Are You Ready for Social Media?

"Think from outside the box, collapse the box… better still, drop some f**king dynamite into it."

John Mack
Publisher, Pharma Marketing News & Pharma Marketing Blog
@pharmaguy on Twitter
johnmack@virsci.com

Take the survey: http://bit.ly/1ROfkW
Social Media Readiness Assessment Tool

🎉 Part 1: Regulatory Environment (45 points)
- Corporate climate with regard to regulation
- Understanding of regulatory risks
- Ability to address risks

🎉 Part 2: Corporate Culture (30 points)
- Tolerance for risk
- Reaction to negative commentary
- Participating in social media site critical of industry

🎉 Part 3: Personal Knowledge & Awareness (25 points)
- Knowledge of various social media apps
- Awareness of impact of social media on pharma stakeholders
- Personal use of social media apps

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Company’s Regulatory Climate

In your opinion, what is your company’s general regulatory climate?

![Bar Chart]

- Cautious: 40% (Pharma), 54% (Vendors)
- Neither Aggressive nor Cautious: 22% (Pharma), 42% (Vendors)
- Aggressive: 18% (Pharma), 23% (Vendors)

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Understanding of SM Regulatory Risks

There are a number of legal and regulatory issues associated with a drug firm’s participation in or sponsorship of social media. How well do you and your colleagues understand these regulatory risks?

![Chart showing understanding of regulatory risks]

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Addressing SM Regulatory Risks

How well do you think your company will be able to successfully address these compliance issues?

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Risk Tolerance

What is your company’s tolerance for risk (e.g., initiating new or untested marketing tactics, launching bold corporate initiatives, etc.)?

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Reaction to Negative Publicity

How does your company normally react to negative commentary from the media, physicians, politicians and other stakeholders?

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Comfort with Social Media Ads

How uncomfortable would your company be advertising in a publication or on a web site that often contained editorial content critical of the pharmaceutical industry yet whose readers very closely matched your target audience?

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Personal Knowledge of Social Media

Please rank your knowledge of social media in general – i.e., how familiar are you with various forms of social media and how they are used?

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Impact of Social Media on Stakeholders

Please rank your knowledge of how social media are impacting the pharmaceutical industry’s customers and other stakeholders – i.e., patients, consumers, healthcare professionals, policy makers, etc.

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Personal Experience with Social Media

Have you ever personally used social media (i.e., read an online forum or posted a message to an online forum, submitted comments to a blog or written a blog post, edited a wiki, etc.)?
Social Media Readiness Scores

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