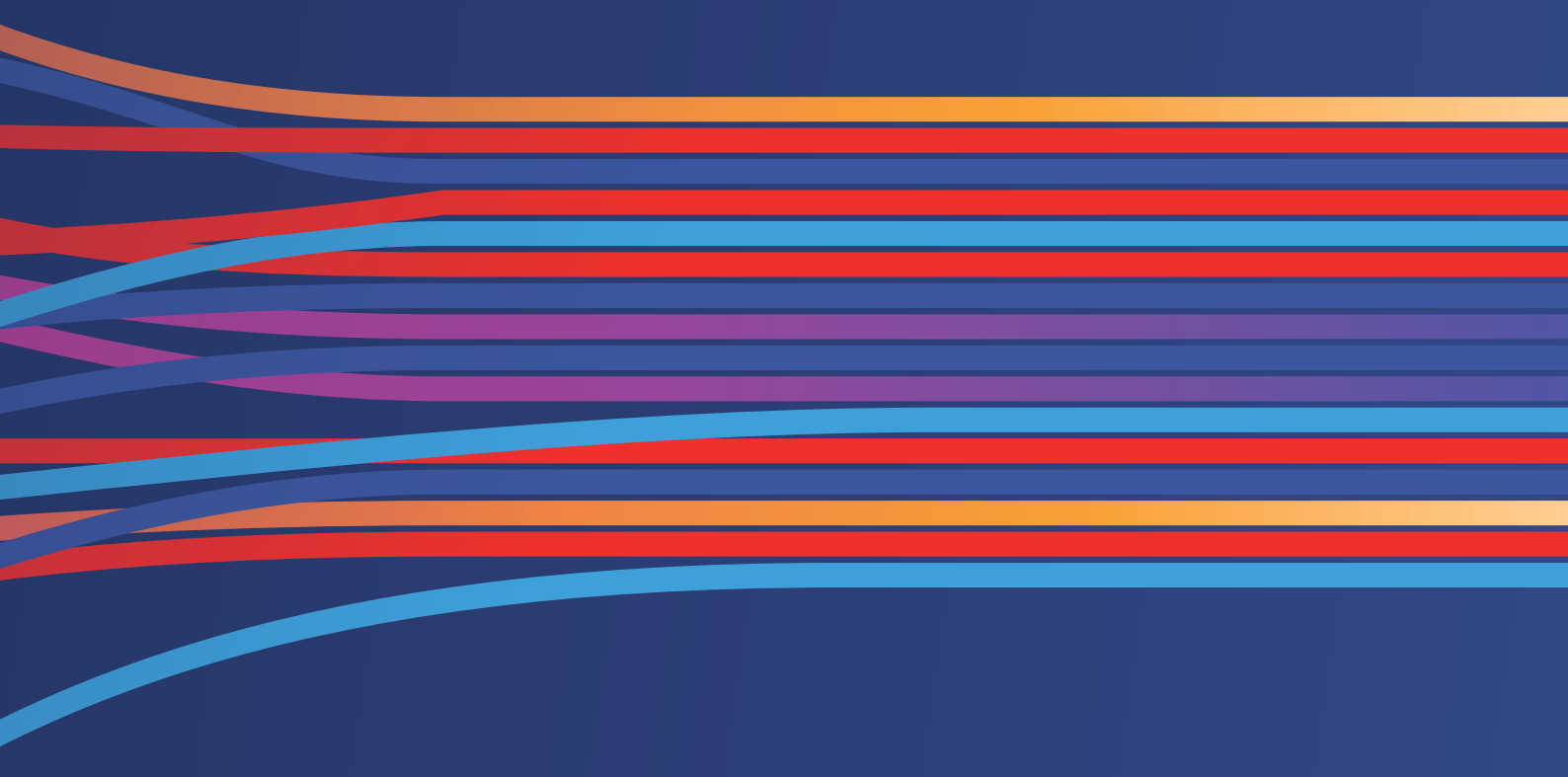


The Social Check-up

March 2018



Agility Healthworld

PULSAR® 

The Social Check-up

Our expert social team at **Ogilvy Healthworld** is back with the latest dose of *The Social Check-up*, sharing what's hot in the world of pharma social media.

Partnering once again with data specialists **Pulsar**, we've gathered more insights than ever on the pharma social landscape and the key players in the field.

In this edition we can see that, overall, pharma companies have started to refine the way they are using social media, posting less frequently but with a more targeted approach to ensure their content reaches the right user at the right time.

Also in this report, we analyse year-on-year changes between data collected in 2016 and 2017.

Here's what we did:



Data taken from
an **11-month**
period

Jan 19th–Dec 19th 2016 & 2017



From **global**
corporate
social channels



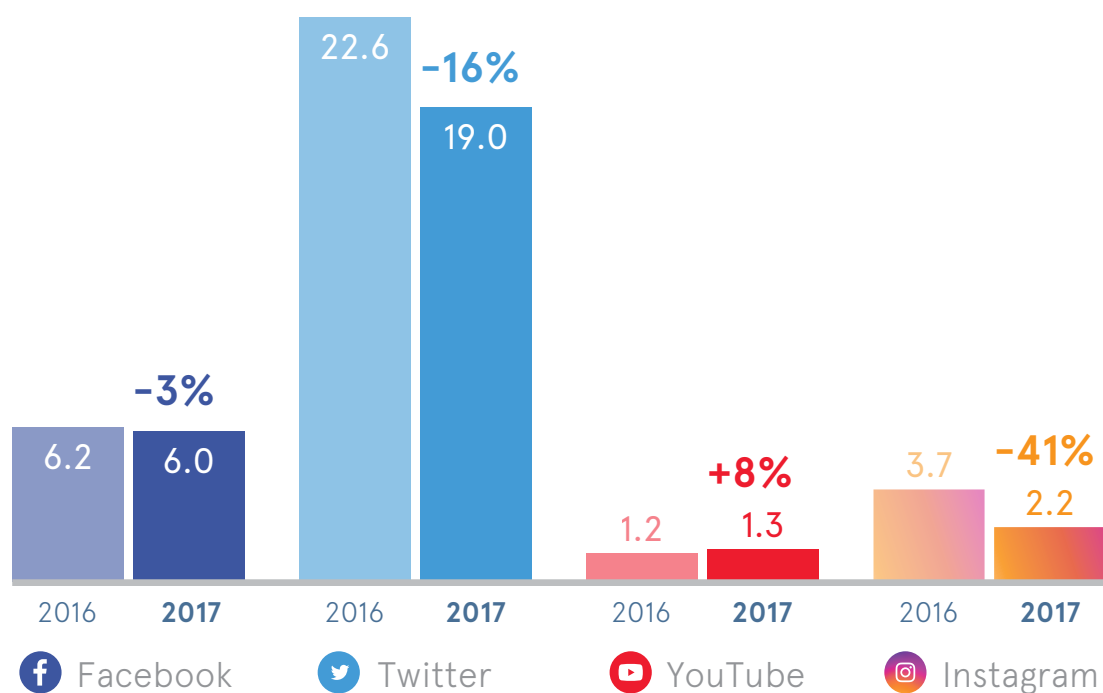
Across **20**
leading **pharma**
companies



Including **Facebook**,
Twitter, **Instagram**
and **YouTube**

Less is **more** in 2017

Average number of weekly posts & year-on-year change



Both years are based on the 11-month period from January 19th–December 19th

The frequency of posting went down across most pharma social channels in 2017.

It seems there's a growing maturity in pharma, where companies are shifting their content production time towards making less, but higher quality content.

Be visible, but not noisy.

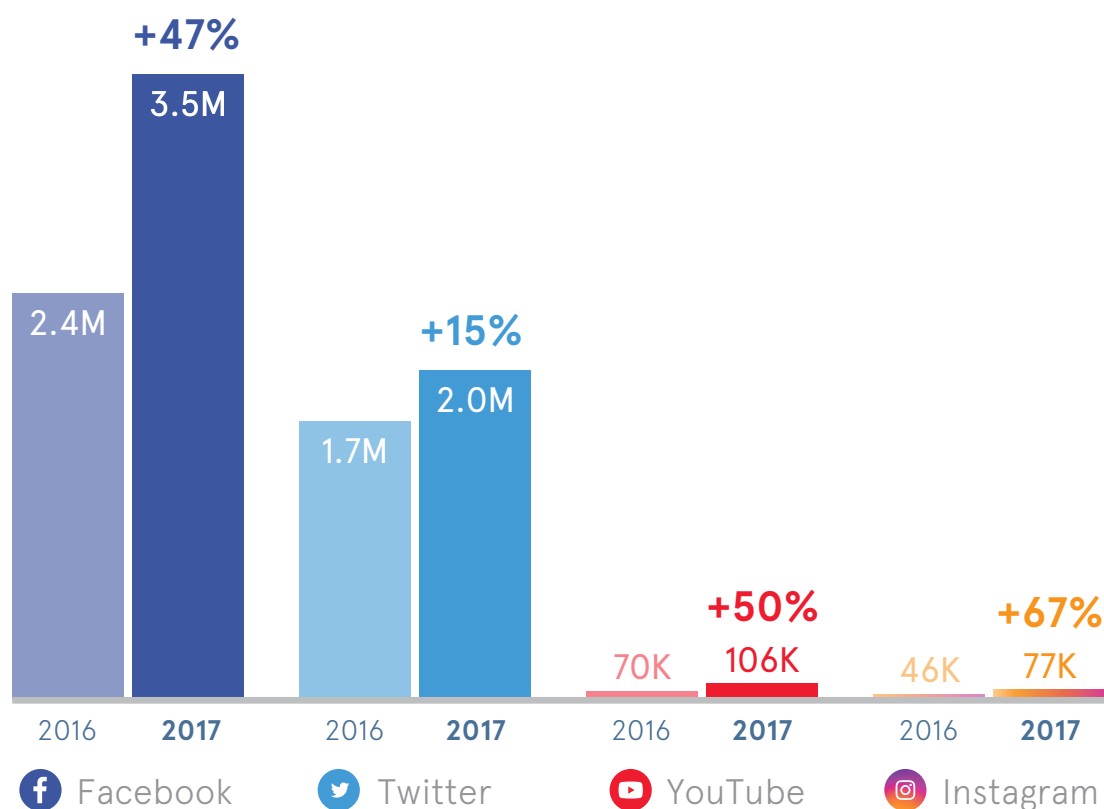
Instagram saw the largest percentage decrease in posting frequency, dropping 41% since 2016. Again, social media maturity is starting to shine through as Instagram is not the place for daily updates, but perfect for posting when there's a visually-compelling story to tell.

Facebook posting remained very consistent; it's still the most popular social channel globally and the paid targeting options are very robust. Indeed, it provides a great deal of opportunities for targeting relevant healthcare audiences such as healthcare professionals (HCPs), patients and carers across different age groups.

There was a very slight increase in the frequency of posting on YouTube and this could be down to organisations using the channel as a repository of videos for distribution on other channels, such as LinkedIn and Twitter.

Pharma social communities grew significantly in 2017

Community size & year-on-year change



Both years are based on the 11-month period from January 19th–December 19th

There has been significant year-on-year growth in social community sizes across all channels.

Despite Facebook having the largest and most established communities, year-on-year growth was substantial in 2017 and the total following almost doubled in size over the past year.

Twitter saw a relatively small percentage increase in comparison with other channels, although 15% is still a steady growth rate. Twitter continues to be the key channel during congress season and disease awareness days, due to the very topical focus of the social network.

Pharma's Instagram communities are much smaller than the huge Facebook and Twitter followings. This is to be expected as the platform is much newer and is often associated with a younger demographic, but the large percentage growth is not to be ignored. It's a good bet these Instagram communities will see a lot more growth in the coming year as the platform becomes more popular with a wider audience.

Facebook is the most engaging social platform

Average number of engagements per post



Facebook was the front-runner in the attention ranks, with the highest number of average engagements per post.

This report has shown Facebook to have the largest community size, but the platform also offers the most sophisticated paid targeting capabilities out of the platforms reviewed. Facebook actively encourages testing of different ad formats to help companies find the most successful type of creative for their different audiences. Facebook's functionalities undoubtedly contributed to the high engagement figure, but it's important to consider that this could be a reflection of where pharma are choosing to focus their paid media spend.

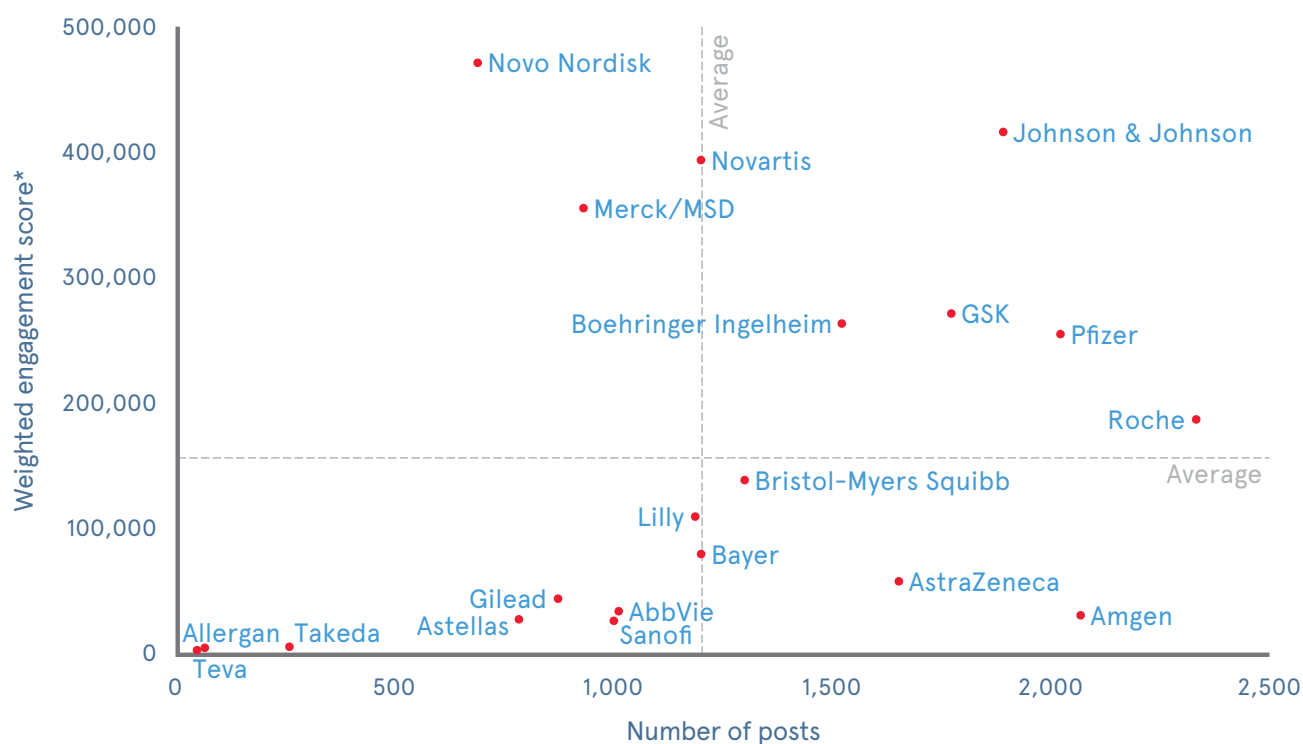
BUT, it's not the only place to be...

Our last report demonstrated how much pharma social communities relish visual content. Instagram, despite having the smallest following and a low number of posts, received a huge amount of relative engagement – reinforcing the fact that pharma companies are rewarded when they carefully plan high quality and visually-engaging content to publish on the platform.

“Size isn't everything! It is better to have an engaged community, than a large community.”

Chloe Partikas, Social Media Director at Ogilvy Healthworld

Novo Nordisk was the **most engaging** pharma company on social media in 2017



*Based on the calculation of (Likes x 1) + (Comments x 2) + (Shares x 5)

It is clear that the most frequent posters (Roche, Amgen and Pfizer) are not the same companies that achieved the highest engagement scores (Novo Nordisk, J&J and Novartis).

In fact, three of the most engaging companies on social media had a below average number of posts.

The key takeaway is that, rather than post an overwhelming amount of content, it is better for pharma companies to consider a more targeted approach, actively targeting specific audiences at relevant times, possibly with the aid of the paid amplification functionality offered by social platforms.

However, while producing fewer but highly engaging posts is a strong position to be in, consider the difference between being visible and being on 'stand-by'. To stay current and top of mind ensure channels look active and well-maintained.

Make less content, more thoughtfully.

It's the old saying, it's always harder to say less, but saying less packs a punch! Pharma companies should consider spending the same amount of time on fewer pieces of content, and spend this time crafting tailored and relevant content that will interest their key audiences. If community managers can't see the value of a specific post or piece of content, they shouldn't share it!

Equally, pharma companies should devote time to planning their paid targeting strategy, to ensure they are spending their media budget intelligently.

"Kudos to all the companies and great community managers out there who prioritise good content and real engagement with their followers. That is what social media should be about."

Benedikte Larsen,

Head of Digital Communications at Novo Nordisk 6

2017 saw **dramatic shifts** in user engagement across pharma social media

Rank	Company	2017 weighted engagement score*	% change from 2016*
1	Novo Nordisk	471,153	+13%
2	Johnson & Johnson	417,443	+111%
3	Novartis	393,666	+77%
4	Merck/MSD	356,241	+122%
5	GSK	272,248	-5%
6	Boehringer Ingelheim	263,963	-62%
7	Pfizer	255,619	+39%
8	Roche	188,349	+5%
9	Bristol-Myers Squibb	140,379	-12%
10	Lilly	110,742	-37%
11	Bayer	81,525	-7%
12	AstraZeneca	58,760	+12%
13	Gilead	45,345	+54%
14	AbbVie	35,566	-46%
15	Amgen	32,240	-33%
16	Astellas	29,618	-19%
17	Sanofi	27,245	+9%
18	Takeda	6,598	-27%
19	Allergan	6,004	+102%
20	Teva	4,329	-77%

*Both years are based on the 11-month period from January 19th–December 19th

Three companies (from both ends of the engagement rankings) achieved more than double their previous year's engagement. Merck/MSD saw the largest year-on-year difference with a percentage increase of +122%.

Overall, only **50% increased their engagement from 2016** – which is surprising when we see so many pharma companies embracing social best practice. It's certainly worth considering the influence paid media investment and campaign targeting strategies could have had on these scores.

The content test results

Learnings from 2017's content trends

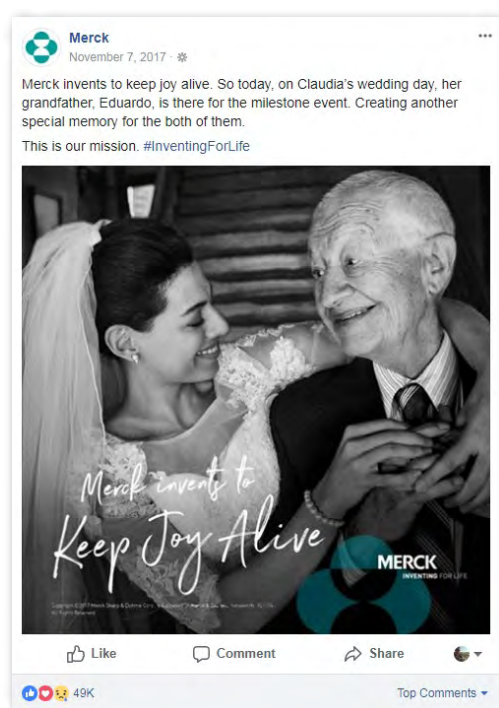
While it's always interesting to compare company performance in the engagement score rankings, **the social playing field isn't limited to pharma**; content also competes with the 'outside world' in social space. In fact, it's evident in the trends identified across 2017's highest performing pharma posts that content able to cross this threshold achieved higher engagement.

Be human



Highlighting the human side of the business was the most regular theme across 2017's high-performing posts, such as spotlighting employees, patients and internal initiatives.

Examples: 'Team Novo Nordisk' all diabetes pro cycling team and (below) Merck/MSD showcasing patient stories with high quality and emotive photography.



Get involved



Awareness day content drove high engagement and became part of the wider online conversation, often beyond pharma.

Examples: Gilead championing World AIDS Day with their #redribbon mosaic and (below) Pfizer joining the Earth Day conversation with a thumb-stopping, simple and striking animation.



Find a celeb

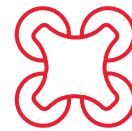


Celebrity involvement in event coverage encouraged social spikes in engagement.

Examples: J&J and Oprah supporting the HIV vaccine announcement and (below) Novo Nordisk with ambassador Pakistani cricketer Wasim Akram hitting their #ChangingDiabetes campaign for six.

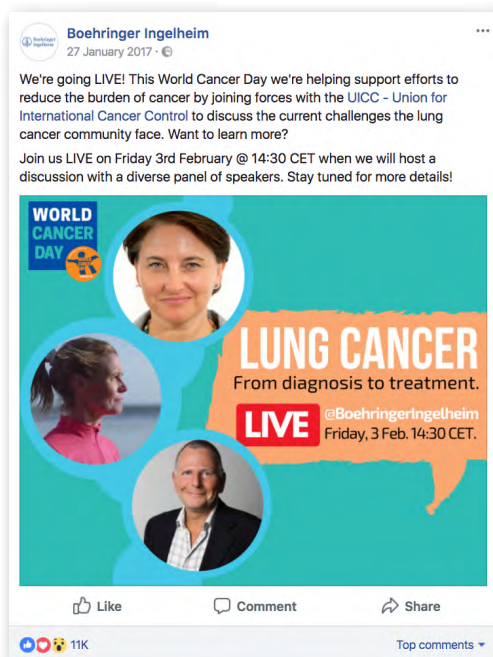


Send in the drones



Drone photography came out on top on Instagram, which demonstrated how trying new techniques and experimenting can keep content exciting on the home of inspiring imagery.

Examples: Bayer and Eli Lilly aerial photography over their respective headquarters and (below) Boehringer Ingelheim embracing new functionality by leveraging Facebook Live to drive discussion on World Cancer Day.



The Doctor's **notes**

Competition for **attention is everywhere**

The competition isn't just in the pharma field. Remember that your content will appear on a social media newsfeed with lots of other types of content competing for your audience's attention. It's not just company content out there, the competition includes anything from meme pages to friend updates. Your content must stand out in this crowded space and be creatively strong enough to grab attention amongst the noise.

Boost your **engagement**

1. **Tailor your content carefully.** Publish content topics and formats that will resonate with your audience.
2. **Don't add to the noise.** Only publish when you have something relevant to share.
3. **Craft your paid promotion strategy thoughtfully.** Place your content in front of the right audience.

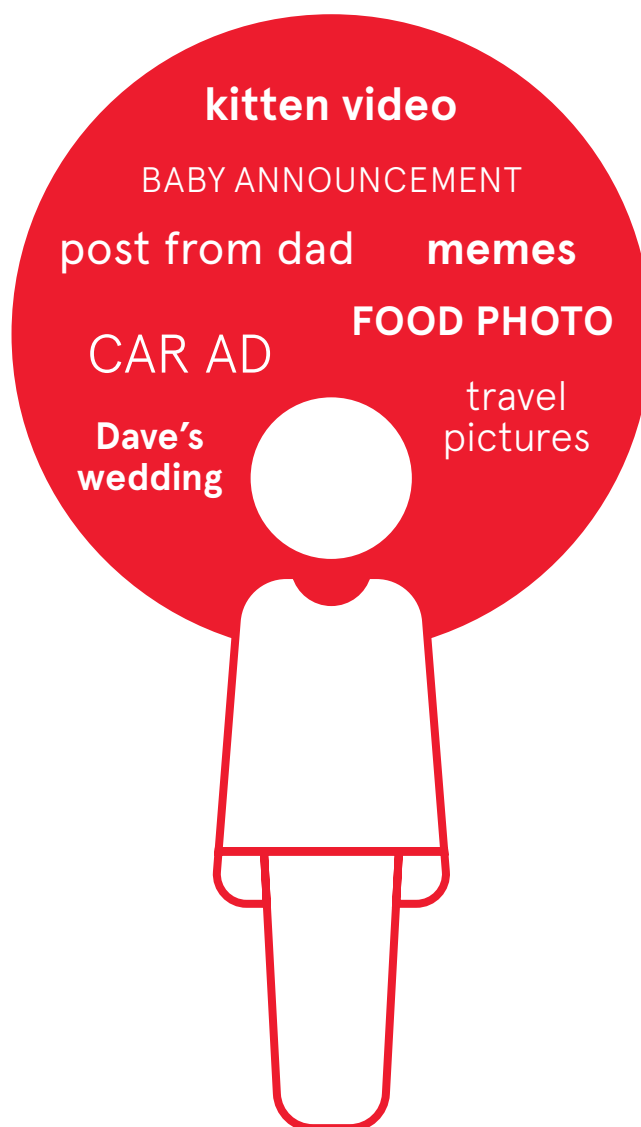
Tailored Relevant Content

+

Paid Promotion Strategy

=

ENGAGEMENT



Keeping social healthy

Invest in paid social. This is essential in 2018 when organic reach is almost zero. Using paid social can ensure you can reach the newsfeeds of the right audience segments.

Research your audience and use insights to craft your paid targeting list. Good community management couples this approach with the use of engaging formats and topics of interest informed by social listening.

Spend time creating less. Take care producing high quality, channel-appropriate content that complements the social presence and brand personality.

Test and learn! The social platforms offer options to A/B test your creative, utilise these. Tracking metrics will allow you to continually hone in on the types of content and messaging performing best with your audience segments.

Monitor what your competitors are doing and take note of high performing posts. Think about how you can implement these learnings in your own content.

MEET THE TEAM

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The **Social Check-up** is a thought-leadership series, brought to you by Ogilvy Healthworld in partnership with Pulsar. Combining Ogilvy's strategic expertise with Pulsar's cutting-edge data platform, The **Social Check-up** explores the latest trends in healthcare and pharmaceutical social media.

Ogilvy Healthworld is an expert health communications community and part of WPP Health & Wellness. We build social strategies and programmes to change health behaviours; ultimately inspiring better health outcomes based on our strong scientific, social media and healthcare expertise.

Pulsar is an advanced audience intelligence platform that helps you find the story in the data. Pulsar leads the evolution of social listening by bringing all the digital signals of your audience in one place and leveraging the power of data visualisation and AI to help you uncover the personas, the trends, the behaviours and the affinities that will make your marketing bullet-proof.

And the appointment's not over...

Email us to hear our in-depth analysis
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