



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

EMA on social media

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Who is EMA's audience?

- ✓ Patients and carers
- ✓ Healthcare professionals (doctors, pharmacists, nurses)
- ✓ Journalists and bloggers
- ✓ Academics/researchers
- ✓ Industry (SMEs, big pharma)
- ✓ National competent authorities
- ✓ EU partners (EU institutions, EU Member States)
- ✓ International regulators
- ✓ International partners (WHO, EDQM)





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How social is EMA?



LinkedIn

YouTube



Why Twitter?

Twitter has around 600 million users worldwide

Twitter is where news break and information spreads with speed of light

The fastest way to get in touch with wide audiences



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Tweets **19K** Following 268 Followers 34.4K Likes 35 Lists 4 Moments 0 [Edit profile](#)

EU Medicines Agency
@EMA_News
Latest news from the European Medicines Agency, the European Union agency responsible for the evaluation and supervision of medicines. RTs = endorsement.
London, UK
ema.europa.eu
Joined February 2010
362 Photos and videos

Tweets Tweets & replies Media

EU Medicines Agency @EMA_News · 20h
EU Citizens to be consulted on #quinolone and #fluoroquinolone #antibiotics: bit.ly/2GHR8qg #EMAPublicHearing

EMA's public hearing on quinolones & fluoroquinolones 13 June 2018

#EMAPublicHearing #antibiotics

Your Tweet Activity
Your Tweets earned **6,340 impressions** over the last 24 hours
View your top Tweets

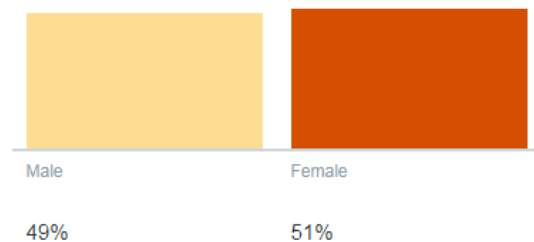
Who to follow · Refresh · View all

- Pfizer Inc.** @pfizer Follow
- Boehringer Ingelheim** Follow



34,500 followers

Gender



Country

Country name	% of audience
United Kingdom	17%
United States	13%
Spain	12%
Italy	6%
France	6%
Belgium	5%
Germany	3%
Netherlands	3%
India	3%
Ireland	3%

What has the Agency done on Twitter?

- Share content such as press releases and news items, PRAC and CHMP highlights, events, major consultations;
- Visual is key: images, infographics, gifs, videos – more than 2/3 of the content is visual
- Key words (hashtags)
- Campaigns (e.g. #EMAPublicHearing, #OpenCTData) and participate in other organisations' campaigns (e.g. Rare Disease Day, European Immunization Week)
- Retweet partners (the EC, other EU agencies, WHO, other regulators, patients and healthcare professionals' associations).





Retweeting patient and HCP organisations – a pilot

- ✓ Interesting campaigns (e.g. #RecipeAgainstCancer)
- ✓ EMA's retweets of other organisations generated less engagement than own content;
- ✓ Monitoring for content to retweet is time-consuming;
- ✓ More retweets than original content;
- ✓ EMA liked posts of other associations - but does it add value for organisations?

Conclusions

Engaging in other organisation's campaigns is useful, but much more effective if we can support with our own content (e.g. Rare Disease Day)

For the future: a platform for pre-notification of campaigns.



Engage more – what EMA plans to do

- ✓ Use questions
- ✓ Tag partners in visual items to make them aware of EMA's posts that are of interest for their stakeholders
- ✓ Work with multipliers for Twitter campaigns and other major communication activities
- ✓ Build up a joint hashtag library
- ✓ Reply when possible





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How social is EMA?

Linked 





Why LinkedIn?

Approximately 600 million users

The most utilised platform for audiences aged 30-49.

A LinkedIn post has a longer lifespan, triggering more non-paid engagement per post than on any other social media website.

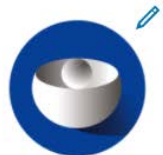
Facilitates contact with audiences that otherwise cannot be easily reached: academia, researchers and SMEs.



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Update cover image



European Medicines Agency [®]

Government Administration • London, London • 33,830 followers

1,006 employees on LinkedIn

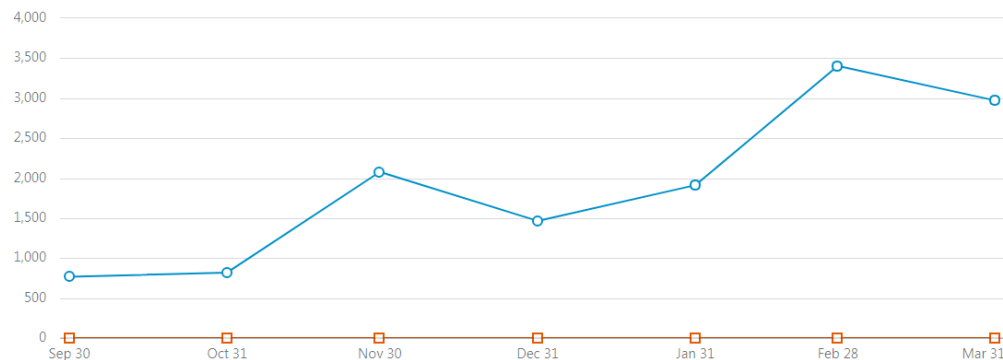
Follow

See Jobs

Follower gains [®]

Last 6 months [▼]

Organic Sponsored

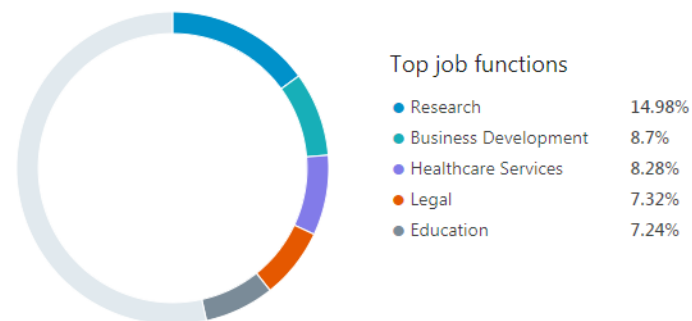
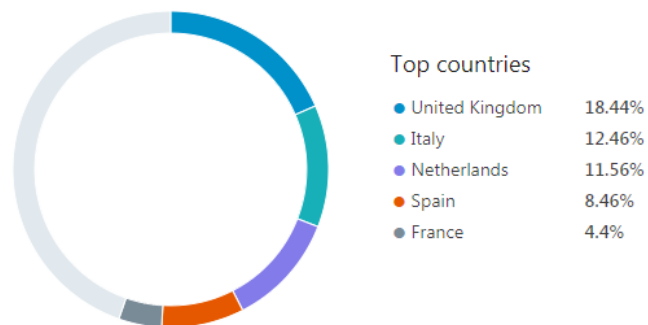


33,830

total followers of all time



Visitor demographics

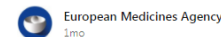


What is the Agency doing on LinkedIn?

- Links to press release and major news items, together with a short text and always with a visual item (image or video)
- All infographics/infosheets and corporate videos
- Recruitment adverts
- Invitations to events that are open to the public
- Replying to questions sent as comments to EMA's posts



EMA published a new tool showing the main milestones and deliverables for the Agency's move to Amsterdam. Because of its important role to safeguard public and animal health in the EU, EMA is committed to giving stakeholders and th ...see more

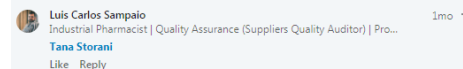


EMA is now hiring! We are looking for a talented **#HR** expert specialised in recruitment processes and resourcing models. If you want to work in a stimulating environment with equal opportunities and attractive rewards and benefi ...see more



143 Likes · 1 Comment

Like Comment



the European Institutions
that will be updated ? Or am I missing

4w ...

It's nice to see the progress from EMA in Amsterdam!

Like Reply | 1 Like

4w ...



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How social is EMA?



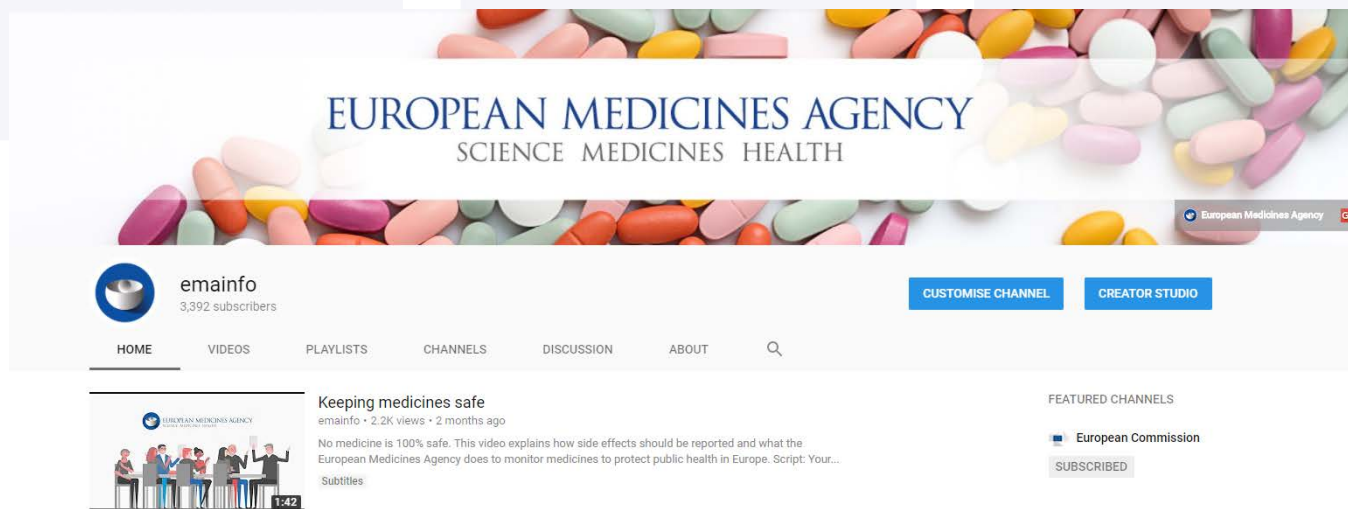


Why YouTube?

1 billion users of all ages

It's also a massive search engine

By 2020, 82% of all consumer internet traffic will be video





What is the Agency doing on YouTube?

- A repository for all EMA videos
- Most videos are recordings of EMA's events
- Broadcast channel only
- Focus on diversifying formats of videos: interview-type, corporate videos, explanatory materials, animations
- Subtitles where possible



Working for every patient in Europe

emainfo
4.7K views • 2 months ago
Subtitles



From lab to patient: how medicines are approved

emainfo
3.5K views • 2 months ago
Subtitles



Keeping medicines safe

emainfo
2.3K views • 2 months ago
Subtitles



Next steps

- ✓ More testimonials and explanatory videos
- ✓ Reorganise videos in playlists by topic
- ✓ Rename videos and change their description





Thank you!

Further information

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