

## KEY TAKEAWAYS

**1**

### **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

**2**

### **Human-Centric Storytelling**

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

## KEY TAKEAWAYS

**3**

### **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

**4**

### **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

**5**

### **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

**6**

### **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

**7**

### **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

**8**

### **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

9

### **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

**10**

### **Preserve Trust**

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