

Pharmaceutical

how a publicly-traded, multinational pharmaceutical company stays compliant while using social media



Client Profile

Our client is a publicly-traded multinational pharmaceutical company based in Europe. Their operations are massive in scope, and they have over 100,000 workers across the world. And with over \$50B in revenue per year, they are one of the world's top ten pharmaceutical companies.

ICUC worked with three different functional teams. These were the social media managers, the risk management team, and the local markets team.



Social Media Results

48% viewed increasing sales through social media as their number one priority



Motivating Events

50% of companies would take action if faced with a social media crisis



User Generated Content (UGC)

43% of pharmaceutical companies manage over 1,000 pieces of UGC per month

Company

Global Pharmaceutical

>100,000 Employees

>\$50B Revenue

Solutions Used

Social Moderation

Social Listening

Social Community Management



#1

Biggest Pain

The inability to demonstrate ROI for social media efforts

The Challenge

Pharmaceutical companies need to be creative when communicating with their customers. They have different audiences with different needs. While social media should make messaging easier, its scope and scale make it a challenge to navigate. A jungle of regulations makes it even trickier.

Industry Context

The pharmaceutical industry has been slow to embrace social media. Regulatory guidelines don't let brands advertise without risk information, so the fast-paced and conversational nature of social media can be a minefield.

Another explanation for social media reluctance is the lack of a single audience. Pharmaceuticals generally talk to three audiences: 1) patients who consume pharmaceutical products, 2) the physicians who prescribe those products, and 3) the healthcare providers who buy them. Each plays a different role in driving demand for pharmaceuticals.

An Ounce of Connection Is Worth a Pound of Cure

Our client's social strategy does not revolve around their portfolio of products. Instead, their internal teams are organized by ailment group. They structure their marketing programs to match.

ICUC worked with the Immunology & Dermatology ailment group. The goal of this team is to educate and activate patients in order to improve their quality of life. They know that social media is a powerful tool to drive engagement, but where exactly are the ideal places to host these conversations? Our client needed a partner to moderate these burgeoning communities and grow the audience.

"The audience is on social media, but you can't advertise drugs on social media. It's not as easy as 'build it and they will come.'

We want to be deliberate in creating content.

A lot of it is education-based, since these communities have the potential to drive traffic back to the website where they can get even more education. The goal is patient care and advocacy. Through social media we are able to provide resources that are useful and life-changing for these ailment groups."



50%

Motivating Events

50% of companies would make a social media change if a social media crisis happened

#1

Top Report

The top report requested reports were the Social Media Competition Report and the Annual Audit Report

Our Solutions

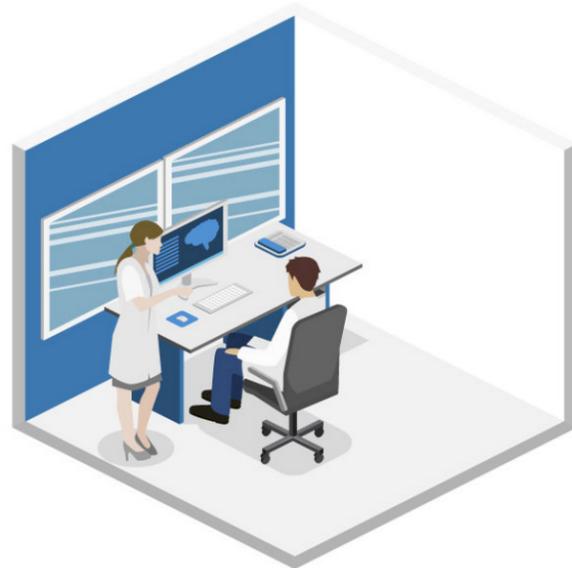
Support groups have moved online from community centers, hospitals, and places of worship. These online support forums are an opportunity to engage audiences and provide relevant content where it's needed. But they must be managed with care—and according to the law.

Community Management

Our client activated ailment groups through ICUC's community management services. Unbranded social media pages on Facebook helped them build rapport and start conversations. Once a community was established, our client could learn which messages were driving continued engagement. We worked directly with our client's social media team to optimize their content.

Social Listening

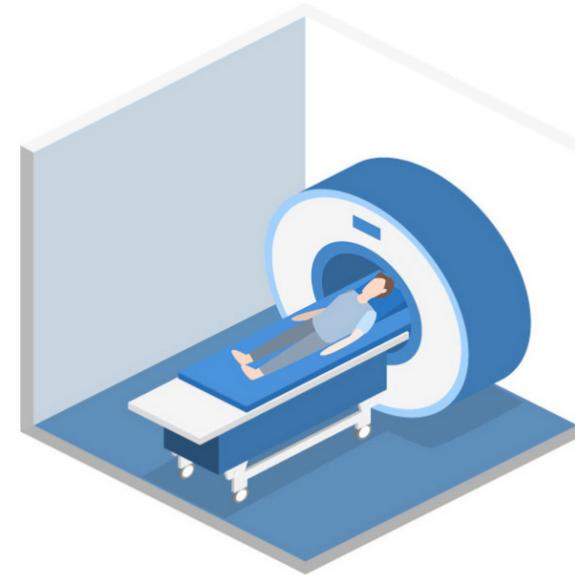
Regulatory compliance is critical. The risk management team trusted ICUC to listen around the clock and meet regulatory guidelines. ICUC listened for adverse events shared on social media—across any channel, including those not owned by our



client—and reported them to the FDA within 24 hours. We monitored local markets to answer any questions quickly, and enabled our client to address issues on a hyper-local level.

Live Dashboards

Live social media dashboards gave our client an executive overview of social performance. They could see which campaigns were succeeding and could track the real time activity of online communities. ICUC also provided periodic reporting and analysis. The insights gained helped our client create more compelling content, while still remaining compliant with regulations.



Moderation

Pharmaceutical brands are especially sensitive and susceptible to public relations crises. No matter what happened online, our client had a global team of subject matter experts at the ready. ICUC provided adverse event response services every single day, 24 hours a day. Not only is moderation a specialty of ICUC's, we can dedicate employees specifically trained for the pharmaceutical industry.

“Our goal is to develop active communities, and there’s probably no better tool for that than social media.”

The Result

Our client can feel confident about social media. They are in control of their social content and reputation online. They have the power to grow their audience, educate medical professionals, and improve quality of life for patients.

Every relationship starts with a conversation and conversations in the pharmaceutical industry start with a strategy. With ICUC, our client can spark valuable conversations between patients, experts, physicians, and other influencers on social media. They can deliver timely, engaging, and regulatory-compliant content across all their channels—and build the audience they seek to help every single day.

icuc • social
creating common ground
Let's talk about your
social media strategy
1.800.710.2713

About ICUC

ICUC is the global leader in Social Media Management. Our experts provide vigilant protection on every social media channel to enhance and safeguard your brand 24/7/365.

Through Social Moderation, Community Management, Social Listening, and Social Media Customer Service we protect the smallest start-ups to the largest global brands, such as Disney, Starbucks, Coca-Cola, and Google.

ICUC is your scalable eyes and ears, preventing small problems from amplifying around the world while building communities that strengthen your brand.