CONTINUUM
CLINICAL

SOCIAL MEDIA
FOR PATIENT RECRUITMENT

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SOCIAL MEDIA

Top Social Media Properties

Social Snapshot

- **Facebook** is leading dominating social platform in the world
- **Twitter** experiencing internal growth issues, but still worth exploring from a patient recruitment standpoint
- **Linkedin** is leading social platform for business professionals and networking, conducive for HCP targeting
- **Pinterest** appeals towards Women demographic and could be option for a strong female skewing clinical trial program
- **Instagram** is owned by Facebook, but skews much younger, and core strength is branding & awareness
  - Able to utilize Facebook data and targeting capabilities
  - Only recommended for younger skewing efforts

Social Media – Consumption Statistics

Social Media Statistics

- As of January 2016, total **worldwide population is 7.3 billion**
- The internet has **3.1 billion users (42.5% of world's population)**
- There are **2.3 billion active Social Media users**
- Internet users have an average of 5.5 social media accounts
- Social media users have risen by **176 million in the last year**
- **1 million new** active **mobile social users** are added every day.
    - That's 12 new Social users, each second

Consumption Statistics - Facebook

Facebook

- Facebook adds **500,000 new users every day**; 6 new profiles every second
- **72% of all online US adults** visit Facebook **at least once a month**
- The average (mean) number of Friends is 33
- Half of internet users who do not use Facebook themselves live with someone who does
- There are 40 million active small business Pages
- But only 2 million of those businesses pay for advertising
- **Facebook accounts for 62% of Social logins**

Consumption Statistics – Twitter

Twitter

- **500 million people visit Twitter each month** without logging in
- There is a total of 1.3 billion accounts, but only **320 million are active**
- The average Twitter user has 208 Followers
- But 391 million accounts have no followers at all
- There are **497 million tweets sent each day**
- It took 3 years, 2 months, and 1 day to go from the first Tweet to the billionth
- **65.8% of all U.S. companies with 100+ employees use Twitter for marketing**
- 77% of Twitter users feel more positive about a service or company when their Tweet has been replied to

Consumption Statistics – You Tube

YouTube

- 300 hours of Video are uploaded to YouTube every minute
- There are **3.25 billion hours of video watched each month**
- More than half of YouTube views come from mobile devices
- The average mobile viewing session lasts more than 40 minutes
- 9% of small business use YouTube in their Marketing plan
- A user can navigate YouTube in a total of 76 different languages (covering 95% of the Internet population)

Consumption Statistics – Instagram

Instagram

- There are **400 million monthly active users** on Instagram
- Over 80 million photos are uploaded each day
- There are 3.5 billion Instagram Likes per day
- More than 40 billion photos have been shared so far
- **90%** of Instagram users are **younger than 35**
- When Instagram introduced videos, more than 5 million were shared in 24 hours
- 32% of US teens cite Instagram as their favorite Social network

Consumption Statistics - Pinterest

Pinterest

- **176 million Pinterest accounts** have been registered
- But only 100 million are active each month
- **42% of all online Women** use the platform
- In the past 2 years, the Male audience grew 41% and their average time spent on Pinterest tripled to more than 75 minutes per visitor
- 66% of content that users Pin comes from brand websites

Consumption Statistics - Linkedin

Linkedin

- LinkedIn has **400 million members**
- 100 million of those access the site on a monthly basis
- More than 1 million members have published content on Linkedin
- The average CEO has 930 Linkedin connections
- Over 3 million companies have created LinkedIn accounts
- But only 17 % of U.S. small businesses use Linkedin
- **Most ideal platform off all the Social Media properties to target to the HCP audience**

Social Media – Healthcare Stats

- More than 40% of consumers say that information found via social media affects the way they deal with their health.
- 18 – 24 year olds are more than twice as likely than 45 – 54 year olds to use Social Media for health related discussions
- 90% of respondents from 18 – 24 years of age said they would trust medical information shared by others on their social media networks
- 31% of healthcare organization have specific social media guidelines in writing
- 19% of Smartphone owners have at least one health app on their phone. Exercise, Diet, and Weight apps are the most common.
- 54% of patients are very comfortable with their providers seeking advice from online communities to better treat their conditions
- 31% of healthcare professional use Social Media for professional networking

Source: GetReferralMD.com

Social Media – Healthcare Stats

- 41% of people say Social Media would affect their choice of a specific doctor, hospital, or medical facility.
- 30% of adults are likely to share information about their health on Social media sites with other patients, 47% with doctors, 43% with hospitals, 38% with a health insurance company, and 32% with a drug company.
- 26% of all hospitals in the United States participate in Social Media
- The most accessd online resources for health related information are: 56% searched WebMD, 31% on Wikipedia, 29% on health magazine websites, 17% used Facebook, 15% used YouTube, 13% used a Blog, 12% used patient communities, 6% used Twitter, and 27% used none of the above.
- Parents are more likely to seek medical answers online; 22% use Facebook, and 20% use YouTube. Of non-Parents, 14% use Facebook and 12% use YouTube to search for healthcare related topics

Source: GetReferralMD.com

FACEBOOK ADVERTISING BASICS

Facebook Implementation

- **There are two pieces needed to advertise on Facebook:**
  - Facebook Ad Account
  - Facebook Page
- **To set up a Facebook Ad Account, the following info is needed:**
  - Organization Name
  - Organization Billing Address
  - Credit Card or Invoicing setup through a Facebook rep or advertising agency
- **To set up a Facebook page, the following is needed (all subject to IRB approval):**
  - Page Name
  - Page Category
  - About section: short description of the purpose of the page
  - Header Photo
  - Profile Picture

What Is Needed To Start A Facebook page

- **Basic requirements:**
  - A name
  - Cover photo and profile photo (usually an icon) synonyms with Study
  - Copy that details your organization or study for the “About Us” section

Facebook Program Process

- ❑ Create a **FACEBOOK PAGE** for Study
  - ✓ Can be general, or specific
  - ✓ Need to identify who on your team will do the scoping, timing, and communicate with key study stakeholders
  - ✓ Page needs to be named

- ❑ Create a **CONTENT CALENDAR**
  - ✓ Account, Creative, and Social teams to determine what content would be added organically
  - ✓ Develop a schedule of when content will be added (weekly, monthly, etc.)

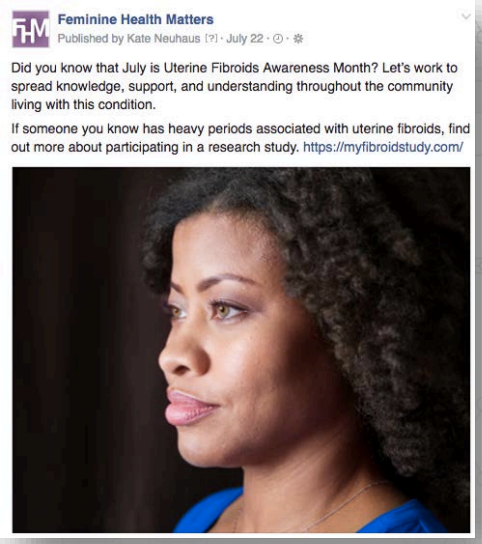
- ❑ Have a **MODERATION BLOCKLIST** and **SOCIAL POLICY** in place
  - ✓ Suggest using 1,000 most commonly used words in English language
  - ✓ Can also hide any unwanted posts

- ❑ Generate **PRE-DETERMINED** responses
  - ✓ Work with stakeholders to ensure appropriate and accurate responses
  - ✓ Must be submitted and approved by IRB

- ❑ Create **AD COPY**
  - ✓ Text & Image ads that conform to overall study messaging and goal

What Is Needed To Start A Facebook Page

- **Recommended:**
  - **A content calendar:** Recommend creating 1-2 organic posts per month for the page. This organic content gives your Study credibility if a potential patient were to visit the page from a sponsored post, and populates the page so it doesn't appear empty



  - **A moderation block list:** Easy to find online, a good block list is typically 1,000+ words. Adding this level of screening makes it nearly impossible for any patients to comment on your page, minimizing risk for your brand

  - **A Social Policy Guide:** This is a document that details your response & escalation plan.
    - This may include preapproved responses to any user question/complaint, as well as contact information for the team to be alerted if any adverse events occur on the page
    - Usually requires several rounds of client, legal, and IRB approval.

Example Content Calendar

DECEMBER 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8 POST 11: Have kidney disease? Always tired & dizzy? It could be anemia. Take the anemia quiz to learn more today: LINK	9	10
11	12	13 POST 11: Savor the holiday season with these simple, yet tasty, kidney-friendly recipes: https://www.aakp.org/community/esrd-recipes.html	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28 POST 12: Did you know that herbal supplements can be harmful to people who have chronic kidney disease? Educate yourself on the facts: https://www.kidney.org/atoz/content/herbalsupp	29	30	31

Example Policy Guide

Commenter wants to find out if there is a research site near him/her:	Option #1 - Unfortunately at this time the PROTECTStudy is only recruiting patients at select research study sites in the U.S., Canada and Puerto Rico. Please check back as new sites will become available throughout the course of the study. Option #2 – Unfortunately the research study does not currently have a site in your area. Please check back often as new locations will be opening throughout the course of the study. Call 844-759-5959 or visit www.mykidneystudy.com to find out more.
Commenter asks why they did not qualify for the study:	Thank you for taking the time to ask a question regarding this research study. Unfortunately, we are not able to provide specific reasons for your unique situation. In order to protect the safety of participants and maintain high quality of the data collected, the study entry criteria must remain private.
Commenter asks if they have to pay to participate:	There is no charge for taking part in this study. If you choose to be in this study, the study medication will be provided to you at no cost. Study-related laboratory tests, examinations, and visits to the study center performed as part of this study will be provided to you at no charge.
Commenter has a question about being paid for participation:	Qualified participants will receive study-related care from qualified physicians and may be reimbursed for time, travel and other expenses. To learn more and find out if you qualify, please visit www.MyKidneyStudy.com or call 844-759-5959
Commenter posts incorrect information about the study:	This information is incorrect for this particular research study. Please call 844-759-5959 or visit www.MyKidneyStudy.com to learn more about this study.
Commenter asks a question about privacy:	Thank you for your question. Your privacy is very important to us, and we take it seriously. Any personal information collected during the study will be confidential and kept by the study site.
Commenter posts about a technical issue:	Option #1 – If the website is not working properly, you should try calling the study phone number: 844-759-5959 Option #2 – Thank you for the information. We are investigating the problem and will address it as soon as we are able.

Facebook Page

A Facebook Page representing the Study must be created and maintained in order to publish Newsfeed Ads.

- Not mandatory that a Page post new content frequently in order to maintain active Page status.
- However, posting new content at least once a month will:
  - Contribute to the perceived validity of the Page for visitors, and
  - Support the performance of the Study's paid posts
    - Facebook's Newsfeed algorithm favors brands/entities that post organic content in addition to paid content.
- Acceptable content for Facebook includes:
  - Text, Links, Photos, Videos
- Recommend to create a long-term editorial calendar of acceptable, IRB-approved content to populate Page over the course of the campaign.

Facebook Page – Management Plan

The presence of a Facebook Page can bring with it concerns regarding unwanted risk to the validity and security of the study results, as well as the privacy of potential patients.

A plan needs to be put into place to prevent, minimize, and mitigate any potential risk by:

- Utilizing a **Moderation Block List**
- **Monitoring Activity** Regularly
- **Controlling User Engagement**

Facebook Page – Moderation Blocklist

1. Using a **Moderation Blocklist**, this will prevent user-generated comments/posts from being added to the Page or Newsfeed ads by restricting access via the Page Moderation feature, which covers both the Page itself and the Newsfeed ads generated by it.

2. The Moderation Blocklist can consist of the **1,000 most used words in the English language**, sensitive **clinical trial terms** (site, drug, doctor, etc.), and **profanity**.
   - The Moderation Blocklist can be generated by the Facebook page administrator, agency, or client, and can be amended at any time

3. When a comment is made to the Study Page or a Newsfeed ad containing any of the words in the Moderation Blocklist, **the post is automatically hidden from public view** and marked for moderation by the campaign administrator .

Monitoring and Controlled Engagement

1. Responsibility for monitoring all Facebook activity for the campaign needs to be **pre-determined prior to campaign launch**, and suggested to be 24/7.

2. Monitoring should include:
   - Reviewing on a **daily basis all comments caught and hidden** by the Moderation Blocklist
   - **Deleting spam/junk/negative comments** caught by the filter
   - **Displaying and responding to community users who have non-harmful questions** or comments within the Study Page, or on a Newsfeed Ad.

3. It is recommended to **only respond to questions/comments using IRB-approved responses** for certain scenarios.
   - A Social Policy Guide tailored for a particular study is recommended, wherein it lays out scenarios and defined responses, will should be crafted by the agency and client
   - Must be submitted to the IRB for approval

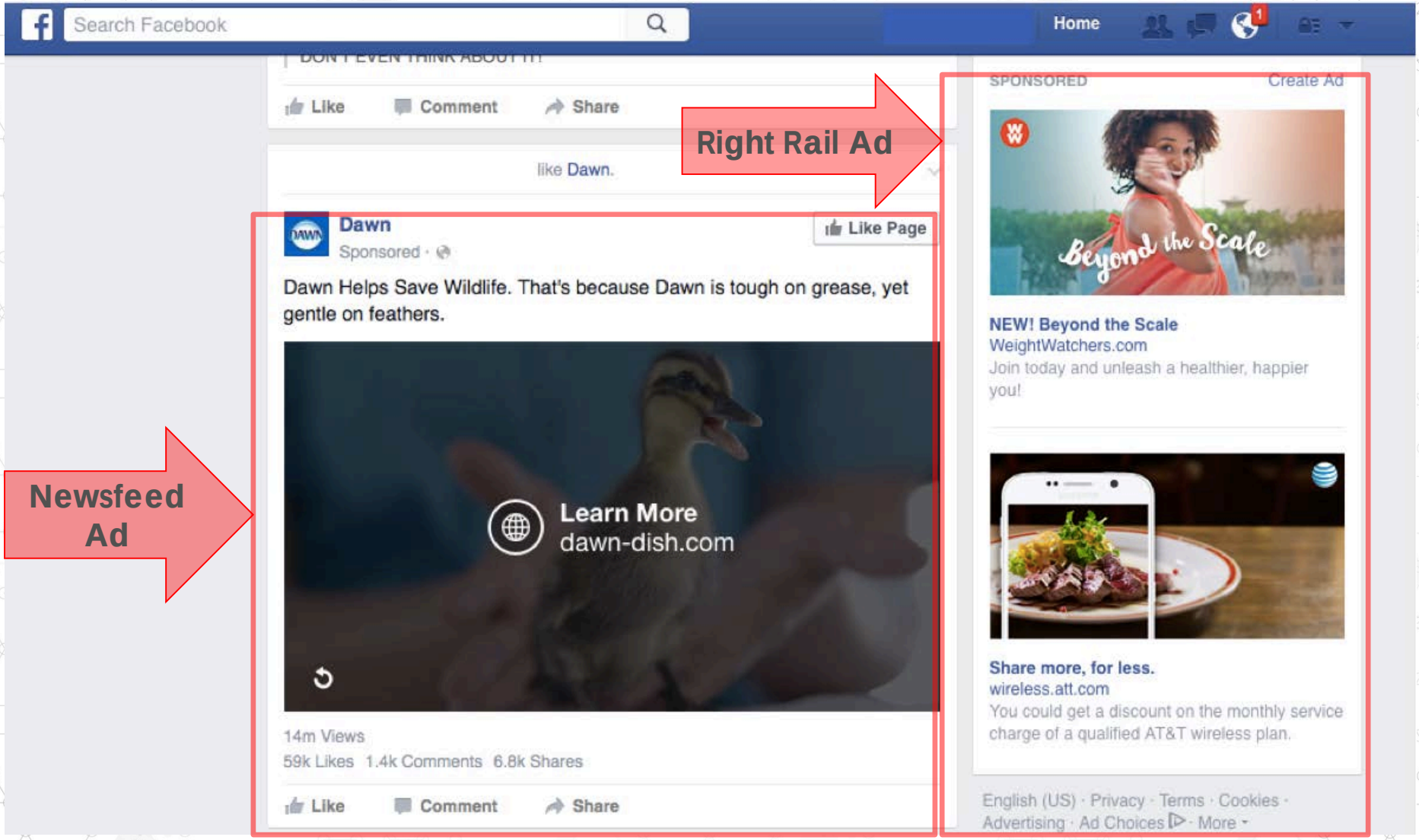
Facebook

- **Two types of placements:**
  - Right Rail
  - Newsfeed

- **Right Rail** ads
  - Text & Image ad served off to right hand side of user's page
  - Facebook recently increased size of ad, and decreased volume of ads
  - Low click thru rates
  - Does not appear on Mobile devices, Desktop only

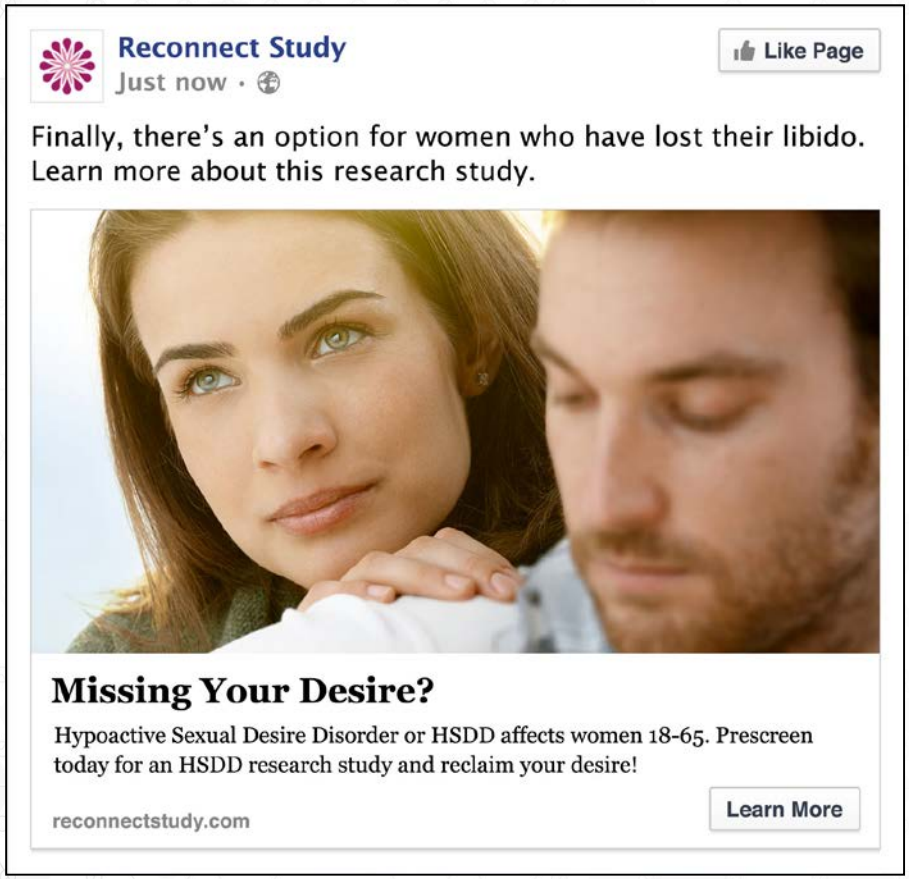
- **Newsfeed** ads
  - Much larger text & image ad served directly in center of user's feed
  - Can be pre produced ad, or an organic post converted to an ad
  - Impressive and appealing click thru rates

Facebook Ad Examples

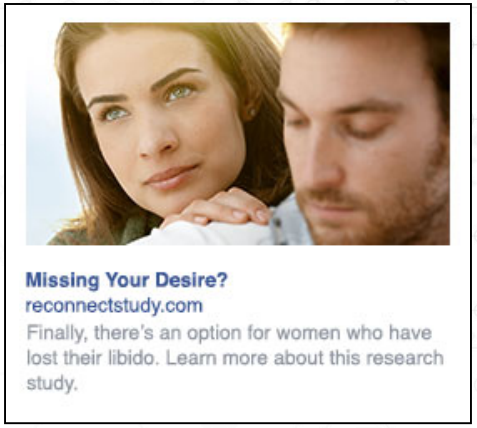


Newsfeed (vs.) Right Rail

Newsfeed Ad

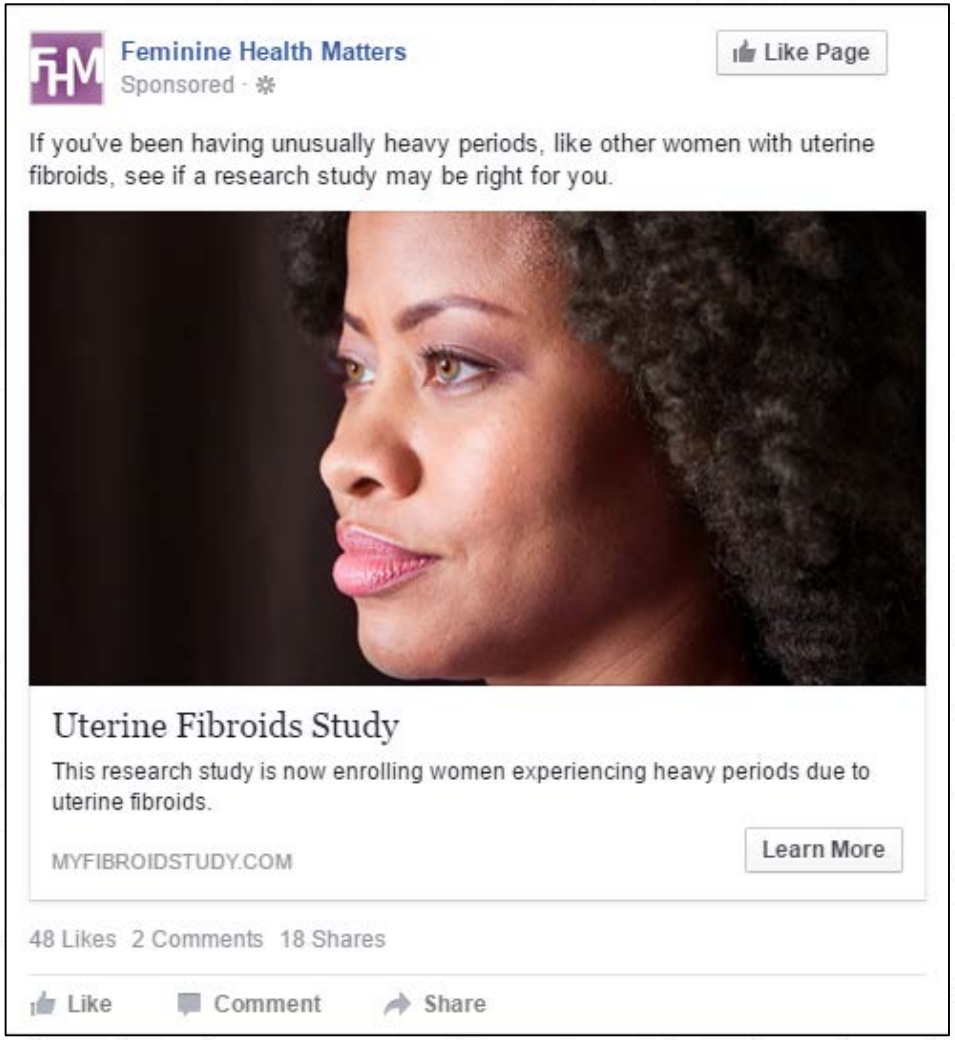


Right Column Ad



Facebook Newsfeed – Example

- Uterine Fibroids Study



Facebook Newsfeed – Example

- Sexual Desire Study

Facebook Right Rail – Example

- Uterine Fibroids Study

Heavy Periods
myfibroidstudy.com
Learn More About a Research Study Evaluating Investigative Medications. Prescreen Online.

Facebook – Creating an Ad

- **There are 2 ways to being creating ads in Facebook:**

1. Log in through the **user's personal Facebook account** and follow the prompts
    - *Easy to follow directions for one account or a small business or study site to create ads*

2. Create and log in to **Facebook Business Manager account**
    - *Comes with Facebook Power Editor incorporated into the account*
    - *Designed to manage and share multiple accounts, with bulk ads and large volume of different accounts*

Facebook – Creating an Ad

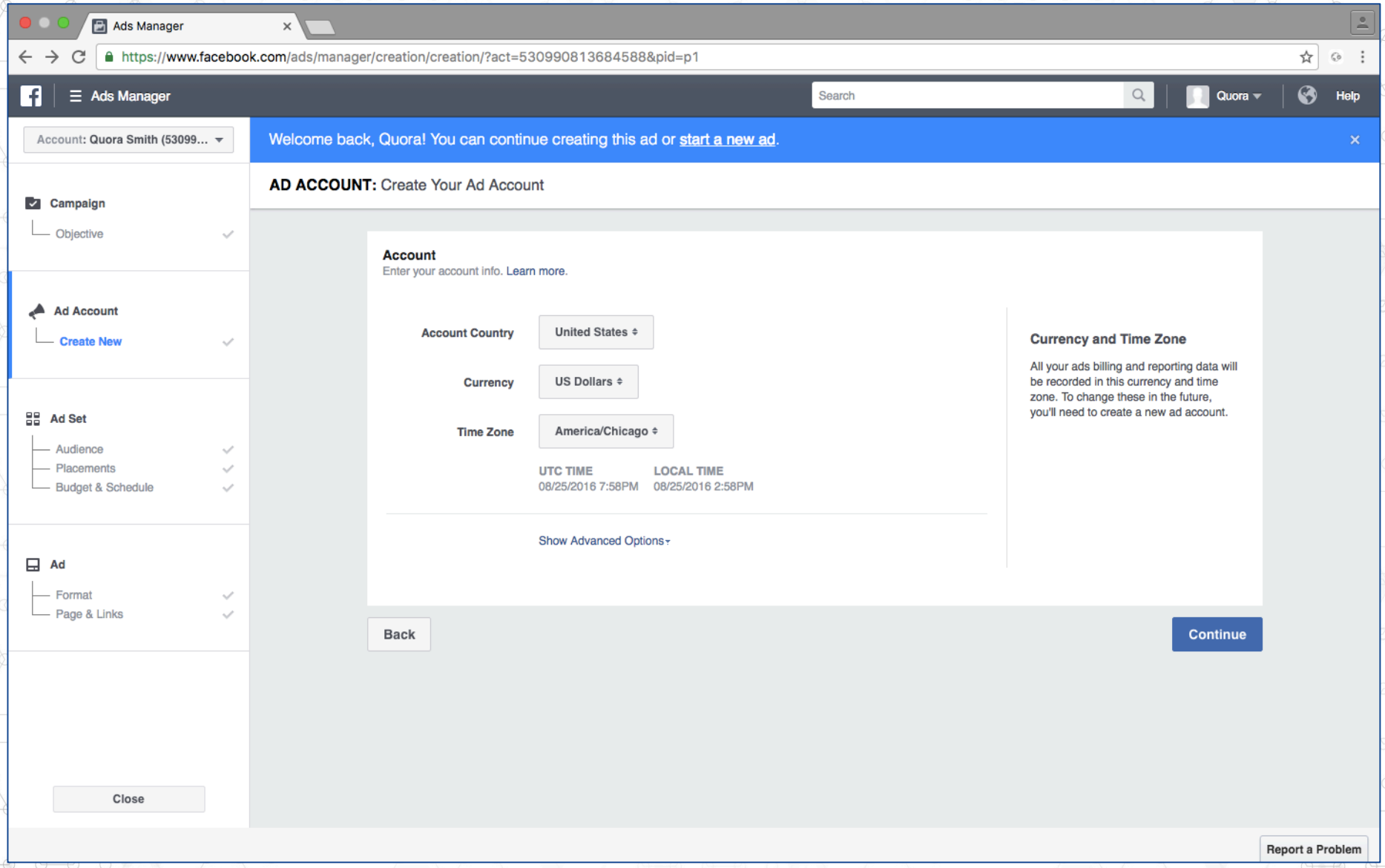
1. Go to this Link on Facebook
   - https://www.facebook.com/business/help/132037906870538

2. Click on the **"Ad Creation"** blue link

3. This will take you to an ad implementation page that will walk the user through how to create an ad

4. Welcome screen will ask user to select the following:
   - **Campaigns**
     - Objective
   - **Ad Account**
     - Create Account
   - **Ad Set**
     - Audience
     - Placements
     - Budget Schedule
   - **Ad**
     - Format
     - Page Links

Facebook – Creating an Ad



Facebook – Creating an Ad

- Follow Prompts
- Write ad copy verbiage
- Select images and photos
- Upload ad copy and images

Benefits of Facebook Newsfeed Ads

- **Mobile Audience**
  - Newsfeed ads are an important piece of digital outreach strategy, as Right Rail ads only reach Desktop users
  - Users who exclusively access Facebook through mobile devices continue to increase in large numbers year over year

- **Higher Interaction Rate**
  - High Newsfeed click-through and conversion rate
  - On average, Newsfeed CTR's are 44x higher, and conversion rate 5x higher, than Right Rail ads

- **Cost-effective**
  - Very Low cost-per-conversion

- **Eye-catching**
  - Newsfeed ads have large creative formats, increasing recall and efficacy, and give more flexibility in iterating new versions from approved assets

- **Previous Newsfeed Success**
  - In a recent women's sexual health study, we were able to serve 19 million impressions from Newsfeed Ads alone over the 8-month life cycle of the study.
  - In a recent Uterine Fibroids patient recruitment study, Facebook Newsfeed ads are the number one tactic for Conversions, and the most cost efficient tactic.

Facebook / Character Limits

- **RIGHT RAIL**
  - Headline: 25
  - Text: 90

- **NEWSFEED**
  - Headline: 25
  - Text: Recommended 90 characters, but this isn't a max. (longer posts may be truncated on small screens)
  - Link Description: Max 200 (longer posts may be truncated on small screens)

- Recommended image pixel size: 1,200 x 628 pixels

- Image may not include more than 20% text

AUDIENCE TARGETING

Facebook – **Interest Targeting**

- Wen a user "Follows" a Page with a certain topic or theme, that user is flagged as being interested in that topic
- When a user "Likes" a Page, with a certain topic or theme, that user is flagged as being interested in that topic
- As a footnote, a Facebook user can also "Like" a person, but that does not have any bearing with marketing related functions, it's just one person liking another person.
- Additionally, during Facebook Registration set-up, it will ask the user for their age, gender, and occupation, and if an Occupation or Employer is indicated, then that Occupation or Employer can then also be used as an indicator tool for any advertiser looking to "Interest" targeting. For example if a user indicates he/she is a teacher at a University, then that user can then be identified to receive ads via Interest Targeting from an educational themed marketer.

Facebook – **Behavior Targeting**

- When a user "likes" a post, or photograph, or some kind of asset that another user has posted, that user is then flagged as expressing positive behavior towards that theme.
- When a user "comments" on a post, then that user is then flagged as expressing positive behavior towards that theme.
- When a user "posts" something on their own wall about a particular topic, then that user is then flagged as expressing positive behavior towards that theme.
- All of those are considered ***within Facebook environment*** Behaviors.

Social – Industry Reference Publications

- **Social Times**
- http://www.adweek.com/socialtimes/

- **Social Media Today**
- http://www.socialmediatoday.com/

- **Social Media Examiner**
- http://www.socialmediaexaminer.com/

THANK YOU!

CONTINUUM

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