KEY TAKEAWAYS



Define "Authenticity" Your Own Way

Stay true to the kind of content that you want to talk about, and don't be influenced by what's going viral.

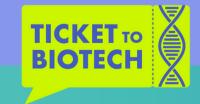


KEY TAKEAWAYS



Human-Centric Storytelling

Highlighting patient experiences and showcasing real people behind scientific advancements can build stronger connections and trust.

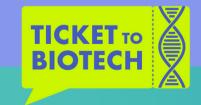


KEY TAKEAWAYS



Stop Chasing the Algorithm

Instead, focus on your goal, what you want to get out of posting on social media and growing your (or your org's) following.



KEY TAKEAWAYS



Managing Social Channels for Corporate vs. Executives

Co. updates, regulatory milestones and data readouts are good content examples for corporate channels, but save personal stories and thought leadership for executives' own accounts.

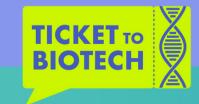


KEY TAKEAWAYS



Amplify Content Thru Employee Empowerment

Reframe internal social guidelines by inviting colleagues to post certain kinds of content, as opposed to (only) a long list of don'ts.

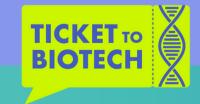


KEY TAKEAWAYS



But Still Respect Employees' Personal Brands

Not all colleagues may want to align themselves with their org outside of work, so they may be selective with what co. content they engage with.



KEY TAKEAWAYS



Selectively Use AI

AI isn't quite there yet when it comes to fully generating quality content, but AI tools can be helpful for generating content ideas or repurposing content for other social channels.



KEY TAKEAWAYS



Employ Tools for More Than the Ed Cal

It's worth the time upfront to compile content you like from peer accounts, which can help in generating new ideas.



KEY TAKEAWAYS



Maximize Reach With a Mix of Influencers

Influencers aren't just for approved products. While high-follower influencers can boost brand awareness, those with smaller, engaged communities can provide higher interaction rates.



KEY TAKEAWAYS



Preserve Trust

Ensure influencers with whom you partner retain creative freedom, resulting in genuine content that resonates with their audience.

