

Social Media Trends in the Life Sciences Industry

Industry expectations, patient needs, regulation and technology are constantly evolving. Life sciences organizations need to evolve with them. We surveyed pharmaceutical and life sciences professionals to evaluate their adoption of social media. Here is a high level overview of the results.

Only 40% of pharma leaders find their current social media programs effective

Top Concerns for Social Media



53%
Quantifying ROI



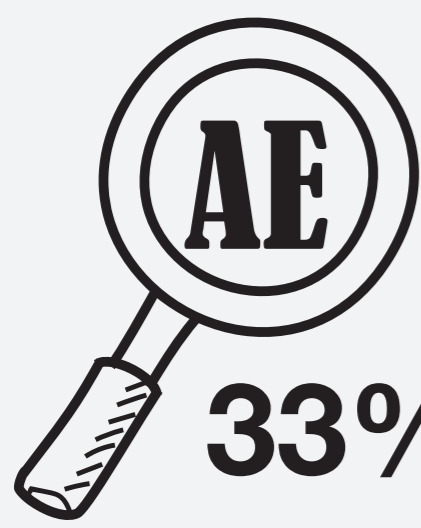
43%
Managing Social Media Volume with Limited Resources



47%
Complying with Regulation



Survey Results



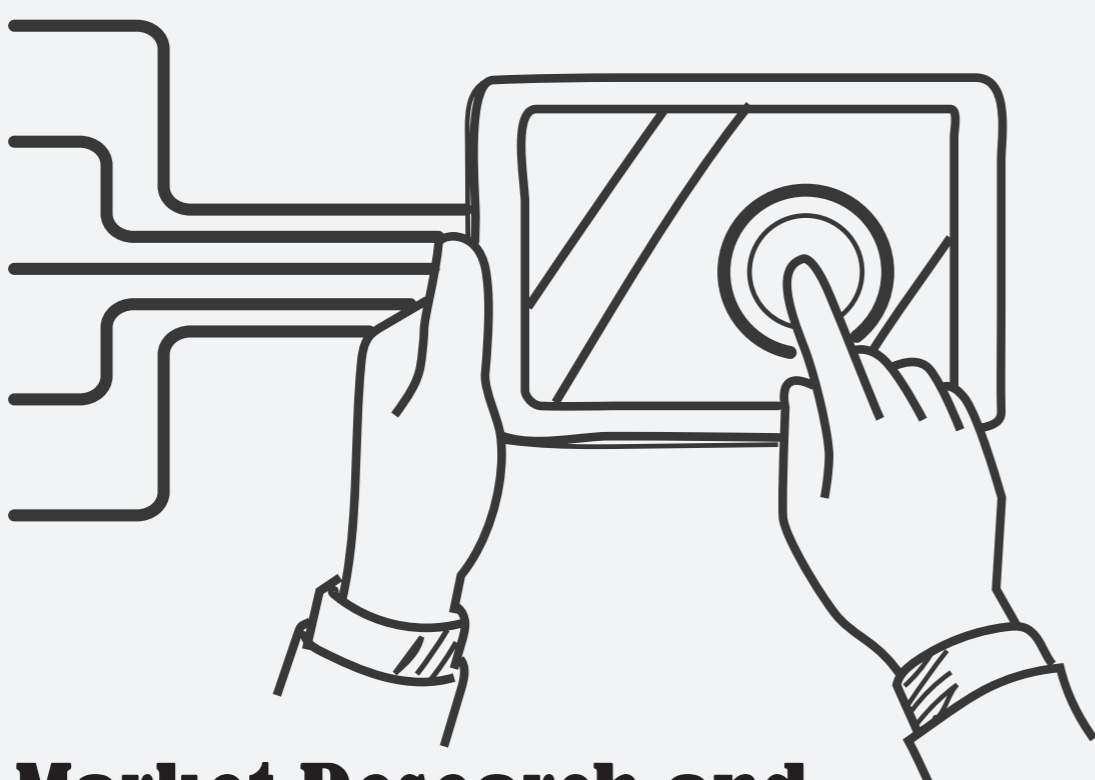
AE Monitoring

33% identify "AE Identification" and "Reporting Process" as most pressing social media concern

23% of pharma leaders are currently monitoring social media for AEs

Current Social Media Focus

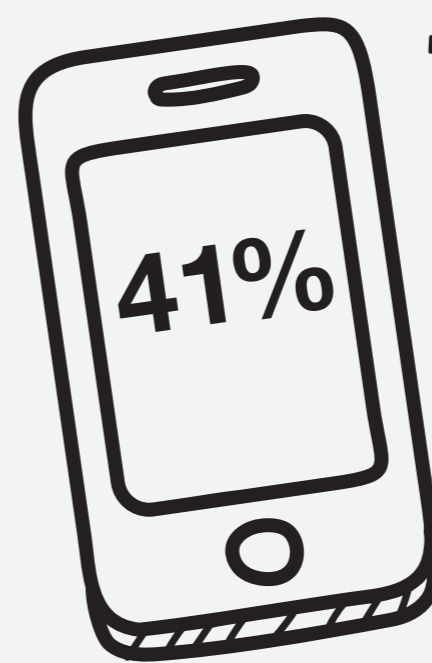
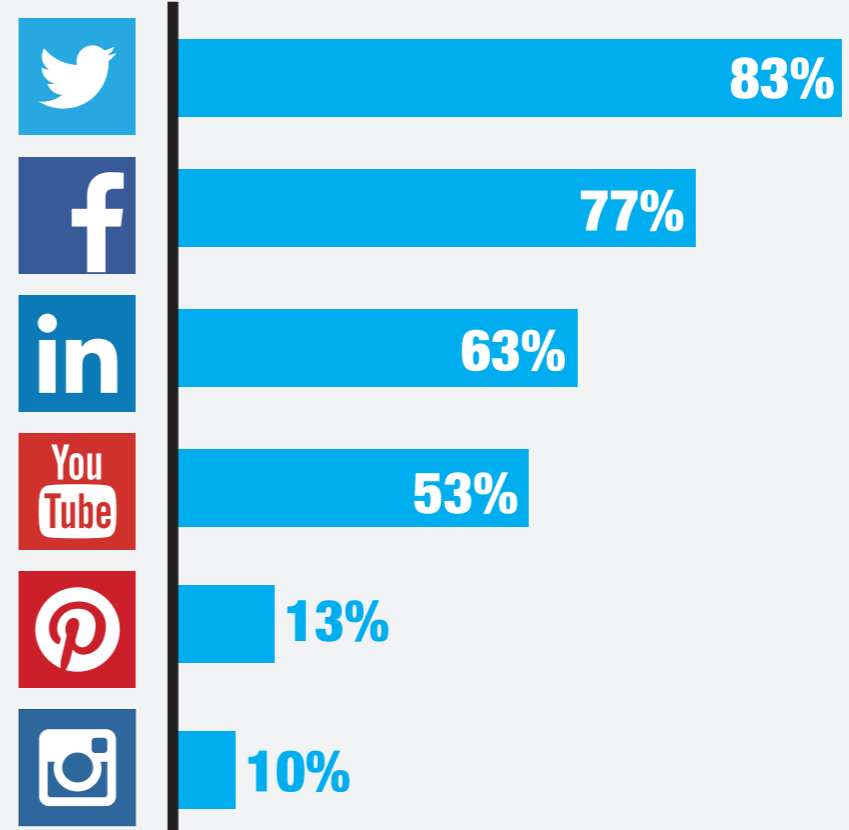
Monitoring for Brand Posts: **67%**
Public Relations: **60%**
Customer Service: **43%**
Product Inquiry Support: **40%**
Competitive Analysis: **30%**



Market Research and Insight Focus

Safety: Product Concerns & AEs: **59%**
Product Promotion: **52%**
Industry Intelligence: **48%**
Audience Insights: **44%**

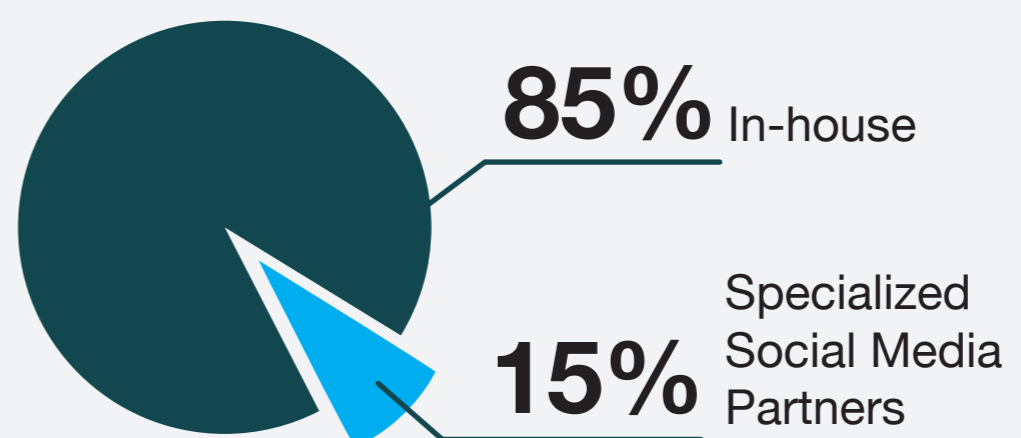
Social Media Presence



Technology

41% don't use any social media technologies

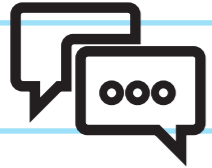
Staff Utilized for Social Media Initiatives



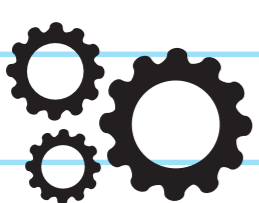
Practical Strategies For Social Media



Embrace Regulation: Implement clear processes to identify and report potential AEs

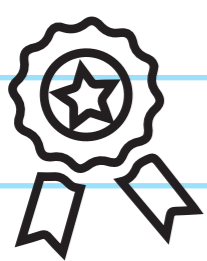


Enhance Social Listening projects to glean insights



Integration:

- Ensure social objectives are tied to broader strategies – not developed in isolation
- Combine social media and traditional channel data for company – wide intelligence



Structure for Success:

- Staff dedicated social media resources
- Centralize social media strategy efforts
- Utilize social media partnerships to fill gaps and accelerate progress

* Data derived from a benchmarking study conducted by C3i Solutions meant to evaluate the current social media landscape, including adoption of social media channels, the maturity of social media programs, and emerging trends. Participants included life sciences and pharmaceutical professionals from various functional areas.

*Some percentages derived from multi-select survey questions; responses will total greater than 100.