



MARKETING

SOCIAL MEDIA FOR PHARMA

GONALO CARVALHO

Apresentações 😊

Nome

Profissão

(Experiência em SoMe?)

Empresa

Tipo de produto vendido

(OTC, Device, Agência, Sujeito a prescrição, etc)

Expectativa para a formação

Agenda Formação

1ª Parte (3h) – Contextualização do curso e posição atual de social media

- Aren't we all social?
- A vida na rede (o uso, o potencial e a evolução)

2ª Parte (3h) – Identificar bons exemplos, estratégias externas e as limitações em pharma

- Social media out of pharma
- Social media in pharma
- Awareness, patients and HCPs – The different approaches

3ª Parte (3h) – Estratégias e táticas

- Como criar um plano / campanha solida
- A importância do target
- O medicamento de prescrição e as redes sociais

4ª Parte (3h) – Soluções atuais e como implementar com olhos no futuro

- Ferramentas e dicas
- Desenvolvimentos a ter em conta
- Um olhar no futuro

Pessoalmente

Vivo em Amsterdão



Kickboxing



Pessoalmente

(Hardcore) GAMER

(sim ainda joga Skyrim 12 anos depois)



VR

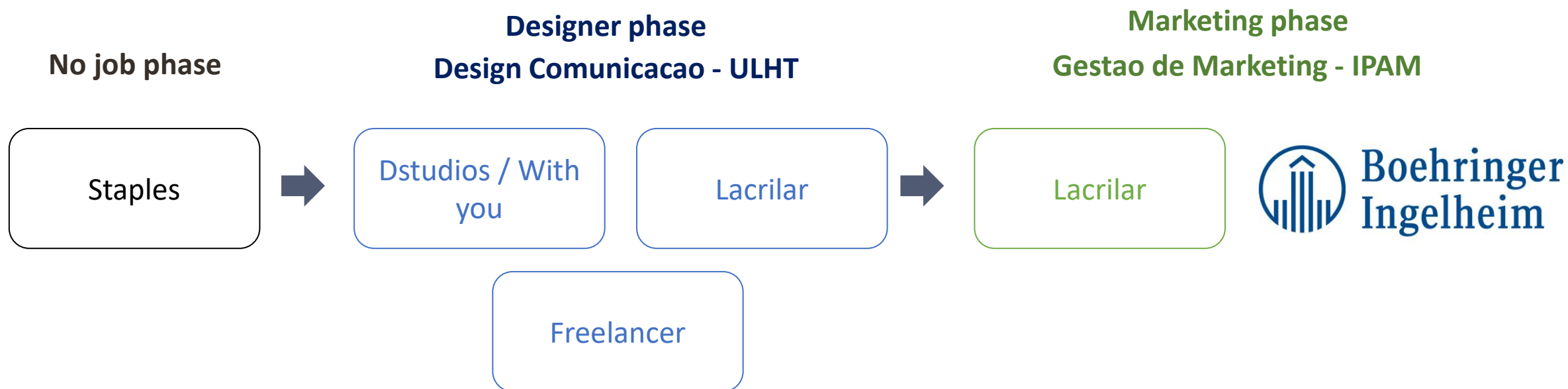


Farrusco

(o grande sucesso nas remote calls)



Percurso



Boehringer Ingelheim

Trainee Customer Experience & Marketing

Customer Experience Specialist

Social Community Manager

Multichannel & Social Media Manager Portugal

Multichannel Manager LUNG MIDlc



Bélgica
Dinamarca
Finlândia
Grécia
Holanda
Noruega
Portugal
Suécia



OFEV – Doenças rara



IPF, SSc-ILD, RA-ILD, iNSIP

What do these ILDs have in common?

A common fibrotic process. Find out how.

[Read more >](#)

IPF, idiopathic pulmonary fibrosis; SSc-ILD, systemic sclerosis-associated interstitial lung disease; RA-ILD, rheumatoid arthritis-associated interstitial lung disease; iNSIP, idiopathic non-specific interstitial pneumonia; ILD, interstitial lung disease.

SPIOLTO Respimat – DPOC & Device

A Doença Pulmonar Obstrutiva Crônica (DPOC) é uma doença progressiva¹, que limita o fluxo de ar nos pulmões, dificultando a respiração²

Estima-se que em 2016
251 milhões de pessoas
em todo o mundo viviam
com DPOC³

Não há cura para a DPOC mas a doença tem tratamento⁴



Expectativas

Inspirar

Informar

Empower

Exemplos
práticos



Ferramentas

Esclarecer duvidas

Sobre Social Media

Planear

Implementar

Targeting

**Data &
Reporting**

**Community
Management**

**Change
Management**

House Cleaning

- **Slides são complementares da formação**
- **Perguntas e comentários são vitais**
- **Prática acima da teoria**
- **Camaras ligadas são opcionais mas apreciadas 😊**
- **Microfones desligados – Raise hand ou chat para questão**
- **Intervalos para biobreak/café**

Q&A?

Sim! Interrompam sempre que necessário 😊

slido

Join at
slido.com
#0996 371



Raise hand if

Against english profanity





MARKETING

Dia 1

Contextualização do curso e posição atual de social media

Aren't we all social?

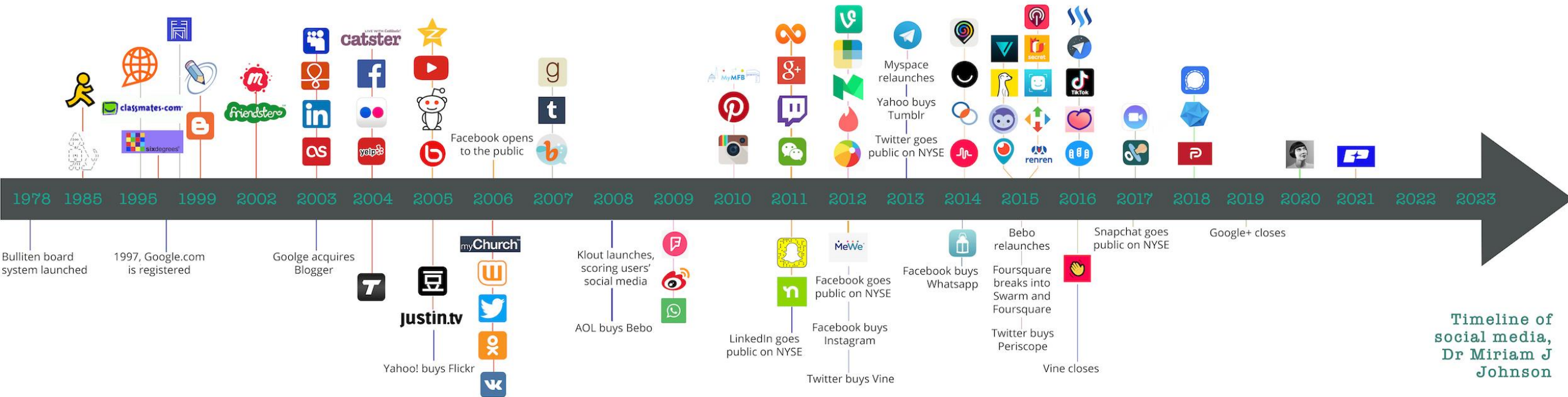
O impacto das redes sociais na nossas vidas



Kind Reminder - Plataformas



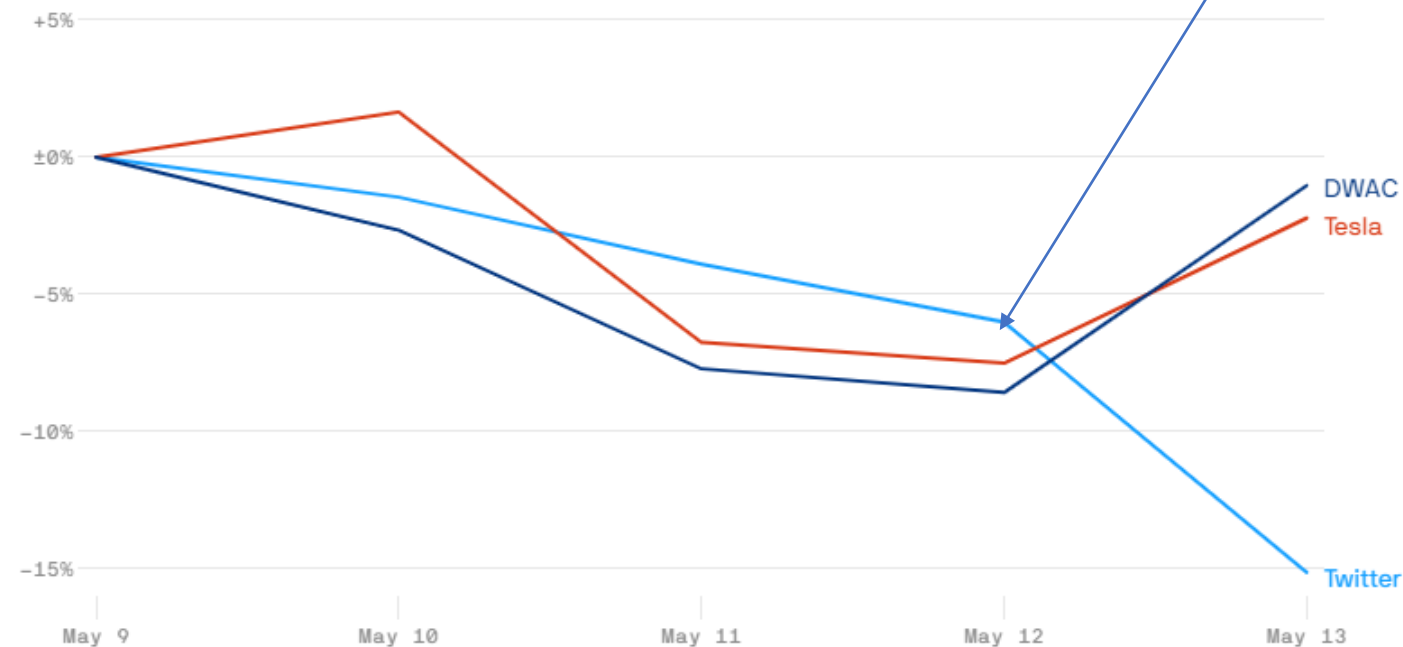
Em perspetiva



Redes sociais e ações

Percentage change in price of DWAC,
Twitter and Tesla

Daily; May 9 to May 13, 2022



Data: Yahoo Finance; Chart: Axios Visuals

Also...

“Elon Musk calls Twitter the digital town square, but it has become a place where free speech is drowned out by coordinated armies of bot accounts spreading disinformation and division,”

Redes sociais e politica

"Mr Bosworth said Mr Trump was not elected because of "misinformation", but "because he ran the single best digital ad campaign I've ever seen from any advertiser. Period"

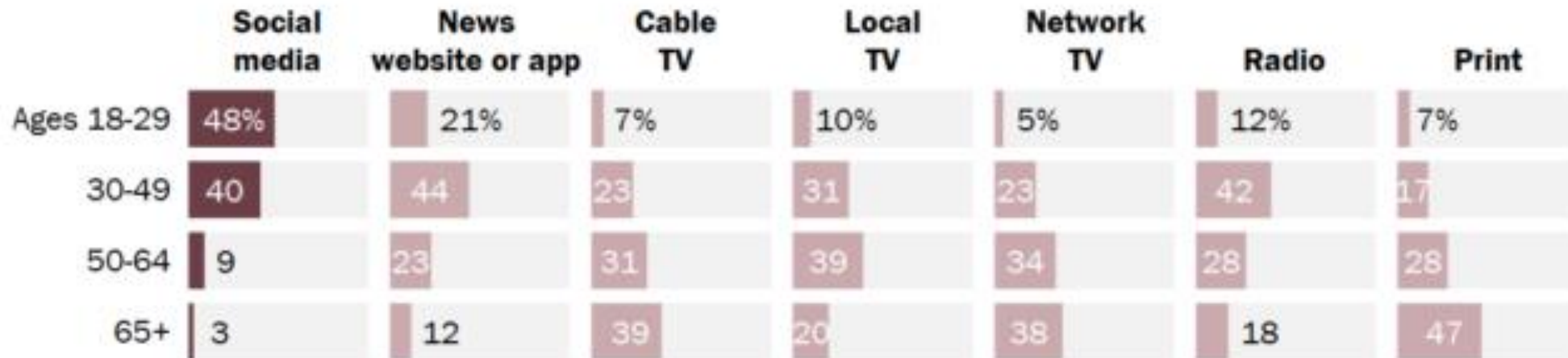
"They did a lot of polling, they helped to build some directional arrows to help us place the money and made recommendations to the leadership," he said.

"People think we used trickery," he said. "It was about finding the right audience and where they were. What we found on Facebook was there's a lot of donors, a lot of these voters who hadn't been online now."

Redes sociais e politica

Those who get most political news from social media most likely to be under 30

Among U.S. adults who say each pathway is the most common way they get political and election news, % who are ...

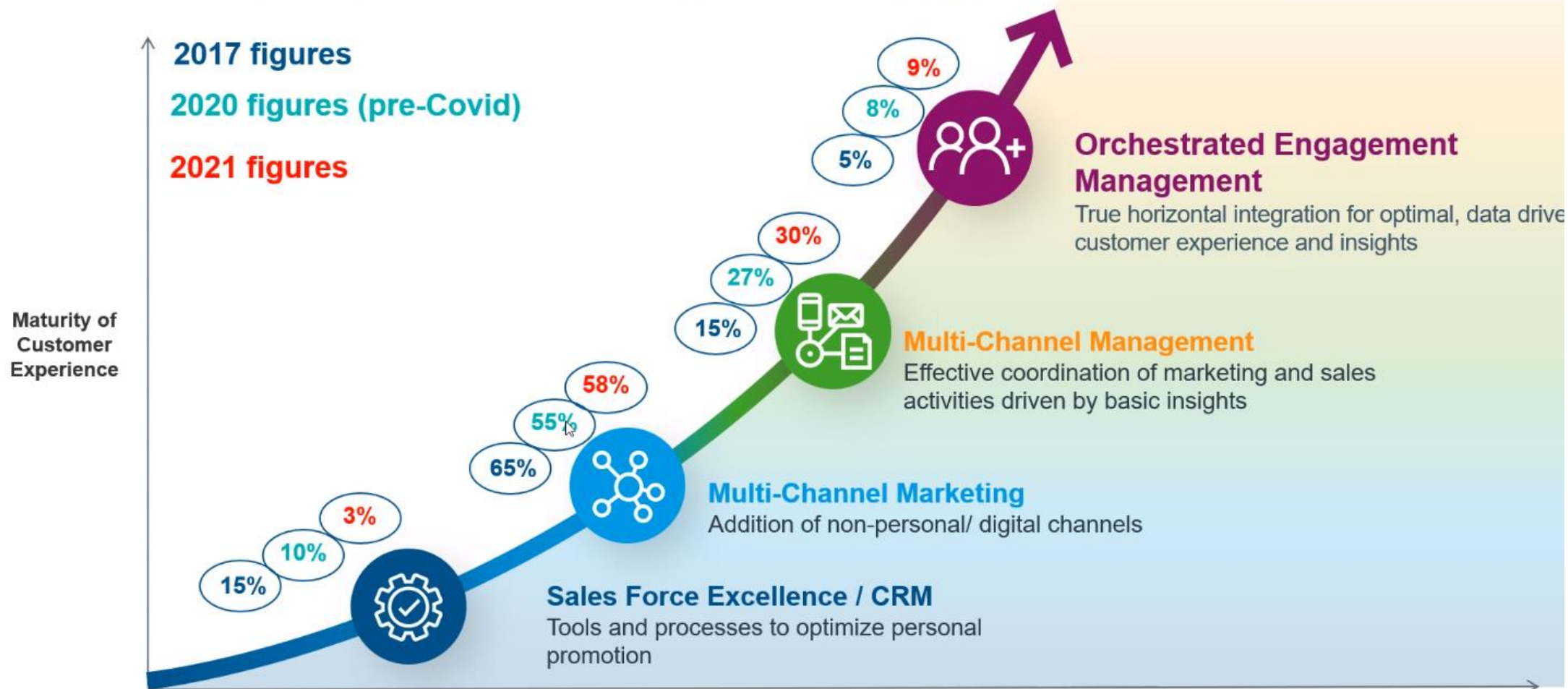


Source: Survey of U.S. adults conducted Oct. 29-Nov. 11, 2019.

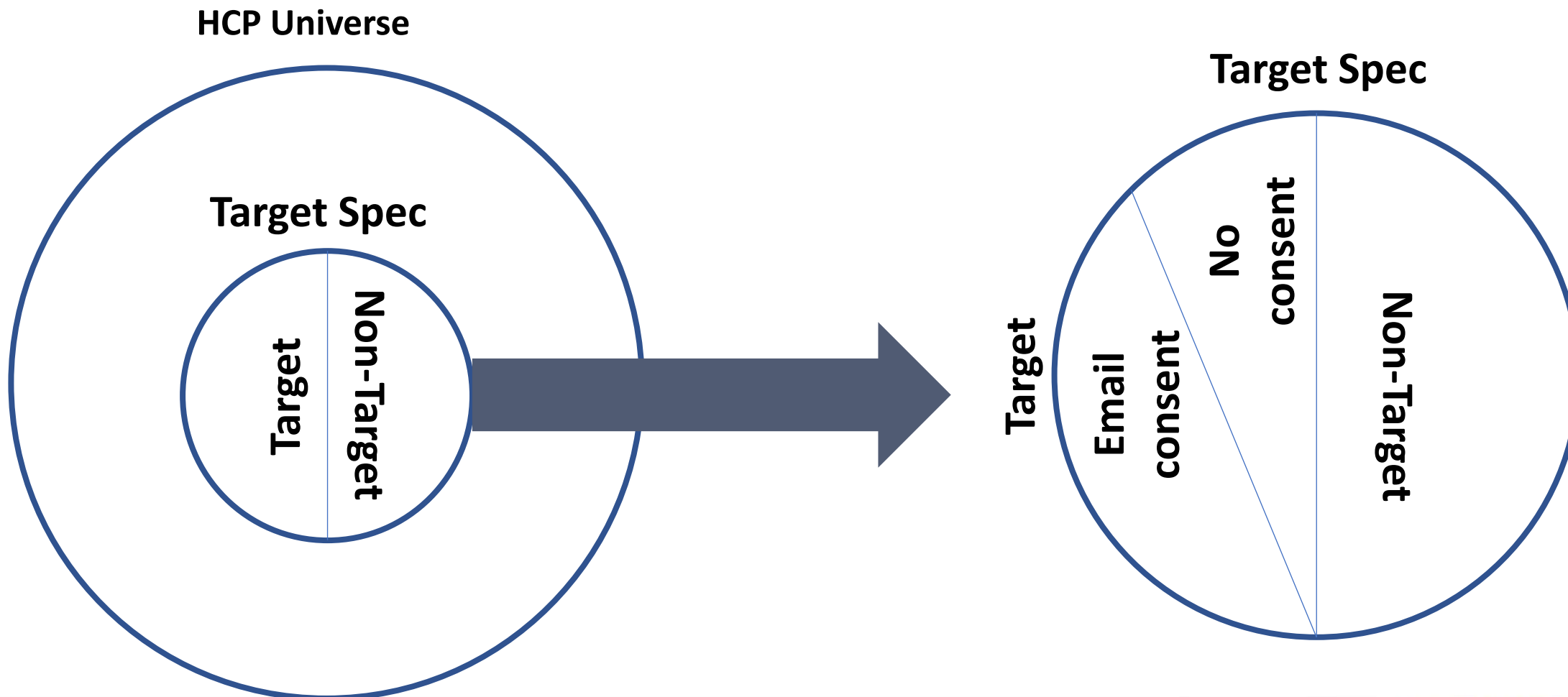
"Americans Who Mainly Get Their News on Social Media Are Less Engaged, Less Knowledgeable"



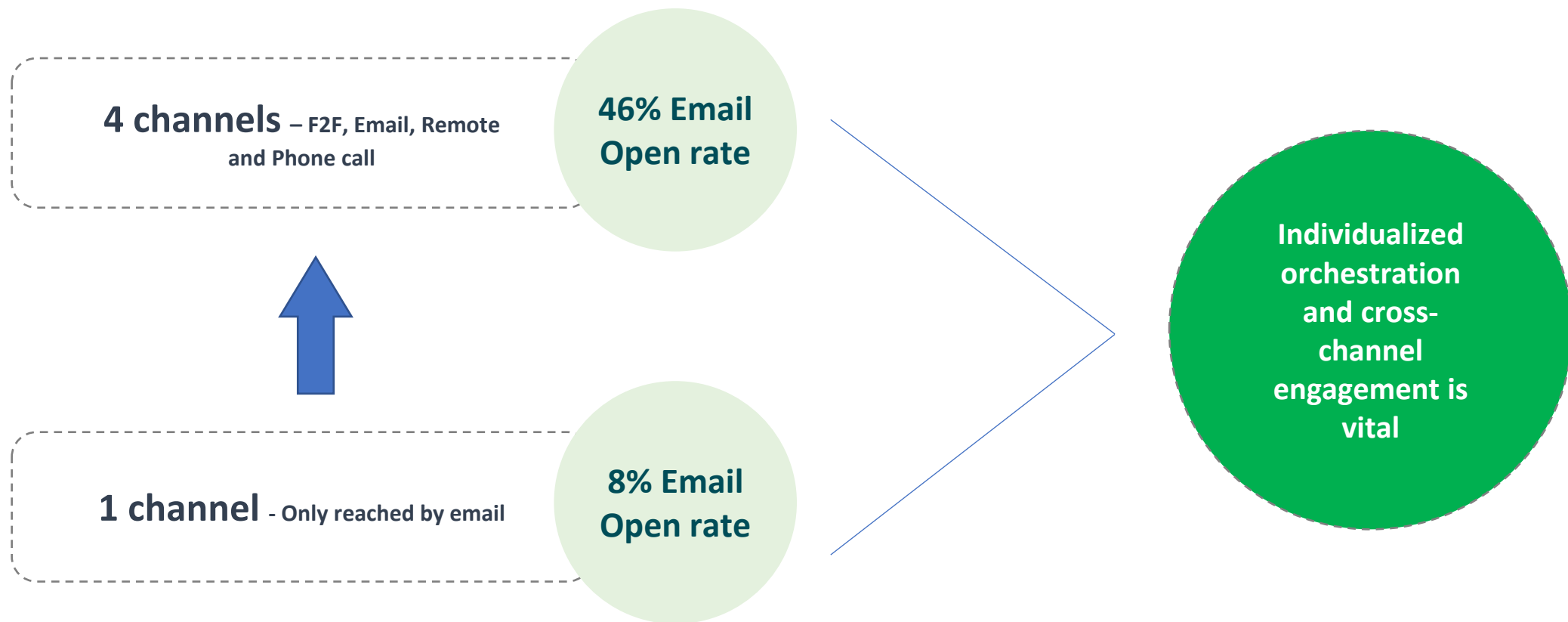
There is a clear trend to get to an orchestrated engagement model in Life Science – Late adopters might fall behind



The Multi / Omni channel Approach



The Multi / Omni channel Approach





That Zone Between Area 50 and 52



Partilhar



MAIS VÍDEOS



2:55 / 38:28



YouTube





A vida na rede

O uso, o potencial e a evolução



Aren't we all social?

A cada **Segundo** 11 pessoas usam uma rede social pela primeira vez

Em 2022, 3,96 bilioes de pessoas usam redes sociais

Em media, cada pessoa expende 147 minutos (**2h27m**) em redes sociais por dia

Equivalente a 6 anos e 8 meses da sua vida em redes sociais

Average Time Spent In a Lifetime



1 Years, 8 Months
Doing Housework



1 Years, 11 Months
Socializing



2 Years, 2 Months
Shopping



3 Years, 7 Months
Eating & Drinking



6 Years, 8 Months
Using Social Media



8 Years, 4 Months
Watching TV



26 Years, 5 Months
Sleeping

JAN
2021

PORTUGAL

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

⚠️ CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL
POPULATION



10.18
MILLION

URBANISATION:

66.6%

MOBILE
CONNECTIONS



15.80
MILLION

vs. POPULATION:

155.1%

INTERNET
USERS



8.58
MILLION

vs. POPULATION:

84.2%

ACTIVE SOCIAL
MEDIA USERS



we
are
social



SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNHC; ARJ; OCIN; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE; CAFEBAZAR. **COMPARABILITY ADVISORY:** SOURCE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO MAY EXCEED INTERNET USER NUMBERS.

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DAILY TIME SPENT ON MEDIA

THE AVERAGE DAILY TIME* THAT INTERNET USERS AGED 16 TO 64 SPEND ON DIFFERENT KINDS OF MEDIA AND DEVICES



PORTUGAL

TIME SPENT USING THE
INTERNET (ALL DEVICES)



7H 20M

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



2H 56M

TIME SPENT USING
SOCIAL MEDIA



2H 18M

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



0H 58M

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



0H 59M

TIME SPENT LISTENING
TO BROADCAST RADIO



1H 17M

TIME SPENT LISTENING
TO PODCASTS



0H 26M

TIME SPENT PLAYING VIDEO
GAMES ON A GAMES CONSOLE



0H 36M

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

*NOTES: CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BROADCAST (LINEAR) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES ONLINE AS WELL AS PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.

JAN
2021

ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY INDICATORS OF DIGITAL ADOPTION

⚠ CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



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TOTAL
POPULATION



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MOBILE
CONNECTIONS



INTERNET
USERS



ACTIVE SOCIAL
MEDIA USERS



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SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

⚠ DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.



PORTUGAL

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



we
are
social

7.80
MILLION

SOCIAL MEDIA USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

76.6%

ANNUAL CHANGE
IN THE NUMBER OF
SOCIAL MEDIA USERS



we
are
social

+11.4%
+800 THOUSAND

NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



we
are
social

7.56
MILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



96.9%

SOURCES: KEROS (JAN 2021), BASED ON EXTRAPOLATIONS OF DATA FROM COMPANY EARNINGS ANNOUNCEMENTS AND MEDIA STATEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNIR; MEDIASCOPE; CAFEBAZAAR; OECD. ***ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY EXCEED INTERNET USER NUMBERS.
⚠ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES AND HISTORICAL REVISIONS. DATA MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN
2021

SOCIAL MEDIA: ADVERTISING AUDIENCE PROFILE

SHARE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADVERTS ON SOCIAL MEDIA BY AGE GROUP AND GENDER*



SOURCE: EXTRAPOLATIONS OF DATA FROM SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTES:** MOST SOCIAL MEDIA PLATFORMS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. ***ADVISORIES:** USERS MAY IDENTIFY BY DIFFERENT GENDERS AND / OR MISREPRESENT THEIR AGE ON SOCIAL MEDIA, WHICH MAY AFFECT THE COMPARABILITY OF SOCIAL MEDIA DATA w. DEMOGRAPHIC DATA FROM OTHER SOURCES. *USERS* MAY NOT REPRESENT UNIQUE INDIVIDUALS.

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SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



VISITED OR USED A SOCIAL
NETWORK OR A MESSAGING
SERVICE IN THE PAST MONTH



99.5%

ACTIVELY ENGAGED WITH
OR CONTRIBUTED TO SOCIAL
MEDIA IN THE PAST MONTH



84.7%

AVERAGE AMOUNT
OF TIME PER DAY SPENT
USING SOCIAL MEDIA



2H 18M

AVERAGE NUMBER OF
SOCIAL MEDIA ACCOUNTS
PER INTERNET USER*



8.7

PERCENTAGE OF INTERNET
USERS THAT USES SOCIAL
MEDIA FOR WORK PURPOSES*



42.5%

JAN
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FACEBOOK: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



PORTUGAL

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON FACEBOOK



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6.30
MILLION

FACEBOOK'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



69.5%

QUARTER-ON-
QUARTER CHANGE
IN FACEBOOK'S
ADVERTISING REACH



+3.3%
+200 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



52.4%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



47.6%



JAN
2021

INSTAGRAM: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



PORTUGAL

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON INSTAGRAM



4.80
MILLION

INSTAGRAM'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



53.0%

QUARTER-ON-
QUARTER CHANGE
IN INSTAGRAM'S
ADVERTISING REACH



+6.7%
+300 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



54.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



45.8%

JAN
2021

LINKEDIN: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



POTENTIAL AUDIENCE*
THAT LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN



3.50
MILLION

LINKEDIN'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 18+



40.9%

QUARTER-ON-
QUARTER CHANGE
IN LINKEDIN'S
ADVERTISING REACH



0%
[UNCHANGED]

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



48.5%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



51.5%

SOURCE: LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). ***NOTES:** LINKEDIN'S TOOLS REPORT TOTAL MEMBERS, NOT MONTHLY ACTIVE USERS, SO DATA ON THIS CHART ARE NOT COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS. LINKEDIN DOES NOT REPORT AUDIENCE FIGURES FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. GENDER SHARE BASED ON AVAILABLE DATA. ***ADVISORY:** 'AUDIENCE' FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. **COMPARABILITY ADVISORY:** BASE CHANGES.

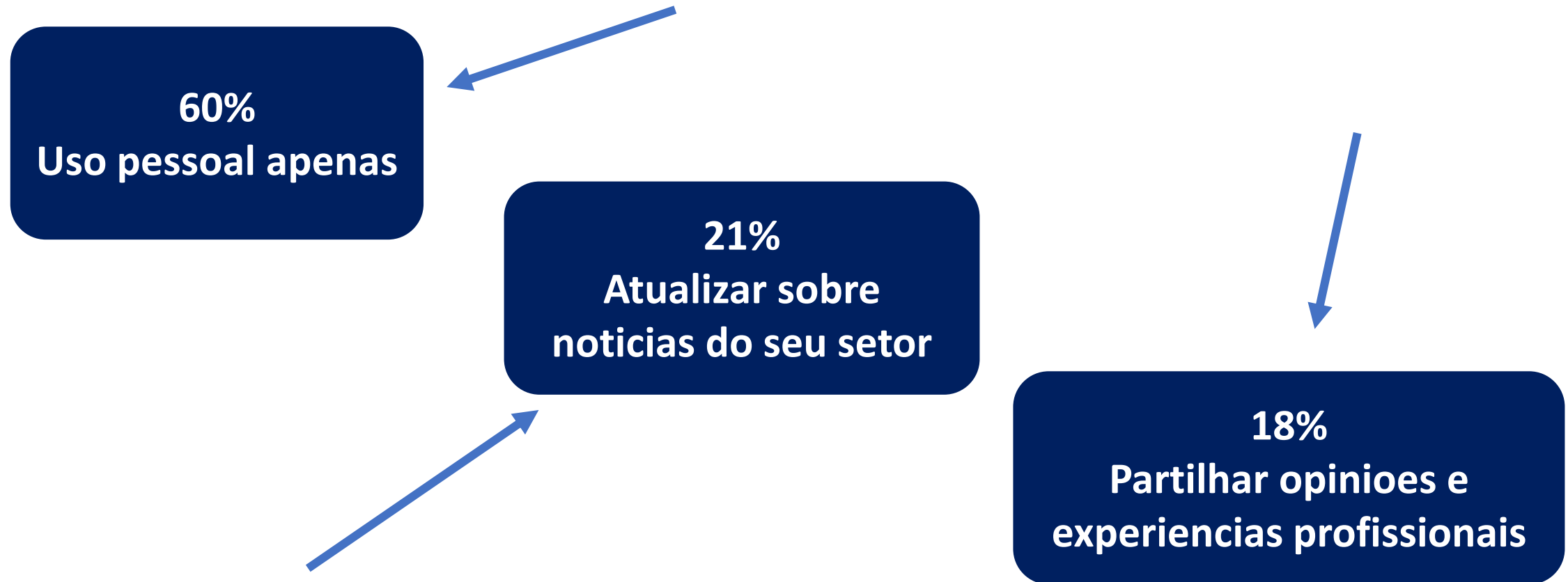
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Números de Espanha



Números de Portugal

“Medical Doctors”

Forecasted Results ⓘ		⚙️
Target audience size 28,000+		
Show segments		
1-day	7-day	30-day
30-day spend €100.00 - €379.00 ⓘ		
30-day reach Key Result 8,500 - 15,000		
30-day average frequency 3.0 - 5.3		
Forecasted results are directional estimates and do not guarantee performance. Learn more		
Is this information helpful?		Yes No

Pulmonologistas

Forecasted Results ⓘ		⚙️
Target audience size 510+		
Show segments		
1-day	7-day	30-day
30-day spend €0.00 - €8.00 ⓘ		
30-day reach Key Result 210 - 360		
30-day average frequency 4.2 - 7.7		
Forecasted results are directional estimates and do not guarantee performance. Learn more		
Is this information helpful?		Yes No

Sociedades estão presentes

← **European Society of Cardiology** ✓
25.9K Tweets



European Society of Cardiology ✓
@escardio

European Society of Cardiology official Twitter account. Join us also on
[@ESC_Journals](#) [@ESCAdvocacy](#) [@ESCAudioNews](#) [#cardiology](#) [#ESCCongress](#)
[#ESCGuidelines](#)

📁 Medical & Health 📍 Sophia Antipolis, France 🔗 [escardio.org](#)
📅 Joined February 2009

1,828 Following 122K Followers

Follow

← **ERS**
10.6K Tweets



ERS
@EuroRespSoc

The European Respiratory Society is dedicated to sharing scientific knowledge,
fighting lung disease and promoting lung health.

📍 Lausanne, Switzerland 🔗 [ersnet.org](#) 📅 Joined March 2010

468 Following 26.8K Followers

Follow

Sociedades estão presentes



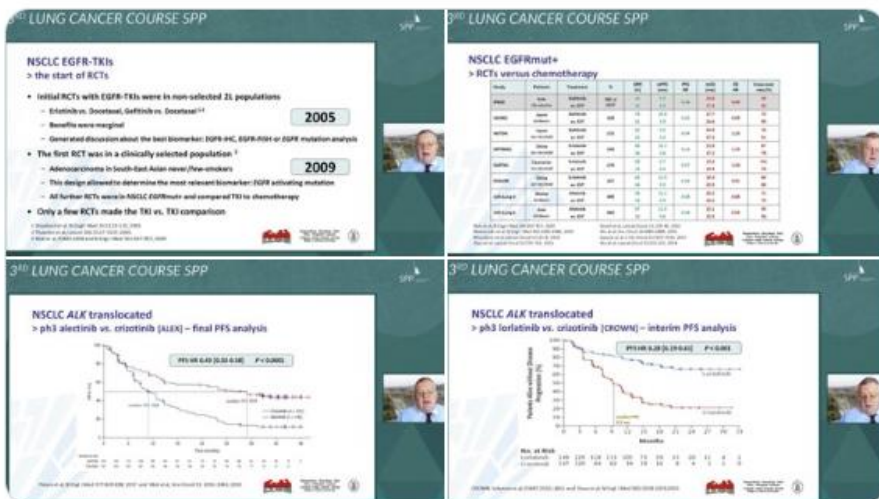
E quando não estão, são mencionadas



Stephen V Liu, MD
@StephenVLiu

...

Dr. Johan Vansteenkiste discusses sequencing therapy in **#EGFR** and **#ALK** NSCLC at the Sociedade Portuguesa de Pneumologia Lung Cancer Course. I always tune in when Johan is speaking: insightful and engaging (and offers a bit of history on these important targets). **#LCSM**



6:13 PM · Jan 15, 2022 · Twitter Web App



The Beach Company
@Beach_Company

...

So, here's our **#geek #Tweet** ! "Physical activity has a positive effect on the function of the human system. **#Swimming** is considered the sport with the most profound +ve effect on the lungs" - © Report from 2015 Sociedade Portuguesa de Pneumologia.



9:23 AM · May 11, 2018 · Twitter Web Client

Os hospitais estão presentes

← **UZ Leuven**
1,872 Tweets



UZ Leuven
@UZLeuven

Officiële twitter-account van UZ Leuven

📍 Leuven 🔗 uzleuven.be 📅 Joined November 2011

579 Following 7,610 Followers

Follow

← **Centro Hospitalar do Tâmega e Sousa, EPE**
1,551 Tweets



Centro Hospitalar do Tâmega e Sousa, EPE
@chtamegasousa

Conta oficial do Centro Hospitalar do Tâmega e Sousa, EPE - Penafiel, Amarante

📍 Penafiel, Portugal 🔗 linktr.ee/chtamegasousa 📅 Joined August 2018

185 Following 290 Followers

Follow

Os hospitais estão presentes



The image shows a Facebook post from the official page of Hospital da Luz Lisboa. The post features a large background image of an elderly man with a white beard, wearing a blue shirt, being supported by a younger man in a blue plaid shirt. The text on the image reads: "É urgente? A Luz 24 está sempre presente." followed by "TRIAGEM CLÍNICA ADULTOS E CRIANÇAS", "LUZ 24", and "SEMPRE EM LINHA CONSIGO" with a phone icon and the number "217 104 424". Below this, it says "Para mais informações consulte MYLUZ hospitaldaluz.pt". The Facebook interface shows the profile picture of Hospital da Luz Lisboa (a blue cross in a circle), the name "Hospital da Luz Lisboa", and the handle "@HospitaldaLuzLisboa · Hospital". There is a blue button for "WhatsApp" and a navigation bar at the bottom with "Home", "Videos", "Photos", "About", and "More". Interaction buttons for "Like", "Message", and a search icon are also visible.

É urgente?
A Luz 24 está
sempre presente.

TRIAGEM CLÍNICA
ADULTOS E CRIANÇAS
LUZ 24
SEMPRE EM LINHA CONSIGO

☎ 217 104 424

Para mais informações consulte
MYLUZ hospitaldaluz.pt

 **Hospital da Luz Lisboa**
@HospitaldaLuzLisboa · Hospital

WhatsApp

Home Videos Photos About More ▾

Like Message 🔍 ⋮

Os médicos estão presentes

 **Helder Novais Bastos**
62 Tweets



Helder Novais Bastos
@heldernbastos

Pneumologista, Professor na Faculdade de Medicina da Universidade do Porto

 Oporto, Portugal  heldernovaisbastos.pt  Joined March 2015

18 Following 54 Followers

Follow

 **Júlia Toste** • 2nd Connect
Cardiologista na Hospital da Luz
Portugal
Current: **Cardiologista** at Hospital da Luz
 Artur Capitão-Mor is a shared connection

 **Pedro Bico** • 2nd Connect
Médico;Cardiologista
Lisbon Metropolitan Area
 Rui Soares, Sílvia Freitas, and 1 other shared connection

 **Jorge Mimoso** • 2nd Connect
Cardiologista no CHUAlgarve
Faro
Current: Médico at **Cardiologista** do Hospital de Faro
 Paulo Gomes is a shared connection

 **Helena Custódio** • 2nd Connect
CARDIOLOGISTA na Hospital S. Francisco Xavier
Lisboa
Current: **Cardiologista** at Hospital CUF Torres Vedras
 Teresa Adriano is a shared connection

 **Joao Calqueiro** • 2nd Connect
Cardiologista na CHLO / Hospital de Santa Cruz
Portugal
Current: **Cardiologista** at Instituto do coração

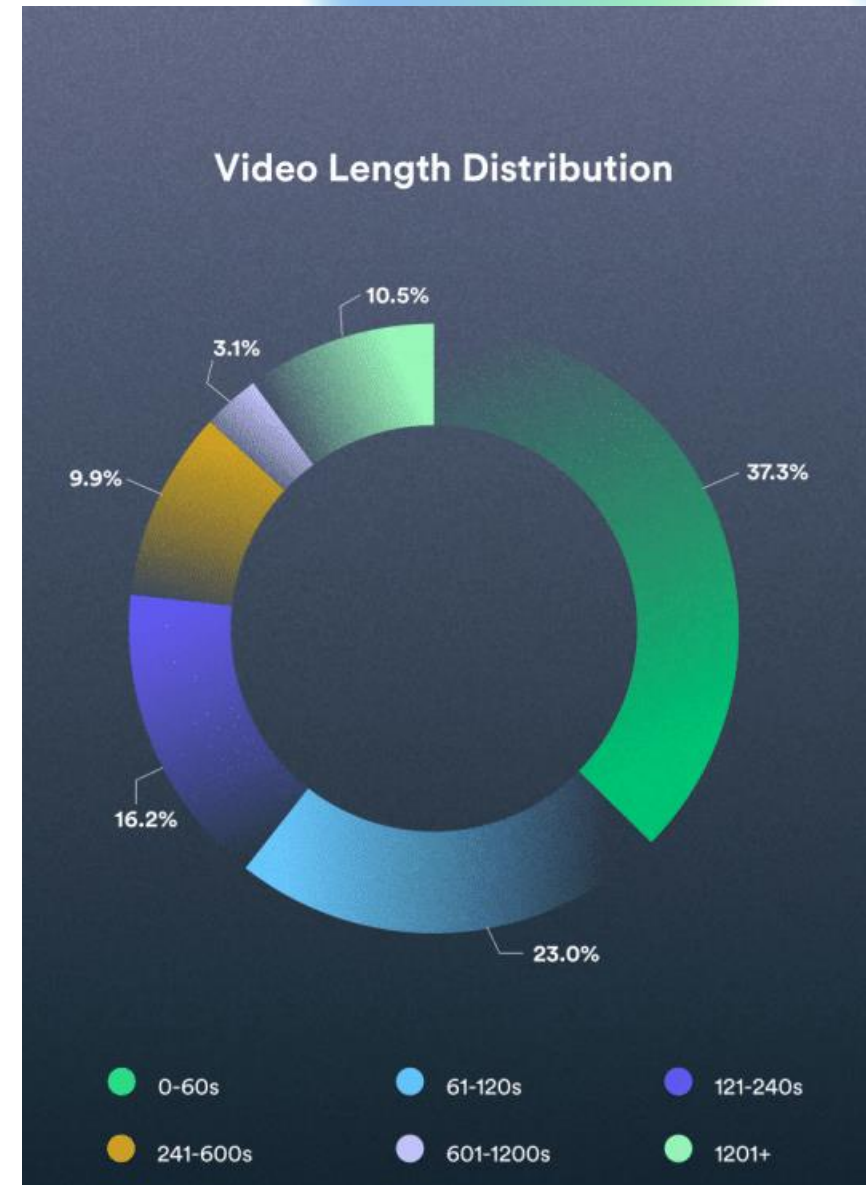
 **Pedro Santarém Semedo** • 2nd Connect
Cardiologista (consultor) no Hospital do Espírito Santo de Évora EPE
Évora
Current: **Cardiologista** (consultor) at Hospital do Espírito Santo de Évora EPE
 Luís Freire Mesquita is a shared connection

Trends importantes

Duração de videos cada vez menor

Stories Trend – Tiktok, Instagram Reels

Facebook and LinkedIn follow



Trends importantes

Branded content – Usar influencers / creators

Key Opinion Leaders

Influencers / Creators e Disease awareness



Trends importantes

Branded content – Usar influencers / creators

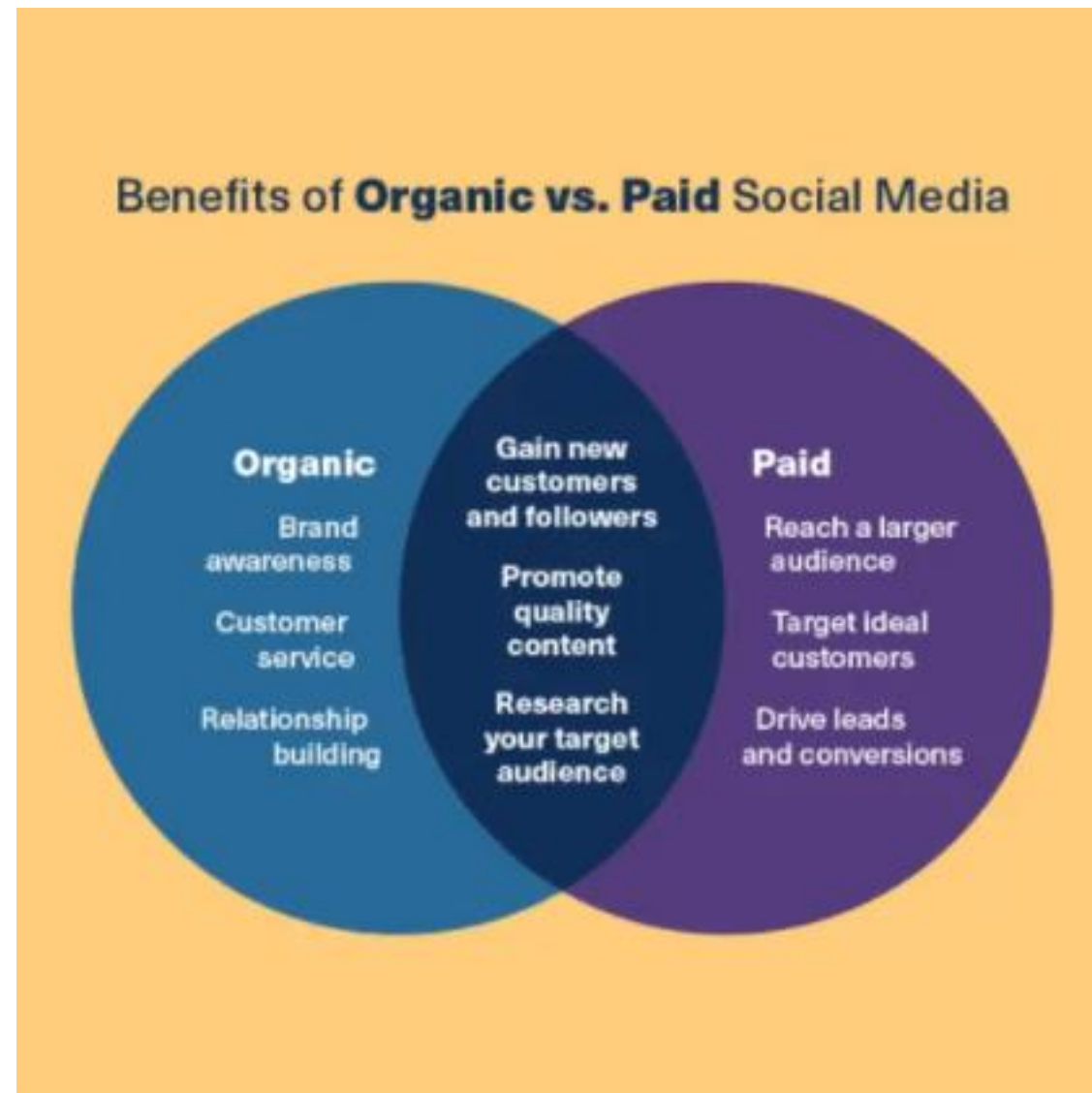


Trends importantes

Organic content is reaching the zero, not the target

Paid media é vital

Posts orgânicos têm um pequeno propósito

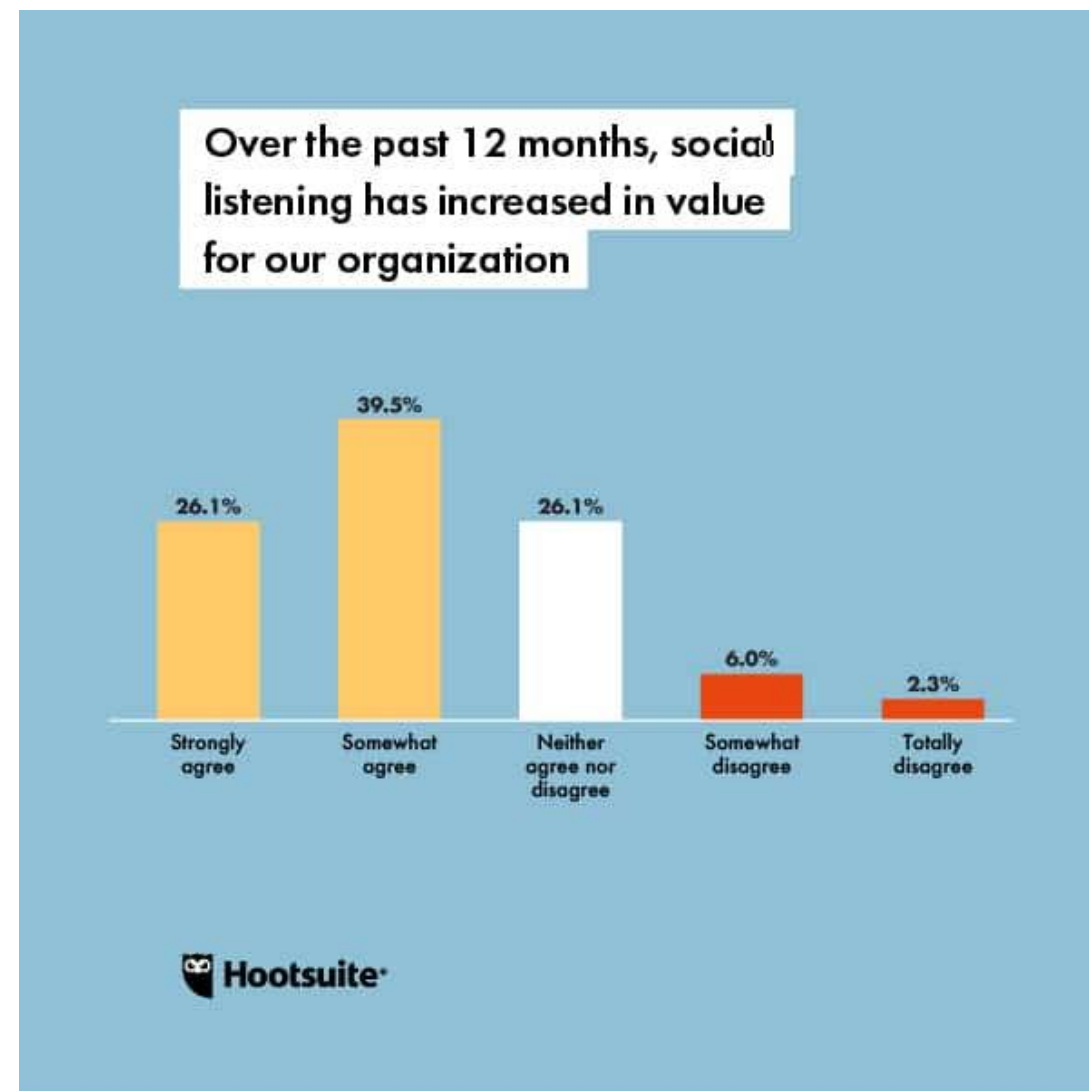


Trends importantes

Social listening faz parte integral da estratégia

Menções sobre a empresa/produtos

Menções sobre a doença / concorrência





MARKETING

Dia 2

Identificar bons exemplos, estratégias externas e as limitações em pharma

House Cleaning

- **Slides são complementares da formação**
- **Perguntas e comentários são vitais**
- **Prática acima da teoria**
- **Camaras ligadas são opcionais mas apreciadas 😊**
- **Microfones desligados – Raise hand ou chat para questão**
- **Intervalos para biobreak/café**

Join at
slido.com
#Goncalo



Agenda Formação

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- Aren't we all social?
- A vida na rede (o uso, o potencial e a evolução)

2ª Parte (3h) – Identificar bons exemplos, estratégias externas e as limitações em pharma

- Social media out of pharma
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- Social media in pharma
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3ª Parte (3h) – Estratégias e táticas

- Como criar um plano / campanha solida
- A importância do target

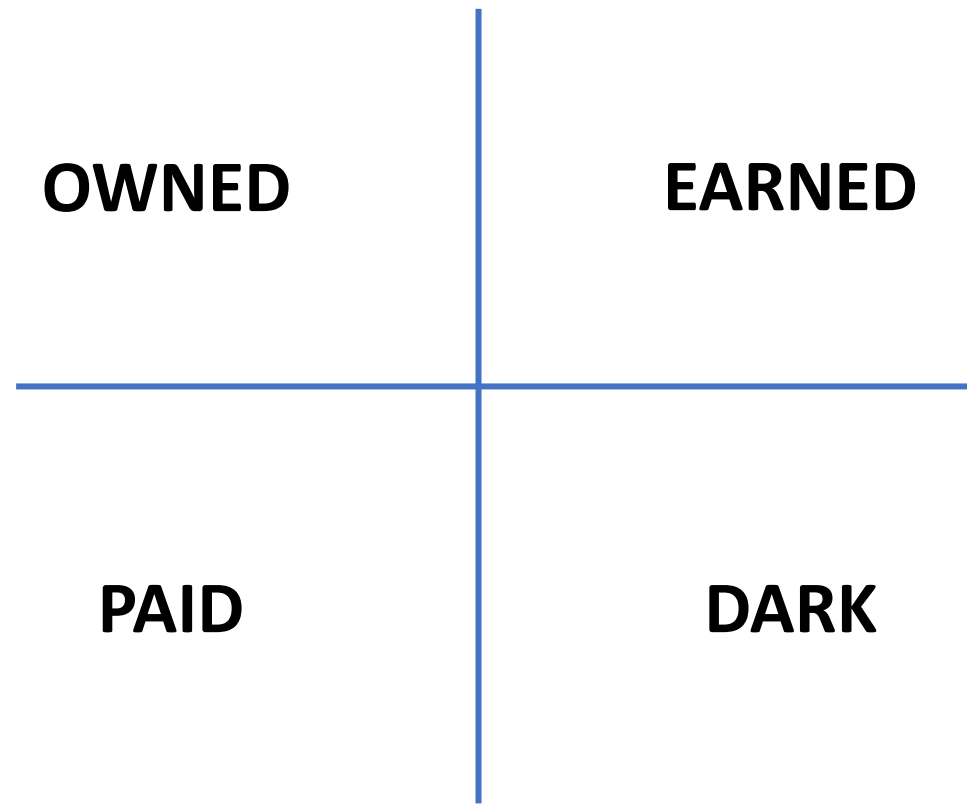
4ª Parte (3h) – Soluções atuais e como implementar com olhos no futuro

- Ferramentas e dicas
- Desenvolvimentos a ter em conta
- Um olhar no futuro

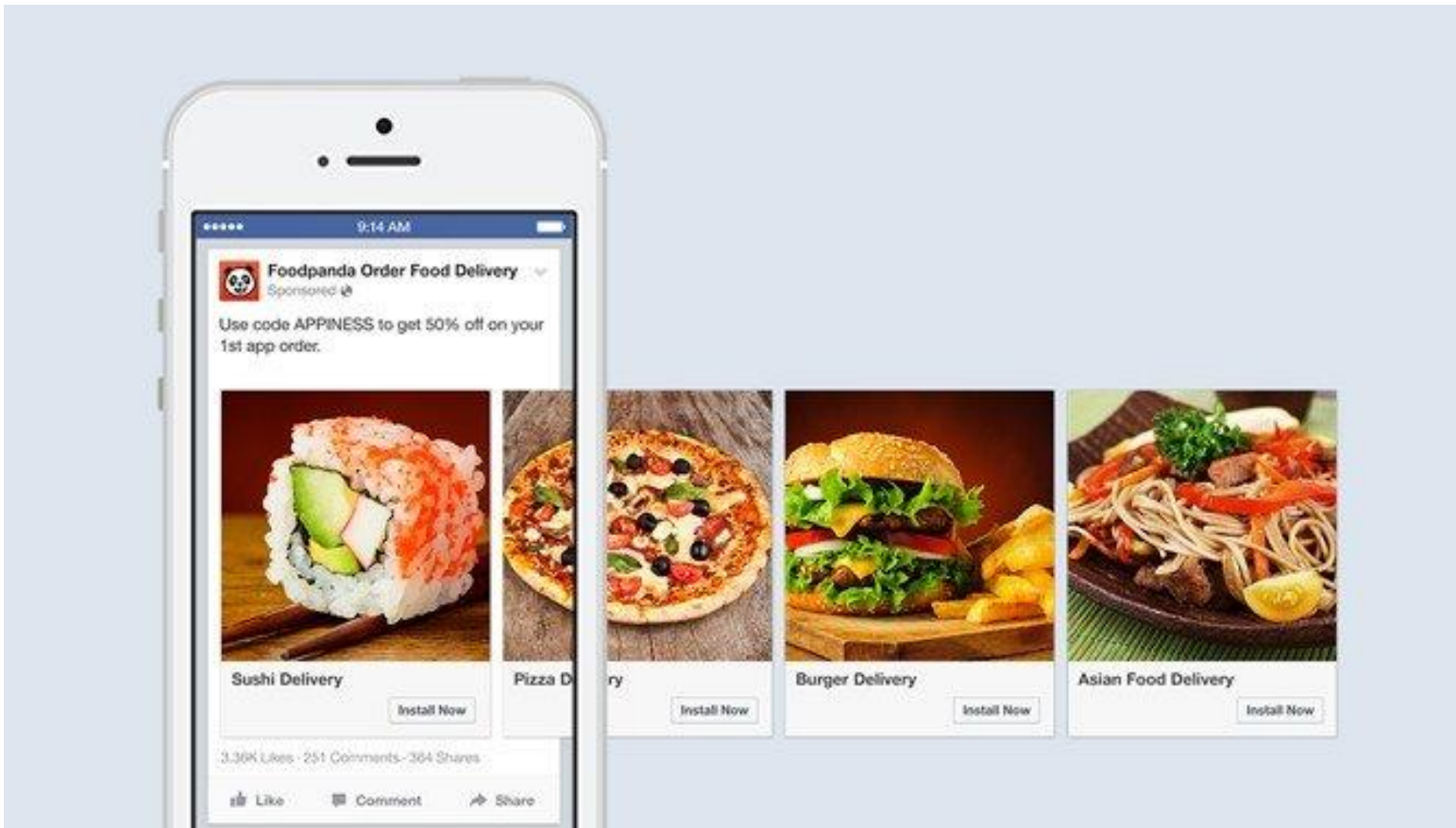
Diferentes objetivos

- 1. Increase Brand Awareness*
- 2. Show your brand values*
- 3. Become a thought leader*
- 4. Stay relevant*
- 5. Increase web traffic*
- 6. Generate Leads*
- 7. Boost Sales*
- 8. Word of Mouth hand review*
- 9. Promote Content*
- 10. Create new connections and strengthen current ones*

Tipos de post



Tipos de conteudo



Single image

Video

GIF

Carrousel

Article

Social media out of pharma

Relacionando-nos com o mundo



Out of pharma - Relatable



Out of pharma – “Not at all” relatable

Weetabix @weetabix

Why should bread have all the fun, when there's Weetabix? Serving up @HeinzUK Banz on bix for breakfast with a twist. #ItHasToBeHeinz #HaveYouHadYourWeetabix



10:38 AM · Feb 9, 2021

129.8K Reply Share

Weetabix @weetabix · Feb 9, 2021

Why should bread have all the fun, when there's Weetabix? Serving up @HeinzUK Banz on bix for breakfast with a twist. #ItHasToBeHeinz #HaveYouHadYourWeetabix



Toblerone @Toblerone

We're from Switzerland, so we're staying out of this.

10:56 PM · Feb 9, 2021

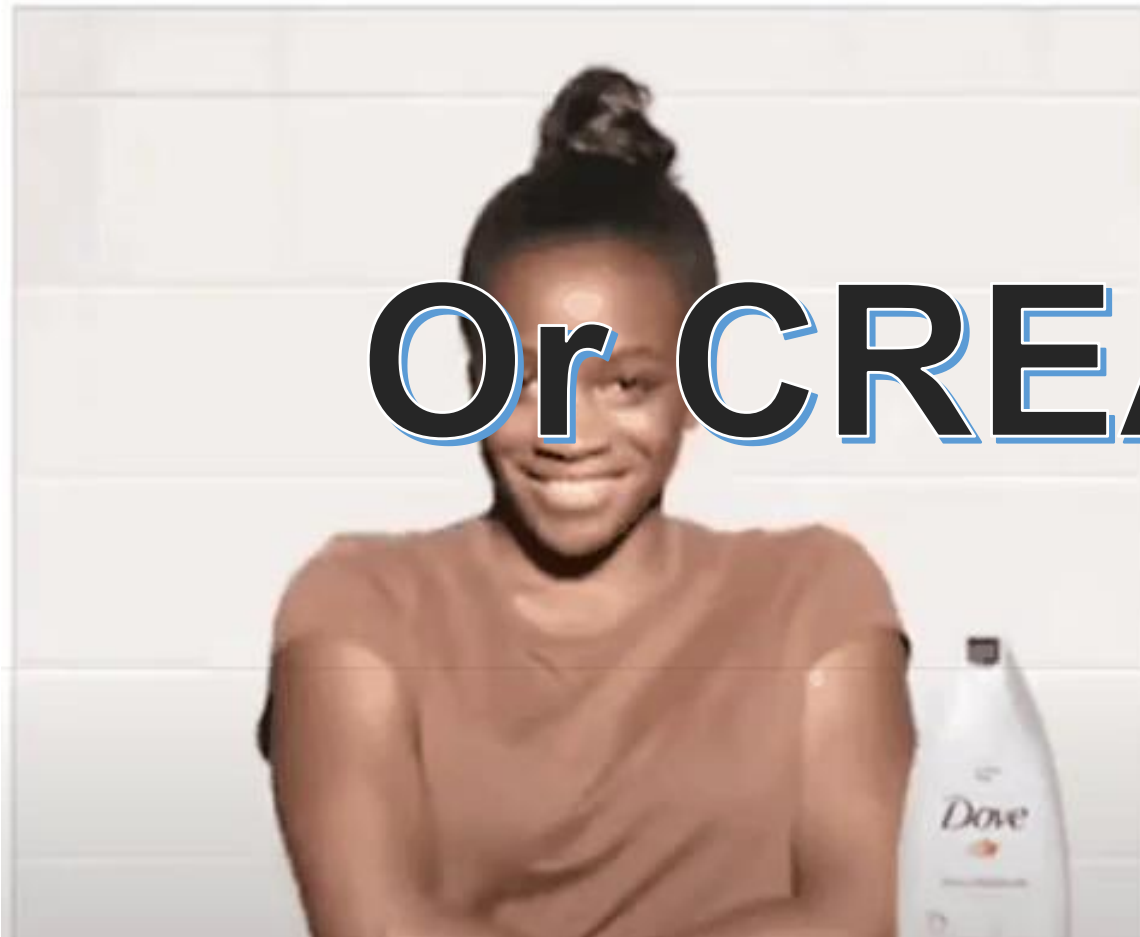
25.6K Reply Share

Out of pharma – Meme usage

There are two types of people



Avoid Controversy





[OVERLAPPING NEWS AUDIO]



0:01 / 1:44



The Good and the Bad

FreshBooks about 11 months ago

FreshBooks makes online accounting easy so you can stay focused on running your business.



Online Accounting Software for Non-Accountants
FreshBooks is built for small business owners to get organized and get paid faster. Create an...

WWW.FRESHBOOKS.COM | BY FRESHBOOKS

[Sign Up](#)

7 [Comment](#) [Share](#)

Suggested Post

Udemy Sponsored · [Like Page](#)

Save 50% on any* Udemy course today! Use the discount code: "TARGET50". Discover an online course on Udemy and start learning a new skill today. (*some restrictions apply)



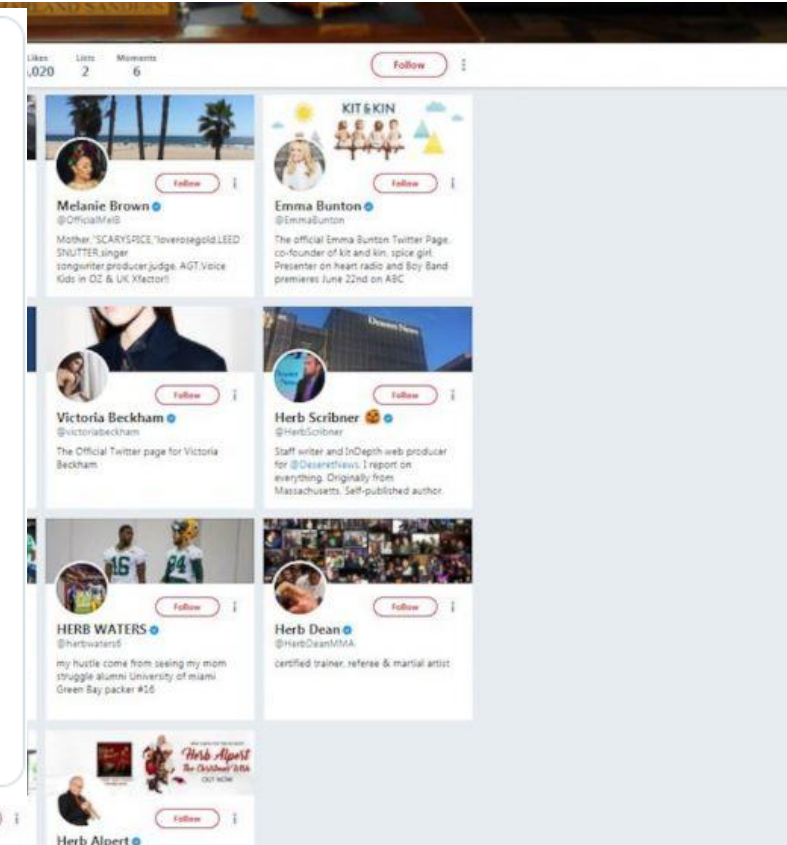
Start Learning Today
Save 50% on any Udemy Course! 30-Day Money Back Guarantee & Unlimited, Lifetime Access.

UDEMY.COM

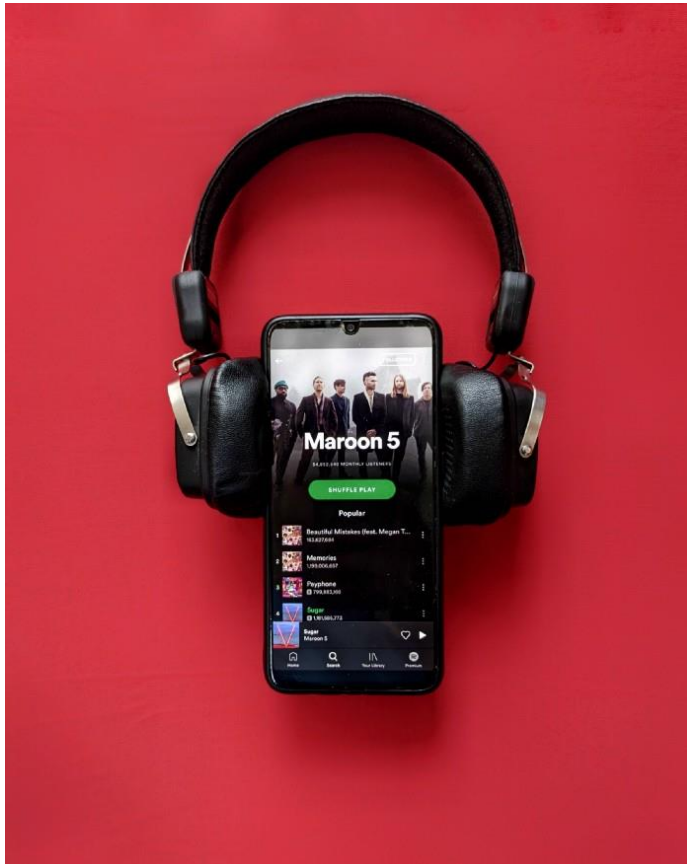
[Like](#) · [Comment](#) · [Share](#)

Udemy is a global marketplace for learning and teaching online where students are mastering new skills and achieving their goals by learning from an extensive library of over 80,000 courses taught by expert instructors - from handcrafted creations to personalised gift ideas brought to life with your own words. inch 720p screen with a pixel density of 341 ppi, lacks an infra-red emitter and NFC, uses a smaller 1800 mAh battery, and contains 16 GB of non-expandable storage. The One Mini ships with a version of Android 4.2.2 and HTC Sense 5.0 nearly identical to that of the HTC One 2010.

KFC – Nem tudo tem de ser um post



Spotify - Yearwrapped



Spotify - Yearwrapped



My 2017 Wrapped

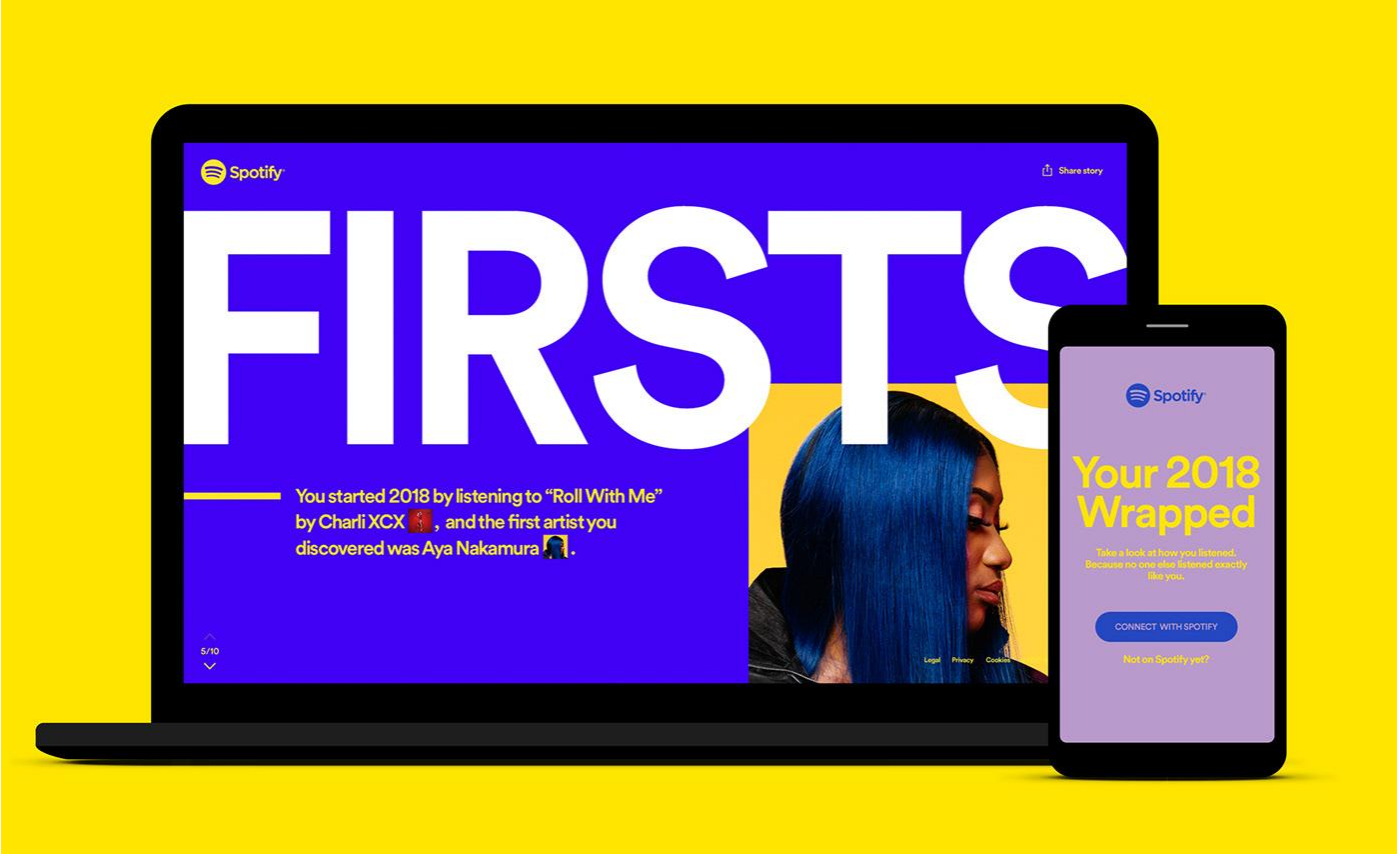
I listened to **33,620** Minutes of music

Top Genre **Pop Rap**

Top Artists
Meek Mill
Chris Brown
Tory Lanez
A Boogie Wit Da Hoodie
Juicy J

Top Songs
Never Lose (feat. Liht...) – Meek Mill
Shooters – Tory Lanez
Glow Up – Meek Mill
Sacrifices (feat. Migos) – Big Sean
Absurd – Anfa Rose

2017wrapped.com



FIRSTS

You started 2018 by listening to "Roll With Me" by Charli XCX 🇸🇬, and the first artist you discovered was Aya Nakamura 🇲🇷.

Your 2018 Wrapped

Take a look at how you listened. Because no one else listened exactly like you.

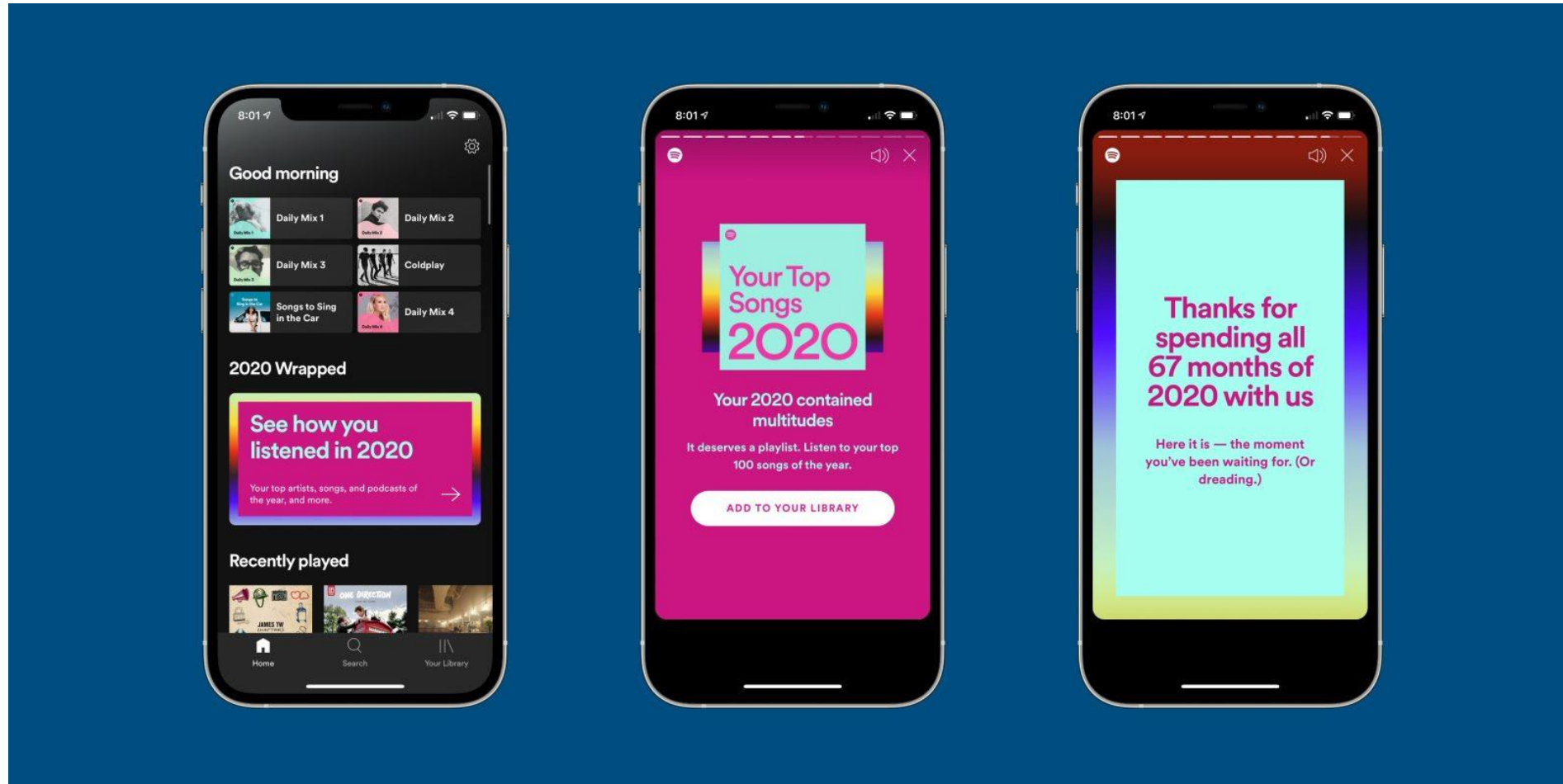
CONNECT WITH SPOTIFY

Not on Spotify yet?

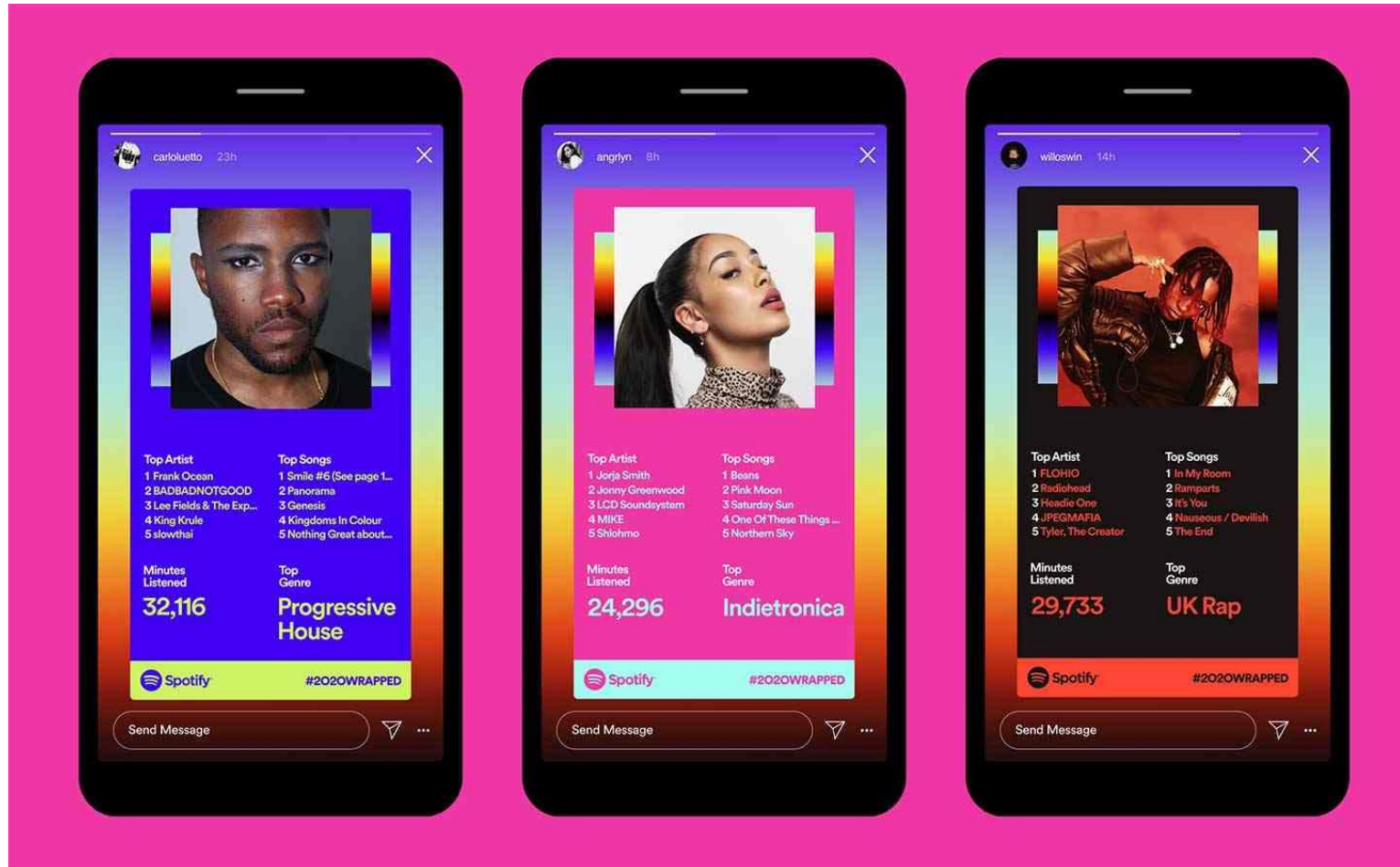
Spotify - Yearwrapped



Spotify - Yearwrapped



Spotify - Yearwrapped





How It's Made: Wrapped

 Partilhar

Spotify Presents

How it's Made

MAIS VÍDEOS

Wrapped 2020



0:02 / 2:19



YouTube



**Thank you, Taylor, for making home a better place this year.
All 76,486,715+ times.**

MAIS VÍDEOS



0:27 / 0:31



YouTube



MAIS VÍDEOS



0:03 / 0:16



YouTube

MAIS VÍDEOS



Always #LikeAGirl



Partilhar



MAIS VÍDEOS

- 94% of people said Always' #LikeAGirl campaign encouraged them to be more confident
- 85% of girls now feel encouraged to keep trying even after failing
- 76% of girls now have a positive association with the phrase “like a girl” (up from 19%)

Movember



YOU GREW

Truckers, Regents, Connoisseurs and Wisps popped up across the globe during Movember. These strong-willed whiskers started conversations, and got serious funds behind the men who need it most.



MAIS VÍDEOS



0:02 / 3:13



YouTube



Change The Face Of HIV

Partilhar



MAIS VÍDEOS



0:09 / 1:07



YouTube



MTV | #FCKHIV

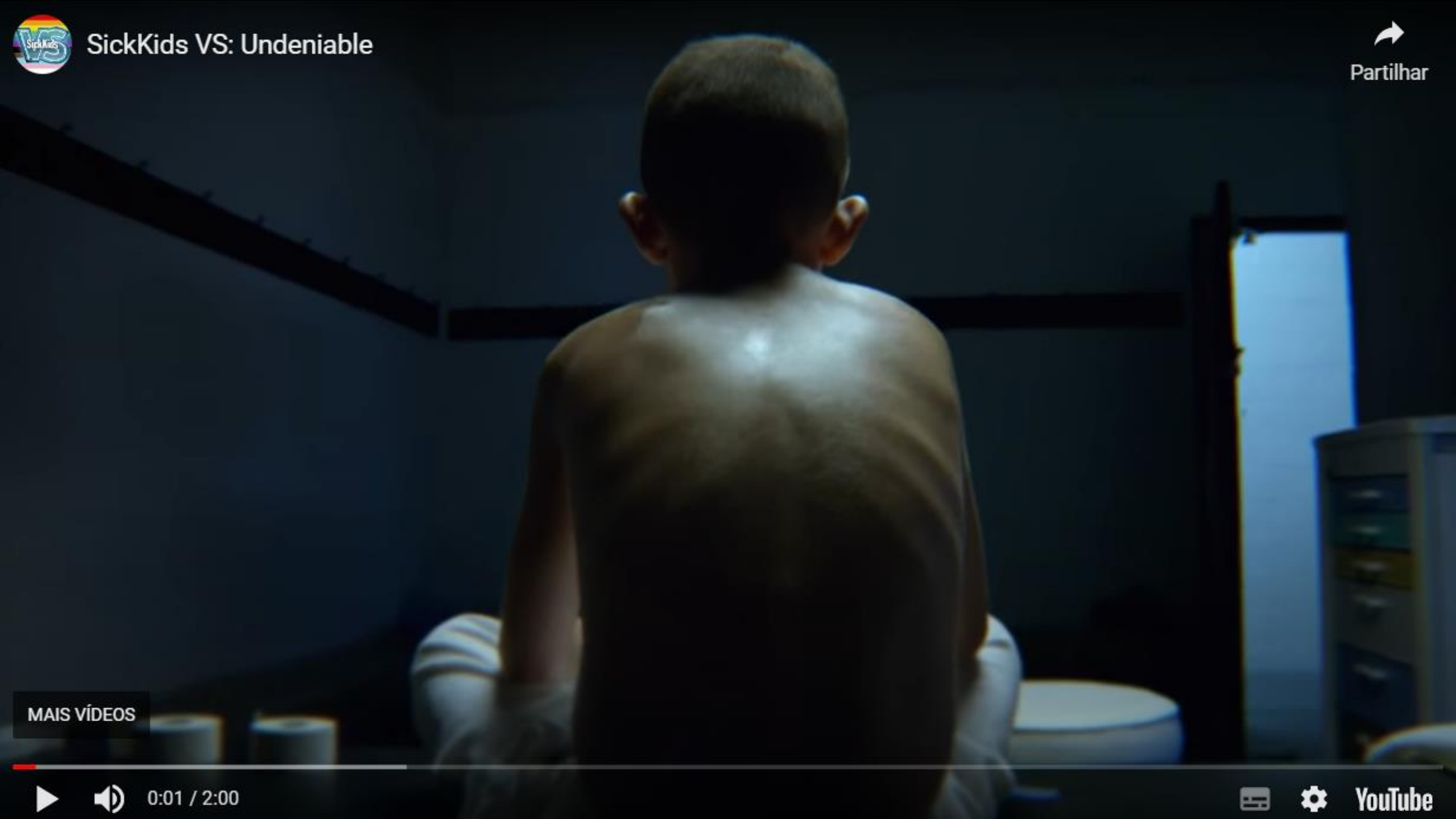
Creative Awards





SickKids VS: Undeniable

 Partilhar



MAIS VÍDEOS



0:01 / 2:00



YouTube

“Gostavamos de ter uma campanha de awareness XPTO. Um dos deliverables tem de ser um post viral.”



The 50 Best Celebrity ALS Ice Bucket Challenges



Partilhar



Info...



MAIS VÍDEOS



3:31 / 6:21

Patrick Stewart



YouTube

Around Pharma - ALS

The origin of the campaign has been attributed to Pete Frates, a Boston College alumnus who was diagnosed with ALS in March 2012.

By the time things were winding down, **17 million people had posted videos online accepting the challenge**, including [Bill Gates](#), [Oprah](#), [Patrick Stewart](#), Taylor Swift, Chris Pratt, Jeff Bezos, and many other celebrities.

[Understanding ALS](#)[Navigating ALS](#)[Local Support](#)[Research](#)[Advocacy](#)[Get Involved](#)[Home](#) / [Stories & News](#) / Ice Bucket Challenge dramatically accelerated the fight against ALS**PRESS RELEASE** from the **ALS ASSOCIATION**

Ice Bucket Challenge dramatically accelerated the fight against ALS



Very Serious Business



Partilhar

Right, where was I

MAIS VÍDEOS

Ok, onde eu estava?



7:00 / 19:12



YouTube

O medicamento de prescrição

Considerações para Employees

Local regulations



The use of Private LinkedIn accounts for 1:1 customer engagement (= customers) is **NOT** permitted



Medicamento sujeito a prescrição

Legal, compliance and targeting

Branded

nal marketing



Medicamento sujeito a prescrição

Don't share, comment or like posts from a customer who mentioned our products (medicine and devices) or study results

Don't share, comment or like posts from customers who mention our products (medicine and devices) or study results and tag us

Don't share, comment or like posts from a customer who shows our product displays (medicine and devices)

Medicamento sujeito a prescrição



Share, comment and like general patient testimonials



Share, comment and like general information about disease awareness or health

Medicamento sujeito a prescrição



Share, comment and like general patient testimonials



Share, comment and like general information about disease awareness or health

Social media in pharma

O centro da questão



Atenção!

Comparações devem se manter dentro da mesma realidade



A perspectiva global



A perspectiva global – Exemplo BI

Brand recognition and values

 **Boehringer Ingelheim**
1,388,778 followers
2d • Edited • 

La INTEGRIDAD, HONESTIDAD y CORAJE que caracterizan a nuestra cultura, son parte fundamental del fortalecimiento que tenemos como empresa. Gracias a ello celebramos nuestra certificación como [#TopEmployer2022](#). [Carlos Vill](#) ...see more

[See translation](#)



Disease Awareness

 **Boehringer Ingelheim**
1,388,778 followers
2d • Edited • 

Have you heard of generalized pustular psoriasis (GPP)? GPP is a rare skin disease which affects roughly two in one million people in Europe, and more women than men. Knowing what symptoms to look out for can really help in identit ...see more



Find out about GPP this European Psoriasis Week

Company Growth

 **Boehringer Ingelheim**
1,388,778 followers
2d • 

¡Impulsamos nuestro centro digital global en España con una inversión de 11M€! 

[...see more](#)

[See translation](#)

[#InnovaciónTecnológica](#)

"Esperamos tener un crecimiento del 24% de nuestra plantilla durante este año"



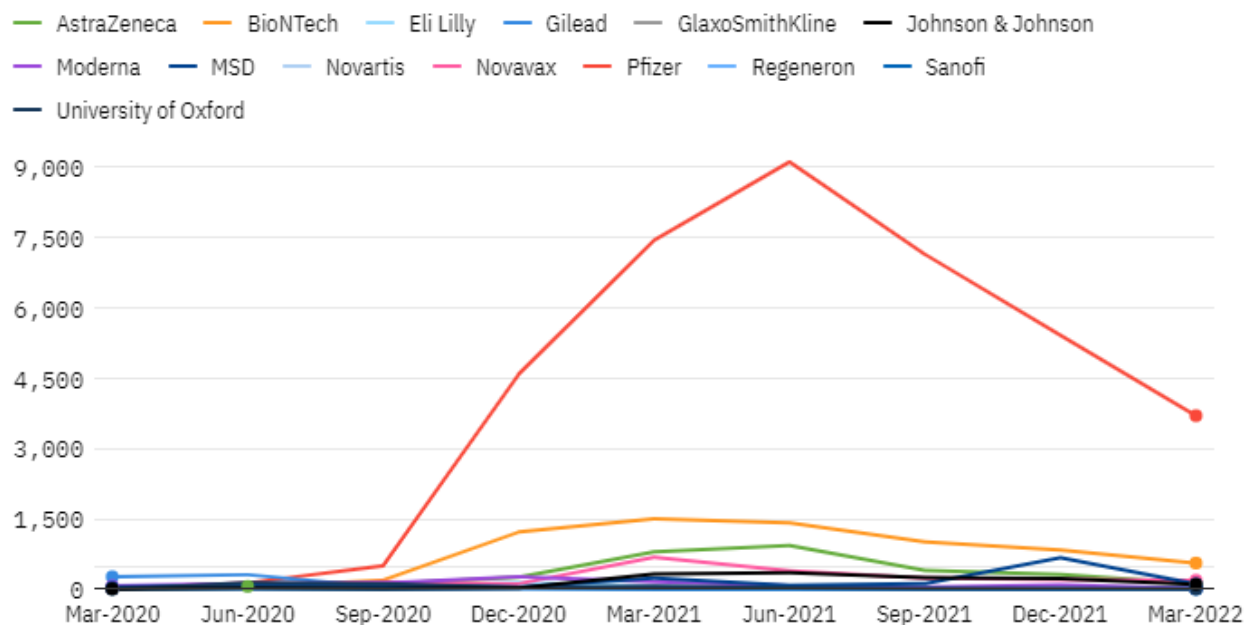
Boehringer Ingelheim impulsa su centro digital global en España con una inversión de 11 millones de euros

[boehringer-ingelheim.es](#) • 4 min read

Covid-19 “adverse events”

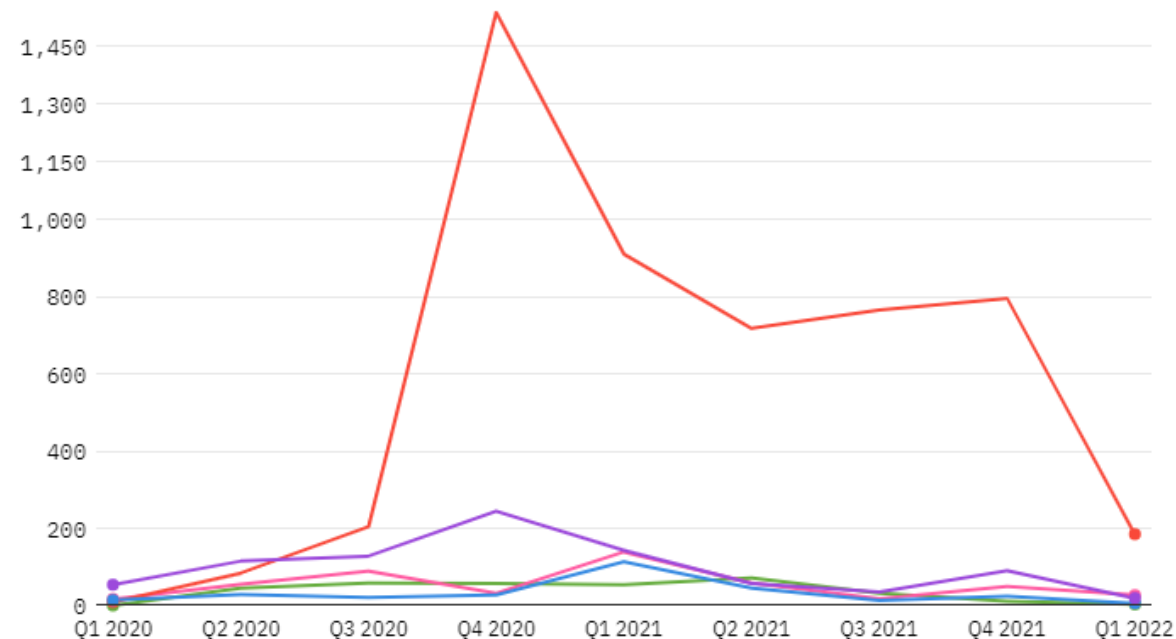
Company mentions on social media by influencers

Mentions increase in December 2020 with vaccine rollout announcement



Company mentions on Twitter

Legend: AstraZeneca, Johnson & Johnson, Moderna, Pfizer, Novavax



Covid-19 “adverse events”

 **Liz Wheeler** ✓
@Liz_Wheeler

These are side effects of their vaccine that Pfizer knew about and hid from you, the American people.



Reading Pfizer's confidential document
These are side effects of their vaccine that Pfizer knew about and hid from you, the American people.

11:00 PM · Mar 5, 2022 · Twitter Media Studio

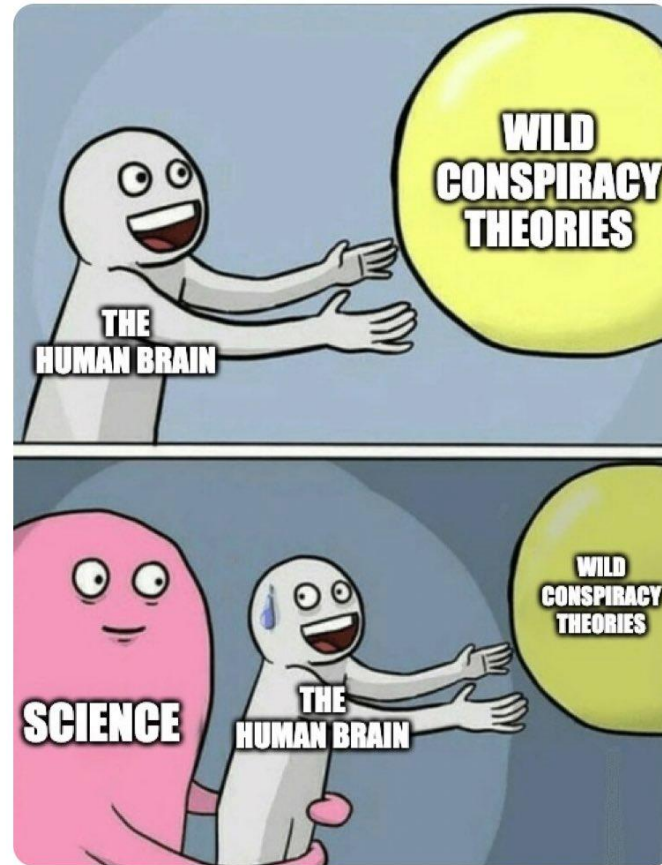
4,135 Retweets 592 Quote Tweets 6,771 Likes





It's easy to get distracted by misinformation these days, but don't worry...Science has got your back.

[#ScienceWillWin](#)



13:27 · 11/9/21 · [Twitter Web App](#)



Novartis
1,18 mil subscr

Inside Out



Partilhar



Info...

We'll Stand By You.

MAIS VÍDEOS



0:02 / 0:38

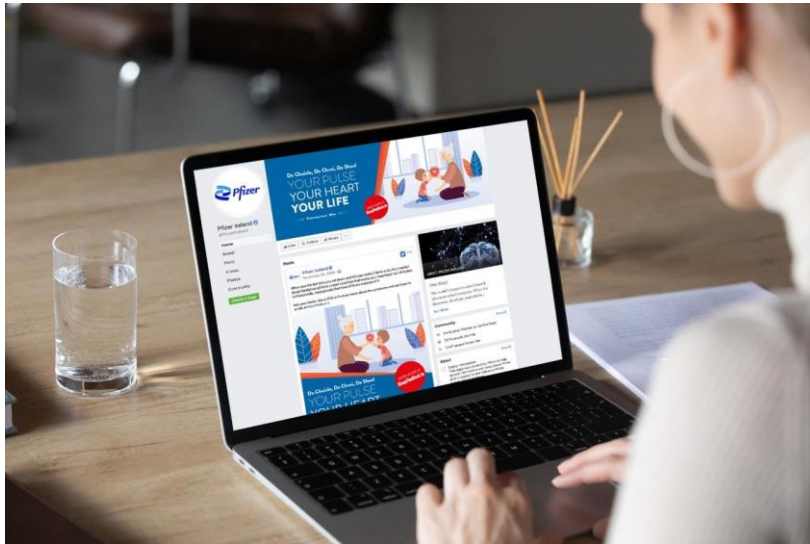


YouTube

Pfizer - AFib



Pfizer - AFib



YOUR PULSE, YOUR HEART, YOUR LIFE.

An irregular pulse could be the first sign of AFib. It can only be diagnosed by your doctor.

TRUE | FALSE

LEARN MORE AT [KeepTheBeat.io](#)

to restore normal heart rhythm

LEARN MORE AT [KeepTheBeat.io](#)

YOUR PULSE, YOUR HEART, YOUR LIFE.

Here's how to feel and get to know your pulse!

2 Fingers 2 Times a Day For 2 Weeks

LEARN MORE AT [KeepTheBeat.io](#)

YOUR PULSE, YOUR HEART, YOUR LIFE.

Do you know how to check your pulse?

YES | NO

LEARN MORE AT [KeepTheBeat.io](#)

Treating AFib may include:

Healthy lifestyle changes

Medical and surgical procedures to restore normal heart rhythm

LEARN MORE AT [KeepTheBeat.io](#)

When should you contact your doctor?

- If your pulse seems to be racing some or most of the time and you are feeling unwell.
- If your pulse seems to be slow some or most of the time and you are feeling unwell.
- If your pulse feels irregular ('jumping around'), even if you do not feel unwell.

LEARN MORE AT [KeepTheBeat.io](#)

Do you know the symptoms of AFib?

- A fast heartbeat may be felt
- Fatigue
- Shortness of breath
- Chest pain (Angina)
- Dizziness

LEARN MORE AT [KeepTheBeat.io](#)

Treating AFib may include:

LEARN MORE AT [KeepTheBeat.io](#)

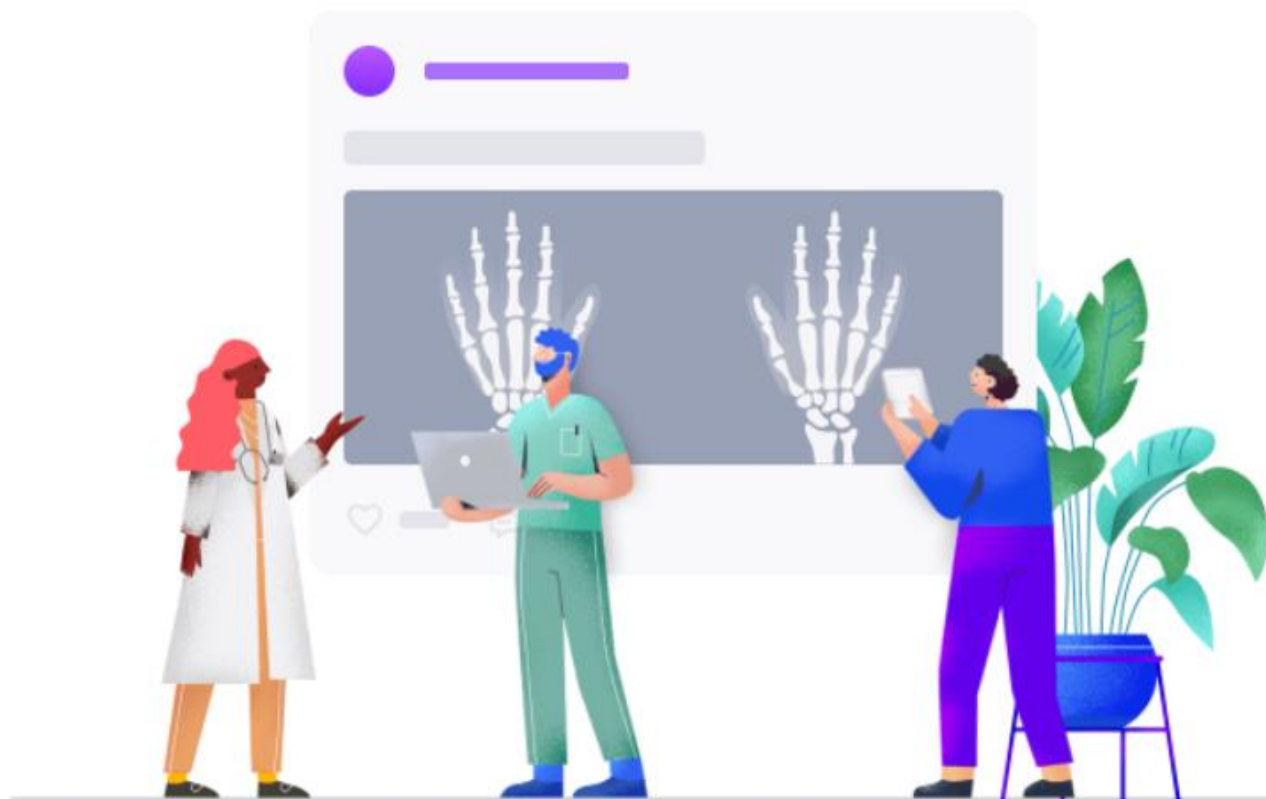
As redes “fechadas” - Sermo

Access the medical community that empowers today's physicians

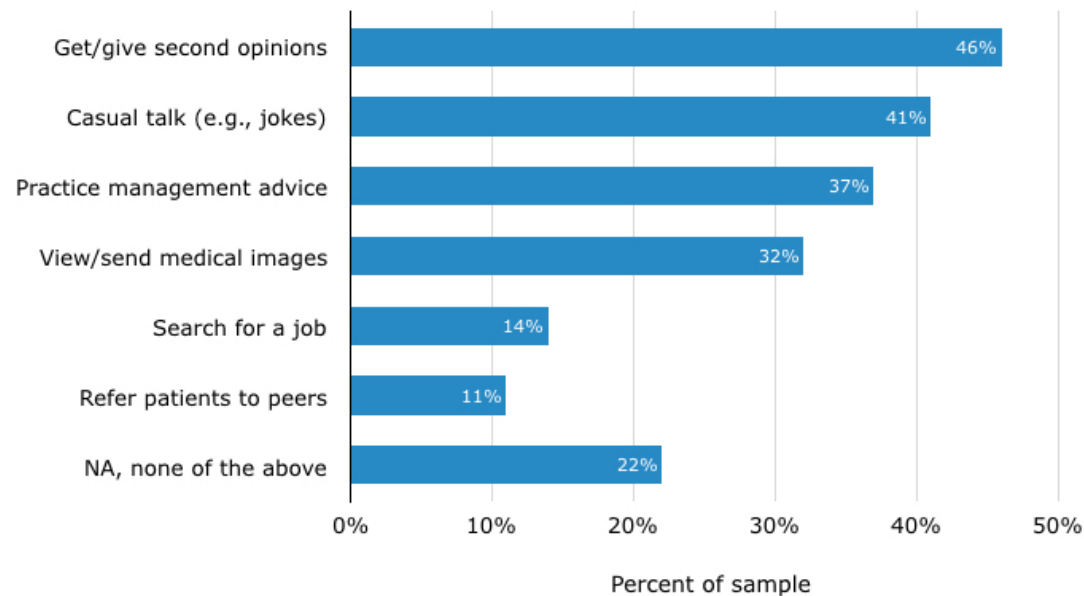
Talk with your peers, earn for your insights, solve challenging patient cases, contribute to the world's largest database of drug ratings – and even laugh at some great jokes.

Welcome to Sermo.

[Sign up for free](#)



As redes “fechadas” - Sermo



N = 1,033

Need help with diagnosis ✓ SOLVED

Follow Share ★★★★★ Average Rating (30 ratings)

Posted by **Dr. G** 1000% 100% 100%
Author Specialties: Gastroenterology

51/M referred last week for screening colonoscopy also complained of GERD and epigastric pain. When I palpated his RUQ - I could feel his liver almost 6 cm below the RCM. He was also slightly icteric. I sent him for labs and a CT - images attached below. Labs showed: Bil 7.3, AST 98, ALT 99, ALK 618. LFTs from DEC 2013 at PCP's were completely normal.

What next? Would you do an endoscopy or colonoscopy to evaluate for a primary tumor in the stomach or colon? Liver biopsy? Waiting for help on diagnosis.

What would you do?

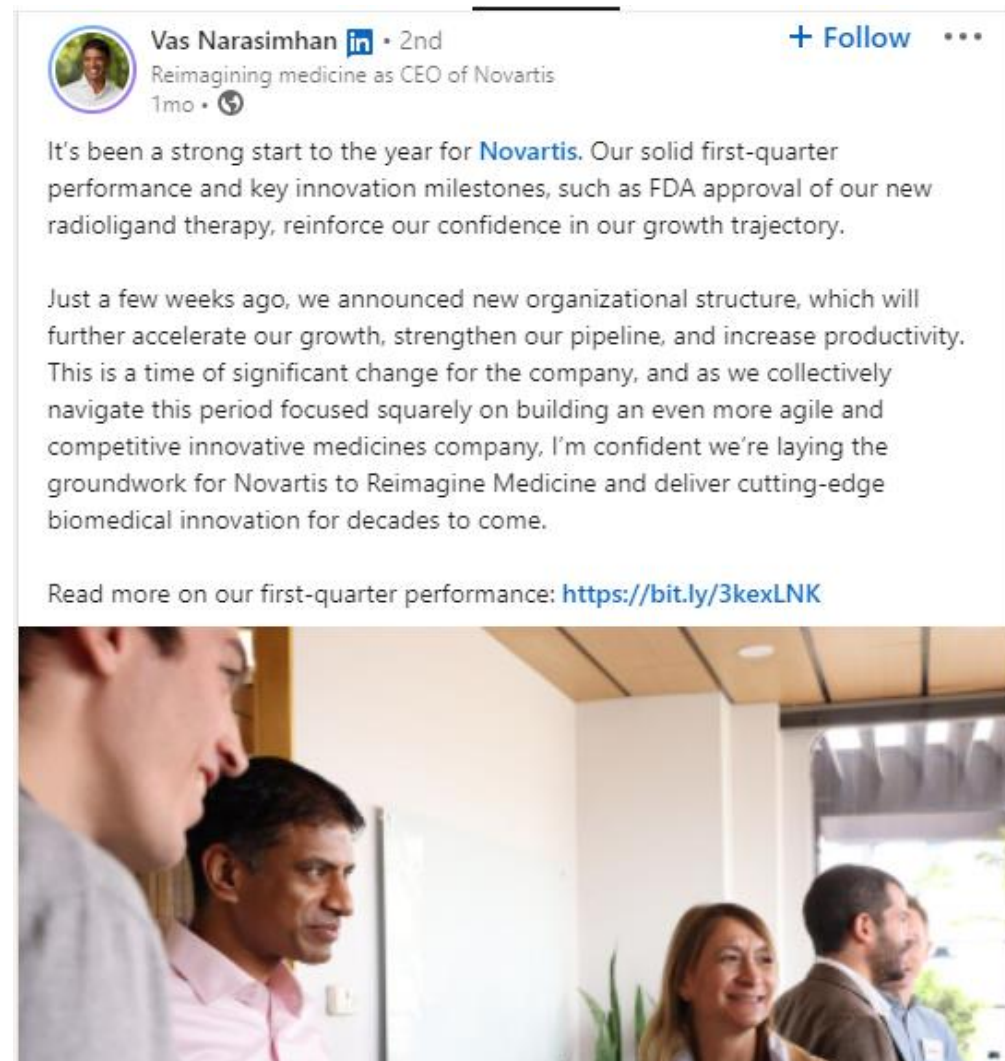
- 54% Liver Biopsy (49/90)
- 27% Tertiary Center (24/90)
- 13% Ultrasound (12/90)
- 10% endoscopy to r/o stomach primary (9/90)
- 10% colonoscopy to r/o colon primary (9/90)
- 10% CT scan abd. pelvis (9/90)
- 8% turf (7/90)
- 3% EUS (3/90)
- 2% pt. cbc (2/90)

Dr. C Pathology 1000% 100% 100%
Posted via iPhone
In the past year, I've seen 4 liver masses of comparable size... 3 x HCC, 1 x melanoma, 2/3 of the HCC's have done surprisingly well and are >6m out from diagnosis with less disease than they started with. Think I'd get coags and biopsy the liver... or wait for the AFP +/- CEA to come back.
Mark this comment helpful | 27 physicians found this helpful

Dr. S Family Medicine / Practice (FP) 1000%
This is a huge liver tumor. Suspect hepatoma. PT, PTT, platelet count. If OK - liver biopsy. Do this before getting EGD or colonoscopy. Depending on the findings, proceed from there. Looking at the films, this might be resectable - Rt hepatic lobectomy. Need to know what it is FIRST, Biopsy.
Mark this comment helpful | 33 physicians found this helpful

Dr. I Internal Medicine 1000% 100% 100%
Looks mostly cystic to me. Would get some more imaging to ensure the diagnosis. If it's hepatoma you would usually try to avoid biopsy so that you don't seed the tract.
Mark this comment helpful | 14 physicians found this helpful

In pharma - Leadership



Um olhar no “agora”

 **MSD Portugal**
23,352 followers
1w • 

[+ Follow](#)

Ainda vai a tempo de fazer parte da sessão do webinar "Vacina às 9"! Esta iniciativa, promovida pela MSD Portugal, aborda as características e os benefícios da nova vacina pneumocócica conjugada, desenvolvida p ...see more

[See translation](#)



 Heliete Costa de Almeida and 3 others

 **Biogen**
677,736 followers
4d • 

[+ Follow](#)

SMA Learning Hub

O compromisso da Biogen é o de ajudar a melhorar a vida das pess ...see more

[See translation](#)



Um olhar no “agora”



Daniela Seixas • 1st

Founder & CEO at Tonic App, Affiliated Professor at FMUP

Reshared from Tonic App • 1yr •

O conhecimento na oncologia é vastíssimo hoje em dia. Estamos muito contentes por podermos ajudar os médicos - e os seus doentes - nesta área tão importante e desafiante com a AstraZeneca e a MSD. 🙌



46



Tonic App

6,305 followers

1w •

+ Follow

PT Espasticidade pós-AVC: estamos a trabalhar com a Allergan/ [AbbVie](#), em conjunto com a [IQVIA Portugal](#), na disponibilização de conteúdos para auxiliar os médicos no diagnóstico, tratamento e reabilitação do doente que sofreu um acidente vascular cerebral! 🙌

GB Post stroke spasticity: we are happy to be working with Allergan/ AbbVie, together with IQVIA, in providing clinical and educational content to assist physicians in the diagnosis, treatment and rehabilitation of patients who have suffered a stroke! 🙌

#HealthForAll #TonicApp #MakingHealthcareSimpler #Pharma #Medical #DigitalHealth #Allergan #AbbVie

Post stroke spasticity

New partnership

Powered by:



Um olhar no “agora”

O VTI Day é o dia em que a família Boehringer Ingelheim, com os seus 52.000 colaboradores em todo o mundo, assinala o dia da empresa. Estes dias são sempre recheados de alegria, boa disposição e motivação. À diversão ...see more

[See translation](#)



Rita Castro Ferreira and 18 others



MSD Portugal

23,223 followers
19h •

[+ Follow](#)

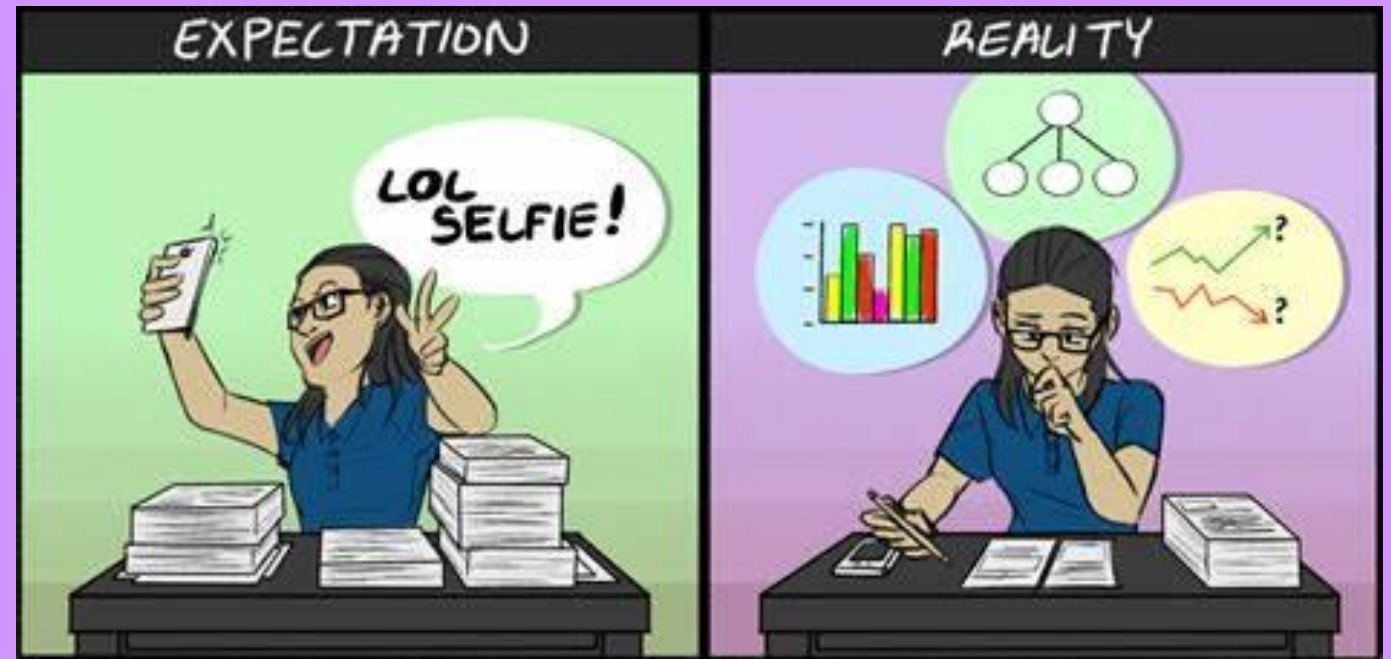
Conhece todas as abordagens terapêuticas e respetivas vantagens no tratamento do Carcinoma de Células Renais Avançado? Poderá ser uma combinação de imunoterapia a opção recomendada para os doentes de risco intermei ...see more

[See translation](#)

Assista aos melhores momentos

NEW APPROACHES IN
1ST LINE
TREATMENT
OF mRCC





Awareness, patients and HCPs

The different approaches

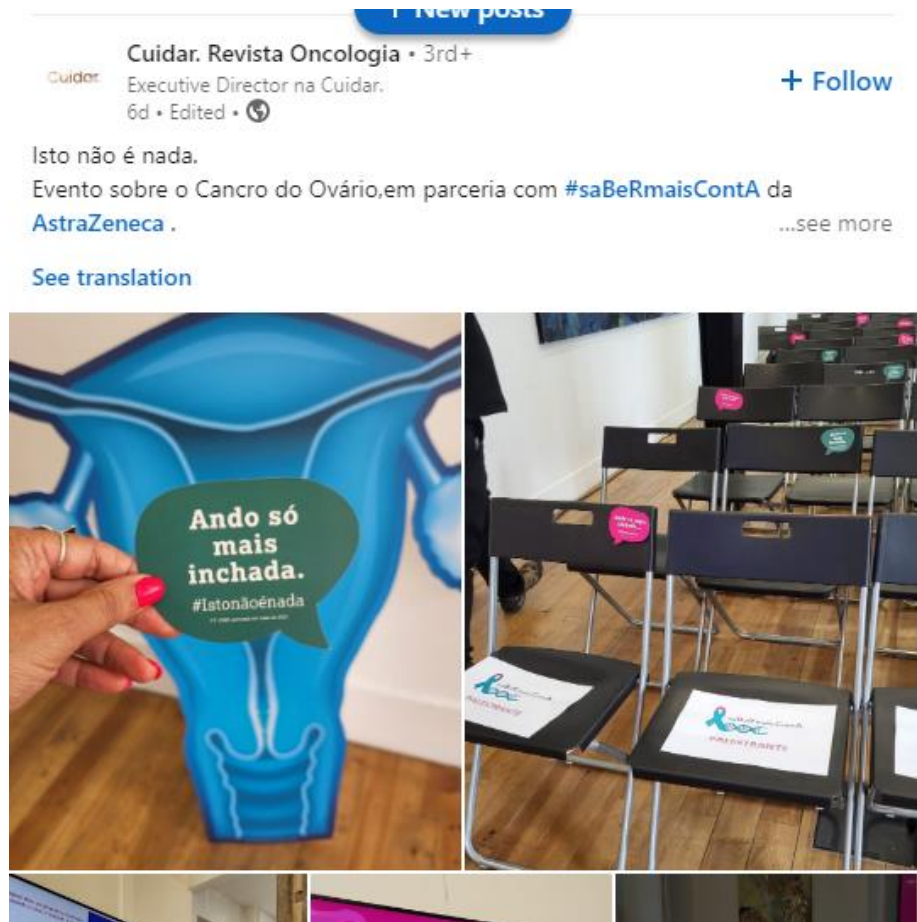
Target diferente, Objectivo diferente



Regras

Criação de conteudo
Plano de Comunicacao
Engagement model

Disease Awareness





Episódio 2 | A Diana na escola

Partilhar

EPISÓDIO 2

A DIANA
NA ESCOLA

MAIS VÍDEOS



0:07 / 2:00



YouTube

Push to consultation / Diagnóstico

**Puxar a brasa à
minha sardinha**

**A SAÚDE É O SEU PATRIMÓNIO,
DIZ-LHE SANTO ANTÓNIO
POR ISSO, CUIDE DO SEU PULMÃO,
ACONSELHA SÃO JOÃO**

Doença Pulmonar Obstrutiva Crónica.
Faça o seu rastreio, sem receio.
É só soprar e ver que resultado vai dar.

FUNDACÃO PORTUGUESA DO PULMÃO
Associação Portuguesa de Doenças Respiratórias
Boehringer Ingelheim

Não vá na cantiga, cuidado com a fadiga
Olá Lisboaetas, como está a saúde dos nossos pulmões? Nos dias 1, 2 e 3 de ...See more

Patient support



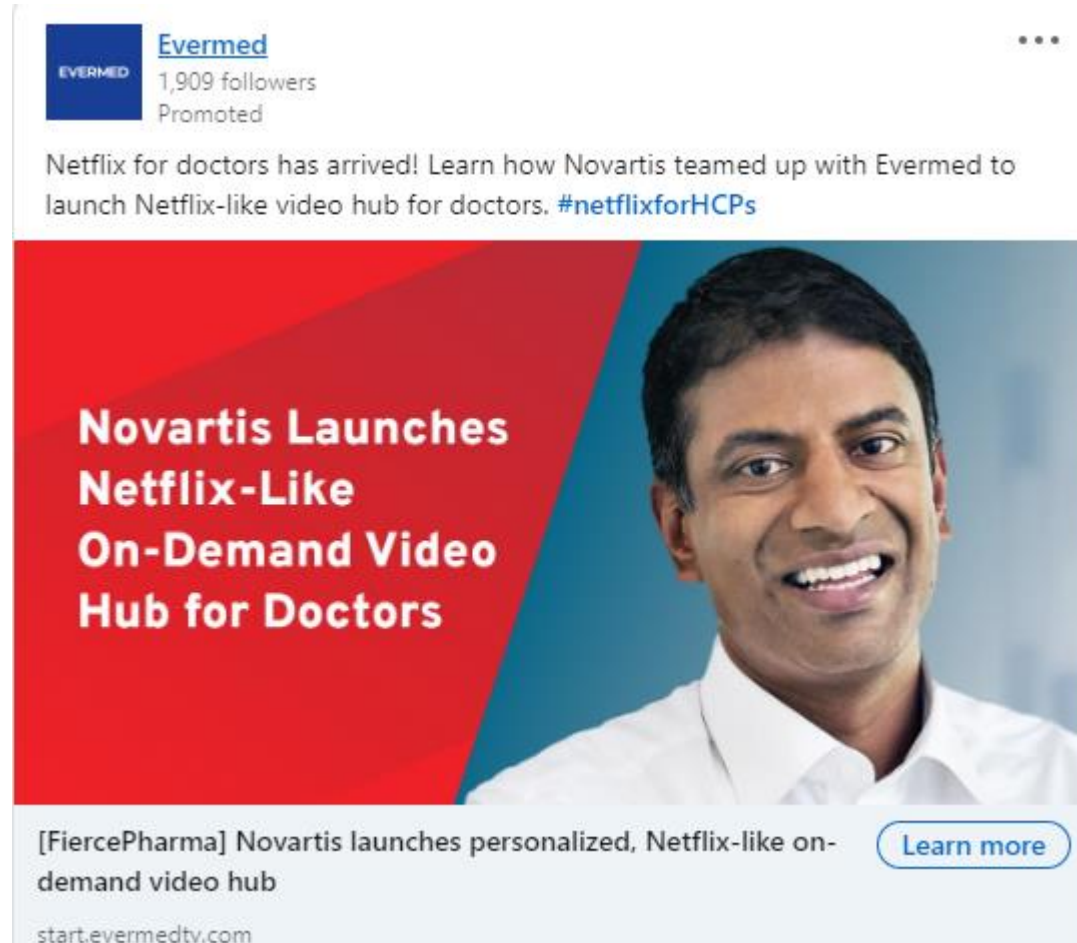


MARKETING

Dia 2 (cont.)

Vamos acabar o dia 2 😊

HCP – HealthCare Professionals



Evermed
1,909 followers
Promoted

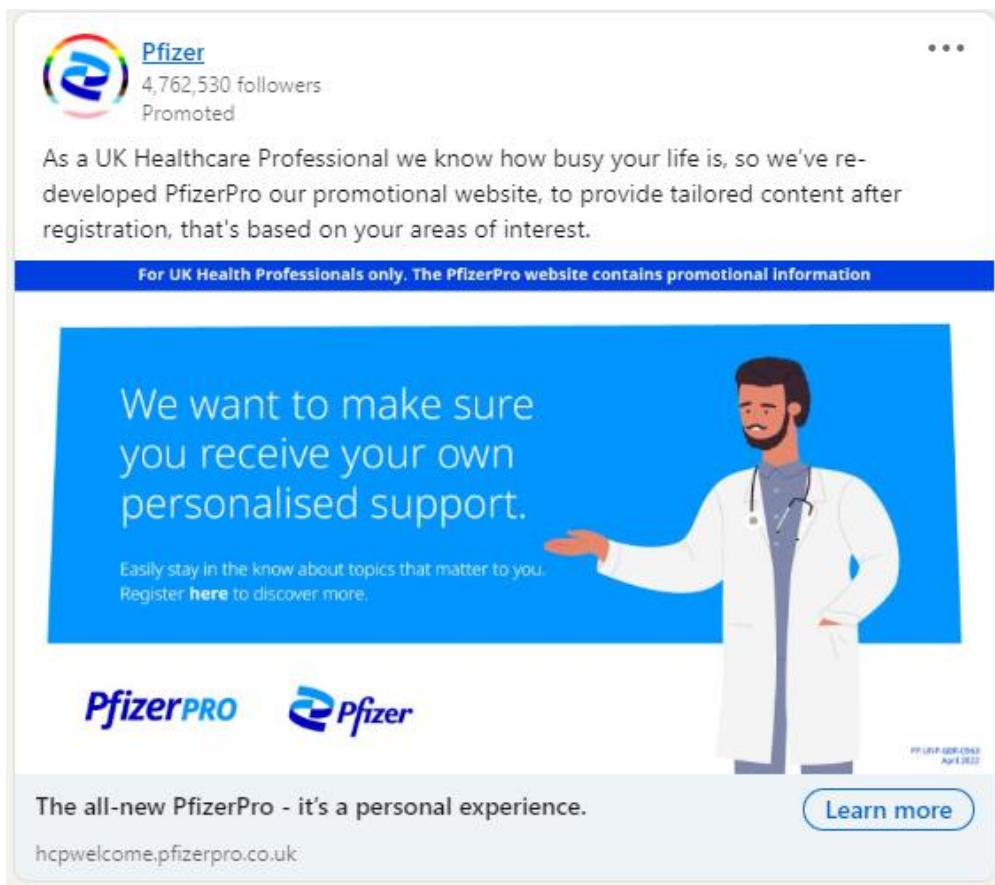
Netflix for doctors has arrived! Learn how Novartis teamed up with Evermed to launch Netflix-like video hub for doctors. [#netflixforHCPs](#)

Novartis Launches Netflix-Like On-Demand Video Hub for Doctors

[FiercePharma] Novartis launches personalized, Netflix-like on-demand video hub [Learn more](#)

start.evermedtv.com

HCP – HealthCare Professionals



Pfizer
4,762,530 followers
Promoted

As a UK Healthcare Professional we know how busy your life is, so we've re-developed PfizerPro our promotional website, to provide tailored content after registration, that's based on your areas of interest.

For UK Health Professionals only. The PfizerPro website contains promotional information

We want to make sure you receive your own personalised support.

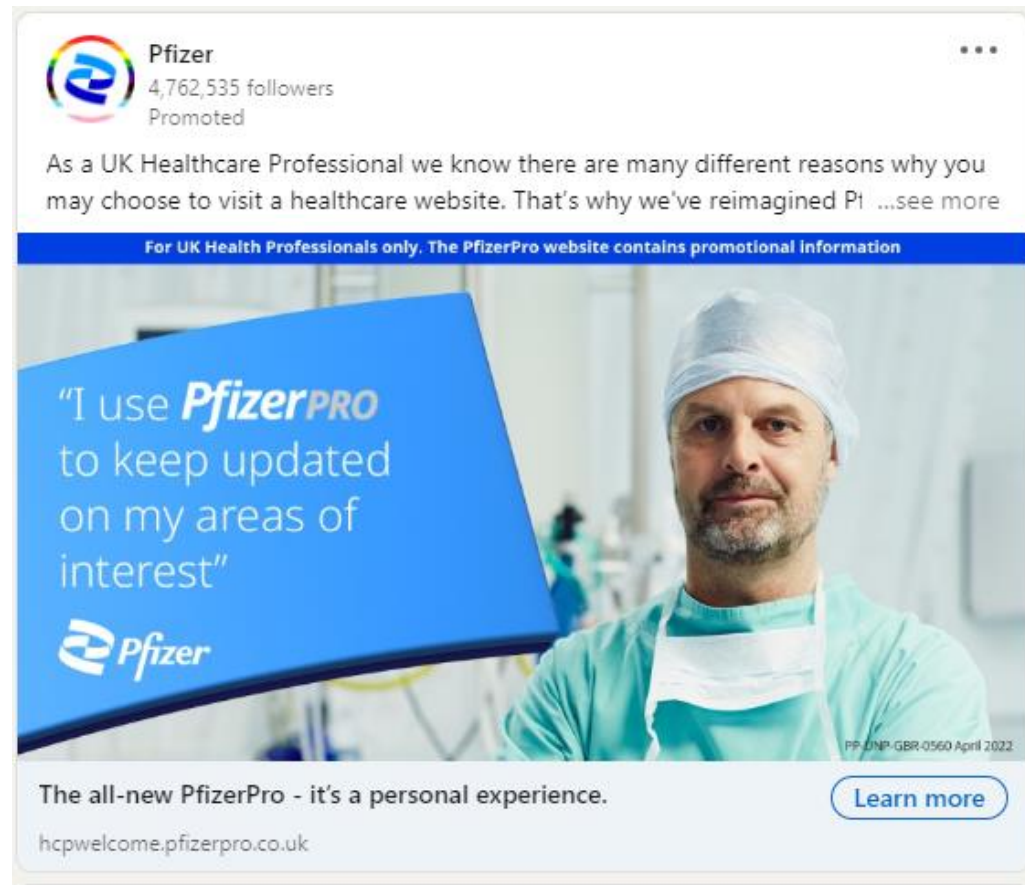
Easily stay in the know about topics that matter to you. Register [here](#) to discover more.

PfizerPRO 

PP-UKP-GBR-0560 April 2022

The all-new PfizerPro - it's a personal experience. [Learn more](#)

hcpwelcome.pfizerpro.co.uk



Pfizer
4,762,535 followers
Promoted

As a UK Healthcare Professional we know there are many different reasons why you may choose to visit a healthcare website. That's why we've reimagined Pf...see more

For UK Health Professionals only. The PfizerPro website contains promotional information

"I use **PfizerPRO** to keep updated on my areas of interest"



PP-UKP-GBR-0560 April 2022

The all-new PfizerPro - it's a personal experience. [Learn more](#)

hcpwelcome.pfizerpro.co.uk

HCP – HealthCare Professionals

 **Merck**
1,885,913 followers
Promoted

🕒 It's time! 🕒 A new, science-focused world is now available on Minecraft: Education Edition. Download today to start your Periodic Odyssey 📖

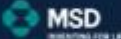


0:03 / 0:24

Start Your Periodic Odyssey [Learn more](#)

 **MSD Portugal**
23,389 followers
Promoted

Sabia que metade das recorrências dos doentes com **#Melanoma** no estadio IIB/C ocorreram em 2 anos? A **#MSDPortugal** lançou uma campanha que expl ...see more



O melanoma está na sua lista de perigo?

PTACN-21000-04/03/22

50% de todas as recorrências doentes com melanoma no es IIB/C ocorreram em **2 ANOS**

PTACN-21000-04/03/22

O Melanoma está na sua lista de perigo?

Recorrências dos doentes com M

HCP – HealthCare Professionals

Centro de Medicina Digital P5
172 followers
1w • 🌐

Projetos & Inovação.

É com muito orgulho que anunciamos o Centro de Medicina Digital P5 como uma das cinco instituições que integram o projeto "Real World Life", lançado pela Pfizer.

O projeto prevê a realização semestral de centros estratégicos de reflexão, os chamados "Think Tanks", e pela criação de pontes de colaboração entre a Pfizer Portugal e várias instituições.

Esta parceria visa promover o espírito colaborativo e a partilha de ideias que potenciem o desenvolvimento de projetos inovadores.

Pode ler a notícia na íntegra aqui. [📄](#)

#parceria #Pfizerportugal #realworldlife #inovação #saúde

[See translation](#)



Pfizer
4,762,603 followers
1w • 🌐

Conhece os sintomas mais comuns da menopausa? E sabia que nem todas as mulheres têm os mesmos sintomas? Então fique connosco nos próximos minutos e saiba as respostas a estas e outras perguntas.

Inspirados pela curiosidade, guiados pela ciência.

#pfizercurious #pfizerportugal

[See translation](#)



Afrontamentos: Menopausa, és tu?

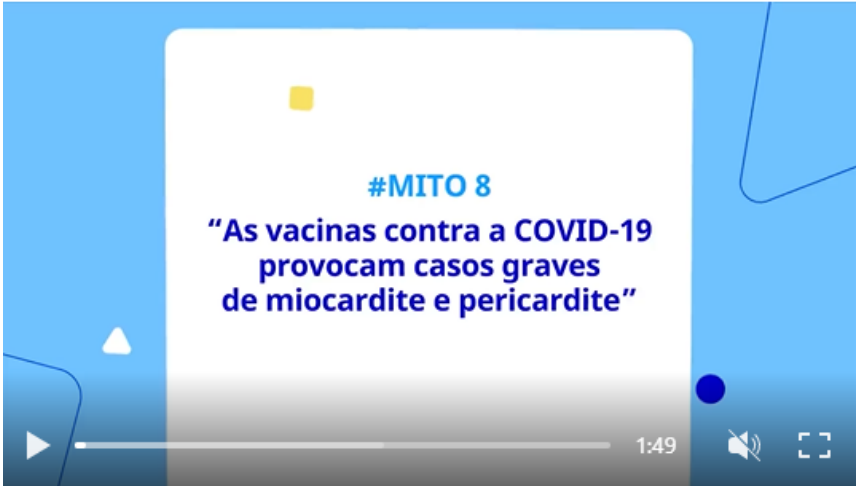
[👤](#) Maria Jourdan and 18 others

6 shares

Pfizer
4,762,603 followers
3w • 🌐

As vacinas contra a COVID-19 provocam casos graves de miocardite e pericardite? Veja a resposta completa a esta questão aqui: [...see more](#)

[See translation](#)



Mitos e Factos_Da vacinação contra a COVID-19_episódio 8.mp4

[👍](#) 11

HCP – HealthCare Professionals

Diana Malhado, MBA • 2nd
Oncology Business Unit Director at AstraZeneca
2w •

O cancro do pulmão é o tumor que mais mata em Portugal. Por isso mesmo, Aliança para o Cancro do Pulmão, da qual a AstraZeneca faz parte, e o Diário de Notícias antecipam a Semana Europeia de Luta Contra o Cancro, que s...see more

[See translation](#)



CANCRO DO PULMÃO
juntos por um futuro mais promissor
Diário de Notícias Aliança para o Cancro do Pulmão

O diagnóstico e tratamento do cancro do pulmão em debate

26 7 shares

Challenges in Cardiology
332 followers
4mo •

+ Follow ...

Hoje pelas 21h00, Webinar integrado no programa Hot Topics in Acute Coronary Syndromes, com o tema: A doença Coronária aguda, do início da dor à alta hospitalar.
...see more

[See translation](#)



CHALLENGES in CARDIOLOGY **HOJE | 21H00**

HOT TOPICS IN **ACUTE CORONARY SYNDROMES**

WEBINAR
A doença coronária aguda, do início da dor até à alta hospitalar (1)

Marco Costa **João Moraes** **Cláudio Guerreiro** **Eduardo Oliveira**

ASSISTA EM **challengesincardiology.com**

COM O APOIO **AstraZeneca**

8

Pedro Barreira • 2nd
MD MSc | Specialist in Family Medicine | Social Security Med...
7mo •

+ Follow ...

Faltam dois dias ! Sabe mais em [AstraZeneca Portugal](#)

[See translation](#)

Módulo 3 | 18 de Novembro | 18h30–19h30

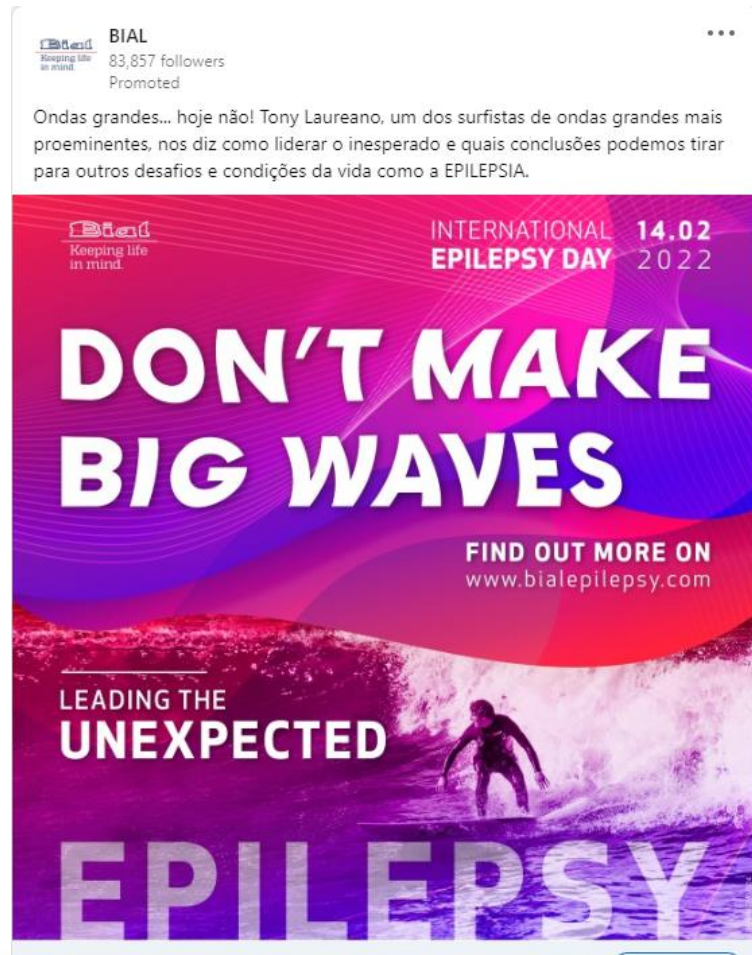
TRATAMENTO CANCRO DO OVÁRIO - GESTÃO PARTILHADA

 **Terapêuticas inovadoras e o seu impacto clínico**
Dr. Anuraj Parmanande
Oncologia

 **Papel do MGF na gestão do doente em contexto ambulatório**
Dr. Pedro Barreira
Medicina Geral e Familiar

15 2 shares

HCP – HealthCare Professionals



HCP – HealthCare Professionals

GSK
3,239,299 followers
1mo • 🌐

+ Follow ...

Lucy doesn't let her [#asthma](#) get in the way of bringing home the win with her team. By managing her symptoms before they strike, she is able to give it her all in every match.

This World Asthma Day, we don't want asthma holding patients back and our Act Don't React awareness initiative aims to inspire people with asthma through real patient stories like Lucy's.

Click here to know more: <https://gsk.to/3LurCsP>

[#ActDontReact](#) [#WorldAsthmaDay](#)



432 1 comment • 30 shares

1mo • 🌐

Not all [#asthma](#) is the same. For some, a severe form of asthma may not respond to initial treatment approaches.

Go [#BehindtheScience](#) to learn how targeting certain treatable traits could improve the future management of asthma. [#WorldAsthmaDay](#)

<https://gsk.to/37X1sQF>

Eosinophils
are white
blood cells

They are an important part
of our immune system and
can help us fight infection.



NP-GBL-ASU-VID-210002 - Date of preparation: August 2021

“Payers”



Victor Dieguez • 1st

Talent Acquisition Manager, HR, Global Talent Solutions, Spain & Portugal en...
now •

Para nosotros es un orgullo informar cada tres meses del estado de nuestro pipeline. Eso significa que nuestra [#ciencia](#) avanza y que seguimos buscando [#innovaciones](#) que cambian la vida de los [#pacientes](#). Aquí, la última ...see more

[See translation](#)



Institutional communication

**Janssen Portugal**
13,402 followers
4d • 🌐

Na **Johnson & Johnson** celebramos a individualidade. Estamos comprometidos em criar um ambiente onde todos possam viver com orgulho.

[See translation](#)



open&out | CHAPTERS AT THE JOHNSON & JOHNSON

 Denise Francisco and 47 others

**ECO News - Portuguese Economy**
3,471 followers
3d • 🌐

[+ Follow](#)

para os Prémios Pfizer, a mais antiga distinção na Portugal, que este ano celebra o seu 66º aniversário, resultam de uma parceria entre a Pfizer e a Sociedade das Ciências Médicas de Lisboa. [...see more](#)

Prémios Pfizer
SOCIEDADE DAS CIÊNCIAS
MÉDICAS DE LISBOA

As candidaturas estão abertas

**Registo dos trabalhos
dia 9 de Julho 2022**

Recruitment / Talent acquisition

**Boehringer Ingelheim**
1,392,577 followers
6d • Edited • 

Rosa María López Carneros, nuestra Head of Business Operations, se convierte en la protagonista del [#TopInfluyentesDeLaSemana](#) de [The New Barcelona Post](#) hablando sobre nuestro hub digital, centro con el que nos consolidam ...see more

[See translation](#)

[#InnovaciónTecnológica](#)

“Con nuestro hub digital, atraemos talento, inversión y desarrollo de innovación”



Influyentes de la semana junio 2022 1
thenewbarcelonapost.com • 2 min read

**Nuno Cunha** • 2nd
Customer Strategy Director at Janssen
1w • 

[+ Follow](#)

O propósito da criação de “um futuro em que a doença seja uma coisa do passado” inspira-te? Então atreve-te, esta pode ser a tua oportunidade 😊

[See translation](#)

**Janssen Portugal**
13,402 followers
1w • 

[+ Follow](#)

O melhor programa de estágios já arrancou!
Se acabaste os teus estudos agora e queres desafiar-te numa empresa que te pode ajudar a crescer, este é o teu momento. ...see more

[See translation](#)



Janssen Internship Program 2022 in Lisbon, Portugal | Pharmaceuticals
jobs.jnj.com • 1 min read



MARKETING

Dia 3

Estratégias e táticas

Agenda Formação

1ª Parte (3h) – Contextualização do curso e posição atual de social media

- Aren't we all social?
- A vida na rede (o uso, o potencial e a evolução)

2ª Parte (3h) – Identificar bons exemplos, estratégias externas e as limitações em pharma

- Social media out of pharma
- O medicamento de prescrição e as redes sociais
- Social media in pharma
- Awareness, patients and HCPs – The different approaches

3ª Parte (3h) – Estratégias e táticas

- Como criar um plano / campanha solida
- A importância do target

4ª Parte (3h) – Soluções atuais e como implementar com olhos no futuro

- Ferramentas e dicas
- Desenvolvimentos a ter em conta
- Um olhar no futuro



Como criar um plano sólido

The different approaches

Considerações para Pharma

Audiência

Tipos de conteúdo

Objectivo da campanha

Tipo de campanha

Budget

Timeline



ovigilância
Community Management
e envolvimento

Criar um calendário - planejamento

2022 Digital Editorial Calendar

JANUARY – Reset for the New Year

Healthy Family Meals

Best Restaurants for Kids

Where to Ski, Snowboard, and Tube

FEBRUARY – Open Hearts

Black History Month

Puberty Survival Guide for Parents

Valentines Day Events

MARCH – Spring Break Plans That Work

Multi-generational travel

Best Charlotte Staycations

Spring Festivals + Consignment Sales + Easter Egg Hunts

APRIL – Special Needs

Autism Awareness Month

Parenting Without a Partner

Mother's Day Activities + Where to Pick Strawberries

MAY – The Mom Boss

Mother's Day Gift Guide

Charlotte Career Moms We Love

Mother's Day Activities + Where to Pick Strawberries

JUNE – Cheers to Dads

Father's Day Gift Guide

Stay-At-Home Dads

Summer Consignment Sales + Fireworks + 25 Free Activities

SOCIAL MEDIA CALENDAR							
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
INSTAGRAM	TOPIC	TOPIC	TOPIC <i>Best Restaurant</i>	TOPIC	TOPIC	TOPIC	TOPIC
FACEBOOK	TOPIC	TOPIC	TOPIC	TOPIC	TOPIC <i>Summer Trends</i>	TOPIC	TOPIC
IG / FB STORIES	TOPIC <i>Summer Songs 'This Or That'</i>	TOPIC	TOPIC	TOPIC	TOPIC	TOPIC	TOPIC

“Your personal branding is yours, but be mindful of the company reputation that you are working for.”

Employee Branding



Porquê o
Linkedin?

MEDIA FOR PHARMA

Preparar as pessoas

Engaging, friendly pic
that invites people to connect

Descriptive headline
that goes beyond job title and shows your personality

Killer summary
that highlights your passion, experience, and accomplishments

Background image
attention still looks professional

Many ways people can contact you
our email
official links

I DON'T KNOW WHO YOU ARE...

BUT I WILL LOOK YOU UP ON LINKEDIN AND I WILL FIND YOU

You're an outstanding professional who helps you be all that you can be. This is what I truly believe in. It's an always exciting world of talent acquisition at an early age. My goal is to help you find your dream job, and I have 15 years of experience doing...

Social Community Management

Classificação pessoal do público expectável:

- *A senhora reformada que nos conta a vida*
- *O senhor revoltado que nunca esta satisfeito*
- *A senhora que tem sempre uma duvida / o questionário não funciona*
- *O rapaz fora do target (?) que goza com a situação*

Social Community Management

Tips and tricks

- *Put yourself in the other person's shoes*
- *Don't be a robot / be empathic*
- *Hide the rude and disrespectful comments (DON'T DELETE)*
- *Plan in advance*
- ***Be creative!***



Content is king.

Evitar ser geral

Copy curto
Call to action visível
(Pelo menos existente)
Imagem sugestiva



Notonthehighstreet.com · Suggested Post

 **Like Page**

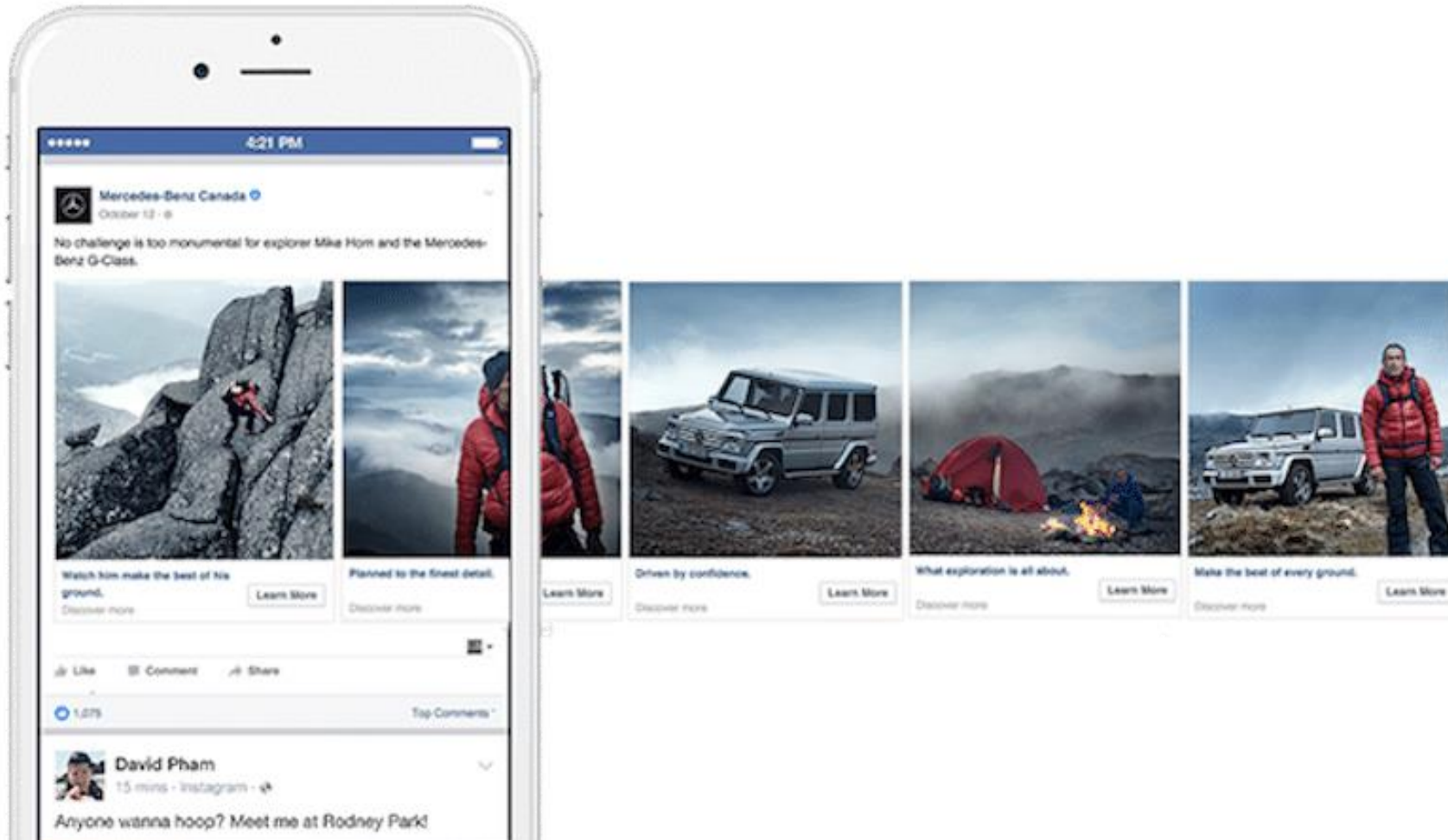
Want to celebrate a special moment with your mum this Mother's Day?
Turn your photo into a Giant Polaroid Canvas Print



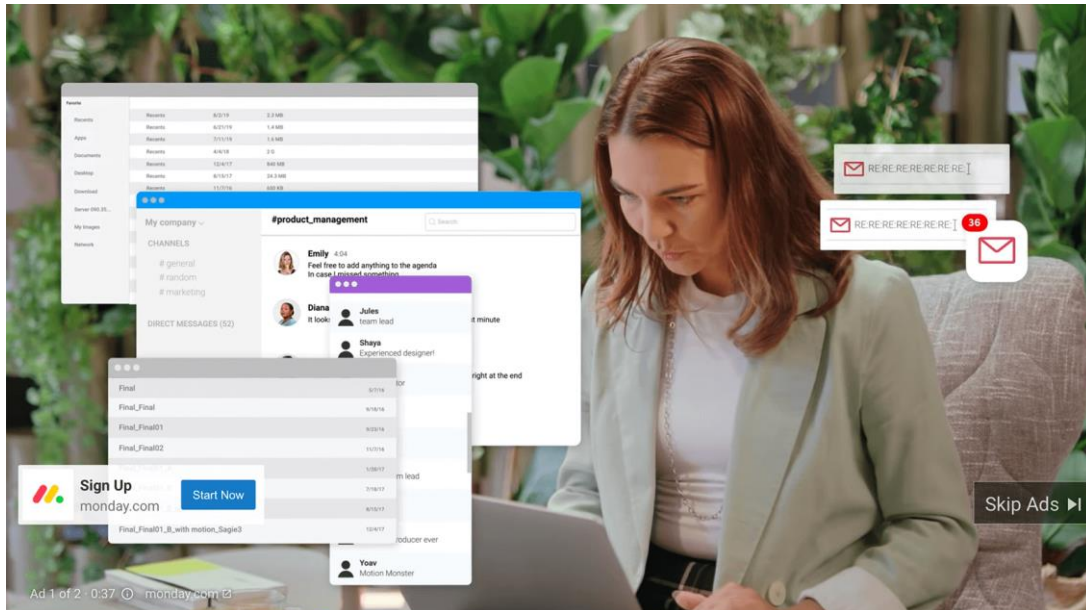
Notonthehighstreet.com
Notonthehighstreet.com

Share ·  · Sponsored

Storytelling— in a carrousel



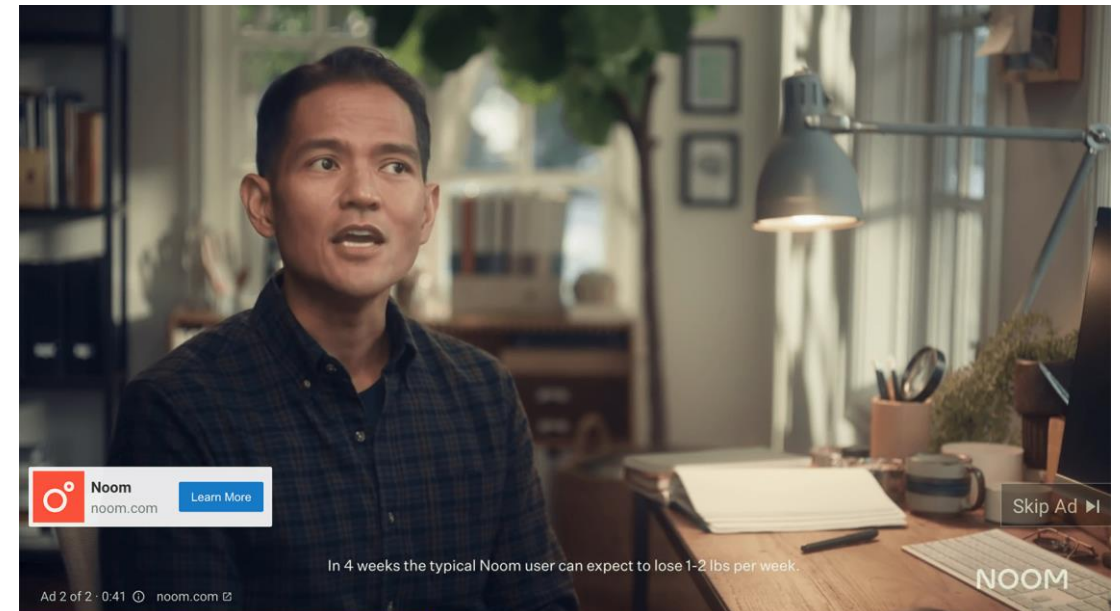
Tell a story - in ad frequency



Team workflow					
Phase A					
		Owner	Status	Priority	
Brief			Done	★★★★☆	
Create scope			Working on it	★★★★★	
Set timelines			Stuck	★★★★★	
Estimate budget			Working on it	★★★★☆	
Contact vendors			Done	★★★★☆	

Team workflow					
Phase A					
		Owner	Status	Priority	
Conduct user research			Done	★★★★☆	
Collect past designs			Working on it	★★★☆☆	

Tell a story - in ad frequency (youtube)



Tell a story - in ad frequency



Tell a story - in ad frequency

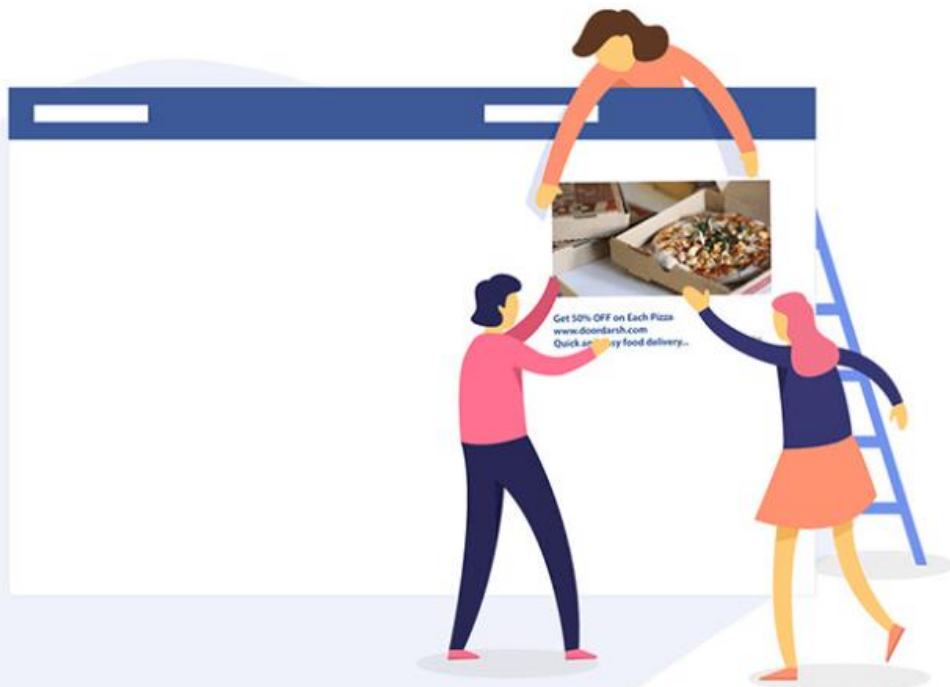
The image displays a sequence of three Facebook ads for Fashercise, connected by pink arrows, illustrating a storytelling sequence in advertising.

Ad 1: Fashercise Sponsored. Text: "Fashercise is activewear for the stylishly fit. Check out our latest work-out videos for your gym routine inspiration, or our deliciously healthy recipes for lunch inspiration. Get fit stylishly with Fashercise." Image: A person's hands holding a kettlebell. Text: "Discover Fashercise Today Stylishly Fit. fashercise.com" Button: "Learn More". Engagement: 20 likes, 562 Comments, 311 Shares.

Ad 2: Fashercise Sponsored. Text: "Get stylishly fit with Fashercise." Image: A woman in a black sports top and leggings. Text: "Sports Tops" and "Leggings". Button: "Shop Now". Engagement: 20 likes, 562 Comments, 311 Shares.

Ad 3: Fashercise Sponsored. Text: "Go on, treat yourself to a little something from Fashercise today and we'll give you free delivery!" Image: A woman in a colorful sports top and leggings. Text: "Shop Fashercise Your Caption Here". Button: "Shop Now". Engagement: 20 likes, 562 Comments, 311 Shares.

Optimizar o conteúdo



Offers

Facebook Right Column Ads

Ah—the sneaky right column photo ad. Everyone knows it and for businesses, this ad type can work extremely well. However, while they only appear on desktop, data shows they have the highest CPC (cost per click) among other Facebook ad types.

Image Guidelines

- ♦ Image ratio: 9:16 to 16:9
- ♦ Image dimensions is 1200 x 628 pixels.
- ♦ Minimum width and height of 600 pixels.
- ♦ Recommended image formats are JPG and PNG.
- ♦ Images with 20% text or more could increase chances of failed delivery.

Character Limits

- ♦ Text: 125 characters.
- ♦ Headline: 25 characters.
- ♦ Link description: 30 characters.

Optimization is The Queen



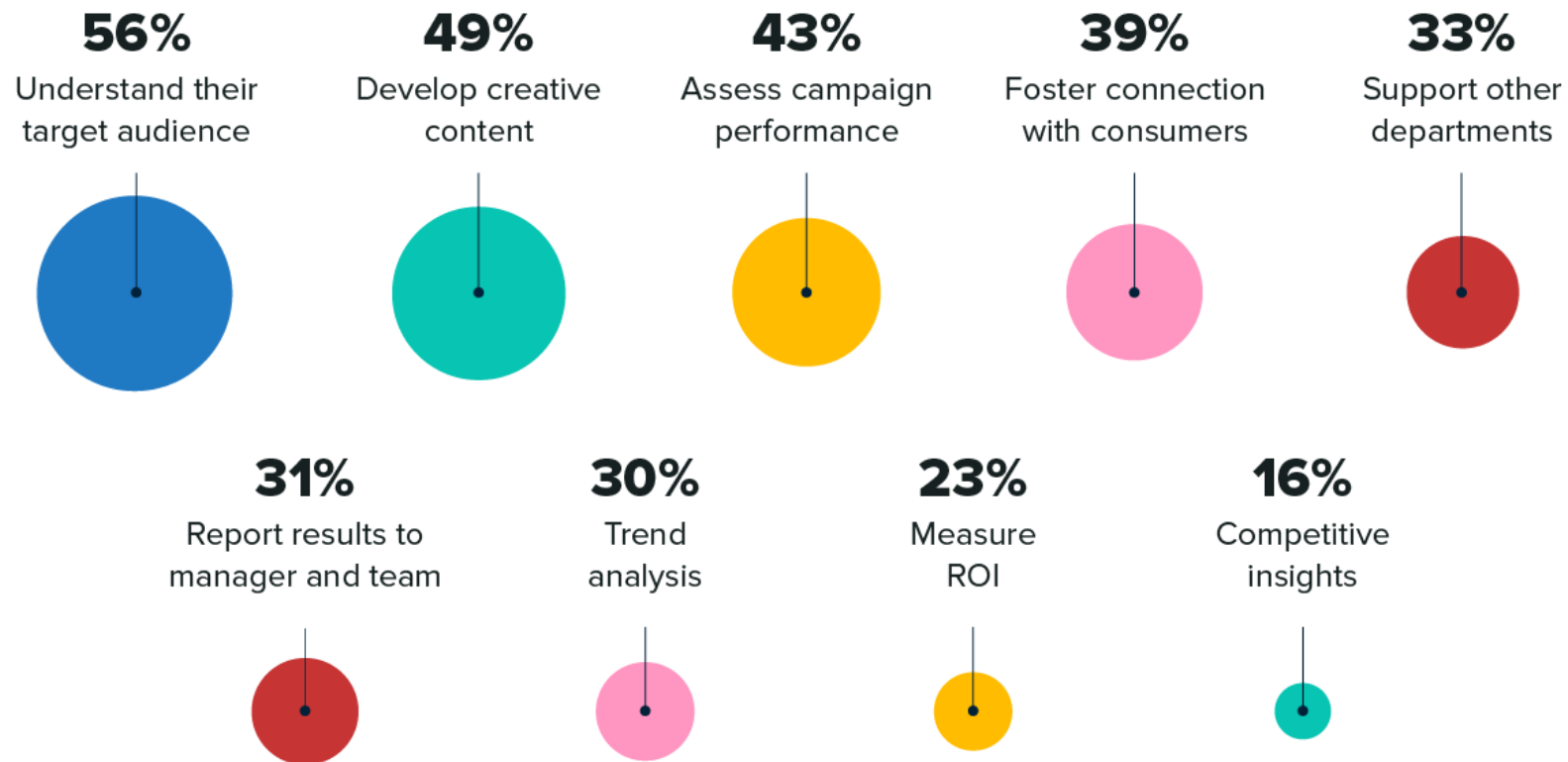
"Let's try focussing on your posts that do receive comments"



Optimization is queen

- **Budget / Bidding**
- **Timeline / Timeframe**
- **Tipo de post**
- **Plataforma**
- **Tipo de campanha**
- **Targeting**
- **Frequência**

Dados de SoMe



Dados de SoMe



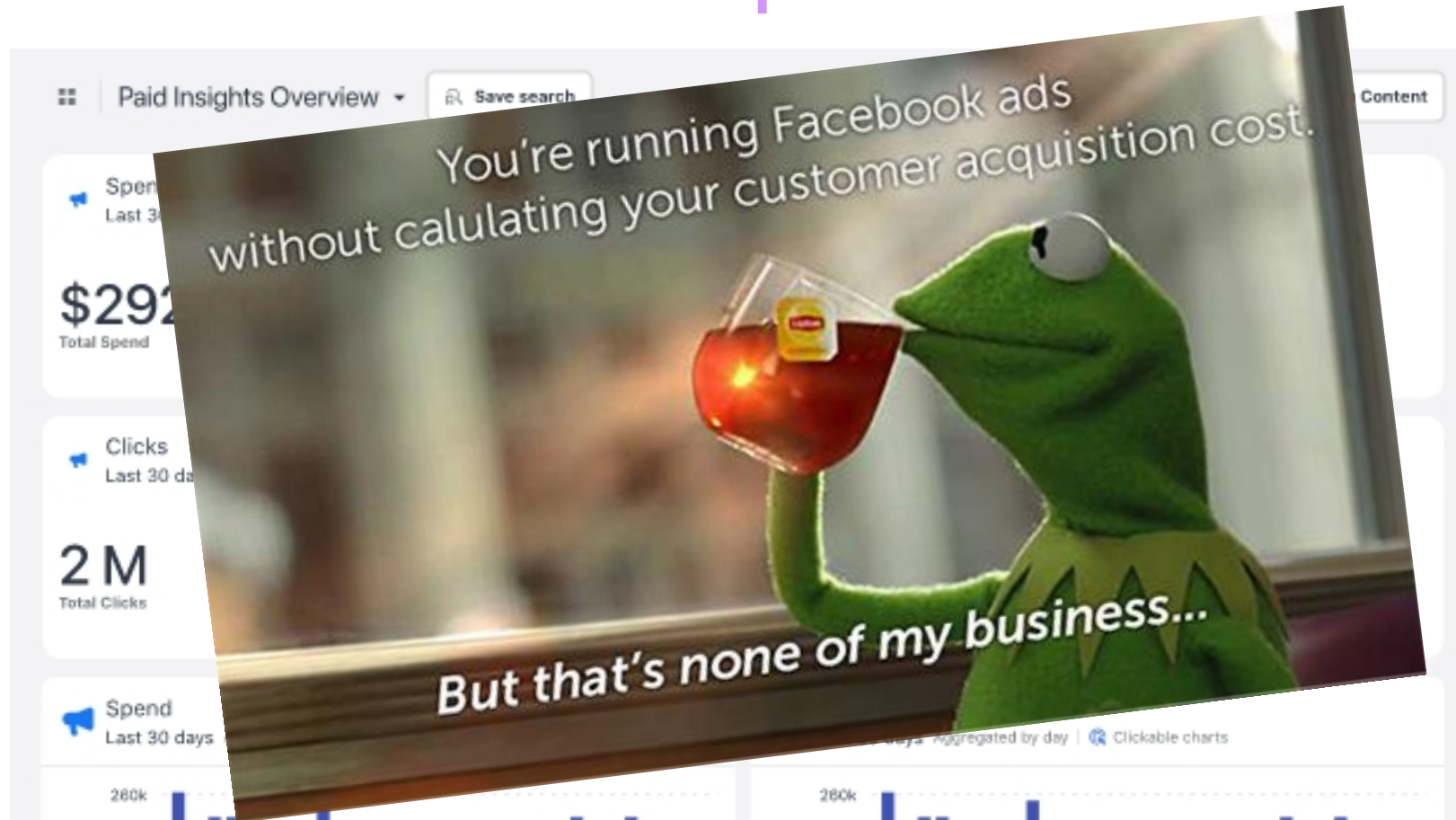
Social posts metrics:

- Clicks
- Comments
- Reach
- Engagement rate
- Impressions
- Shares
- Saves
- Video views
- Video reach

Profile metrics:

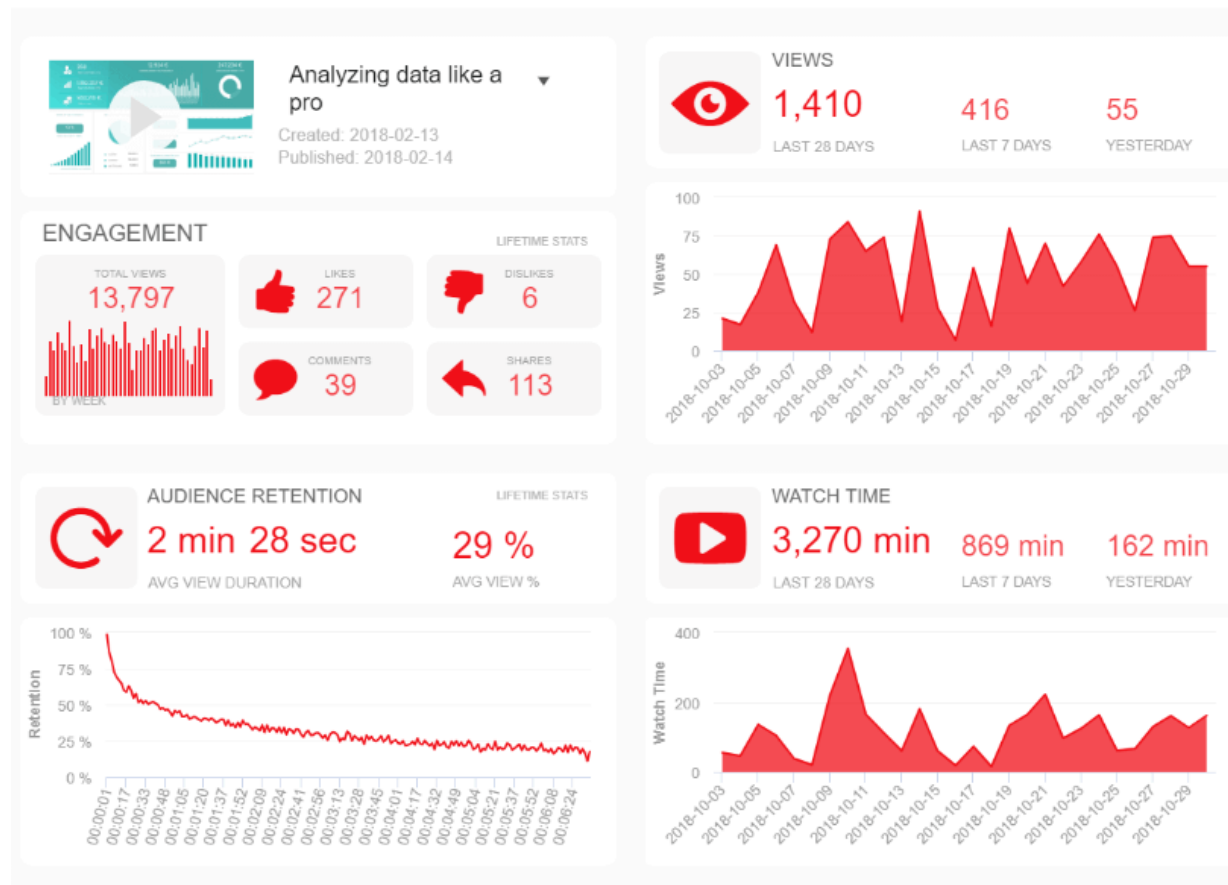
- Follower growth over time
- Negative feedback rate
- Profile visits
- Reactions
- Overall engagement rate

Dados de SoMe - Campanha



Dados de SoMe - Campanha

YouTube Video Performance



Dados de SoMe – Para assustar 😊

TWITTER, the view metric is calculated when a user watches a video for at least 2 seconds and has 50 percent of the video player in-view. This rule applies to uploaded videos and live streaming.

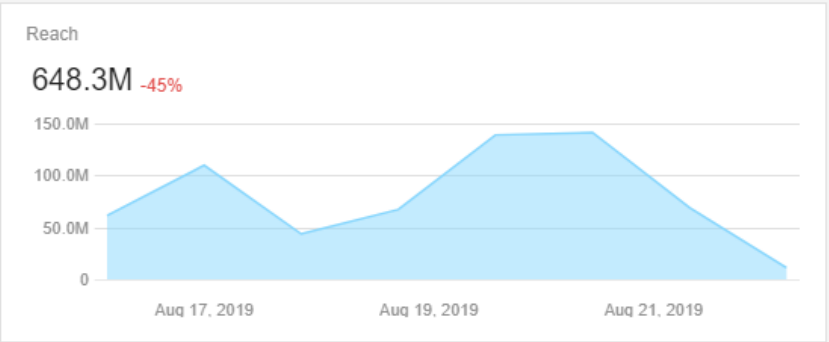
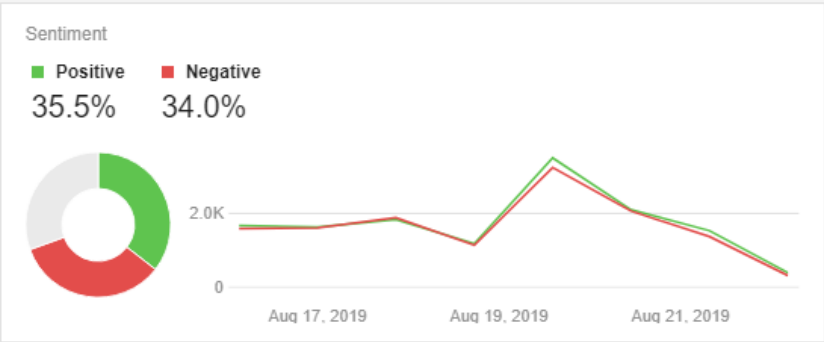
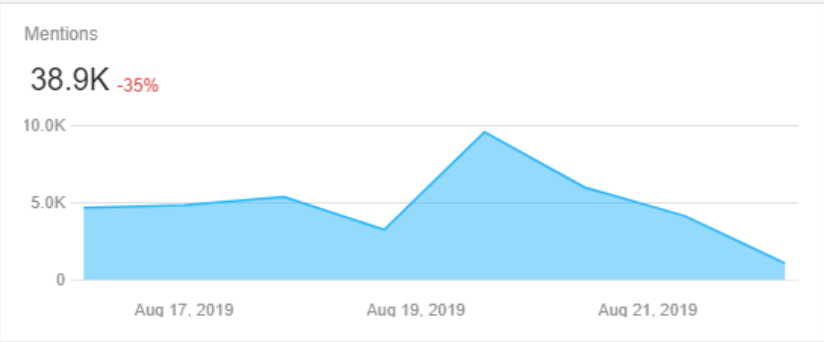
Watching three seconds of a video counts as a view on **Instagram**

FACEBOOK, a view is calculated when users watch three seconds of a clip, or 97 percent of its total length. This rule also includes **autoplays**, meaning that you **don't need to unmute a video** in order for Facebook to mark this as a view.

A view is counted when the video starts playing in users' feeds on **TikTok**

Dados de SoMe – Quem sabe mais?





Mentions

Influencers

gdj11

... especially is making it seem like Biden is the only feasible candidate, and I'm assuming they're doing it because they know he can be easily beat.

ExpensiveLove

... example, I do not like Biden. I like Bernie. The campaigns are still early. If I mention a legitimate criticism of Joe they attack saying "Vote blue ...

Bernie Sanders's 'Green New Deal': A \$16 Trillion Climate Plan

www.nytimes.com

Lisa Friedman

... Vice President Joseph R. Biden Jr. has called for spending \$1.7 trillion over 10 years . Senator Elizabeth Warren of Massachusetts has a \$2 trillion ...

NYCVG

Bern Notice on Biden's reaction to Bernie's Climate Plan:

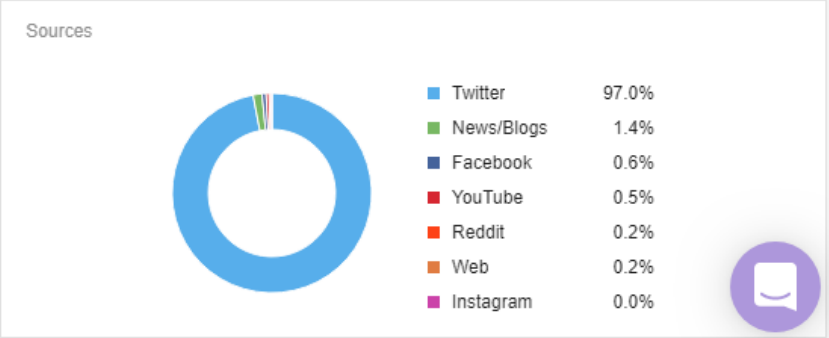
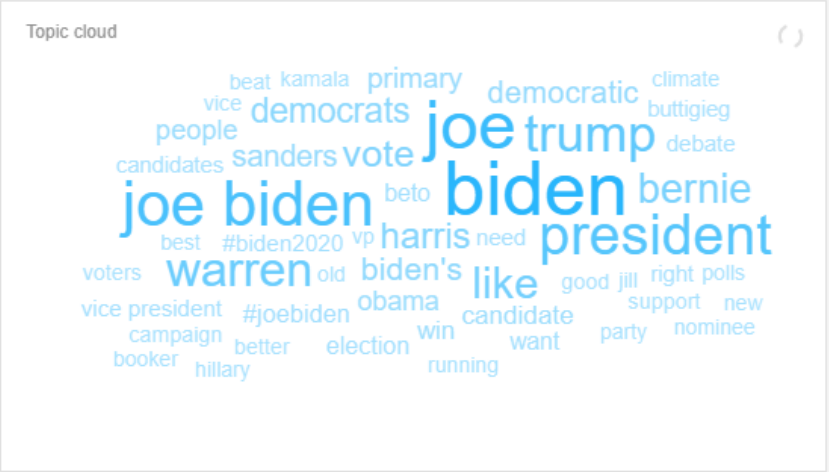
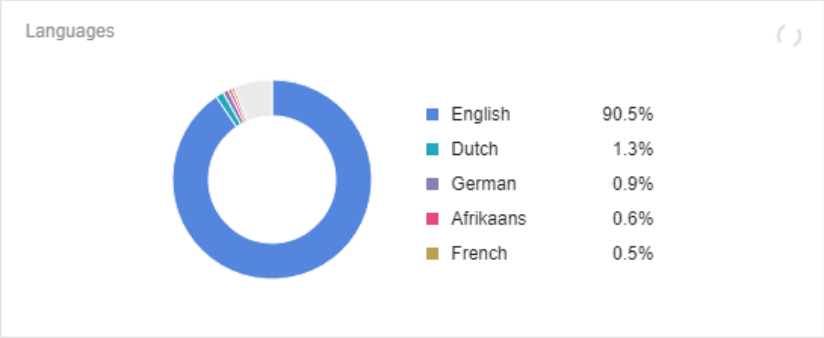
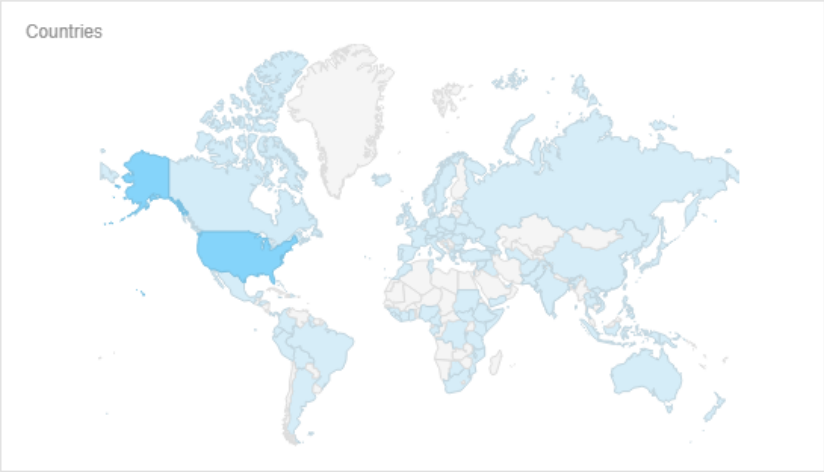
Hilarious Joe Biden's Son Drug Addiction, Chinese Money Scandal and Fa...

LONNELHARRISLIVE 2

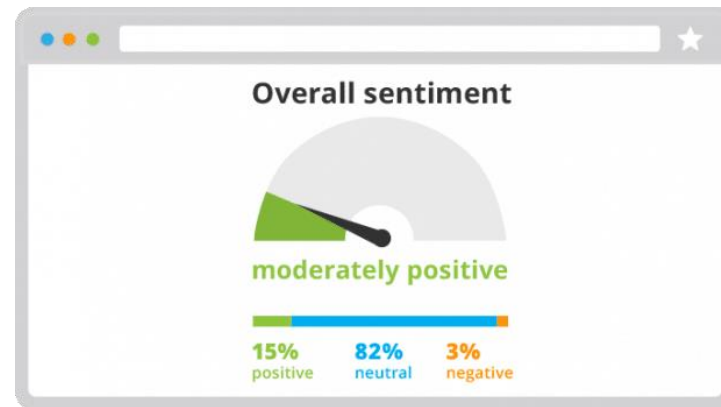
FOX 5 / Fox5NY.com

205 E 67th St, New York City, NY 10065, United States

Thoughts about what Joe Biden had to say?



Social Listening – This doesn't work



“

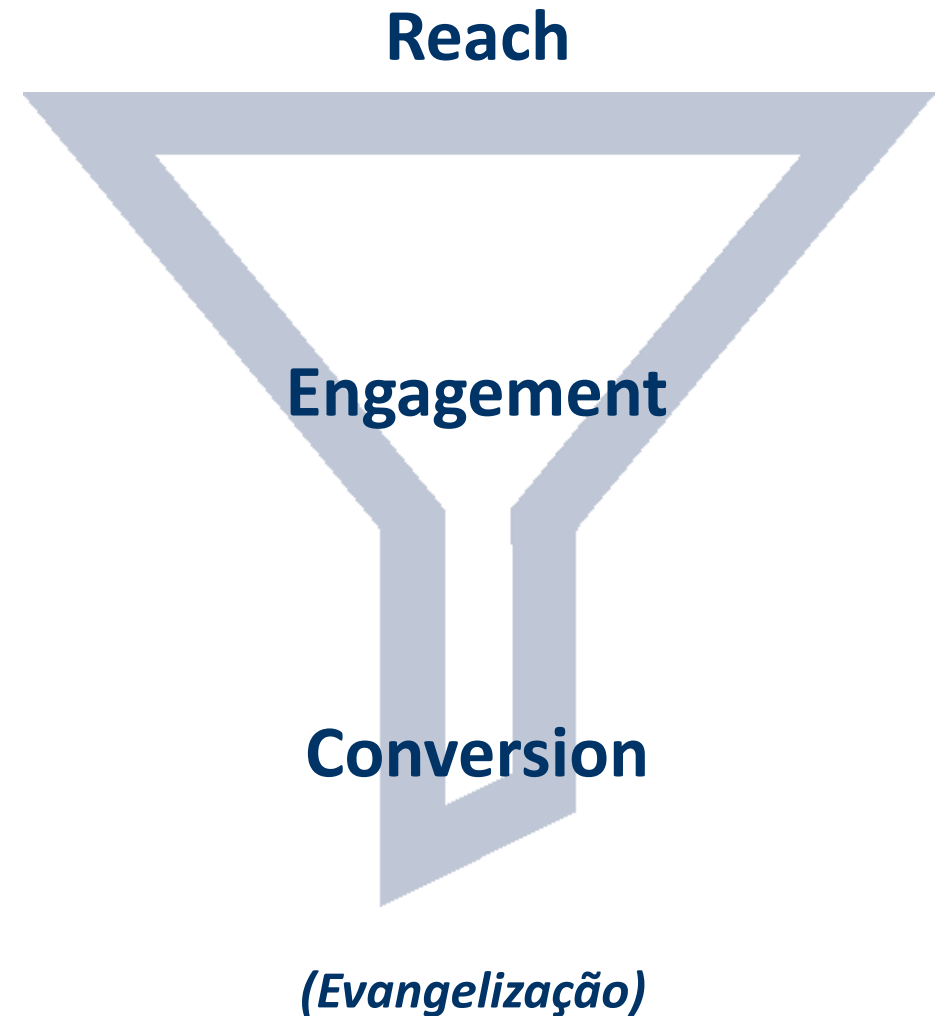
A SUCCESSFUL COMPANY IS NOT MEASURED BY THE
DATA IT PRODUCES AND STORES, BUT HOW IT
MEASURES AND USES THAT DATA FOR ONGOING
BUSINESS OPERATIONS.

”

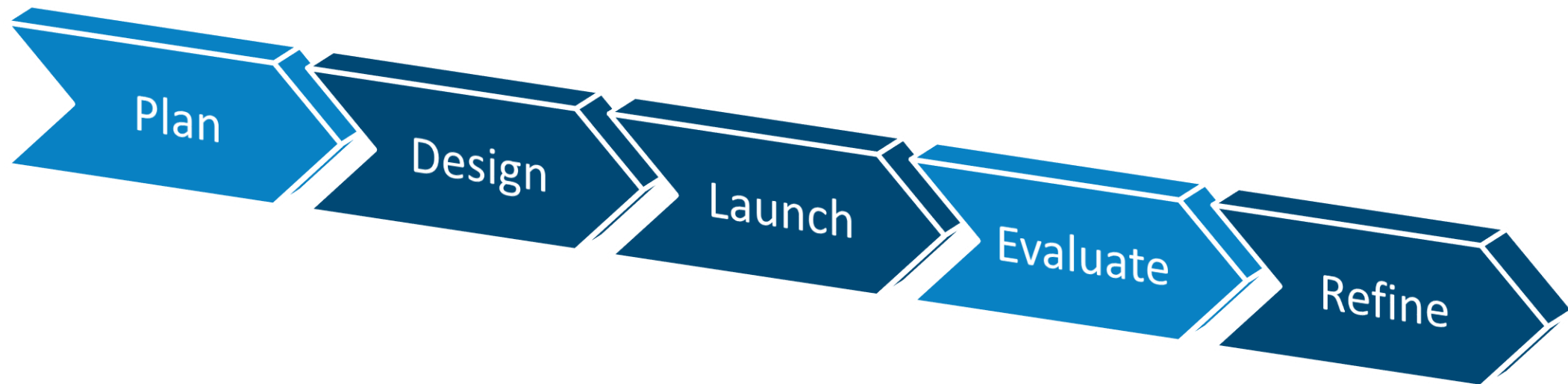
Aubrey Barnaby Stanley, Intellectyx, 2017

Funil de conversão

1. Qual e o objectivo?
2. Quais os canais e KPIs a implementar?
3. Como determinar as estimacoes?
4. Como determinar uma conversao?



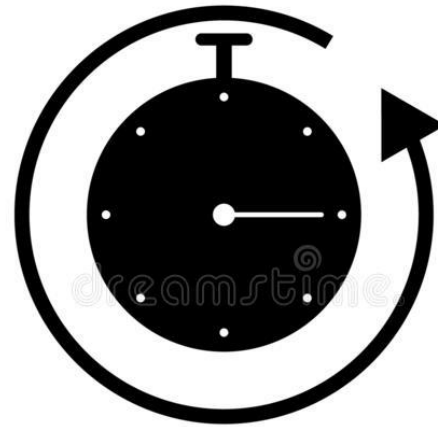
Funil de conversão



Budget?

Reach

HCPs



Awareness

Timeframe

(Evangelição)



MARKETING

Dia 3 (*cont.*)

Estratégias e táticas



Internet Historian
3,56 M de subscribers

Business



Partilhar



MAIS VÍDEOS



10:10 / 19:11



YouTube

Crisis Management



T

greenpeace - kitkat - Ask Nestlé CEO to stop buying palm oil from destroyed rainforest

Partilhar



MAIS VÍDEOS



0:05 / 1:01



YouTube

Crisis Management

TIME @TIME · Feb 21
Nike Inc. is looking into what went wrong after Duke University star freshman **Zion Williamson** sprained his knee when his **shoe** fell apart



Nike Stock Falls 1.7% After Duke Star's Exploding Shoe Injury
The company's stock fell as much as 1.7 percent in New York trading Thursday
time.com



Barack Obama @BarackObama
Follow

Zion Williamson seems like an outstanding young man as well as an outstanding basketball player. Wishing him a speedy recovery.

11:41 PM - 20 Feb 2019

32,271 Retweets 311,187 Likes

3.8K 32K 311K



Pete Thamel @PeteThamel · Mar 15
The shoe fits: The story behind **Zion Williamson's** new Nike's (**Kyrie**) after his last ones (Paul George) exploded. Just a casual trip to China and a longstanding Coach K/Nike bromance.



The shoe fits: Zion Williamson's Nike swap pays off in triumphant ret...
After Williamson shot 13-for-13 from the field, dunked five times and finished with 29 points in his return, it wasn't surprising he gave his new
sports.yahoo.com

Crisis Management

Essentials

Don't overreact
Be transparent
Be compassionate
Be quick

Have a plan by phases



WOW!... We
REALLY need to talk
about this, that AND
THE OTHER!

MAIS VÍDEOS



1:32 / 8:48

CLASSIFIEDS

MORTGAGE SOLUTIONS!
We provide complete Property Management, Leasing and Real Estate Services for Residential and Commercial Properties.

RENT TO OWN
If you cannot qualify for a traditional mortgage through the banks, NO PROBLEM! We can help you.

ATTENTION HOME OWNERS
2 Bedroom Property for sale in beautiful location! Both owners are currently on leave and each unit is rented at \$800.

EXCELLENT INVESTMENT
2 Family Units for sale in a great location. Each unit is currently rented at \$800. Both owners are currently on leave and each unit is rented at \$800.

COMMERCIAL L.C.A.S.
We are looking for a motivated person to manage our commercial properties. Must have experience in property management and a valid driver's license.

GARDEN MAINTENANCE
Experienced in maintenance work such as, lawn mowing, flower care, garden, pruning of shrubs, hedges, plants and other maintenance and irrigation. Location: Near River Rd.

Are you looking for a job?
Maybe you just have some questions. Maybe you don't know what you want yet.

STUDENT LOANS
Do you need a Student Loan? We provide all types of student loans and help you get them.

NEED A SMALL LOAN
Do you need a small loan? We can help you get it.

BOOKKEEPING SERVICES
Accounting, Bookkeeping, Payroll, Tax Preparation, and more. We can help you with all your business needs.

Fallout 76 Dev
We are looking for a motivated person to manage our Fallout 76 development. Must have experience in game development and a valid driver's license.

WEEKEND RECEPTION
We are seeking a general office assistant for weekend afternoon shifts between the hours of 11:00am to 5:00pm. \$12/hr.

GENERAL MANAGER
We are seeking a general manager for a full-time position. Must have experience in management and a valid driver's license.

PT Sales Assistant
We are seeking a part-time sales assistant for a full-time position. Must have experience in sales and a valid driver's license.

RECEPTIONIST WANTED
Our office is seeking a receptionist for a full-time position. Must have experience in reception and a valid driver's license.

CALL NOW
We are looking for a motivated person to manage our business. Must have experience in management and a valid driver's license.

Sales Assistant
We are looking for a motivated person to manage our sales. Must have experience in sales and a valid driver's license.

SECURITY GUARD
We are looking for a motivated person to manage our security. Must have experience in security and a valid driver's license.

BOOKKEEPING SPECIALIST
We are looking for a motivated person to manage our bookkeeping. Must have experience in bookkeeping and a valid driver's license.

HOUSE NEEDED
We are looking for a house to live in. Must have experience in house hunting and a valid driver's license.

CRACKER BROS roll
We are looking for a motivated person to manage our cracker business. Must have experience in cracker production and a valid driver's license.

IG Model
We are looking for a motivated person to manage our Instagram model business. Must have experience in social media and a valid driver's license.

HOUSE MAINTENANCE
We are looking for a motivated person to manage our house maintenance. Must have experience in house maintenance and a valid driver's license.

RENTAL CAR
We are looking for a motivated person to manage our rental car business. Must have experience in car rental and a valid driver's license.

WEEKEND RECEPTION
We are looking for a motivated person to manage our weekend reception. Must have experience in reception and a valid driver's license.



A importância do target

The different approaches

Targeting right

- Geotargeting
- Demographics
- Language
- Interests
- Keywords
- Devices, operating systems and network operators
- Your customer data

SOCIAL MEDIA MARKETING PLATFORMS				
	PEOPLE	CONTENT	STRATEGIES	CONS
	• 25-34 • Boomers	• Photos & links • Information • Live video	• Local mkting • Advertising • Relationships	• Weak organic reach
	• 18-25 • 26-35	• How-tos • Webinars • Explainers	• Organic • SEO • Advertising	• Video is resource-heavy
	• 18-24, 25-34 • Millennials	• Inspiration & adventure • Questions/polls	• Ecommerce • Organic • Influencer	• High ad costs
	• 25-34, 35-49 • Educated/ wealthy	• News • Discussion • Humor	• Customer service • Ads for males	• Small ad audience
	• 46-55 • Professionals	• Long-form content • Core values	• B2B • Organic • International	• Ad reporting & custom audience
	• 10-19 • Female (60%)	• Entertainment • Humor • Challenges	• Influencer marketing • Series content	• Relationship building
	• 13-17, 25-34 • Teens	• Silly • Feel-good • Trends	• Video ads • Location-based mkting • App mkting	• Relationship building

 **WordStream**
by LOCALIQ

Targeting right – Facebook Pixel





How retargeting works



Partilhar



MAIS VÍDEOS



0:01 / 3:19



YouTube

Re targeting “just to make sure” 😊

- 1.Track the number of conversions the cost per conversion (CPA) and the conversion rate (CVR).
- 2.Revenue reporting
- 3.Analyze your sales funnel.
- 4.Build website custom audiences (WCAs) of all website visitors for retargeting.
- 5.Create audiences of people that have taken the desired action (leads, purchases etc) to exclude from retargeting.
- 6.Create lookalike audiences in seconds. These pixel-based lookalikes will dynamically update over time so they will always be relevant when using them in cold traffic campaigns.
- 7.You can optimize for conversions.
- 8.Dynamic product ads can be created, allowing you to retarget recent website visitors with the exact products they viewed.

Re targeting “just to make sure” 😊

Facebook Pixel

One pixel for conversion tracking, optimization and remarketing.



1. Create and Install Your Pixel

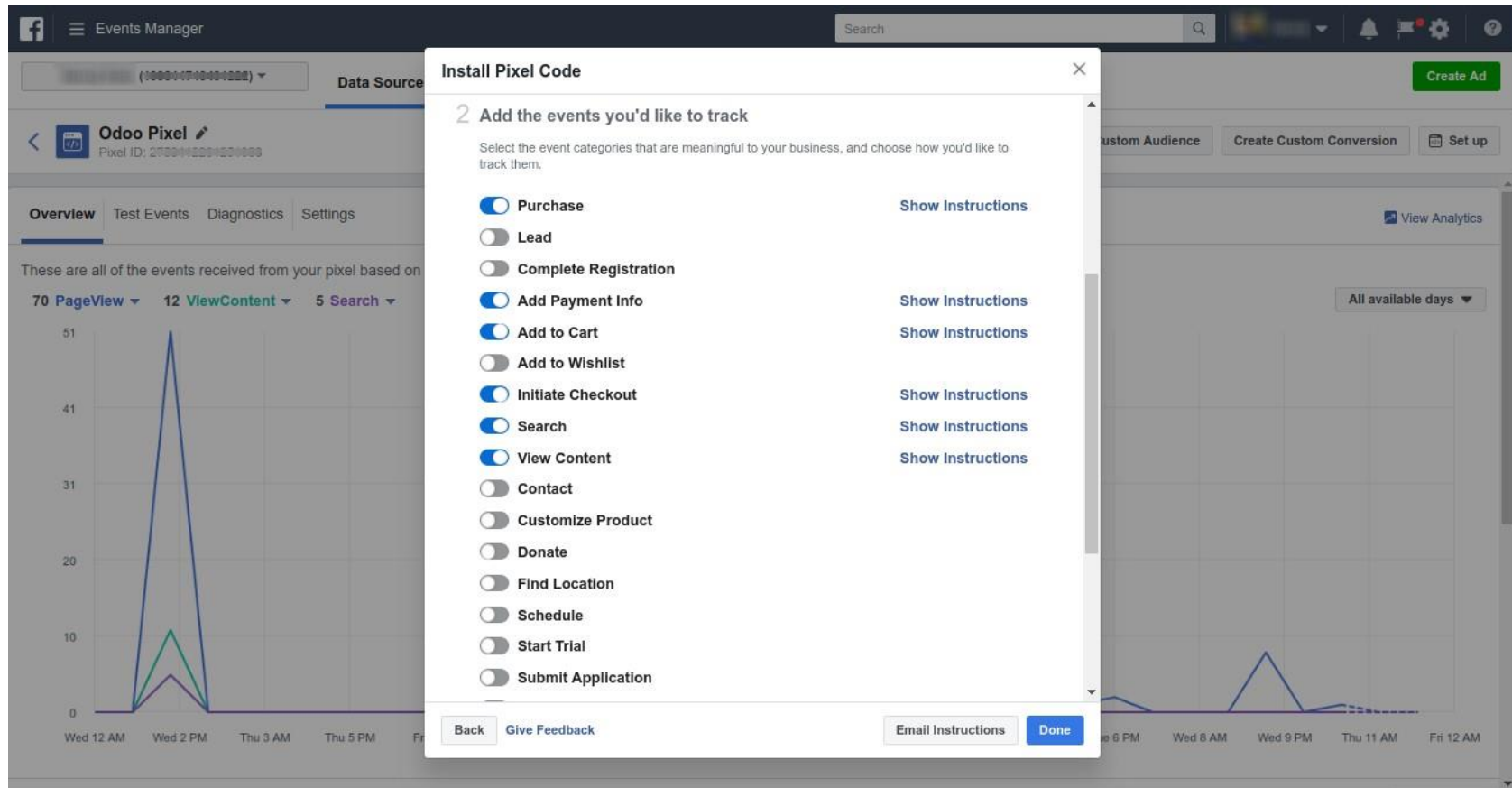


2. Create Custom Audiences

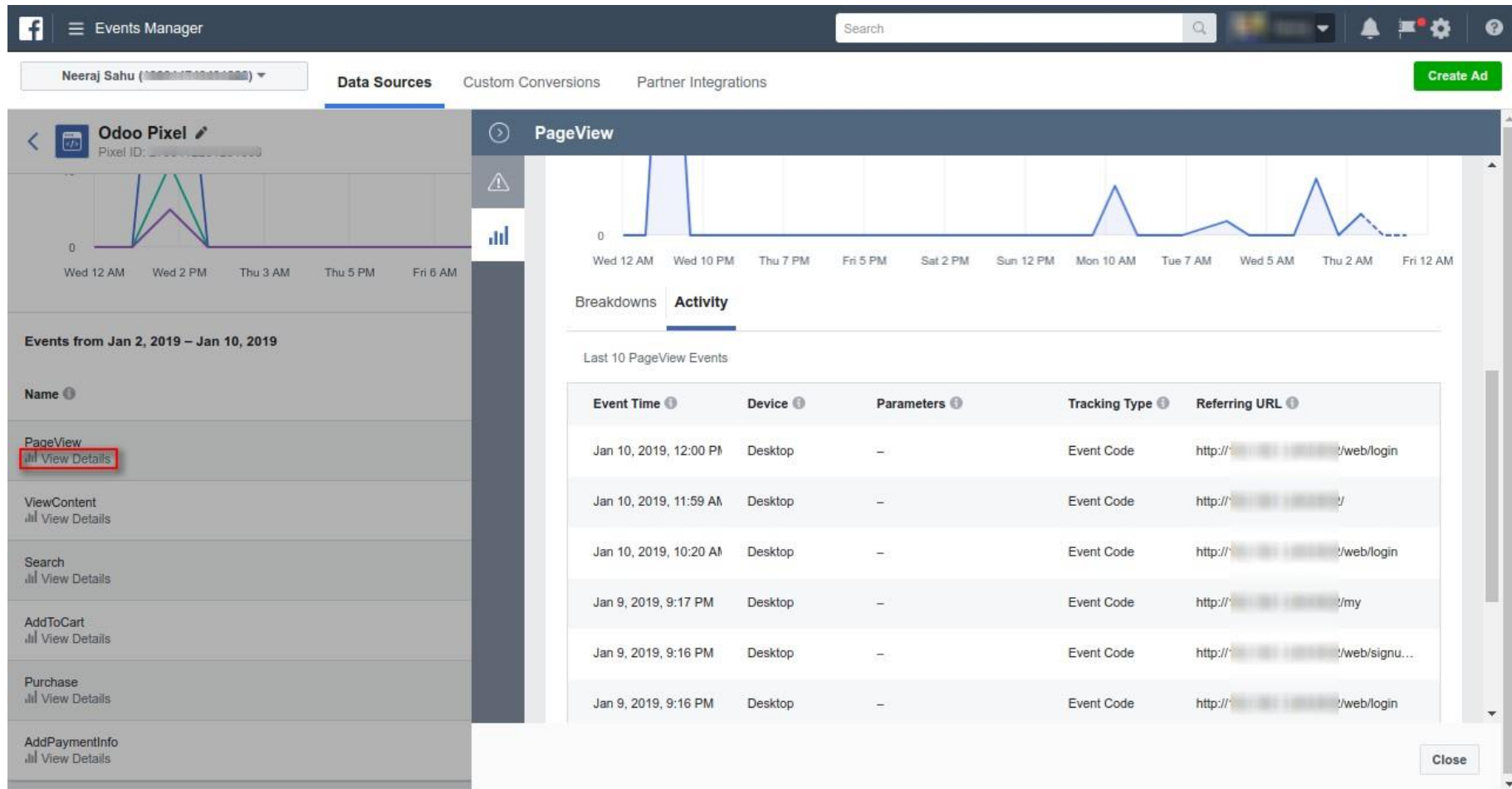


3. Track the Actions that Matter

Re targeting “just to make sure” 😊



Re targeting “just to make sure” 😊



Targeting right – LinkedIn

LinkedIn Targeting Options



- Job Experience**
Job Functions, Job Seniority, Job Titles, Member Skills, and Years of Experience
- Company**
Company Connections, Company Followers, Company Industry, Company Name, and Company Size
- Education**
Degrees, Fields of Study, and Member Schools
- Interests**
Member Interests and Member Groups
- Demographics**
Age and Gender



MAGNETICA
ADVERTISING

Target a list of accounts or contacts

Audience name

Example: "Current customers"

Upload list

- ☐ Match based on a list of accounts
- ☒ Match based on a list of contacts

Choose the contacts option for email

File guidelines

Max file size is 20MB. When uploading a CSV file, include only email addresses under the first column, adding one email per row. The first row header must read "email". We recommend at least 300 emails (maximum 300,000 rows). After uploading, your list may take up to 48 hours to process.

[Learn more](#)

By clicking "Upload file", I agree to [these terms](#).

Upload file

Click Upload file when ready

Next

LinkedIn “pixel” – Insight Tag

in CAMPAIGN MANAGER

CAMPAIGN PERFORMANCE WEBSITE DEMOGRAPHICS ACCOUNT ASSETS **Create campaign**

Insight Tag

[Manage permissions](#)

Add the Insight Tag to your site by copying the code below into the body section of your site's HTML, right above the </body> tag.

```
<script type="text/javascript">
  _linkedin_data_partner_id = "123456789";
</script><script type="text/javascript">
  (function(){var s = document.getElementsByTagName("script")[0];
  var b = document.createElement("script");
  b.type = "text/javascript";b.async = true;
  b.src = "https://snap.lidn.com/li.lms-analytics/insight.min.js";
  s.parentNode.insertBefore(b, s);})();
</script>
<noscript>

</noscript>
```

[Send instructions to your email \(advertiser.com\) ?](#) [Send](#)

Domains

advertiser.com Verified [Add](#)

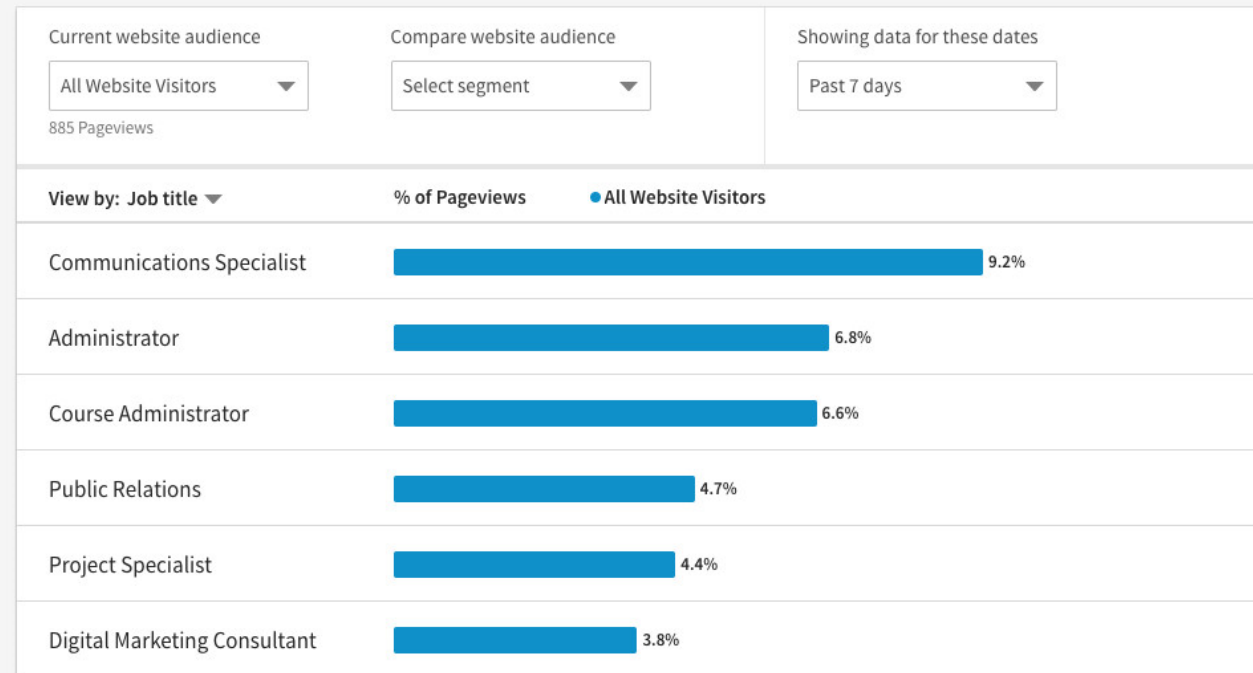
[How to install the Insight Tag](#)
[What is the LinkedIn Insight Tag?](#)

LinkedIn “pixel” – Insight Tag

Website Demographics

Gain insights about your website audience with professional data from LinkedIn.

Demographic metrics are approximate to protect member privacy. Learn more.



Conversion name * ?

E.g. Whitepaper #3 Download

Conversion type ?

Add to cart ▼

Value ?

100.00

Conversion window ?

Clicks

30 days ▼

Views

7 days ▼

Applied campaigns (0) ?

Select campaigns

Select conversion method ?

☒ Site-wide insight tag (recommended)

☐ Event-specific pixel

URL * ?

-- Select -- ▼

advertiser.com/thank-you

Targeting right – Youtube

Custom intent audience

Create an audience of people who are actively researching products and services

Ads using audience targeting must comply with the [Personalized advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and may not contain any inappropriate content. [Learn more](#)

Audience name

Custom Intent - Organic Food Terms

Enter keywords and URLs related to products and services this audience is actively researching. [Learn more](#)

Related keywords and URLs

- all natural foods
- health foods store near me
- organic food production
- organic foods
- organic grocery store
- organic whole food store
- organic whole food stores near me
- sprouts.com (URL)
- the whole food market
- the whole food store
- which is better sprouts or whole foods market
- whole food grocery store
- whole food market stores
- whole food store locator
- whole food store products
- whole foods
- whole foods grocery store locations
- whole foods market
- whole foods market com
- whole foods market inc
- whole foods organic food
- whole foods store hours
- whole foods store in
- whole foods whole foods market
- wholes food market locations
- wholes food store

SAVE CANCEL

IDEAS

AUDIENCE SIZE

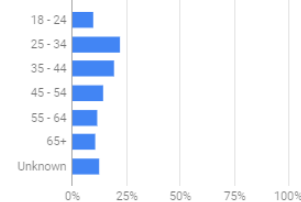
Weekly impressions

100M – 500M

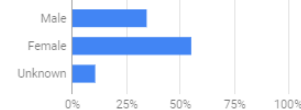
Actual performance will vary by campaign. All campaigns are subject to the Google Ads advertising policies. [Learn more](#)

DEMOGRAPHICS

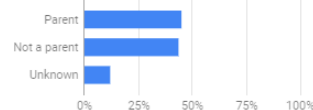
Age



Gender



Parental status



DEMOGRAPHICS

These are the traditional filters such as age, gender, parental status, or household income of the audience you want to reach.



INTEREST

You can choose from available audience categories to reach people interested in certain topics, even when they may be visiting pages about other topics.



AFFINITY AUDIENCES

These allow you to target customers who have expressed interest in products or services similar to the ones you sell.



IN-MARKET AUDIENCES

These are used to find audiences that already seeking and researching products or services like the one you offer.



KEYWORDS

Starting up any kind of business requires an infusion of capital. There are two ways to acquire capital for a business: equity financing and debt financing.





MARKETING

Dia 4

Soluções atuais e como implementar com olhos no futuro

Agenda Formação

1ª Parte (3h) – Contextualização do curso e posição atual de social media

- Aren't we all social?
- A vida na rede (o uso, o potencial e a evolução)

2ª Parte (3h) – Identificar bons exemplos, estratégias externas e as limitações em pharma

- Social media out of pharma
- O medicamento de prescrição e as redes sociais
- Social media in pharma
- Awareness, patients and HCPs – The different approaches

3ª Parte (3h) – Estratégias e táticas

- Como criar um plano / campanha solida
- A importância do target

4ª Parte (3h) – Soluções atuais e como implementar com olhos no futuro

- Ferramentas e dicas
- Desenvolvimentos a ter em conta
- Um olhar no futuro

Ferramentas e dicas

The different approaches

Uma boa agência de comunicação



no good

Services ▾ Expertise ▾ Results Creative About us Blog **TALK TO US**

A Growth Story... or Maybe a Few.

We value our clients as partners and grow along their side.

Our team is dedicated to becoming a part of our clients' brands and meeting their unique needs. Here are a few stories about how we helped our client partners achieve their growth goals.

EXPLORE ▾

Uma boa agência de comunicação

When the creatives get the brief wrong



IG: @theincumbentagency

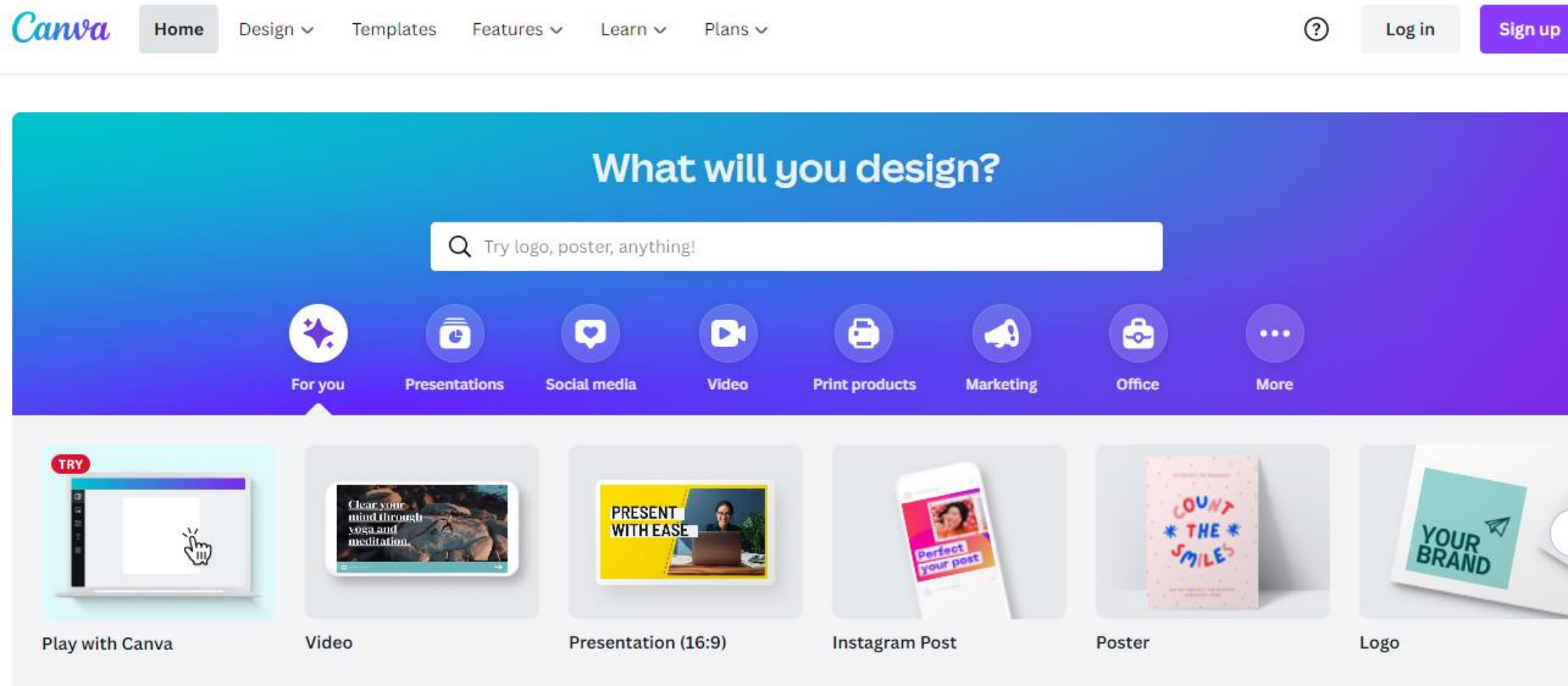
When the client wants to combine options 1 and 2



“Native Ad managers”



Canva – Criação de conteúdo



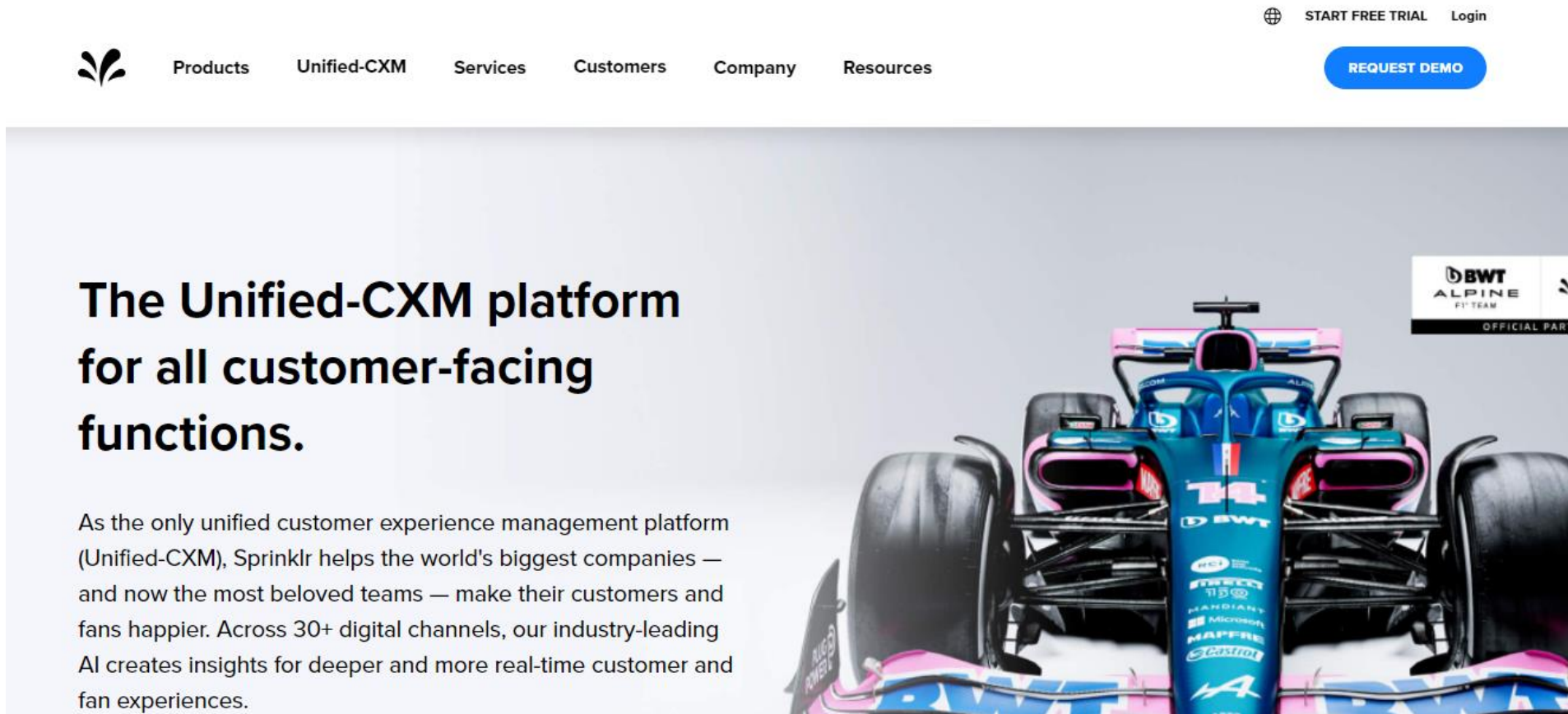
Platform E-learning

The screenshot displays the LinkedIn Learning platform interface. At the top, the 'in LEARNING' logo is on the left, and navigation links for 'Home', 'My Learning', 'Me', and 'EN' are on the right. A search bar is positioned in the center. A 'Contents' sidebar on the left lists the course structure:

- Introduction**
 - What is social media marketing? (1m 12s)
- 1. Creating a Social Media Strategy**
 - Set strategic goals (3m 7s)
 - Define your audience (2m 55s)
 - Chapter Quiz (6 questions)
- 2. Choosing the Right Channels**
 - Invest in a smart mix of channels (3m 9s)

The main video player shows a man with glasses and a blue shirt speaking. Below the video, there are tabs for 'Overview', 'Q&A', 'Notebook', and 'Transcript'. At the bottom, there are sections for 'INSTRUCTOR', 'RELATED TO THIS COURSE', and a 'Give feedback' button.

Sprinklr - Gestão



The image shows the Sprinklr website header and hero section. The header includes a navigation bar with the Sprinklr logo, links for Products, Unified-CXM, Services, Customers, Company, and Resources, and a 'REQUEST DEMO' button. A globe icon, 'START FREE TRIAL', and 'Login' are also present. The hero section features a large image of a blue and pink Alpine F1 car with various sponsor logos like BWT, Castrol, and Microsoft. To the left of the car, the text reads: 'The Unified-CXM platform for all customer-facing functions.' Below this, a paragraph states: 'As the only unified customer experience management platform (Unified-CXM), Sprinklr helps the world's biggest companies — and now the most beloved teams — make their customers and fans happier. Across 30+ digital channels, our industry-leading AI creates insights for deeper and more real-time customer and fan experiences.'

Products Unified-CXM Services Customers Company Resources

START FREE TRIAL Login

REQUEST DEMO

The Unified-CXM platform for all customer-facing functions.

As the only unified customer experience management platform (Unified-CXM), Sprinklr helps the world's biggest companies — and now the most beloved teams — make their customers and fans happier. Across 30+ digital channels, our industry-leading AI creates insights for deeper and more real-time customer and fan experiences.



Sprinklr: The unified platform for all customer-facing functions



Partilhar



MAIS VÍDEOS



0:05 / 2:00



YouTube

Hootsuite - Gestão

[Platform](#)[Plans](#)[Resources](#)[Log In](#)[Sign Up](#)

Social is your superpower.

Easily manage all your social media and get results with Hootsuite.

[Start Your Free 30-Day Trial](#)[Compare Plans](#)



SOCIAL LISTENING WITH HOOTSUITE STREAMS

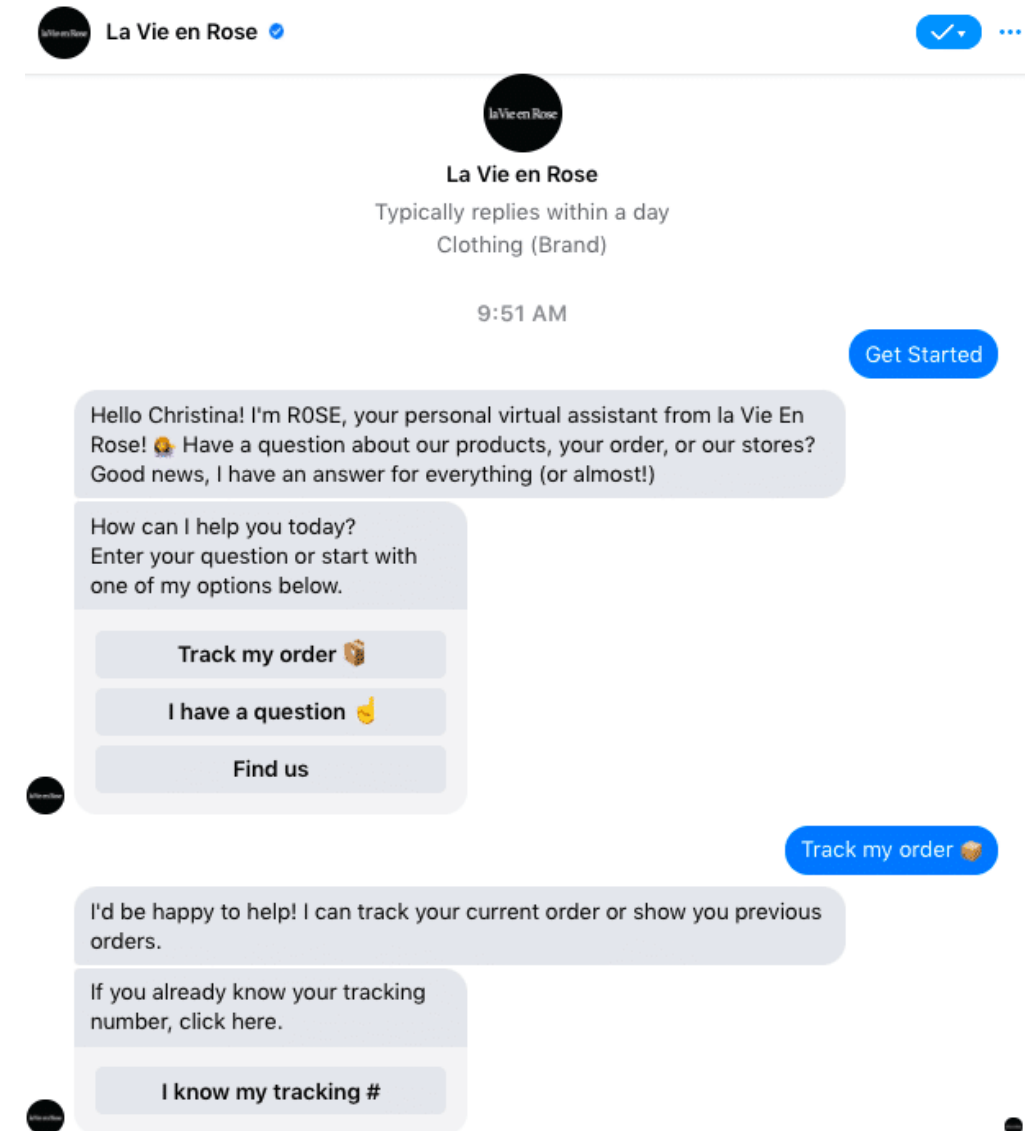
✓ Hootsuite

Platform
Introduction

MAIS VÍDEOS



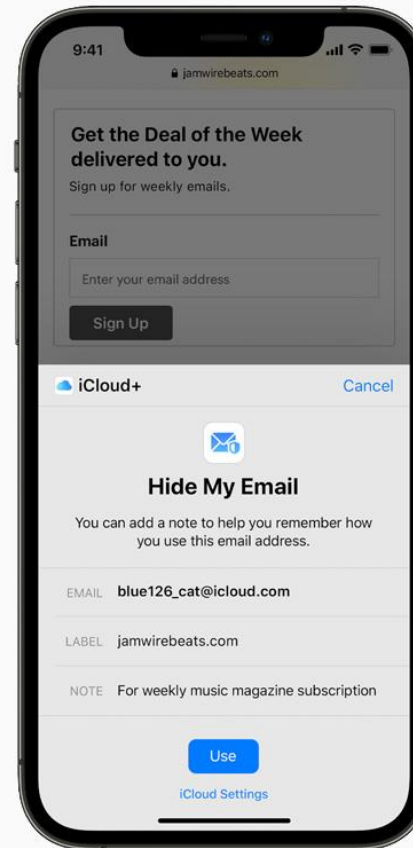
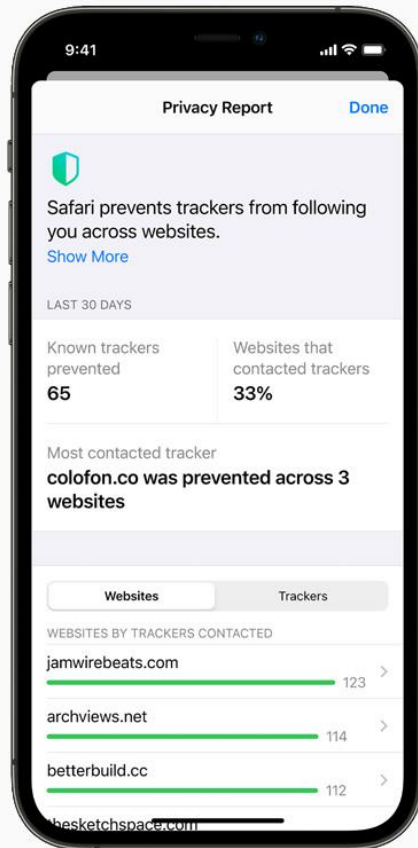
Messenger – Auto replies



Desenvolvimentos a ter em conta

Considerações práticas

Apple Privacy Settings



CONSUMER TECH

Apple Privacy Change May Cost Facebook, Google \$25 Billion Over Next 12 Months

GDPR



Consent
Privacy Settings
Cookies
Targeting information

Facebook - More privacy

Facebook removes ad targeting for 'sensitive' topics like health, sex, politics and religion

The company is removing the ability to segment ads by anything more than broad categories like age and gender for "sensitive" topics.



Gamification



- Live video game show on Facebook
- Twitter polls
- Rewarding users for reviewing, liking, commenting on or contributing content
- Creating a competition involving user-generated content
- Posting trivia questions on social media
- Creating a social media treasure hunt

You are either social or you don't exist





MAIS VÍDEOS

Um olhar no futuro

Um future muito próximo 😊

Virtual Reality & SoMe





Arch Virtual: Custom Virtual Reality Development
1,74 mil subscribers



Partilhar



Info...



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 ARCH VIRTUAL



0:13 / 1:35



YouTube



Virtual Reality Could Make Healthcare More Pleasant - The Medical Futurist

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SUBSCRIBE



0:00 / 2:51



YouTube

Calico (2020)

- R&D to reverse ageing
- Collaborations with AbbVie / MIT & Harvard



Verily Life Sciences

- Research (projects accelerating clinical research)
- Care (personalized virtual care, continuous glucose monitoring)
- Innovations (surgical robotics, pharma collaborations, bioelectronic medicines)
- COVID-19 initiatives (Project Baseline COVID-19 testing program)
- Insurance: Coefficient Insurance Company (digital health technologies in insurance)



GV (formerly Google Ventures) (2016)

- Investing in care delivery, health IT, devices, diagnostics, and therapeutics
- Investments in: Neuralink, Amwell, Oscar Health, 23andme to Doctor On Demand, Vaccitech, Owkin



Google X The Moonshot factory (2010)

- Google Contact lens (2014) - discontinued
- Google Brain (2011) - medical applications
- Google Watch (now WearOS)



Google Cloud Healthcare API

- make healthcare data more useful (2020: deal with Department of Defense on A.I.-based pathology system)



The Medical Futurist's Guide To Google & Alphabet's Dive Into Healthcare

Google Alphabet

Gradient Ventures (2017)

- Google's A.I. fund including investments in life science startups like Klara, Rad AI and Walnut



Google Health dismantled in 2021

- (2006-2012) health record service to connect doctors, patients & pharmacies
- (2019 -) Public: self-assessment + health studies; Clinicians: Care Studio (data)
- +Streams (device) + ophthalmology (A.I.); Research: Imaging + Diagnostics



DeepMind (2010)

- A.I.-focused projects in healthcare
- A.I. discoveries put online for free



Apps

- (Google Fit / Google Health Studies / Digital Wellbeing / Heroes Health (mental health app for frontliners))



Google A.I. (2017)

- A.I. patents standardizing clinical notes (2020)



COVID-19 (2020)

- Exposure notifications
- Public Forecasts dashboard



Wearables

- Fitbit
- Google Pixel Watch



Digital Health & SoMe



A screenshot from the video game 'The Sandbox' showing a desert-themed LEGO environment. In the center, a large, multi-jointed mechanical arm with a blue light at its tip is positioned over a well. To the left, a small figure in a green shirt and red pants stands near a wooden table. In the foreground, a small figure in a red shirt and black pants is on a ledge. The background features stone walls, palm trees, and a clear blue sky. The title 'THE SANDBOX' is overlaid in large white letters with blue diamond accents.

THE SANDBOX



The Metaverse Could Transform Healthcare! - The Medical Futurist

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SUBSCRIBE



0:04 / 6:13



YouTube



The Next Step to Win on Social Media



MAIS VÍDEOS



0:03 / 2:45



YouTube

A minha opinião pessoal

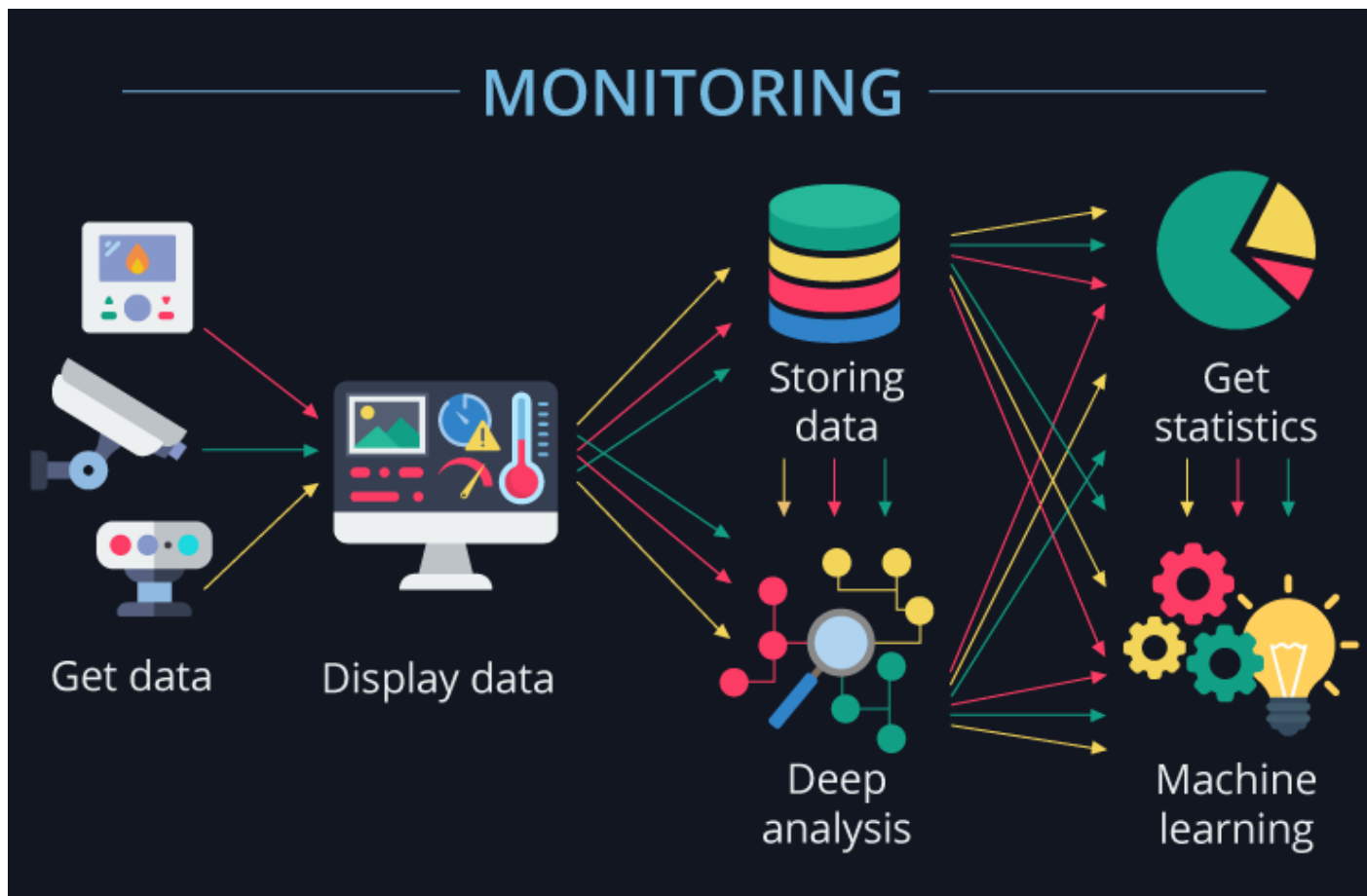


A minha opinião pessoal

THE IMPORTANT ROLE OF SOCIAL MEDIA MONITORING IN THE HEALTHCARE INDUSTRY



A minha opinião pessoal



A minha opinião pessoal



A minha opinião pessoal

Algoritmos melhores e mais importância na descoberta

Menor distância entre Social Media e outras plataformas

Mais rápida e eficiente conexão com outras pessoas dos mesmos interesses

Menos targeted ads, mais targeted community ads (influencers / creators)

More global and yet more local

Rise and killing of misinformation

Realidade aumentada (AR) e Mixed Reality (MR)



What's new in Google AR

Partilhar



Jared Fin

MAIS VÍDEOS

Engineer in

Esta é a sessão sobre novidades de RA.



0:05 / 13:39



YouTube



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