

## Social Media Boot Camp Worksheets

### From Idea to Execution: Getting Your Social Media Initiative Planned, Approved & Measured Digital Pharma Conference, October 19, 2009

These worksheets are designed to help guide you through today’s social media initiative simulation. We also hope they will inform any social media marketing efforts you are currently engaged in or planning for the future.

#### Worksheet 1: Planning a Social Media Marketing Initiative

Topic/Question	Group Notes	Group Answer
<b>Scope of Initiative</b>		
Provide a brief overview of your campaign idea (please indicate whether it is branded or unbranded).		
What social media technologies are you thinking of using?		
Are we or other companies conducting similar campaigns currently?		
How long will the campaign last?		
Will the campaign be integrated with other marketing efforts? If not, why?		
<b>Campaign Rationale</b>		
What <b>corporate</b> objectives are you seeking to achieve by launching this campaign?		
What <b>brand</b> objectives will this campaign help you meet?		
Does launching this campaign make sense in the context of other company marketing activities?		

Topic/Question	Group Notes	Group Answer
<b>Supporting Data for Campaign</b>		
Are there data indicating that our <b>core audiences</b> use social technologies? Do their media consumption habits match our campaign's tactics?		
<b>Budget/Human Resources</b>		
How much are we planning on spending on this campaign?		
What vendor, compliance, leadership and other human resources will we need to implement this campaign successfully?		
<b>Success Measures</b>		
What <b>activity</b> metrics are we using to evaluate this campaign (e.g., amount of UGC, sign-ups, site visits, etc.)		
What <b>behavioral</b> metrics are we using for campaign evaluation (e.g., new CRM sign-ups, coupon redemption, etc.) ?		

## Worksheet 2: Getting Your Initiative Past Compliance

Topic/Question	Group Notes	Group Answer
<b>Major Regulatory Issues Associated with Campaign</b>		
How will your campaign <b>avoid fostering off-label</b> conversation <b>or</b> dialogue with unsubstantiated claims?		
What is the risk that an <b>adverse event</b> will be reported? How will we follow-up on reportable events?		
What adverse event policies do we already have in place for other marketing/relationship marketing efforts (e.g., call centers, CRM)? Can these policies be applied to this campaign?		
If the campaign is branded (or has branded components), how will we adhere to fair balance requirements?		
If content moderation is required, how will it be managed by our legal/regulatory and medical personnel? Will they be able to moderate content in a timely fashion?		
What procedures do we have in place to ensure vendors are fully compliant? Have they received training?		
What lessons can we learn from similar campaigns conducted at other companies?		
Should we submit our campaign to the FDA for comment? Why or why not?		

### Worksheet 3: Evaluating Your Initiative's Impact

Topic/Question	Group Notes	Group Answer
<b>Success: Did We Achieve Our Goals?</b>		
What's working about the campaign? What's not?		
What is the <b>hard</b> evidence this campaign is helping us to achieve our corporate and/or brand objectives?		
What unanticipated legal/regulatory issues have come up? How have we managed them?		
Should we extend this campaign or integrate it into future marketing efforts?		