



Effectively managing social media tools in real life

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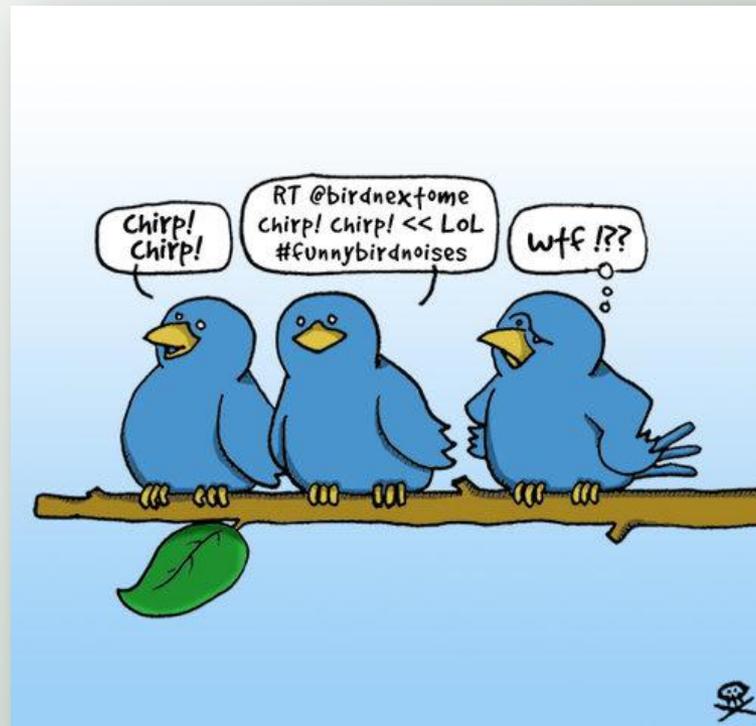
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Welcome and introductions - overview

- **Your views on social media.**
- **Why social media is commercially beneficial.**
- **The social media engagement checklist.**
- **Success stories.**

Your views on social media



Welcome and introductions - overview

- **Do you use social media in your personal life?**
- **Do you believe social media is useful in business?**
- **Do you use social media for business?**
- **Does your company use social media for business?**
- **Do you feel in control of your social media use?**

Some myths and facts about social media

“Social media is free marketing”

“Our industry is too regulated to allow us to use social media”

“Social media is for personal life, not work”

“You can’t measure the ROI of social media”

“People will say bad things about us on social media channels”

“We / someone we know tried it and it didn’t work”

“You can’t say / convey anything meaningful through short posts”

“None of our competitors are using social media”

Social media is a channel – manage it as such

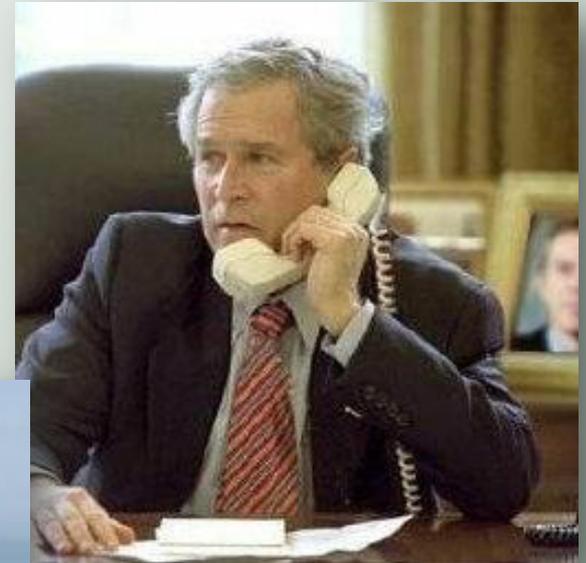


Image refs: The HoneyBuzz <http://thehoneybuzzblog.blogspot.co.uk/2011/02/great-race-even-greater-banquet.html>,
Anton Koekemoer <http://www.antonkoekemoer.com/social-media/beware-of-a-social-media-burnout/>,
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***Why social media is
commercially beneficial***



Social media provides tremendous amplification...



pharmaphorum
3,723 followers

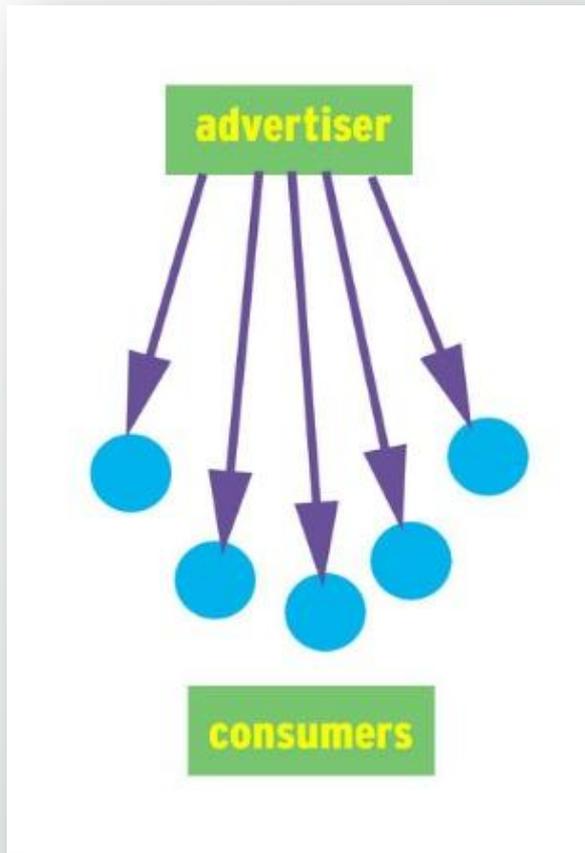
50 tweets
29/30 June

33,007
accounts

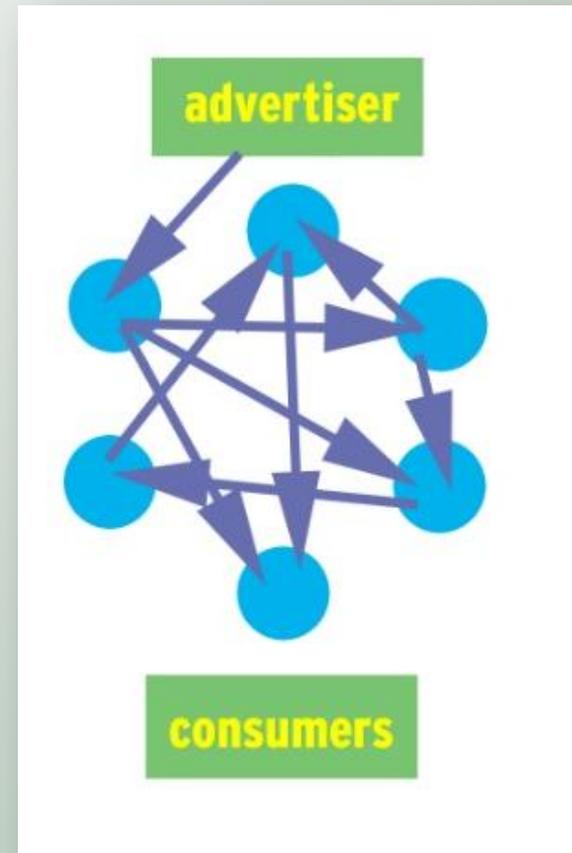
114,088
impressions

...and great customer feedback on your proposition

Then



Now



Source: Seth Godin (www.sethgodin.com) - Tribes: <http://www.squidoo.com/tribesbook>

The social media engagement checklist



Plan social media like other 'marketing' activities

- **What social media channels are you going to use?**
- **Who is going to conduct your social media activity?**
- **How are you going to engage?**
- **When are you going to do this?**
- **How are you going to measure success?**

Who is going to conduct your social media activity?



- A team approach is easiest.
- Within the team, companies may have individual leaders too.
- Identify those with authority.
- Coordinate with those who are good communicators.
- Have a policy around the rules of social media engagement.
- Develop your expertise in-house, social media is not going away.

Develop clear guidelines around social media use

7 Rules for PERSONAL online activities

Speaking “about” Roche

- Be conscious about mixing your personal and business lives.
- You are responsible for your actions.
- Follow the Roche Group Code of Conduct.
- Mind the global audience.
- Be careful if talking about Roche. Only share publicly available information.
- Be transparent about your affiliation with Roche and that opinions raised are your own.
- Be a “scout” for sentiment and critical issues.

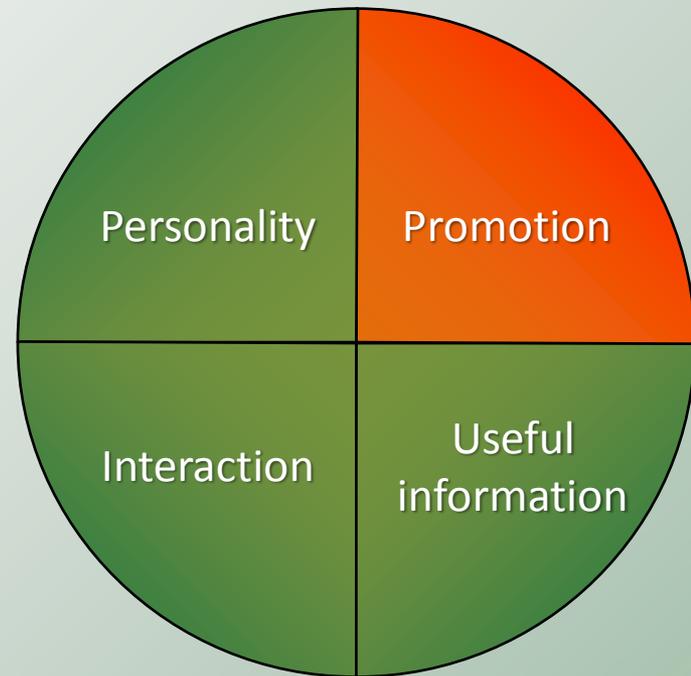
7 Rules for PROFESSIONAL online activities

Speaking “on behalf of” Roche

- Follow the Roche Group Code of Conduct and Communications Policy.
- Follow approval processes for publications and communication.
- Mind Copyrights and give credit to the owners.
- Use special care if talking about Roche products or financial data.
- Identify yourself as a representative of Roche.
- Monitor your relevant social media channels.
- Know and follow our Record Management Practices.

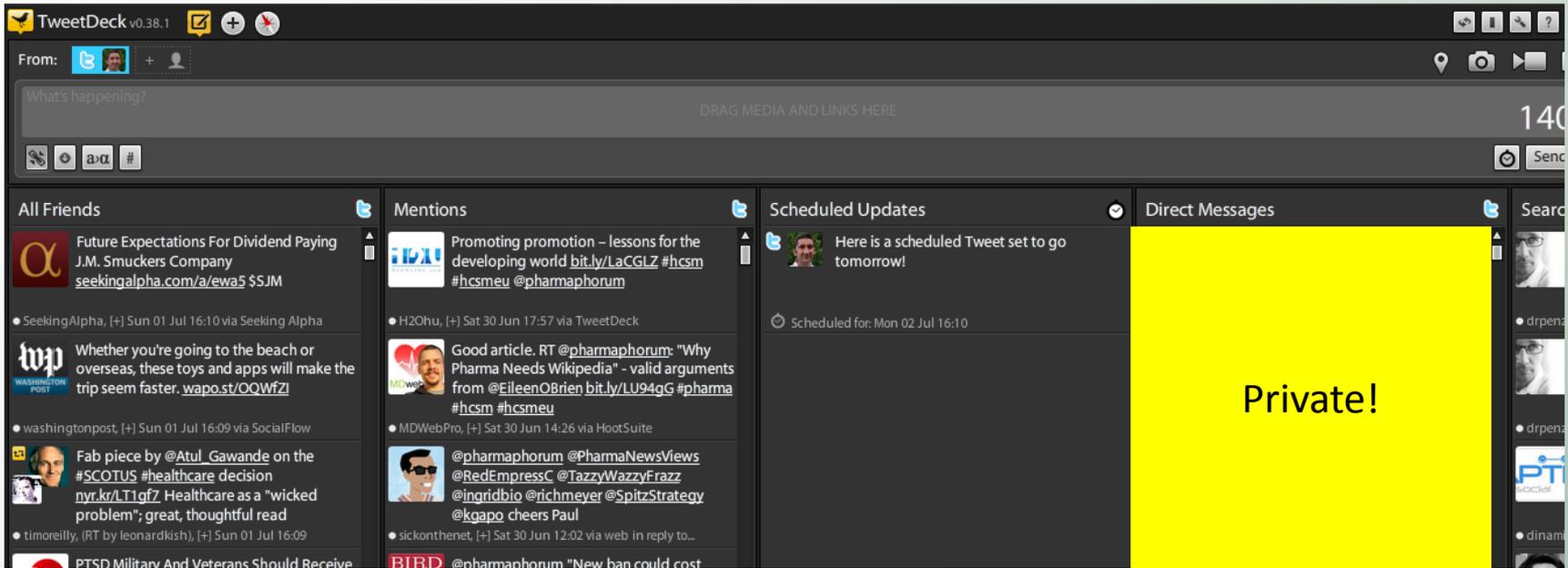
How are you going to engage?

- Seek permission to market by splitting your social media activity into:
 - Personality
 - Interaction
 - Useful information
 - Promotion
- Remember, interaction and useful information will lead to interest in your products & services too if done correctly.
- Personality also gains you **trust**.



Split of time on social media

When are you going to do this?



- Identify the key times for reaching your audience and engage accordingly.
- Use tools such as Tweetdeck and Hootsuite to schedule updates.
- BUT – beware of automation in social media as it can appear very unfriendly and alienate people.

How are you going to measure success?

Google Analytics	Visits
1. t.co	6,356
2. linkedin.com	2,469
3. facebook.com	2,225
4. scoop.it	877
5. m.facebook.com	618



- Audience demographics and inbound traffic can be easily tracked with free tools.
- Followers, 'likes', +1s etc. are free for all to see!
- You can use tracking URLs, such as bit.ly, for specific posts or make unique offers through certain channels.
- **BUT beware of chasing numbers!**

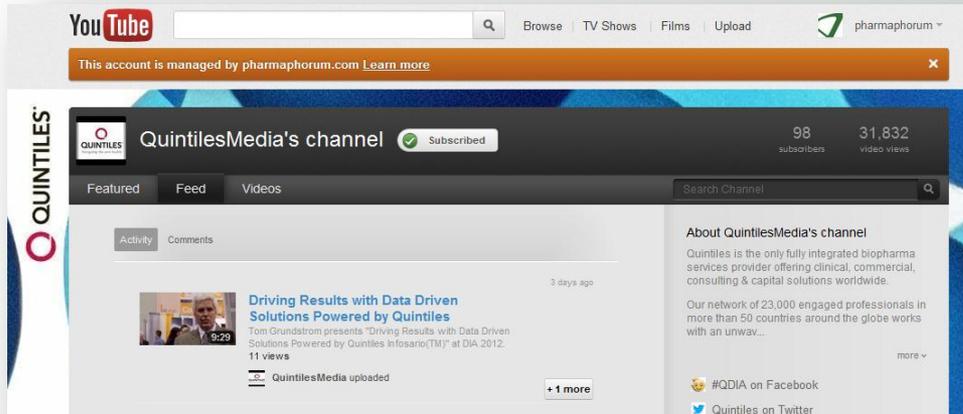
Success stories



Take a look at what others are doing... do you like it?

MedComms Networking

patientslikeme®



Doctors.net.uk



pharmaphorum™
bringing healthcare together

Questions?



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