to directly link to publications²

Objectives

- To analyze current practices employed by large pharmaceutical companies that use Twitter most frequently to share clinical data on pre- and postapproval products
- To encourage greater scientific discourse through untapped mechanisms such as Twitter

Methods

Of the top 10 global pharmaceutical companies, as determined based on 2021 revenue,³ we identified the **3 Twitter accounts with the highest tweet volume from August 2021 to August 2022**

One to 2 preapproval and 1 to 2 postapproval drugs were identified for each company

The content of tweets from each company was screened to identify those that pertained to the identified drugs by mentioning product names or their target indications

Selected tweets were analyzed for use of product names, inclusion of hyperlinks, hyperlink destinations, and engagement (likes, replies, retweets, and quote tweets)

Results

307 tweets met the selection criteria (Company A, n = 165; Company B, n = 114; Company C, n = 28)

Companies refrained from using branded or unbranded product names in the text field of tweets, regardless of approval status

Instead, tweets alluded to drugs by identifying their class and target indications (eg, small molecule receptor X antagonist to treat disease Y)

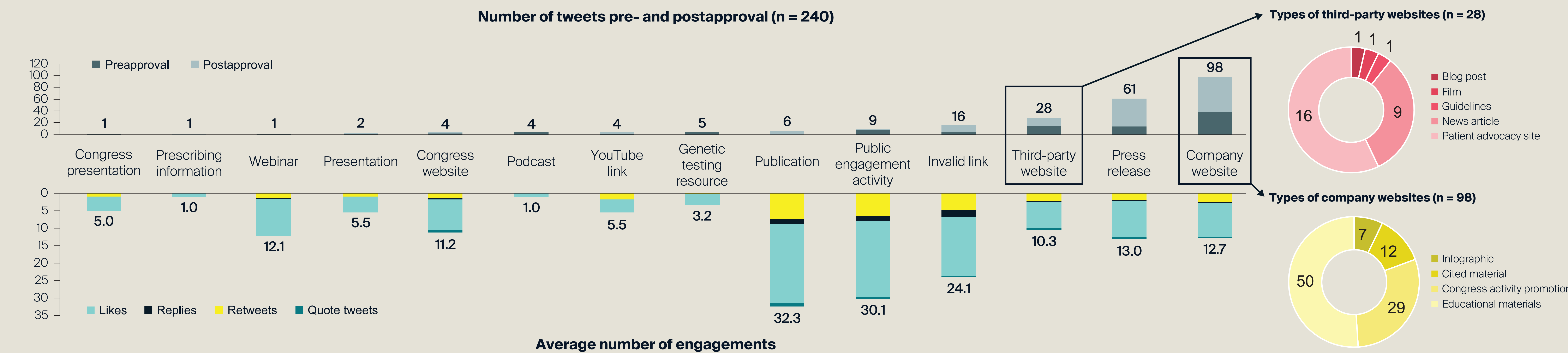
Patient advocacy sites (57%) and news articles (32%) were common third-party website destinations

The distribution of hyperlink destinations was generally consistent pre- and postapproval, with the exception of press releases, which were more common postapproval

Most tweets (78%) included hyperlinks; the 3 most common hyperlink destinations were **company websites, press releases, and third-party websites (32%, 20%, and 9% of total tweets, respectively; Figure 1)**

The few tweets that linked to journal publications had **the highest average engagement, followed by tweets with user activities like polls (32.3 and 30.1 average engagements, respectively)**

Figure 1. Number of tweets and average number of engagements by hyperlink destination.



Conclusions

- Overall, the 3 identified large pharmaceutical companies took a conservative approach to using Twitter to directly amplify newly published or presented data
- Although tweets linking to publications yielded the most engagement, companies favored sharing clinical data via links to company websites and press releases
- Companies did not name drugs, regardless of approval status
- Given the seemingly untapped potential of social media platforms like Twitter to disseminate clinical data, clearer guidance is needed to ensure their appropriate and compliant use to add to scientific discourse and make clinical advances more readily accessible

Limitations

- Because these analyses were based only on the 3 pharmaceutical companies with the greatest revenue, the behaviors of smaller, potentially more active companies are not captured
- Due to the methodology, the analyzed Twitter accounts were not specific to medical affairs, which may have contributed to the limited number of links to clinical data observed; it is worth noting that the use of a medical affairs-specific Twitter handle remains inconsistent among pharmaceutical companies

References
1. Loh T, et al. Presented at: 16th Annual Meeting of the International Society for Medical Publications Professionals (ISMPP); June 16-18, 2020; Virtual. Poster 46.
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Disclosures
The authors have no relationships with proprietary entities producing health care goods or services to disclose.