



# CCG Social Media Capabilities: The Power of Listening & Engagement

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# THE INTERSECTION OF SOCIAL MEDIA & ADVOCACY

Social media has changed how we advocate – how we share information, listen to advocates, gain insights into their needs and interests, and organize calls to action. It extends advocacy reach and enables increased bidirectional insight sharing in more regions and with more people.

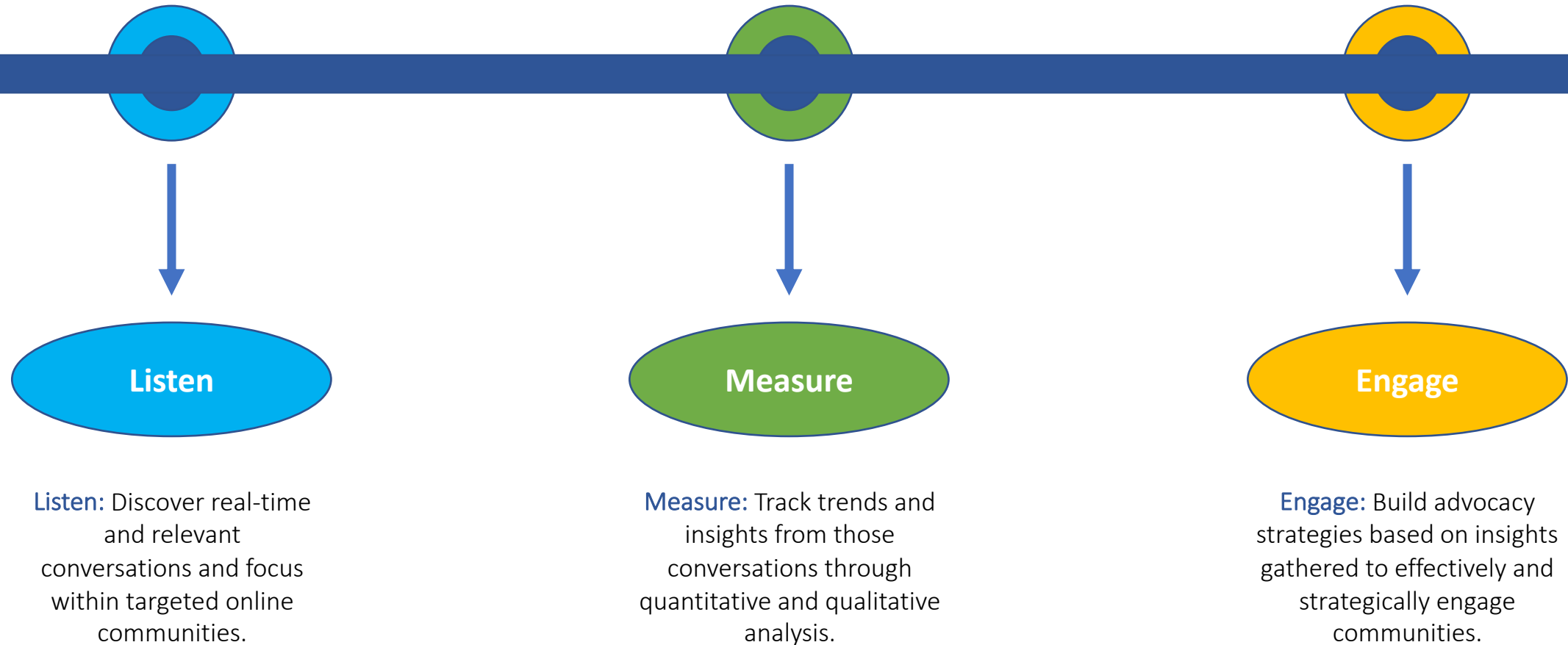
Ensuring that our clients are [engaged effectively](#) within online patient, HCP, and therapeutic communities is critical to delivering important messages, connecting with key audiences and being prepared to execute strategies to address access and policy challenges.

CCG's [global social media team](#) surfaces stakeholder insights that [bring data to life](#) and steer strategies for advocacy and engagement. We work closely with our clients to [translate that data into actionable strategies](#) to directly impact their business.



# THE POWER OF LISTENING

At CCG, we listen differently. Our digital team does not just monitor social media activity – we listen deep into communities – patients, caregivers, HCPs, disease states, KOLs, and public policy – to gain insights, track trends and help our clients determine where they can have the greatest impact and build strategies and tactics to meet those objectives.



# TRANSLATING DATA INTO RELEVANT INSIGHTS

## Social Media Insight Gathering

CCG provides social listening services – provide deeper insights into patient and advocacy populations:

- 30- & 60-Day Social Media Audits
- Daily & Weekly Social Media Insight Sharing
- Customized Interactive Dashboards
- Monthly Social Media Insights Reporting
- Key Trend Analysis
- Issue Spotting
- KOL Spider Mapping
- Strategic Response & Crisis Scenario Planning



## Virtual Stakeholder Engagement

CCG's helps clients move beyond physical boundaries to engage with stakeholders online and across digital platforms:

- Virtual Advocacy & Electronic Action Toolkits (Educational & Public Policy)
- Online Patient Summits, Town Halls, Focus Groups, Webinars, Podcasts, etc.
- Social media campaigns: Microsites; FB & YouTube Live; Display Ads; Creative
- Online Petitions, Target Surveys; Follower Growth Campaigns
- Microsite Development & Management
- Disease Education



# SOCIAL MEDIA LISTENING & REPORTING

CCG provides a variety of social media audits, and daily, weekly and monthly listening options for clients based on objectives and needs. They include reports and interactive dashboards. These are a few reporting samples.

## SCD Advocacy Groups Overview

BY ENGAGEMENT

### TIER I

#### MOST ACTIVE & ENGAGED

1. MTS Sickle Cell Foundation
2. Sickle Cell 101
3. Sickle Cell Warriors
4. Sickle Cell Community Consortium
5. Sick Cells

### TIER II

#### MODERATELY ACTIVE & ENGAGED

1. Sickle Cell Disease Fdn of California
2. Sickle Cell Assn of Texas Marc Thomas Fdn
3. Sickle Cell Disease Association of America
4. Ohio Sickle Cell & Health Association
5. Fdn for SCD Research

### KEY LEARNINGS

- MTS Sickle Cell Foundation continues to be the leading advocacy group on social media. It had over 3,000 engagements with 57 posts.
- Sickle Cell 101 was the second highest group with 1,105 engagements with 18 posts.
- Prayer requests were the most engaged posts by advocacy groups over the past two weeks.
- This is the first time Sickle Cell Warriors has appeared in a biweekly report in the top 10 for communications.
- The news story about the young SCD patient surviving COVID-19 received a number of mentions.



## SCD Advocacy Groups

BY ENGAGEMENT

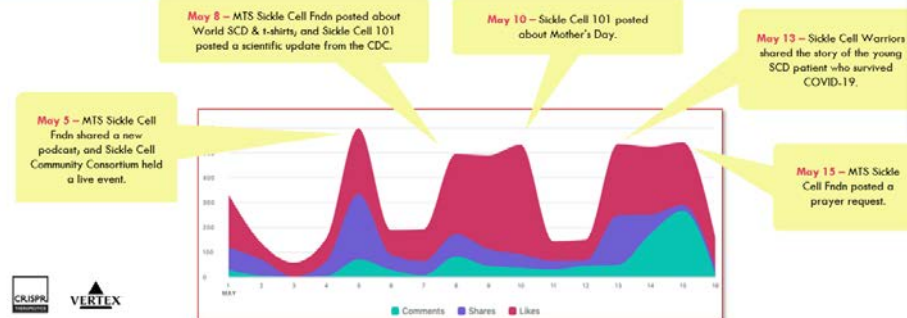
### ADVOCACY GROUP DATA

- Total SCD volume (posts) among advocacy groups – 218
- Total engagements with those posts – 5,224
- Average engagements per post – 24

### ADVOCACY GROUP TOP HASHTAGS

- #sickcell; #warriorism; #mothersday2020; #sickcellawareness; #sickcell101e

Engagement peaks are indicated by



## Top MBC Communicators / Influencers

As part of the audit, we examined the top communicators / influencers in the MBC space across social media platforms by two criteria –

1. **Engagement:** Communicators whose posts received the largest number of retweets, shares and comments.
2. **Reach:** Communicators with the largest number of followers and potential audience reach.

### KEY INSIGHTS

- Top communication channels with the highest engagement are Facebook and Twitter.
- Top communication channel with the greatest reach is by far YouTube followed by Twitter.
- TigerLily Foundation is the strongest communicator on Facebook.
- A number of interesting influencers surfaced on Twitter in the MBC space.

### Largest Facebook MBC Influencer



### Largest YouTube MBC Influencers



## Geographic Breakdown of MBC Online Conversations

### KEY LEARNINGS

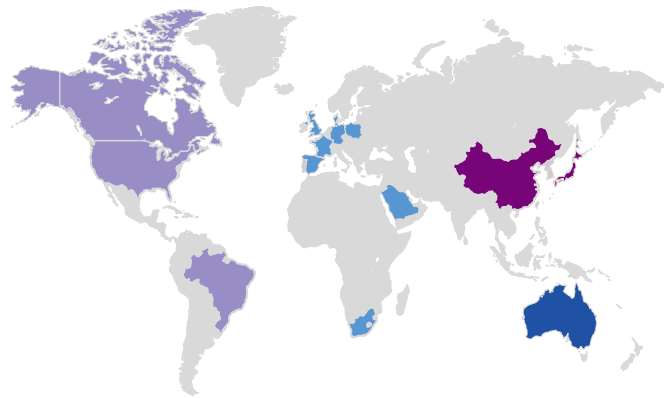
MBC conversations trend in more populated states or near larger cities, with the exception of TN.

California led with volume of MBC-related conversation and highest level of engagement with posts.

New York conversations had the largest potential audience reach of 8.3 million.

Top States	Volume	Engagements	Audience Reach	Top States	Volume	Engagements	Audience Reach
California	1,324	9,594	7.9 Million	Illinois	351	2,493	1.3 Million
New Jersey	581	3,683	4.7 Million	New York	341	1,501	8.3 Million
Massachusetts	483	3,092	6.3 Million	Washington DC	326	1,755	899,380
Texas	404	2,216	6.3 Million	Maryland	278	4,254	3.9 Million
Florida	358	2,711	680,724	Tennessee	197	2,709	589,787

# OUR APPROACH TO GLOBAL SOCIAL MEDIA



## EMPOWERING STRONG VOICES

CCG understands that 53% of all global consumers see employees as the most credible source for learning about companies and their products. It helps to cross language barriers by building trust and engaging stakeholders early in the R&D process. CCG expertly guides clients and empowers the strongest voices across health eco-systems and therapeutic communities – linking our clients with the people they serve and seek to build strong bidirectional insight sharing through multiple communications channels.



## ASSISTING THE PATIENT JOURNEY

Social media continues to compress the patient/advocate journey from days to minutes. CCG assist clients in deepening their understanding of patient needs and habits through strategic listening. This works to unify patient/advocate information and measurement across all social channels to better identify where companies can make the journey faster and easier for patient and advocacy communities.



## PROVIDING CONNECTION

Patients and advocates want less corporate content and more meaningful connections on social media. While the rise of private channels is undeniable, public channels also remain key for brand discovery. CCG supports clients as they find a balance in reaching patients and advocates with emotional content on public feeds while building relationships in private channels.



# CASE STUDY #1: BUILDING A MULTI-NATIONAL CARERS INITIATIVE

UK • Germany • Brazil • Australia • China








**ÄrzteZeitung**  
gehörige: steigt

**Märkische Allgemeine**  
Pflege bringt Depressionen

Von Gerald Dietz

Die Pflege eines Menschen kann sehr erfüllend sein, ist aber auch belastend. Fast die Hälfte aller pflegenden Angehörigen in Deutschland...










Four out of five carers don't see themselves as "carers" – and could be missing out on valuable support services.





# CASE STUDY #1: INTEGRATING TRADITIONAL & SOCIAL MEDIA FOR CROSS-FUNCTIONAL MEANINGFUL METRICS

Communication efforts provided expanded collaboration and positioned client as a leader in carer support.

## MEDIA COVERAGE

**916 million+**  
Online/Print Coverage Reach



**114+**  
Pieces of Broadcast Coverage

**33,000+**  
Embracing Carers™ Video Views

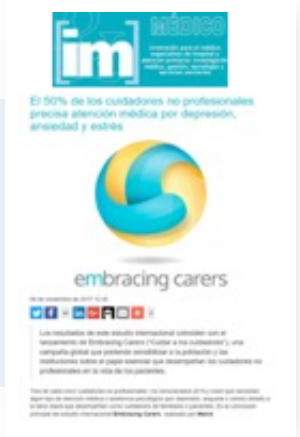


**286**  
Spokespeople Quotes

**2,602+**  
Pieces of Online Media Coverage

## ENGAGEMENT

**12,000,000+**  
Social Media Impressions Sparked by Advocacy Community



**60** Countries Represented



**200+**  
Patient Advocacy Organizations Engaged Worldwide

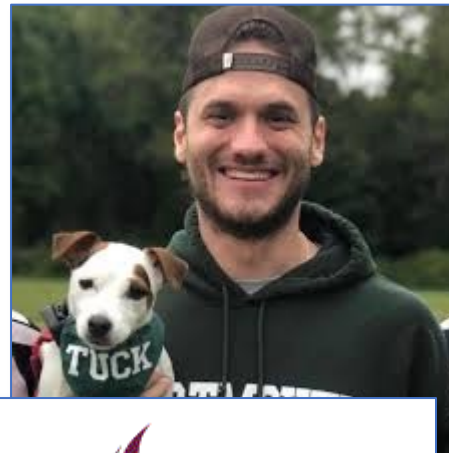
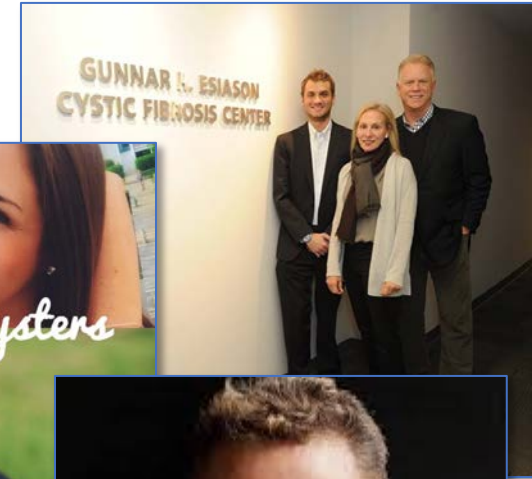
**3,763+**  
Individual Social Media Posts





# CASE STUDY #2: CF PATIENT & CAREGIVER OPINION LEADER VOICES

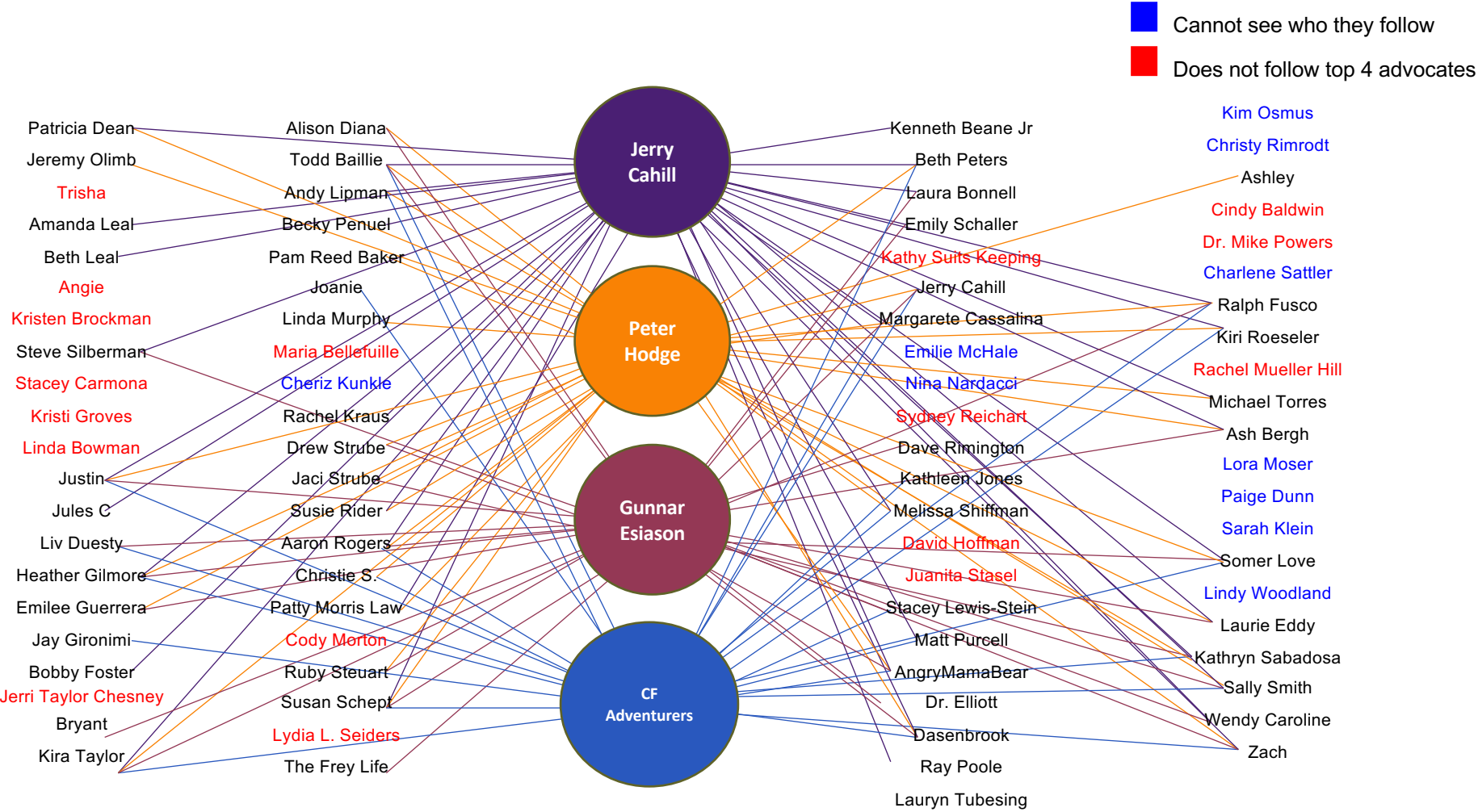
Our client's Patient Advocacy team works closely with Patient and Caregiver Opinion Leaders from across the country to address the tough issues facing the CF community. These opinion leaders, in partnership with national CF advocacy organizations, are conduits to the CF community, providing important information on-a-daily basis through social media and encouraging others to raise their voices together.



# CASE STUDY #2: CF PATIENT & CAREGIVER OPINION LEADER SPIDER MAPPING



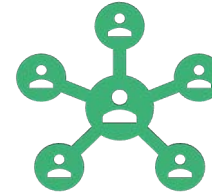
This spider mapping highlights the online connectivity of the top four CF patient opinion leaders with other prominent members of the CF community. It demonstrates their reach and impact. Given the importance of digital communications for CF families, supporting opinion leaders in expanding their digital footprint is critically important to engaging the CF community.



# A CASE STUDY #3 – EXPANDING DIGITAL FOOTPRINTS

To support targeted online growth, CCG conducts highly optimized and cost-effective follower growth campaigns across social media platforms: Facebook, Twitter, Instagram and LinkedIn that work to:

- Expand clients' presence within online patient and therapeutic communities
- Rapidly build/expand a social media footprint
- Build momentum for upcoming product launches, program announcements, access issues, etc.
- Support clients' advocacy and outreach goals



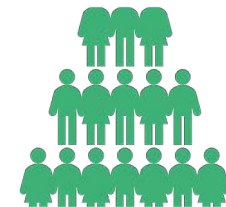
**OBJECTIVE** – Our client wanted to rapidly build its social media footprint within the online Metastatic Breast Cancer community on Twitter to bolster and support the company's advocacy and outreach goals in advance of a product launch.



**CREATIVE** – CCG developed a series of tweets/retweets with matching creative to launch a short-term, 3-week campaign to grow the client's followers on Twitter and share patient and HCP-specific messages to engage targeted audiences to become followers.



**AUDIENCE** – Utilizing 73 unique identifiers, Look-A-Like audiences and 39 keywords/hashtags, the campaign targeted 4.8 - 5.3 million Twitter account users within those specific parameters and delivered 3.8 million impressions of the ads to audiences targeted.



**RESULTS** – Over the three-week campaign, the client's followers grew by more than 250%. The campaign's performance metrics also provided key insights into the MBC community around top communicators, the most engaging audiences with client's messaging, and top hashtags.



# THANK YOU

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