



**& PATIENTS
PURPOSE**

COVID-19 SOCIAL MEDIA GUIDANCE FOR BRANDS

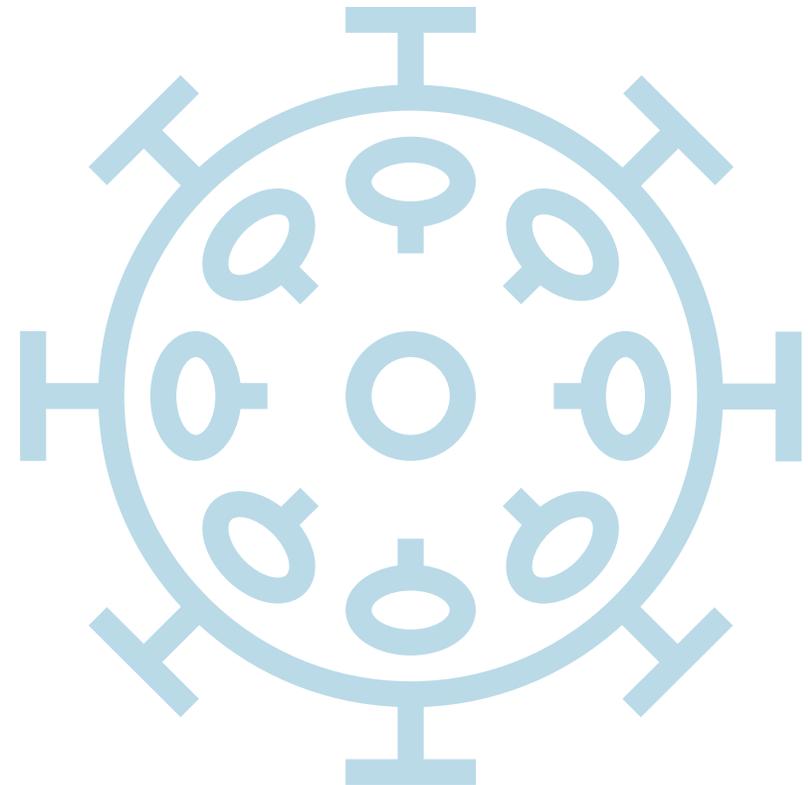
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INTRODUCTION

As the COVID-19 pandemic continues to play out around the world, **people in real life are practicing social distancing.**

But in the virtual world, social media is bringing people closer together in new and inspiring ways.

As healthcare brands, it is imperative we consider what our role should be and how to best support our patients in challenging times.



SOCIAL LISTENING

Like most things social, it starts with social listening. If you are only doing social listening once a month or once a quarter, now is the time to be doing pulse checks more frequently.

We recently conducted a social media audit across a number of therapeutic areas.

- For one of the therapeutic areas we work on, the majority of patient posts were regarding concerns about disruption in getting their therapy (infusion).
- In another therapeutic area where we thought we would see the same issue, we saw a different discussion happening. These patients were mostly concerned about being exposed to COVID-19 while being immuno-compromised. These patients are terrified. In our analysis in this therapeutic area, we saw a 600% increase in social posting.
 - We can only imagine how overwhelming this is for patients receiving so much guidance, often conflicting. So, now we know that not only are these patients worried, but they are overwhelmed. Which only adds to their anxiety.

HAVING A VOICE IN SOCIAL MEDIA

Once we better understand the specifics of what your patients are experiencing, we can quickly implement a social strategy that is relevant and empathetic to their specific needs.

- In the case of patients concerned about infusions, we can discuss means of safe travel and provide advice to have as safe an experience as possible.
- For those patients who fear for their health because of their condition, but are overwhelmed with advice from third parties, we can be careful not to add to the information overload. Rather, we can focus on creating virtual forums for the patients to connect, share their fears together, and collectively put some minds at ease by letting them know they are not alone.

IMMEDIATE ACTIONS TO CONSIDER

EVALUATE CURRENT & UPCOMING CREATIVE

Start by reviewing creative work that is scheduled and in development.

For currently scheduled content

- Is it still relevant (i.e., no travel tips, how to throw a party, etc.)?
- Consider pausing this type of content and contact your paid media team to reallocate spend.

For current creative in development

- Can you add variable post copy that addresses the situation?
- Can visuals be updated to address the situation?

UPDATE YOUR SOCIAL RESPONSE GUIDE

- This will allow for real-time responses vs delays in getting custom responses approved.
- What are the questions your audience is asking?
 - Access to medication/interruption in supply chain.
 - Can my medication compromise my immune system?
 - How can I be there for my loved one when I'm practicing social distancing?
 - I lost my job and won't be able to afford my medication. Please help.
 - I'm scared. Where can I get more information that relates to [condition]?
 - I'm high-risk for COVID-19 and I am practicing social distancing. How will I be able to [pick up my medication/visit my doctor/etc.]?
- Drive your audience to advocacy groups, partners, and credible sources for additional support.

PROVIDE NEWS, UPDATES, AND SUPPORT RESOURCES

- Consider providing a list of frequently asked questions and provide as much detail and reassurance as possible in your answers
- How can we tap into those existing, credible resources to act quickly and help spread the word?
- How can your brand, when appropriate, provide distraction (and maybe even levity)?
- When posting, pin important posts to the top of your social pages/channels for quick viewing

CREATIVE CONSIDERATIONS FOR FUTURE SOCIAL PROGRAMS AND CONTENT

- Go virtual! Each social platform allows for patients to come together. How can your brand facilitate community using your social channels?
- Like always, collecting and publishing UGC can be a great way to share inspiring, human moments and provide much needed connection.
- If your brand works with social influencers, how can they help spread your message using their social network?

Things are changing quickly. Work out an expedited review process for getting important updates approved and published in a timely matter.

CONCLUSION

In this crisis, people are looking to be informed, comforted, and connected more than ever. Our new reality requires thoughtful action.

First, **we must listen to understand how patients are impacted.** Then ask, **how can your brand be there to help and support our patients during these trying times?**





**IF YOU HAVE ANY ADDITIONAL QUESTIONS, PLEASE
CONTACT YOUR P&P BRAND TEAM OR OUR SOCIAL TEAM
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Be well and be safe