

THE PHARMA SOCIAL MEDIA RANKING.

GLOBAL TWITTER EDITION - SPRING 2018





WELCOME

A very warm welcome to this, our first edition of our Pharma Social Media Ranking, the Global Twitter Edition

As social media platforms have become a daily part of many consumers media repertoire over the past decade, it's understandable why companies in every sector have decided to set-up social media outposts. Even back in 2014 eyeforpharma's Industry Healthcheck found that 75% of pharma executives agreed that better use of social media was genuinely important to the future of pharma.

Our research has found that most pharma companies embraced Twitter around 8.5 years ago, although GSK stands out as an early adopter of the channel when it was the first pharma company to dip it's toe into the 140 character social platform just over a decade ago.

A constant story during this time has been the decline of organic reach across social platforms including Twitter. This decline, coupled with the introduction of new advertising platforms, has prompted many to call it the biggest bait and switch in marketing history. So, in addition to the challenge of publishing compliant content, pharma companies have been forced to respond to the challenge of balancing the community-nature of social media with it's pay-to-play advertising model.

Our inaugural ranking aims to take a snapshot of the performance of these pharma companies on Twitter to see how they are responding to these challenges.

We hope our ranking and the insights prove useful to the pharma companies we looked at and in particular to the dedicated social media teams behind their respective Twitter accounts.



SO, HOW DID WE DO IT?

This ranking measures the performance of the global corporate Twitter accounts of the 22 largest global pharmaceutical companies, measured by revenue.

These accounts were identified via the main dot.com website of the respective companies.

The overall performance scores, used to position the companies in our ranking, have been calculated using around 5,000 data points which take the following attributes into consideration.

- **AUTHORITY**
- **REACH**
- **ACTIVE**
- **ENGAGEMENT**
- **INFLUENCE**

As a snapshot of performance, we looked at all activity during October 2017.

Please feel free to contact us if you would like more details about the metrics used for each attribute and the measurement calculation we used.



THE RANKING - 1 to 11

RANK	COMPANY	HANDLE	SCORE
=1	GSK	@GSK	75
=1	Pfizer	@Pfizer	75
=3	AstraZeneca	@astrazeneca	69
=3	Roche	@roche	69
5	Novartis	@novartis	67
6	Boehringer Ingelheim	@boehringer	66
=7	Bayer	@bayer	65
=7	Bristol-Myers Squibb	@BMSNEWS	65
=9	Eli Lilly	@LillyPad	64
=9	Johnson & Johnson	@jnjnews	64
11	Amgen	@amgen	58

ROOM FOR IMPROVEMENT?

Congrats to the pharma companies sitting at the top of our global twitter ranking, they have a good understanding of this social channel and are performing well.

However, with a maximum score of 100 we believe there is more work to be done to unlock the true potential of this channel.



THE RANKING - 12 to 22

RANK	COMPANY	HANDLE	SCORE
12	Gilead	@GileadSciences	56
=13	AbbVie	@abbvie	53
=13	Merck Group	@merckgroup	53
=13	Novo Nordisk	@novonordisk	53
16	Astellas	@AstellasU	47
17	Sanofi	@sanofiS	46
18	Shire	@Shireplc	41
19	Takeda	@TakedaPharma	38
=20	Daiichi Sankyo	@EUdaiichisankyo	34
=20	MSD	@MSDInvents	34
22	Teva	@tevapharmeuropa	24



VERIFIED ACCOUNTS

COMPANY	HANDLE	VERIFIED
AbbVie	@abbvie	Yes
Amgen	@amgen	Yes
Astellas	@AstellasUS	Yes
AstraZeneca	@astrazeneca	Yes
Bayer	@bayer	Yes
Boehringer Ingelheim	@boehringer	Yes
Bristol-Myers Squibb	@BMSNEWS	Yes
Daiichi Sankyo	@EUdaiichisankyo	No
Eli Lilly	@LillyPad	Yes
Gilead	@GileadSciences	Yes
GSK	@GSK	Yes

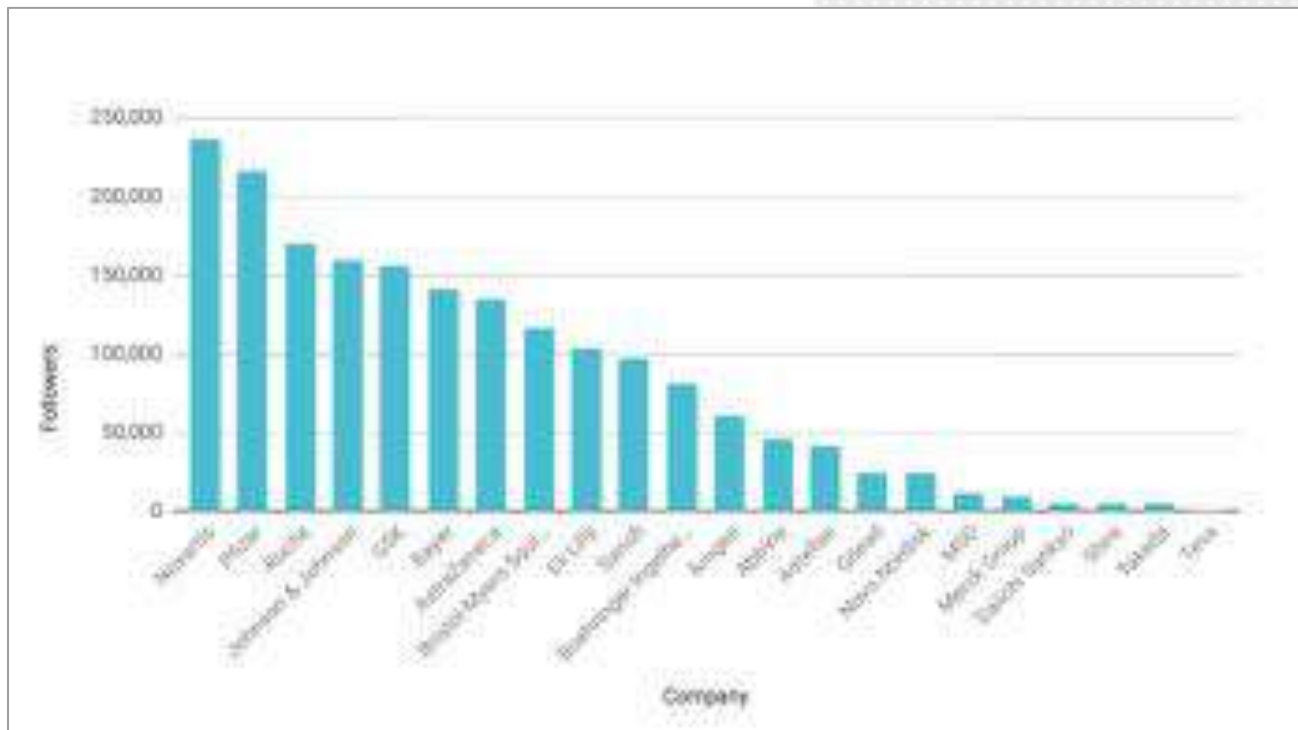
COMPANY	HANDLE	VERIFIED
Johnson & Johnson	@jnjnews	Yes
Merck Group	@merckgroup	Yes
MSD	@MSDInvents	No
Novartis	@novartis	Yes
Novo Nordisk	@astrazeneca	Yes
Pfizer	@Pfizer	Yes
Roche	@roche	Yes
Sanofi	@sanofi	Yes
Shire	@Shireplc	No
Takeda	@TakedaPharma	No
Teva	@tevapharmeuropa	No



THE MOST REACH

The more followers the pharma twitter account has, the greater potential organic reach it has. Novartis and Pfizer are ahead of the pack on this metric with 237,232 and 216,823 respectively.

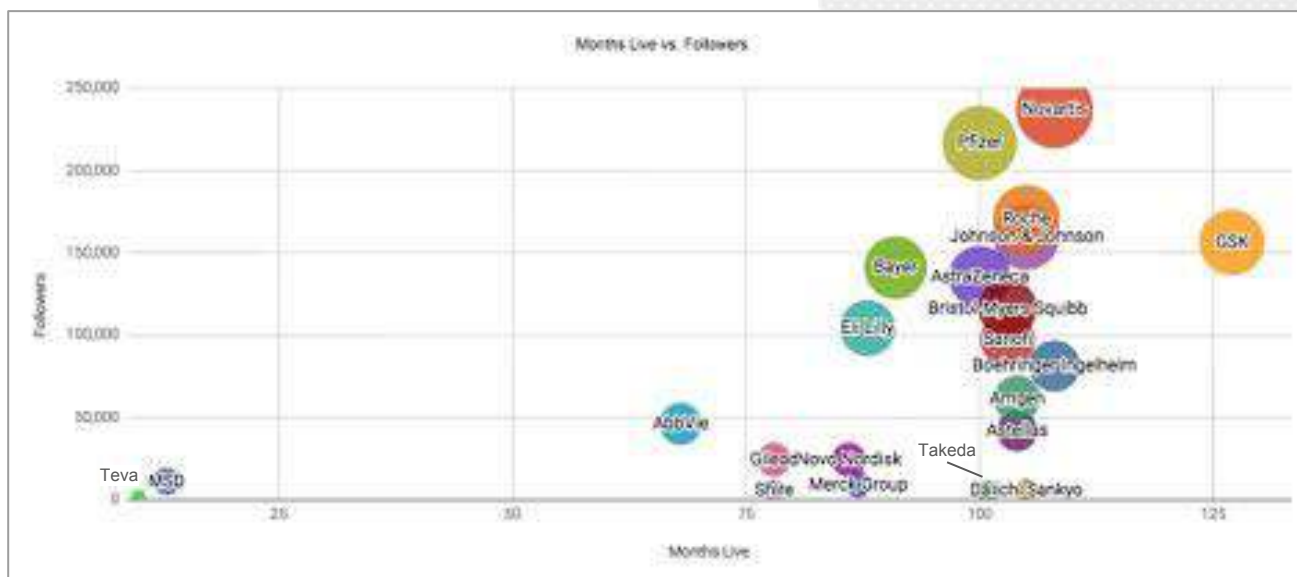
Although the size of a brand's community is not itself a key measure of performance, it enables the companies to drive other important performance metrics such as engagement.



FOLLOWER GROWTH

As we would expect the longer the account has been live the more followers it has. Although the data appears to suggest that some pharma companies find it easier than others to grow their followers once they

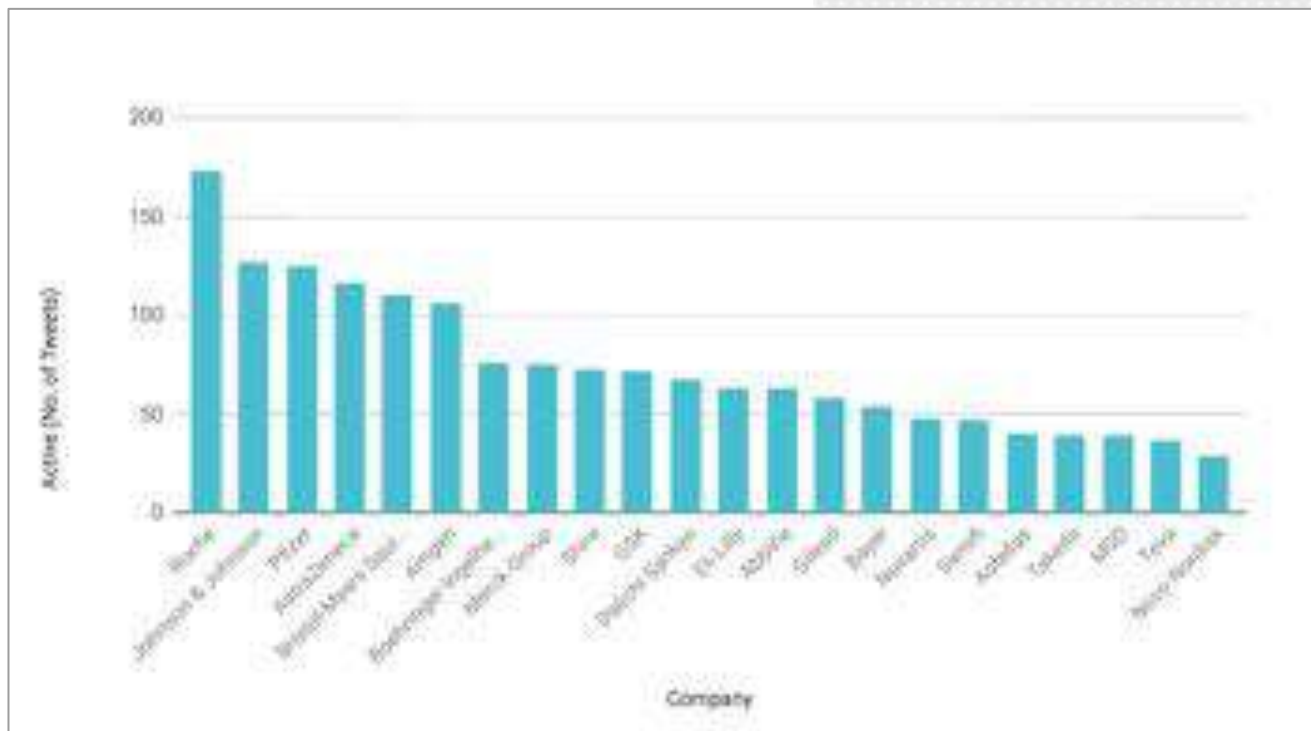
get into their stride at around 8 years. GSK may have a couple of years head start on their rivals, although they haven't translated that into follower growth.



THE MOST ACTIVE

We measured the number of tweets posted during October 2017 to get an understanding of how active these pharma companies were. As you can see for the majority of accounts the average number of tweets

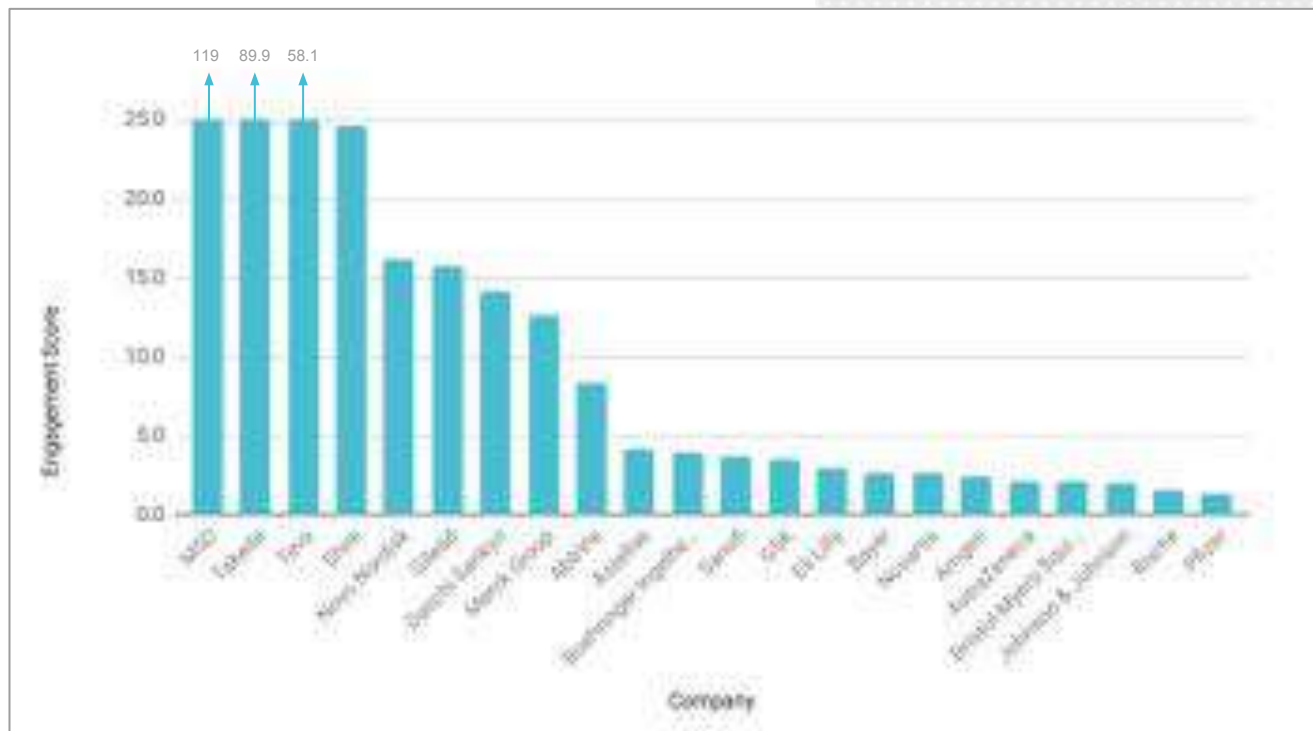
per month is 50, although 100 is the average for the more active accounts and Roche is the most active of all with 173 tweets posted during this month.



THE MOST ENGAGING

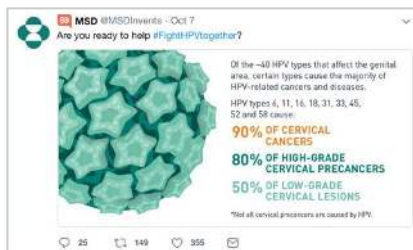
With engagement such a key performance metric we first created a weighted formula, incorporating likes, retweets and replies, which produced an engagement score for each account. We then normalised this score

taking into account the number of followers and the volume of tweets sent during the period. This resulted in a final engagement score which provides a clearer understanding of whose content is working the best.

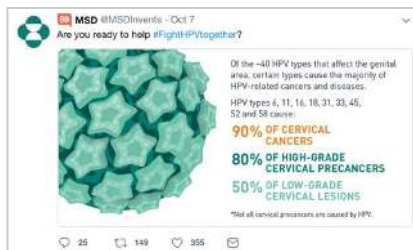


THE MOST ENGAGING CONTENT

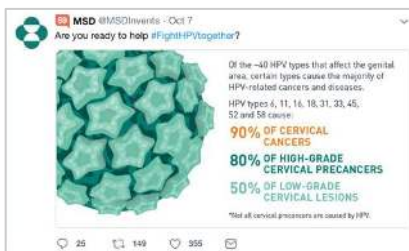
TOP 3 POSTS WITH THE MOST LIKES



TOP 3 POSTS WITH THE MOST RETWEETS



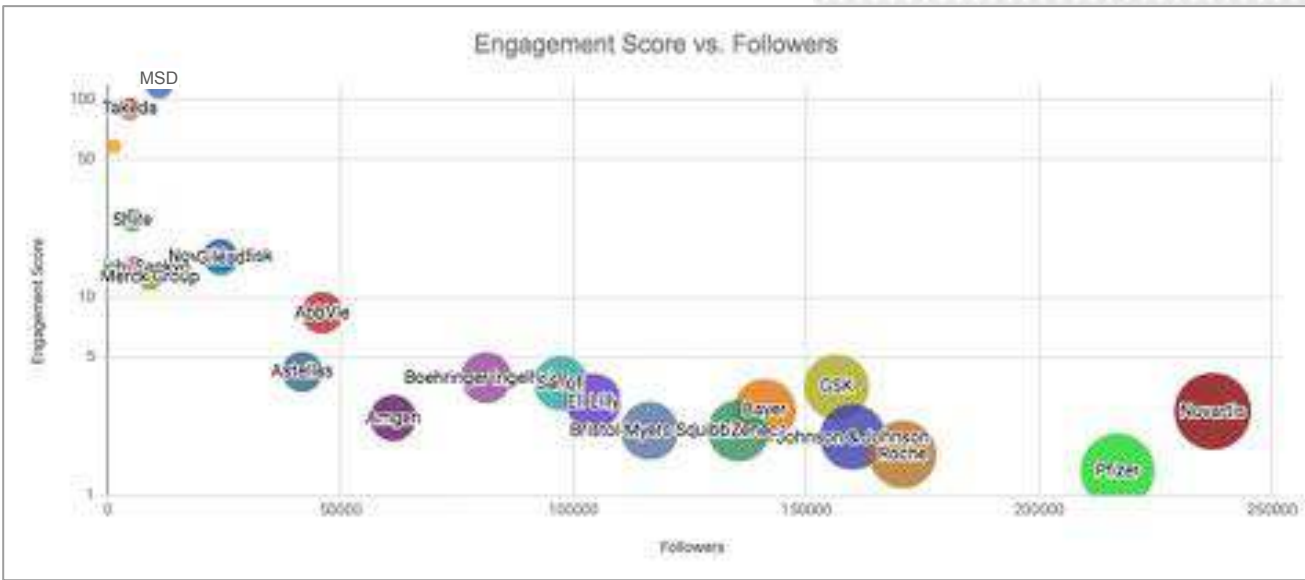
TOP 3 POSTS WITH THE MOST COMMENTS



100

Although more followers provides the opportunity for greater organic reach, it appears to become harder to keep this larger community engaged with valuable timely content. Pharma companies that have invested

in building the size of their communities now need to develop content marketing strategies to build a sustainable social platform or run the risk of managing zombie communities.



THE MOST INFLUENTIAL

RANK	COMPANY	KLOUT*
1	GSK	88
=2	Bayer	87
=2	Pfizer	87
4	Novartis	86
5	Eli Lilly	85
=6	AstraZeneca	84
=6	Bristol-Myers Squibb	84
=8	Boehringer Ingelheim	83
=8	Novo Nordisk	83
=8	Roche	83

THOSE WITH SWAY

We've used the Klout system to measure influence.

"We use more than 400 signals from eight different networks to update your Klout Score every day. The majority of the signals used to calculate the Klout Score are derived from combinations of attributes, such as the ratio of reactions you generate compared to the amount of content you share."

* This is a klout score, more details can be found at klout.com



SO, WHAT HAVE WE LEARNED ?

We can see that it's relatively easy to build a large following on Twitter, however, it can become an ongoing burden to keep these followers engaged and increasingly unclear where the return on investment will come from.

Some pharma companies have started taking a different approach by seeking to become part of the relevant communities which are already active on Twitter and across other social media platforms.

By putting the interests of patients and patient groups at the centre of a social media strategy, the resulting content marketing proposition, will help a pharma company become a valuable contributor to the community.

This approach is certainly more strategic, plays to the social platforms strengths and has the potential to be more beneficial to corporate reputation and brand positioning in the longer term.



5 STAGES OF SOCIAL MEDIA MATURITY

We've identified 5 stages of social media maturity. As pharmaceutical companies graduate through each stage of maturity they gain a greater understanding of how to unlock the potential offered by social media.

1. Secure a social media presence. Use the channel to promote corporate and brand news as well as marketing published in other media channels. Start following key stakeholders including KOLs, HCPs, providers and patient groups. KPIs will tend to simply be the number of followers
2. Gain a deeper understanding of your followers and the broader social media community around your key therapeutic areas. Create valuable, timely content for your followers and community. Likes and retweets would be useful KPIs
3. Have conversations. Don't just start them, find, join and foster them. Consider retweeting or curating great content which you know your followers will find valuable. Adopt an always-on and real-time mindset, as the conversation doesn't revolve around you and your working hours. Number of replies to your tweets or average response times would be KPIs worth measuring
4. Identify social media influencers which may or may not be on your KOL radar. Some of these may be micro-influencers, which means that even though they have relatively small communities in a particular therapeutic areas, they hold incredible influence. KPIs here would be the number of micro-influencers following you and their engagement with your content
5. Use social listening tools to gain valuable, timely insights which can be used to inform and then make improvements across the whole company. ROI would be the ultimate KPI here.



WHAT NEXT?

We hope you've found this first look into the social media performance of the pharma companies useful.

We have more rankings in the pipeline. To be the first to hear about them keep an eye on blog.owenhealth.co.uk or follow us on Twitter [@weareowenhealth](https://twitter.com/weareowenhealth)

Using our methodology we can also help pharma companies benchmark their performance against their competitor set or put in place social media measurement frameworks. For details contact us at hello@owenhealth.co.uk

The team here at Owen Health have been helping global corporates such as Activision Blizzard, GSK, Lush Cosmetics, Honda UK, PepsiCo and SABMiller with their social media and content marketing initiatives over the past decade, advising on strategy and measurement frameworks as well as creating content calendars and producing timely relevant content assets.

Our models and thought leadership on multi-channel marketing for pharma can be found here:

- [The Pharma Multi-channel Marketing Maturity Model](#)
- [The Periodic Table of Pharma Multi-channel Marketing](#)
- [Pharma MCM Brand Planning Methodology](#)



LIKE NO OTHER.



hello@owenhealth.co.uk • owenhealth.co.uk

86-90 Paul Street, London EC21 4NE • +44 (0)20 3893 2323

Longcroft Barn, Priors Leaze Lane, Chichester PO18 8RH • +44 (0)23 9248 6566