

FDA Drug Info Rounds Videos Cross-Platform Promotion



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@FDA_Drug_Info

Case Studies: Cross-Platform Social Campaigns

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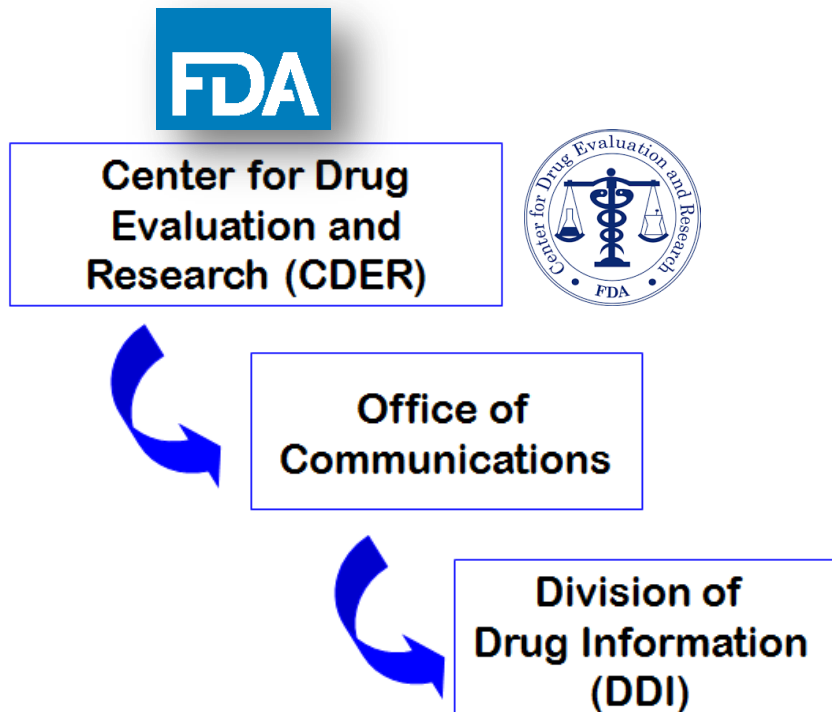
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FDA's Division of Drug Information

- Homepage: www.fda.gov/aboutDDI
- Monthly Averages: 3,989 telephone calls, 1,370 emails and 65 letters



Our Challenges

- Connecting with consumers
- Strive to use plain language:
Federal law, associated regulations & guidances
- Communications speak on behalf of Agency
- Content is derived from teams with many reviewers



CDER Social Media



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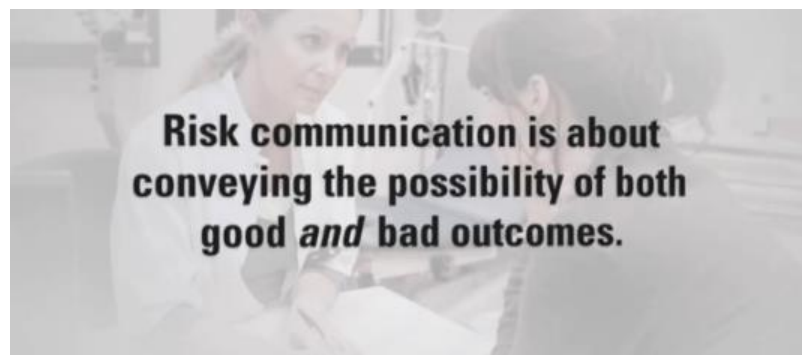
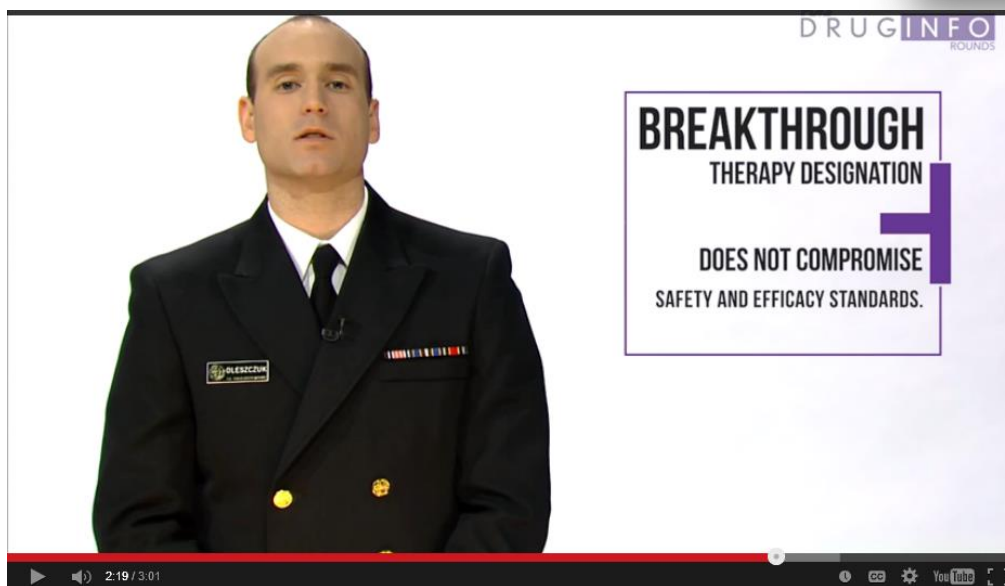
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FDA Cross-Platform Initiatives



Drug Info Rounds

www.fda.gov/druginforounds

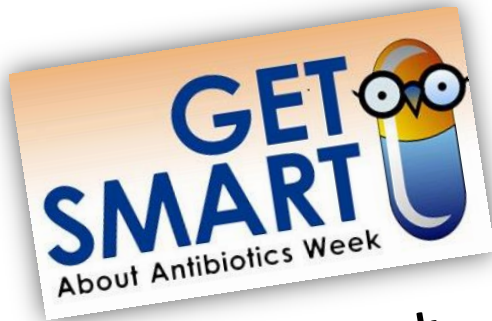


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Promotion of Videos

- Published on FDA.gov and YouTube
- Can we make videos easier to share?
- Can we provide opportunities for a learning moment due to serendipity?
- Provide an opportunity to comment or react
- Cross-promotion of Twitter account:
@FDA_drug_info

DI Rounds Cross-Promotion #Hashtags



#GetSmartWeek

#DrugInfoRounds

#BreakthroughTherapy



#EmergencyPreparedness

#AntibioticResistance

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Online and Offline Launch Strategy

Mass Communications

- FDA Facebook page
- @FDA_Drug_Info Twitter using hashtags: #FDA and #DrugInfoRounds
- DDI's listserv
- FDA.gov Drugs website carousel

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Online and Offline Launch Strategy

Targeted Stakeholder Outreach

- FDA Patient Network Newsletter
- Pharmacy schools
- National Boards of Pharmacy
- Pharmacy organizations

Defining Success

- **Quantitative:** Increase number of views and shares of videos from previous baselines
- **Qualitative:** Interact with Facebook responses
 - Clarify misunderstandings
 - Provide additional information resources
 - Provide customized answer

Results of Cross-Promotion

Metrics on DI Rounds

- Tweets
- YouTube videos, and
- Facebook posts

Engaging Consumers - Challenges

Cons

- Spam, solicitations, profanity, trolling
 - Potential for comments to alter message of post
- Resources required to actively monitor and respond
- Discussion of complex issues in space-limited platforms

Engaging Consumers - Wins

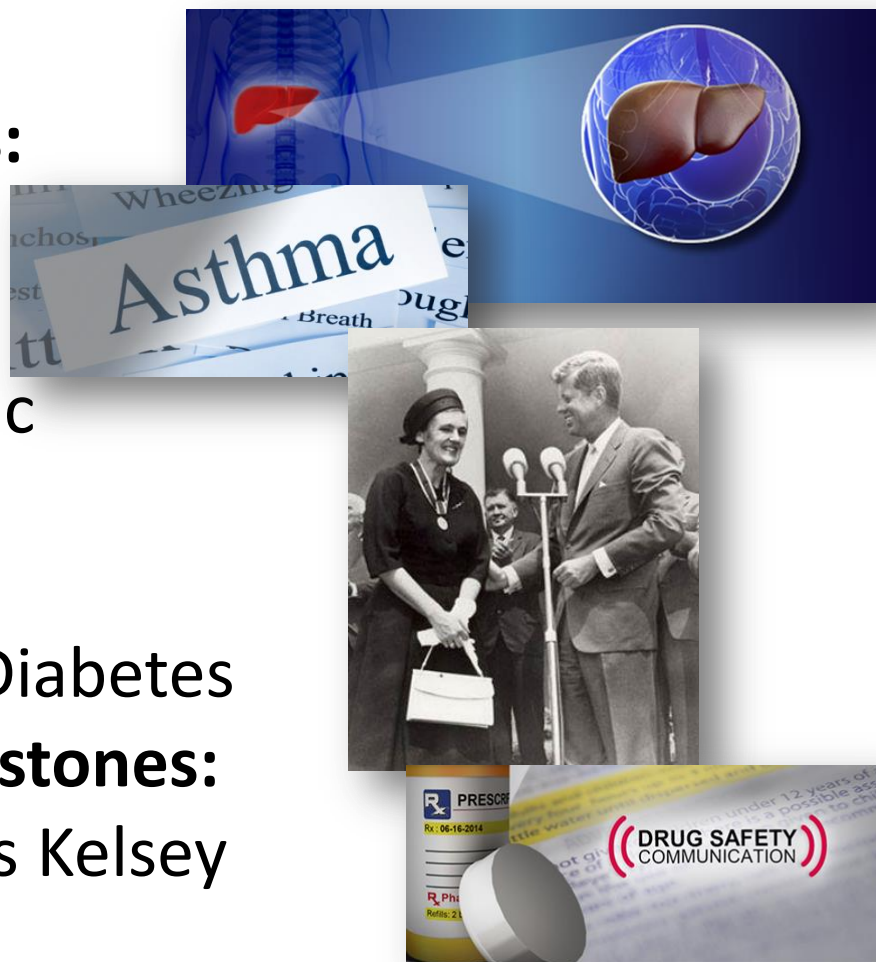
Pros

- Engage audience
- Crisis communication tool
- Forum for audience to debate/ talk with each other
- Development of Fanbase: Consistent educational, informative and inspirational posts can outweigh potential cons

Content Categories Likely to Be Shared

Examples

- **Prominent approvals:** Hepatitis C, cancer
- **Posts that “touch a nerve”** – Homeopathic products for Asthma Warning
- **Common diseases:** Diabetes
- **Major historical milestones:** The passing of Francis Kelsey

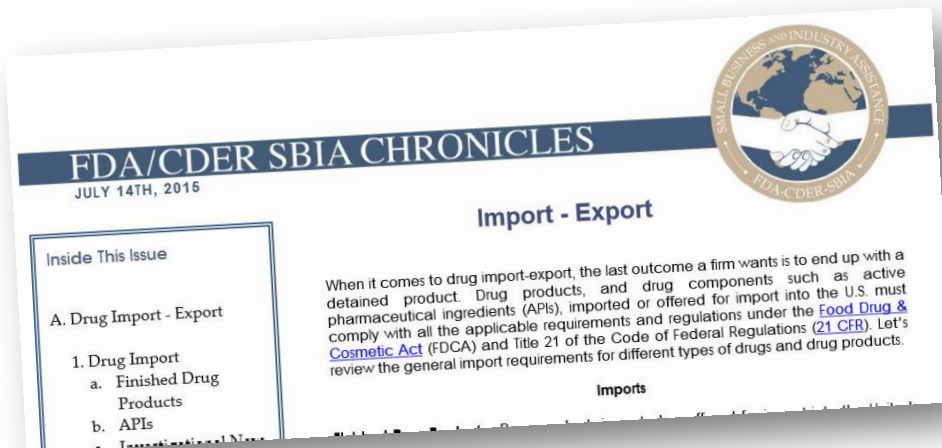


Learning from Our Experience

- Working or interacting with a government agency
- Translating complex topics into plain language
- Humanizing a scientific/regulatory agency
- Healthcare issues are not isolated to scientific evidence
 - Personal values and experiences
 - Economics and political beliefs

What We Learned from Cross-Promotions

Use social media tools to re-launch content that is timely, actionable, and interesting



Have Limited Resources? Focus on Content Ready for Multiple Platforms



We are focusing on excellence in a few platforms instead of being average at many



Cross-platform Launches are an Opportunity for Partnerships



Questions? Comments?

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Backups

FDA

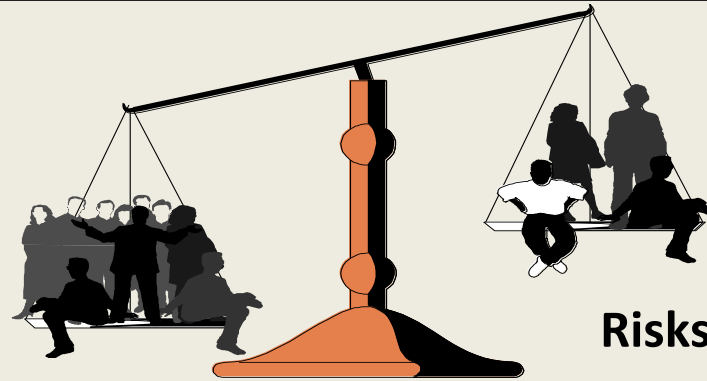
**Evaluates
benefits/risks
for the
population**

Provider

evaluates
benefits/risk
for a patient

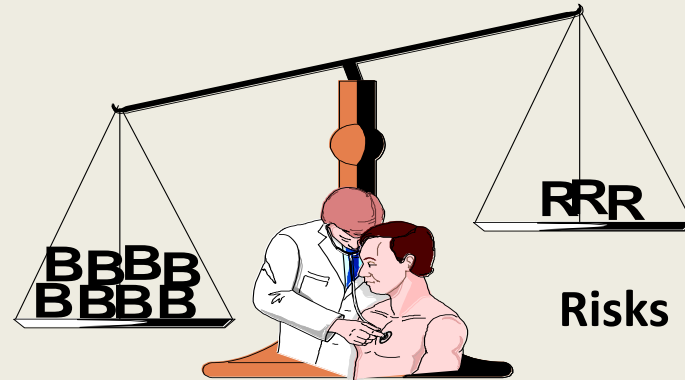
Patient

evaluates
benefits/risks
in terms of
**personal
values**



Risks

Benefits



Risks

Benefits Risks



Other FDA Teams/Social Media Resources

- Office of External Affairs
 - **Office of Health and Constituent Affairs:** patient advocacy and health professional organizations, consumers, states, industry
 - <http://www.fda.gov/AboutFDA/CentersOffices/OC/OfficeofExternalAffairs/ucm343095.htm>
- FDA Social Media Policy
 - <http://www.fda.gov/aboutfda/aboutthiswebsite/websitepolicies/ucm472483.htm>