



SOCIAL MEDIA PLAYBOOK



PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE
OR DISTRIBUTION. INTERNAL USE ONLY.

*Prevenar 13**
Pneumococcal polysaccharide conjugate vaccine (13-valent, adsorbed)

*Trademark

PP-PNP-GLB-0509 October 2021



DISCLAIMER

NOTE: Colleagues must follow Corporate Policy 407: Social Media, which serves as Pfizer's policy and procedures regarding use of Social Media. "Social Media" refers to social networking, websites, software applications, or messenger applications that enable users to create and share content or to participate in social networking or conversations. Corporate Policy 407 applies to Social Media platforms a) created by Pfizer that use Pfizer information systems or (b) that make reference to Pfizer or Pfizer's business, products, people, policies, research, relationships and competitors.

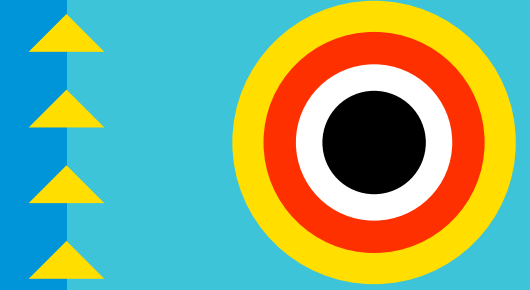
NON-COMPLIANCE: You must comply with global Corporate Policy 407: Social Media. Failure to comply with such global policy can result in disciplinary consequences, up to and including termination, and Pfizer has sole discretion to determine the appropriate disciplinary action. Pfizer colleagues are responsible for ensuring compliance of contingent workers and agencies with Corporate Policy 407: Social Media.

[Corporate Policy 407](#)



Pfizer Confidential Information—External use, promotional or otherwise, of any messages contained in this document require local review and approval by the requisite internal stakeholders in accordance with local laws, rules, regulations and corporate policies.

PLAYBOOK MENU



INTRO

- 1 Purpose
- 2 Using the Playbook
- 3 What We've Done So Far

CREATE

- 1 Tone and Voice
- 2 Creative Considerations
- 3 Content Strategy
- 4 Best Practices

THINK

- 1 Business Case for Social
- 2 Digital Channel Roles
- 3 Mission/Strategy
- 4 Measurements

MANAGE

- 1 Localising Strategies
- 2 Measuring Impact

INFORM

- 1 Platform Reach
- 2 Social Landscape
- 3 Platform Overviews

APPENDIX

- 1 Glossary
- 2 Templates
- 3 Influencer Regulations
- 4 Corporate Policy 407: Social Media
- 5 Contacts





INTRO

- 1 Purpose
- 2 Using the Playbook
- 3 What We've Done So Far



PURPOSE

The Prevenar 13® Social Media Playbook provides local and global teams with detailed guidance for identifying appropriate channels and content pillars, defining roles and procedures, and ultimately achieving defined objectives within the social space. It is both strategic and instructive.

Combining current social platform guidance and social strategies, the Social Media Playbook is the reference source for Prevenar 13 social media activities, together with Pfizer's applicable corporate social media policies and procedures.

Given the fluid nature of Social Media, the Playbook is a “living” document that will undergo necessary iterations as the Prevenar 13 social media program matures. Like our social strategy, it will be updated based on reporting insights, changes in the social media landscape, evolution of the brand strategy, and updates on process and procedures. This edition of the Playbook offers a robust overview of the social media approach, content, creative, and management.

An important reminder: the external use, promotional or otherwise, of any messages contained in this document requires local review and approval by the requisite internal stakeholders in accordance with local laws, rules, regulations and corporate policies.

“Nothing impacts the success of a social media effort more than the choice of its purpose.

Purpose becomes the cause around which people will rally and be inspired to act; it is also the source of social media’s business value”.

– Harvard Business Review



USING THE PLAYBOOK



The main aim of the Social Media Playbook is to help brand managers better understand the social process and facilitate appropriate and compliant social opportunities in their specific market. Every local organisation may have its own specific guidance, so please refer to your local regulatory/compliance policies, rules and regulations.

Use of this Social Media Playbook is subject to Corporate Policy 407: Social Media. It is each brand manager's responsibility to review Corporate Policy 407: Social Media and ensure compliance thereto, in addition complying with local policies, rules and regulations.

Report Adverse Events. If you encounter information concerning the safety of a Pfizer product on the internet or in Social Media, forward the information to the appropriate safety personnel in accordance with Corporate Policy 903: Your Responsibility to Report Information about the Safety, Quality, and Performance of Pfizer Products.

[Corporate Policy 903](#)

PLAYBOOK MAKES IMPLEMENTATION



LESS EXPENSIVE

Offering a suite of easily adaptable templates to draw on



EASIER TO MEASURE

Providing tested tools and proven parameters to measure audience reach and reaction



LESS DAUNTING

Simplifying the "how do I make this happen" with expert guidance, hints, and tips





WHAT WE'VE DONE SO FAR

We took deep dives into 3 key pillars of information gathering:

OWNED RESEARCH

Extensively reviewed available resources regarding: the Pfizer Vaccines business and its digital properties

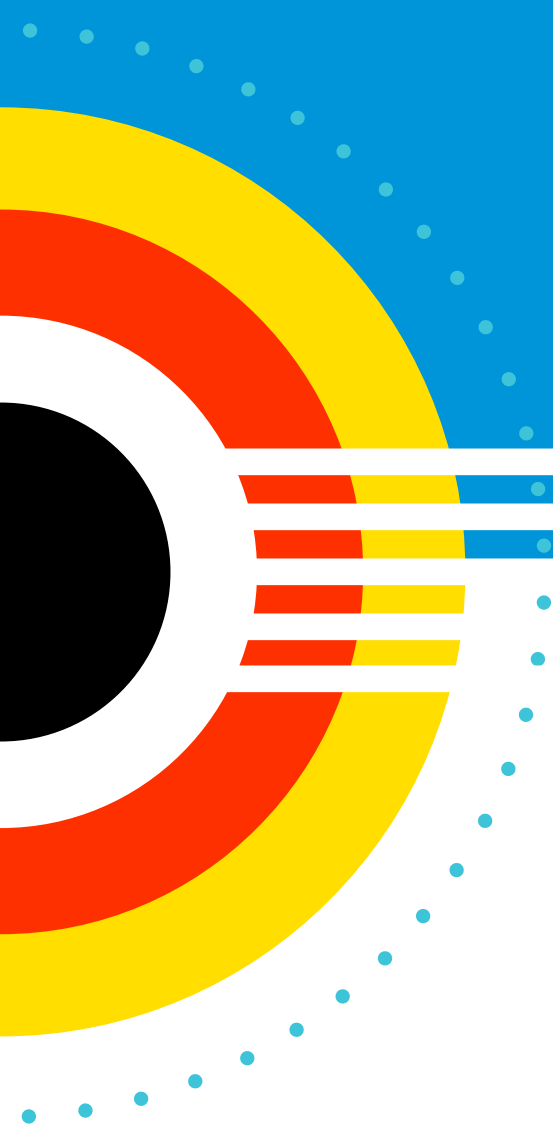
SOCIAL ASSESSMENT

Evaluated public search and social/digital media data to assess channel usage (including apps)

STAKEHOLDER JUDGMENTS

Set priorities using sponsored behaviour and direct conversations to better understand local and global values





THINK

- 1 Business Case for Social
- 2 Digital Channel Roles
- 3 Mission/Strategy
- 4 Success Measurements

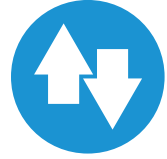


SOCIAL MEDIA INFORMS THE FABRIC OF MODERN LIFE



VIDEO FOR RESEARCH

25% of Internet users have watched an online video about health or medical issues,¹ and 56% of patients research a health concern directly on YouTube²



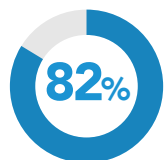
EMERGING VS. MATURE

Consumers in emerging markets are active in creating social content,³ while consumers in mature markets prefer to consume social content⁴



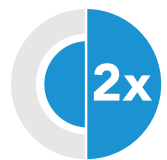
VIDEO VIEWING

HCPs spend 180 min/week viewing videos for professional purposes, much of it on social⁵



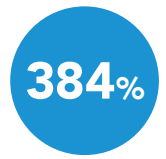
VIDEO PREVALENCE

Video will be 82% of Internet traffic by 2022⁶ and is 16% of content published by pharmaceutical companies, an increase of 70% since 2014⁷



CULTURAL DIFFERENCES

Daily social network penetration in Denmark is about 2x greater than in Italy⁸



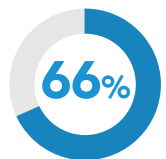
RESEARCHING

Use of social media tools in research increased 384% in the past decade⁹



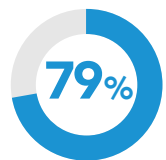
MOM BEHAVIOUR

Moms are 25% more likely to search for health info than dads.¹⁰ 88% want to share parenting advice and ideas¹¹



HELPFUL TO MOMS

Moms who use social media are likely to encounter helpful parenting info—66% did so in the past 30 days, compared with 48% of dads¹²



CONSUMPTION

Western Europeans have the highest social media saturation in the world (79%)¹³

[CLICK FOR SOURCES](#)

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



INTRO

THINK

INFORM

CREATE

MANAGE

APPENDIX

BUSINESS CASE FOR SOCIAL

DIGITAL CHANNEL ROLES

MISSION/STRATEGY

MEASUREMENTS

1

2

1

1

2

3

1



1. The social life of health information 2011. Pew Research.org. Accessed August 12, 2021. <https://www.pewresearch.org/internet/2011/05/12/the-social-life-of-health-information-2011/>
2. Looking at the data: 4 healthcare marketing trends for 2019. Accessed September 3, 2021. <https://www.affect.com/affect/looking-at-the-data-4-healthcare-marketing-trends-for-2019/>
3. Tracking growth. Position 2. Accessed September 3, 2021. position2.com/blog/tracking-the-growth-of-social-media-in-emerging-market
4. Global map of social networking 2011. Global Web Index. Accessed August 12, 2021. www.globalwebindex.net/
5. Google/Manhattan Research. June 2012. Accessed September 3, 2021. https://www.thinkwithgoogle.com/_qs/documents/692/the-doctors-digital-path-to-treatment_research-studies.pdf
6. VNI forecast highlights tool. Cisco. Accessed September 3, 2021. https://www.cisco.com/c/dam/assets/sol/sp/vni/sa_tools/vnisa-highlights-tool/vnisa-highlights-tool.html...
https://www.cisco.com/c/m/en_us/solutions/service-provider/forecast-highlights.html
7. 7 social media trends in the pharmaceutical industry. Unmetric. Accessed August 13, 2021. <https://unmetric.com/resources/pharma-social-media-trends-report>
8. Daily social network penetration 2019. Statista. Accessed September 3, 2021. <https://www.statista.com/statistics/453745/daily-social-networking-in-european-countries/>
9. Sedrak MS et al. Society of Clinical Oncology Educational Book 38. May 23, 2018. 2018 ASCO EDUCATIONAL BOOK. Accessed August 12, 2021. asco.org/edbook
10. Part 5: Mothers and fathers health info seeking. Accessed September 2, 2021. <https://www.pewresearch.org/internet/2002/11/17/part-5-mothers-and-fathers/>
11. Truth about moms. Accessed September 2, 2021. https://issuu.com/mccanntruthcentral/docs/truth_about_moms/4
12. Parents and social media. Pew Research. Accessed August 12, 2021. <https://www.pewresearch.org/internet/2015/07/16/parents-and-social-media>
13. Global social network penetration by region. Statista. Accessed September 2, 2021. <https://www.statista.com/statistics/269615/social-network-penetration-by-region/>



SOCIAL INTERACTS ACROSS TRADITIONAL AND DIGITAL FORMATS



PAID

Brand media spend intended to drive customers to owned media. Social networks also support paid media (eg, banners and posts)



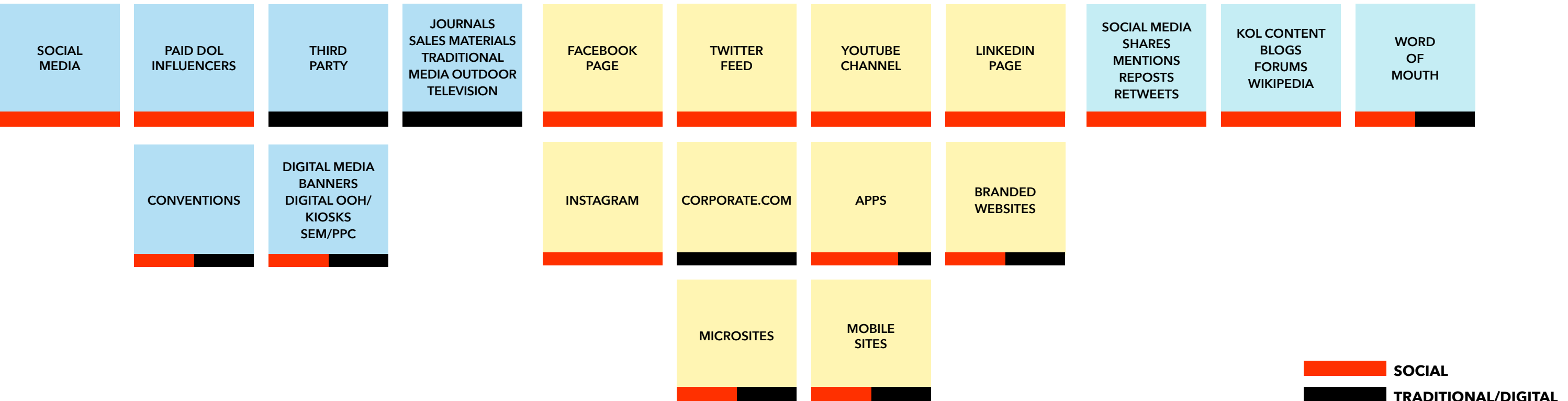
OWNED

Assets directly owned by the brand. These destinations provide a platform to drive marketing messages and tools to create earned media



EARNED

Commentary and content about the brand, posted and shared across a variety of venues



SOCIAL
 TRADITIONAL/DIGITAL

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



INTRO

THINK

INFORM

CREATE

MANAGE

APPENDIX

BUSINESS CASE FOR SOCIAL

DIGITAL CHANNEL ROLES

MISSION/STRATEGY

MEASUREMENTS

1 2

1

1 2 3

1

EACH PLATFORM HAS A UNIQUE ROLE

Telling the story in a way that appeals to its target audience



PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



INTRO

THINK

INFORM

CREATE

MANAGE

APPENDIX

BUSINESS CASE FOR SOCIAL

DIGITAL CHANNEL ROLES

MISSION/STRATEGY

MEASUREMENTS

1

2

1

1

2

3

1



QUESTIONS HELP US DEFINE THE STRATEGY

QUESTIONS THAT HELP GUIDE THE INSIGHTS

- Who are Prevenar 13's key consumers?
- Where are key parents located?
- What are the parents' interests and passion points?
- What matters most to the consumers online?
- What are consumers saying about Prevenar 13?

QUESTIONS THAT HELP WHEN MAPPING OBJECTIVES AGAINST THE PARENT JOURNEY

- How do we satisfy the parents' expectation at this stage?
- Is this an objective that will require paid support?

STRATEGY HELPS US

- Enhance and protect our reputation as a brand
- Appropriately and compliantly differentiate ourselves from competitors
- Raise our profile and build trust with key stakeholders

See Sample Strategy Template in APPENDIX.





PROPOSED GLOBAL SOCIAL STRATEGY STATEMENTS

Pfizer has a rare and unique opportunity to meaningfully advance the global vaccine landscape and make Prevenar 13 synonymous with an improved era in health outcomes.

The use of social media and its related content (eg, branded vs disease awareness) will depend on compliance with Corporate Policy 407: Social Media and local regulations and is subject to local approval.



Drive and own the vaccine conversation and make Prevenar 13's differentiated value loud and irrefutable



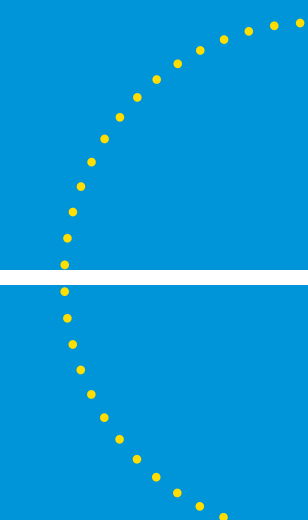
Identify and activate global opinion leaders who will carry the torch of vaccine uptake forward



Raise the volume of voices and experience to shatter the "status quo" parental mindset



Demonstrate the "walk the walk" leadership precedent of Prevenar 13, now and later



SOCIAL AUDIENCE TARGETING CAPABILITIES

Audience targeting allows Pfizer to efficiently and effectively target groups of parents on social.

Step 1: Map who they are and which channels they use.

Step 2: Assess their interests to create content that will resonate.

Organic audiences choose to follow social channels or found content through search. Organic posts can be targeted based on the channel's audience optimisation options. NOTE: These targeting options will not proactively push content to new audiences.

Paid promotion reaches new parents based on demographics that they disclosed in their profiles. With paid social, you reach further than followers alone.

	FACEBOOK	INSTAGRAM	TWITTER	LINKEDIN	YOUTUBE
CUSTOM AUDIENCES	f	📷	🐦	in	
AGE AND GENDER	f	📷	🐦		▶
GEOGRAPHY	f	📷	🐦	in	▶
ADVANCED DEMOS	f	📷	🐦		
INTERESTS	f	📷	🐦		▶
PURCHASE BEHAVIOURS	f	📷	🐦		
CONNECTIONS	f	📷	🐦		
KEYWORDS			🐦		▶
PROFESSIONAL INFO				in	



MEASUREMENTS AND MEANINGS OF SUCCESS

GOAL	PERFORMANCE METRICS	OPTIMISATION METRIC
AWARENESS	Actual impressions/reach Exposure generated by social content	Cost Per Thousand (CPM) Pro: Audience exposure Con: Not directly correlated to action
	Video views Measurement vary FB, TW, and LI are 3 sec. YT is 30 sec	Cost Per View (CPV) Pro: Audience consumption Con: Definition varies per platform
ENGAGEMENT	Like/reaction, share, comment, etc Interactions with social media content implying interest	Cost Per Engagement (CPE) Pro: Audience interaction Con: Engagement depths vary
CONVERSION	Clicks, traffic, time on site, interactions per visit Users completing desired actions	Cost Per Click (CPC) Pro: Can compare to digital media Con: Not all social clicks are important
	Brand lift Ad effectiveness based on consumer behaviour or feedback	Cost Per Acquisition (CPA) Pro: Correlated with revenue Con: Many pharma companies don't share this information
	Event attendance	



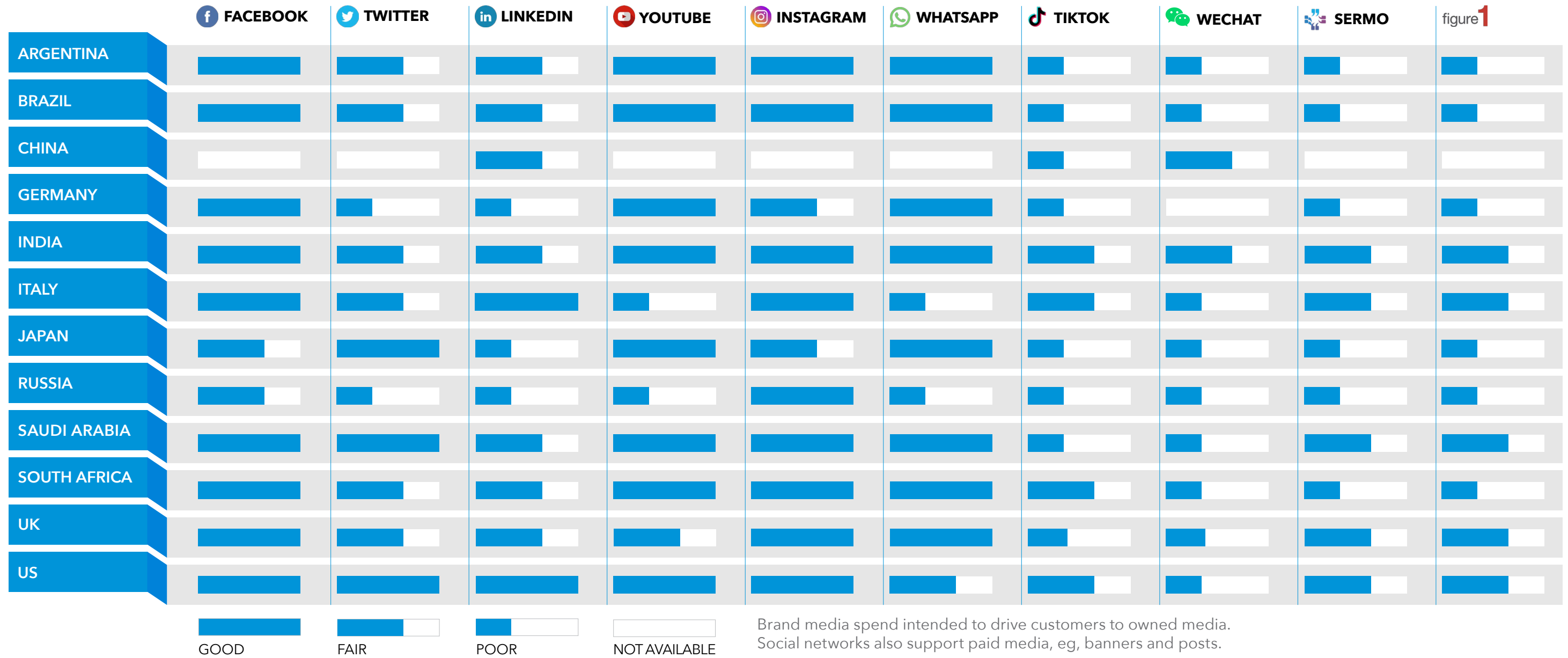


INFORM

- 1 Platform Reach
- 2 Social Landscape
- 3 Platform Overviews



PLATFORM REACH BY MARKET



PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



TOP GLOBAL PLATFORMS ARE ABOUT EXCHANGE



<p>The largest healthcare data collection company and social platform for physicians, reaching 1.3 million HCPs across 150 countries</p>	<p>LinkedIn for doctors. Only for HCPs. Meant for networking and improving practice.</p> <p>US ONLY</p>	<p>Registered users in 190 countries, including three-quarters of US med students</p>	<p>Pinterest for doctors. Social network for HCP specialists. Consists of micro communities like Oncology Nation.</p> <p>US ONLY</p>	<p>Social network for physicians that's smaller than many. Features discussions and education.</p> <p>GERMANY, FRANCE, AND ITALY</p>	<p>The No. 1 portal for healthcare professionals in Europe, with more than 500 thousand registered users</p>	<p>Global professional social network meant for career improvement, training, and education.</p>
<p>Largest and most popular global social network. Meant for connections and discussion. Large branded and unbranded pharma presence.</p>	<p>Owned by Facebook. Photo and video sharing social network. Popular with younger demographic than Facebook.</p>	<p>Owned by Facebook. Global text messaging and video calls done over WiFi or cell data.</p>	<p>Meant for global real-time news sharing. Large corporate presence. Growing branded and unbranded pharma presence.</p>	<p>Second largest search engine, after its owner, Google. Video sharing and viewing.</p>	<p>Chinese app, owned by Tencent. Video chat moments and messaging. Big in China, Japan, South Korea, Thailand, US, and Canada. Excludes UK, France, and Germany.</p>	<p>Chinese microblogging site. Owned by Sina Corp. Recently allowed use in English. Now targeting users outside China and sign up through Facebook.</p>

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



LANDSCAPE OF SOCIAL PLATFORM BY MARKET



<p>The largest healthcare data collection company and social platform for physicians, reaching 1.3 million HCPs across 150 countries</p>	<p>LinkedIn for doctors. Only for HCPs. Meant for networking and improving practice.</p> <p>US ONLY</p>	<p>Registered users in 190 countries, including three-quarters of US med students</p>	<p>Pinterest for doctors. Social network for HCP specialists. Consists of micro communities like Oncology Nation.</p> <p>US ONLY</p>	<p>Social network for physicians that's smaller than many. Features discussions and education.</p> <p>GERMANY, FRANCE, AND ITALY</p>	<p>The No. 1 portal for healthcare professionals in Europe, with more than 500 thousand registered users</p>	<p>#7 Argentina #11 China <i>Only US Social China Allows</i> #8 Germany #7 South Africa #7 UK</p>
<p>#2 Argentina #3 Germany #4 Japan #3 South Africa #2 UK</p>	<p>#4 Argentina #4 Germany #5 Japan #4 South Africa #5 UK</p>	<p>#1 Argentina #1 Germany #1 South Africa #3 UK</p>	<p>#6 Argentina #6 Germany #3 Japan #6 South Africa #6 UK</p>	<p>#3 Argentina #2 Germany #1 Japan #2 South Africa #1 UK</p>	<p>#10 Argentina #1 China #15 UK</p>	<p>#2 China</p>

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.





SOCIAL MEDIA OVERVIEW: JAPAN



Most widely used social platform: 86 million monthly active users—75% of users over 30¹

Peer-to-peer payment system expanded to messaging and launched telemedicine app via LINE Healthcare²

Enables users to consult doctors via video chat, offer medical treatments, and help with prescriptions and payments

Created amid pandemic-driven demand for tele-medicine—also used in Thailand, Indonesia, and Taiwan

Part-time workers and housewives comprise about 30% of users¹



45 million monthly active users: 43% under 30 and 56% female¹

Hugely popular in Japan for several reasons

Japanese characters convey a large amount of meaning with limited “characters”

Twitter is a simple minimalistic mobile platform, and many Japanese people consume content on their phones

Besides person-to-person interaction, provides up-to-date news and emergency information



Used primarily by “older” generation and losing relevance with younger demographics¹

26 million monthly active users: 16.5% under 30¹

Key for doctors: when Facebook emerged in Japan, a similar platform there, called Mixi, didn’t require a login or public profile¹

People could anonymously offer opinions and feelings, a trait better fitting Japanese culture, which tends to be more indirect

Ideal for targeting families: mean age for childbearing 31.3 years³



33 million monthly active users¹

54% over 30 years old and 60% female¹

Growing exponentially as Facebook remains static: huge competition with TikTok

Aspirational photos supersede language—allowing people to communicate with a global audience

IGTV hasn’t caught on, but Stories is getting attention

Influencer marketing plays a big role—where 80% of most popular profiles are celebrities and influencers in fashion, beauty, and music³

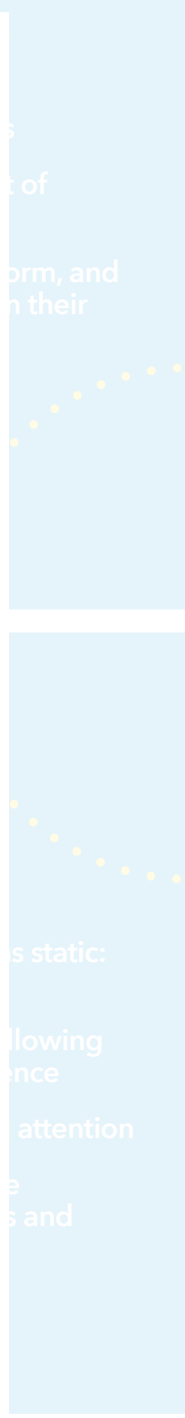
[CLICK FOR SOURCES](#)

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.





1. Humble Bunny, 2021. Accessed September 1, 2021. <https://www.humblebunny.com/japans-top-social-media-networks/>
2. Nikkei. Asia. Accessed August 13, 2021. <https://asia.nikkei.com/Business/Companies/Japan-s-Line-to-launch-telemedicine-app-on-rising-pandemic-demand>
3. Mean age of childbearing 2021. Statista. Accessed September 1, 2021. <https://www.statista.com/statistics/611773/japan-mean-age-childbearing/>



SOCIAL MEDIA OVERVIEW: CHINA



PING AN GOOD DOCTOR

One of largest online health platforms in China (315 million registered users, December 2019)—world's leading one-stop online healthcare ecosystem platform¹

Daily consultations average 729 Thousand¹

Users send messages and images to doctors for consultation and get prescriptions for diagnosed diseases¹

Online health platforms not permitted by law to make initial disease diagnosis¹

Partnering with Wyeth Nutrition as part of Wyeth Mom Club, focused on new mother and infant health²



TIKTOK

Known as Douyin in China, one of the first Chinese social media platforms to prevail overseas

Offers global users music, filters, special effects, and 3D stickers to create unique short videos for sharing

Platform had 600 million monthly active users (as of 9/20)⁵



TENCENT QQ

"Older brother" of WeChat

This instant messaging tool was released in 1999—also offering gaming, music, shopping, microblogging, etc³

731 million monthly active users (MAU) by Q3 2019³

As of January 2020, WeChat users can transfer money to their QQ wallets, solving the problem of not being able to link bank cards to QQ accounts⁴



WECHAT

Chinese super-app, owned by Tencent

Deeply integrated into daily life in China: 73% use for social networking (2020)⁶

48% of mothers follow platform's mother care products⁷

Features video chat, instant messaging, mobile payments, job searches, and more

World's largest standalone mobile app in 2018 (over 1 billion monthly active users)⁸

[CLICK FOR SOURCES](#)

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



INTRO | THINK

INFORM

CREATE | MANAGE | APPENDIX

PLATFORM REACH

SOCIAL LANDSCAPE

PLATFORM OVERVIEWS

1

1

2

3

1

2

3

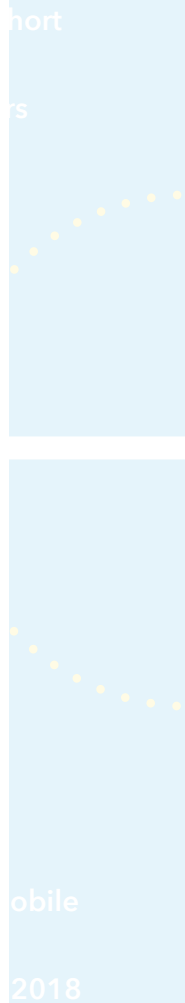
4

5

6



1. China's online health platforms see spike in usage amid coronavirus outbreak. spgglobal. Accessed August 13, 2021. <https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/china-s-online-health-platforms-see-spike-in-usage-amid-coronavirus-outbreak-57189378>
2. Stop nutrition and healthcare solutions. Mobilehealthnews. Accessed August 13, 2021. <https://www.mobihealthnews.com/news/asia/ping-good-doctor-and-wyeth-partner-bring-one-stop-nutrition-and-healthcare-solutions>
3. QQ statistics, user count and facts (2021). By the Numbers. Accessed August 25, 2021. <https://expandedramblings.com/index.php/qq-statistics/>
4. Tencent now allows WeChat money transfers to QQ. Abacus News. Accessed August 25, 2021. <https://www.abacusnews.com/china-tech-city/tencent-now-allows-wechat-money-transfers-qq/article/3046338>
5. TikTok's fast-growing China twin has 600 million daily users. Bloomberg. Accessed August 25, 2021. <https://www.bloomberg.com/news/articles/2020-09-15/tiktok-s-fast-growing-china-twin-has-600-million-daily-users>
6. 73% of Chinese adults online are using WeChat. The Real Time Report. Accessed August 25, 2021. <https://therealtime.com/2014/05/28/73-of-chinese-adults-online-are-using-wechat/>
7. Safety is the top concern of Chinese mother shoppers.pdf China Internet Watch. Accessed August 25, 2021. <https://www.chinainternetwatch.com/15101/safety-crucial-babies/>
8. Everything you need to know about WeChat Chinas billion-user messaging app. CNBC. Accessed August 25, 2021. <https://www.cnbc.com/2019/02/04/what-is-wechat-china-biggest-messaging-app.html>



OVERVIEWS OF INDIVIDUAL PLATFORMS

For help setting up platforms,
please reference corporate guidelines,
including **Corporate Policy 407: Social Media**
and local policies and guidance



FACEBOOK

- Age: Skews older¹
- 54% of Facebook users are female²
- Content: Text, images, links, video (inc. live streams)
- Users watch 85% of videos without sound³
- Facebook users are 4x more likely to watch live streams than recorded videos⁴
- The US and India have the highest volume of users, but population penetration varies^{5,6}:
 - North America 71.3%
 - Latin America/Caribbean 69.5%
 - Europe 62.4%
 - Australia 56.4%
 - Middle East 54.8%
 - Asia 26%
 - Africa 19.3%

[CLICK FOR SOURCES](#)

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



INTRO | THINK | **INFORM** | CREATE | MANAGE | APPENDIX

PLATFORM REACH

1

SOCIAL LANDSCAPE

1

2

3

PLATFORM OVERVIEWS

1

2

3

4

5

6



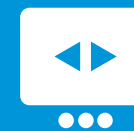
IMAGE

Use images with links and headlines to share your message with key audiences



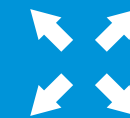
VIDEO

Draw people in with sound and motion; use for disease education



CAROUSEL ADS

Show up to ten images or videos within a single ad, each with its own link

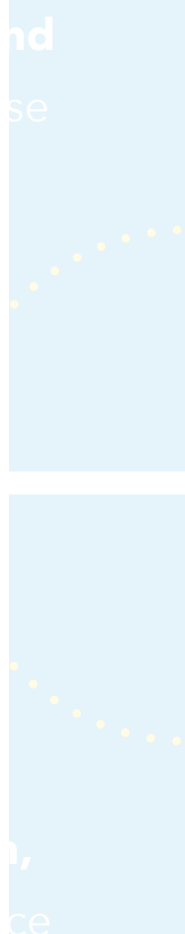


CANVAS

Instantly opens full-screen, mobile-optimised experience from your ad



- 1.** It's official: Facebook is becoming the platform for you. AARP. Accessed August 25, 2021. <https://www.aarp.org/home-family/personal-technology/info-2018/facebook-users-age-fd.html>
- 2.** 2021 Social media users demographics guide. Khoros. Accessed August 25, 2021. <https://khoros.com/resources/social-media-demographics-guide>
- 3.** 85 percent of Facebook video is watched without sound. DIGIDAY. Accessed August 25, 2021. <https://www.yansmedia.com/blog/facebook-video-statistics>
- 4.** 33 Facebook video statistics you must know [2021]. Yansmedia. Accessed August 25, 2021. <https://www.yansmedia.com/blog/facebook-video-statistics>
- 5.** Facebook users by country 2021. Statista. Accessed August 25, 2021. <https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/>
- 6.** Facebook world stats and penetration in the world. Facebook Statistics. Accessed August 25, 2021. <https://www.internetworldstats.com/facebook.htm>





INSTAGRAM

- 1 billion people use Instagram every month¹
- 51% female¹
- 500 million people use Stories every day¹⁻³
- 58% say they have become more interested in a brand or product after seeing it in Stories²
- 60% of businesses on Stories use an interactive element every month³
- Gen Z and Millennials are most popular generations¹
- Content: Images and videos (optional captions)
- Top penetration is Germany, Hong Kong, Russia, South Korea, and US¹

VIDEO ADS

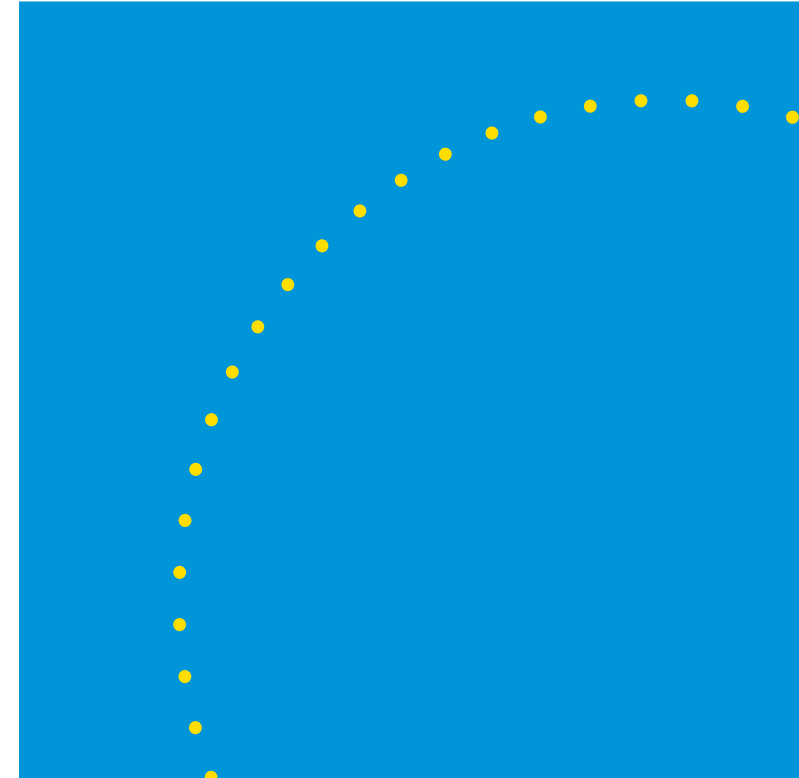
Draw people in with sound and motion; use for disease education

IMAGE ADS

Use images with links and headlines to share your message with key audiences

INSTAGRAM STORIES

Capture the "NOW"
with vertical photos or videos that disappear in a day



[CLICK FOR SOURCES](#)

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.





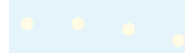
1. Instagram revenue and usage statistics 2021. Business of Apps. Accessed August 25, 2021. <https://www.businessofapps.com/data/instagram-statistics/>
2. INSTAGRAM STORIES. Instagram Business. Accessed August 25, 2021. <https://business.instagram.com/a/stories>
3. Bringing interactivity to Instagram Stories ads. Instagram Business. Accessed August 25, 2021. https://business.instagram.com/blog/bringing-interactivity-to-instagram-stories-ads?locale=en_GB

VIDEO ADS

IMAGE ADS

d

es





TWITTER

- 31.9% female¹
- The average time spent is 3.53 minutes per session²
- 77% of Twitter users have a better impression of a brand when they respond to a tweet³
- Top countries are US, Japan, India, UK, and Brazil⁴
- No. 1 social networking platform in Japan⁵
- 280-character limit can convey more detailed message in Japanese versus other languages
- 60% expect customer service response within an hour⁶
- Text, images, links, video (inc. living streaming)
- Used to get news and entertainment

[CLICK FOR SOURCES](#)

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



VIDEO ADS

Draw people in with sound and motion; use for disease education



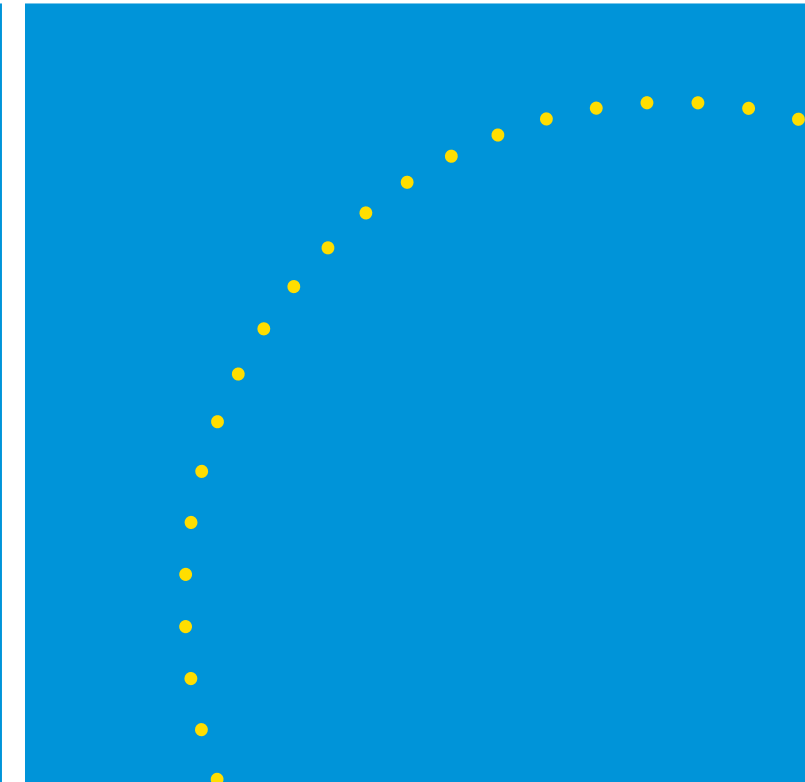
IMAGE ADS

Use images with links and headlines to share your message with key audiences



CAROUSEL ADS

Show up to 10 images or videos within a single ad, each with its own link





- 1.** Global Twitter user distribution by gender 2021. Statista. Accessed August 25, 2021. <https://www.statista.com/statistics/828092/distribution-of-users-on-twitter-worldwide-gender/>
- 2.** Top US mobile social apps by session length 2019. Statista. Accessed August 25, 2021. <https://www.statista.com/statistics/579411/top-us-social-networking-apps-ranked-by-session-length/>
- 3.** New holiday research: five ways for retailers to engage shoppers. Twitter. Accessed September 3, 2021. https://blog.twitter.com/en_us/a/2015/new-holiday-research-five-ways-for-retailers-to-engage-shoppers-on-twitter.
- 4.** Twitter most users. Statista. Accessed August 24, 2021. <https://www.statista.com/statistics/242606/number-of-active-twitter-users-in-selected-countries/>
- 5.** Humble Bunny - Japan. Accessed September 1, 2021. humblebunny.com/japans-top-social-media-networks.
- 6.** Four ways brands can build customer service relationships on Twitter. Twitter blog Research. Accessed September 3, 2021. https://blog.twitter.com/en_us/a/2015/research-four-ways-brands-can-build-customer-service-relationships-on-twitter





YOUTUBE

- Second largest search engine after Google¹
- Available in 80 languages and 100+ countries²
- Official YouTube blogs offered by regions, including in Spanish, Portuguese, and German²
- Approximately 5 billion videos watched daily³
- 56% of targetable patients research health concerns on YouTube⁴
- YouTube often used as a video database rather than an interactive social media platform
- Extensive best practices
- Content: Video (inc. captions and links)



DISCOVERY ADS

Run on search results and watch pages and direct viewers to channel



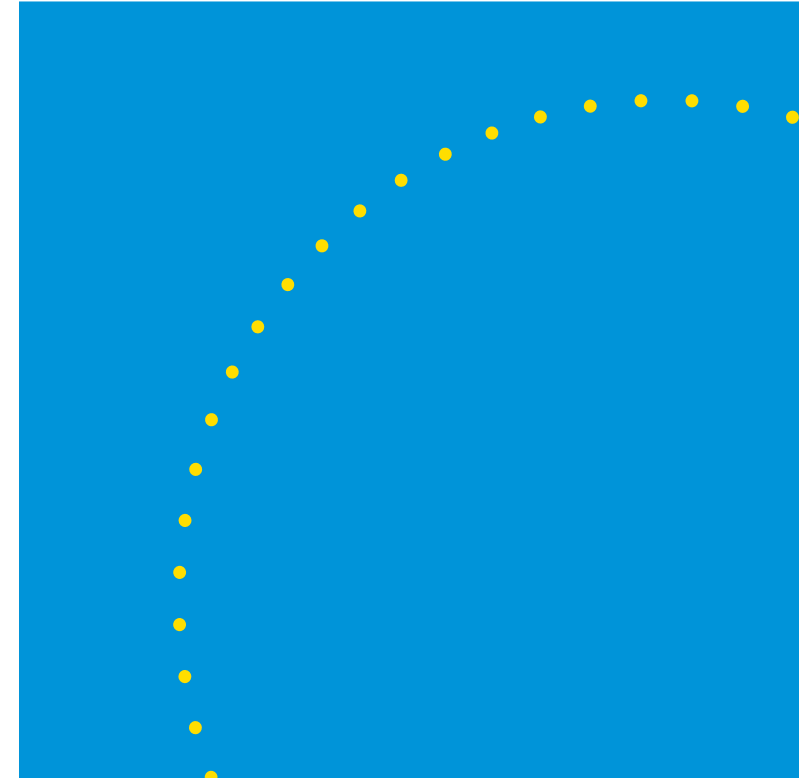
IN-STREAM ADS

Plays before or during YouTube video. Viewers can skip after 5 seconds



BUMPER ADS

Non-skippable ads (6 seconds max) that run before a video



[CLICK FOR SOURCES](#)

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.





- 1.** Are you maximizing the use of video in your content marketing strategy? Forbes. Accessed August 24, 2021. <https://www.forbes.com/sites/forbesagencycouncil/2017/05/15/are-you-maximizing-the-use-of-video-in-your-content-marketing-strategy/?sh=660376a43584>
- 2.** YouTube Blog. Accessed August 24, 2021. <https://blog.youtube/press/>
- 3.** 29 eye-opening YouTube facts, figures and statistics you should know in 2021. Cloud Income. Accessed August 24, 2021. cloudincome.com/youtube-statistics
- 4.** Looking at the data: 4 healthcare marketing trends for 2019. Accessed September 2, 2021. <https://www.affect.com/affect/looking-at-the-data-4-healthcare-marketing-trends-for-2019/>

DISCOVERY ADS | IN-STREAM ADS

an

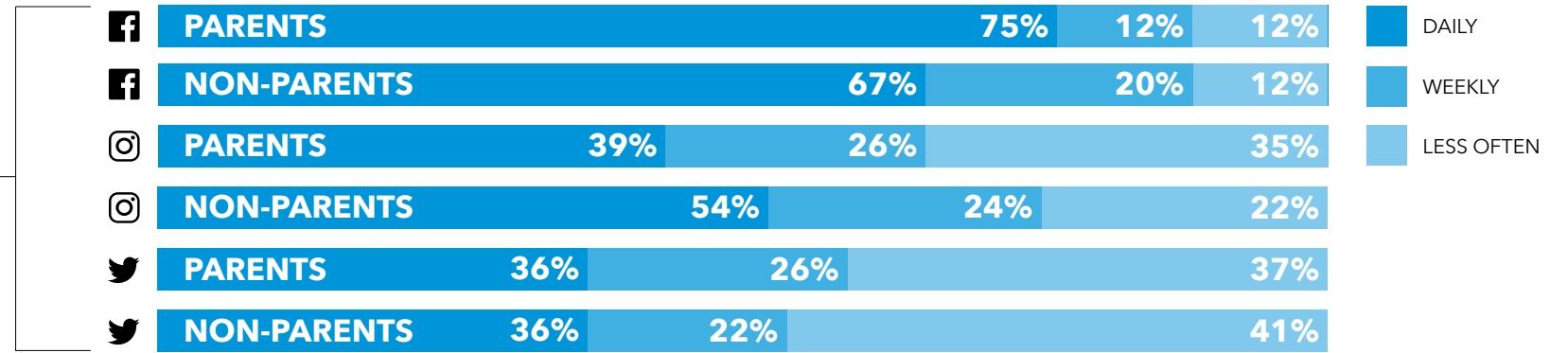


1	2	3	4	5	6
---	---	---	---	----------	---

FIGURES ON SOCIAL MEDIA AND PARENTING¹

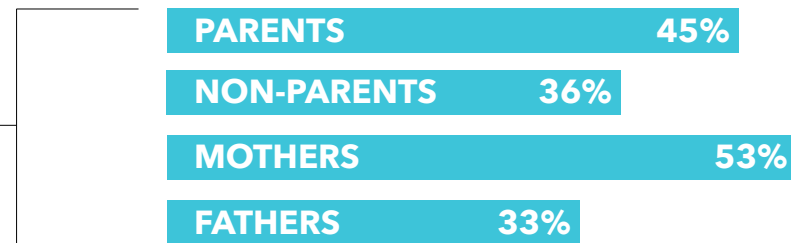
Social-media-using parents use Facebook and LinkedIn more often and Instagram less often than non-parents

Amongst users of each respective social media platform, the % of parents vs non-parents who use the site with the following frequencies...



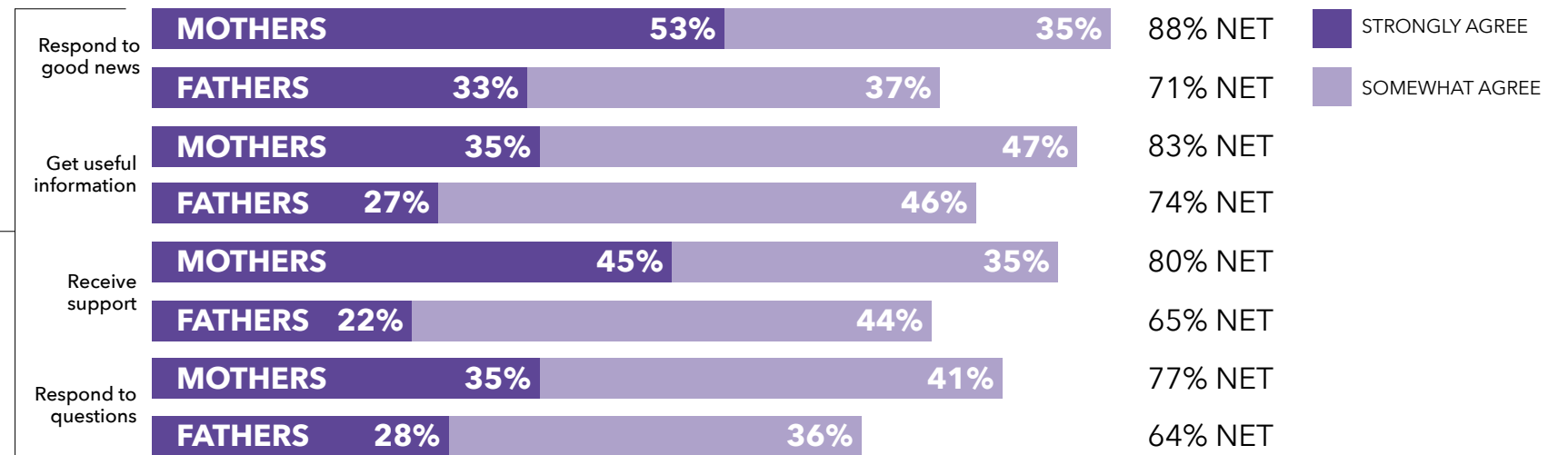
Parents, particularly mothers, respond to good news on social media

Amongst all social media users, the % who "strongly agree" that they try to respond when they see a friend or acquaintance share good news on social media...



Mothers give and receive support on social media

Amongst all social media users, the % of mothers vs fathers who say they "strongly agree" or "agree" that they do the following on social media...



[CLICK FOR SOURCE](#)

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.





1. Mothers support and social media. Pew Research. Accessed September 3, 2021. <https://www.pewresearch.org/internet/2015/07/16/parents-and-social-media/>

N

AGREE

T AGREE

CLI



INTRO

THINK

INFORM

CREATE

MANAGE

APPENDIX

PLATFORM REACH

SOCIAL LANDSCAPE

PLATFORM OVERVIEWS





CREATE

- 1 Tone and Voice
- 2 Creative Considerations
- 3 Content Strategy
- 4 Best Practices





TONE AND VOICE

Different social platforms often serve different audiences and, as such, how you speak to your audience, and the tone you use, can greatly affect how well your audience “hears” you and how it reacts to your messaging.

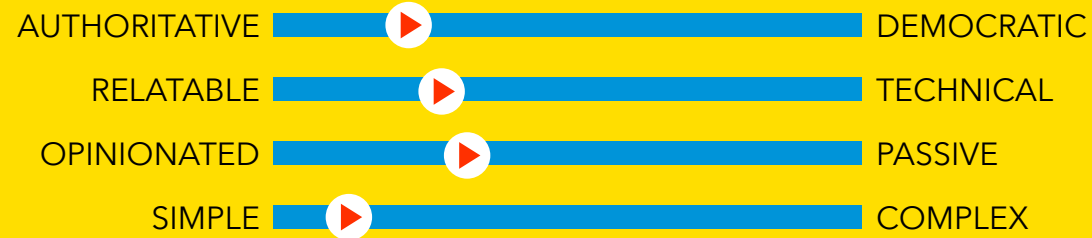
Pfizer offers a distinctive brand voice in all communications, always striving to speak clearly, knowledgably, and optimistically...to the greater health of all concerned.

Yet as you’ll see, that voice can be modulated for each audience.



tone and voice: examples

🐦 TWITTER



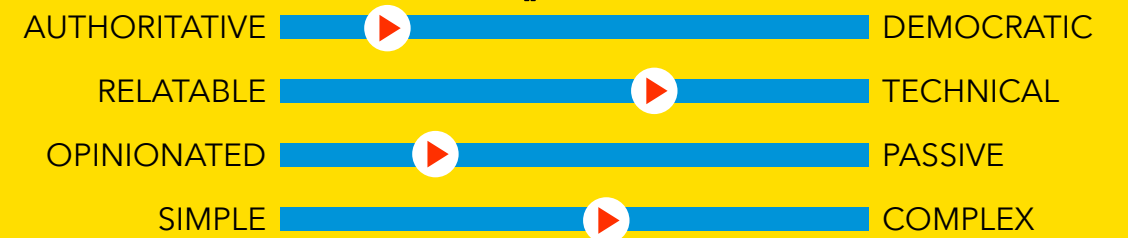
📘 FACEBOOK



in LINKEDIN



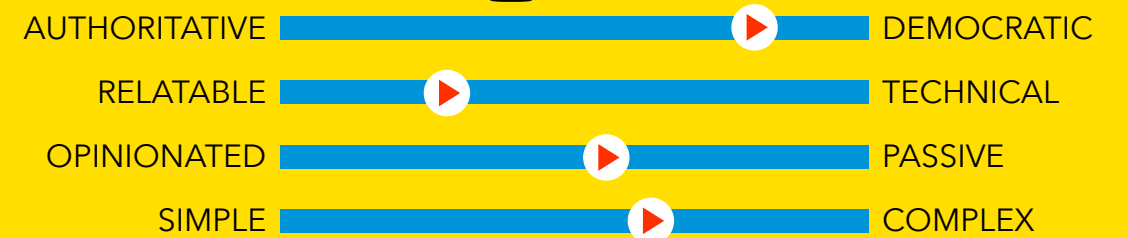
🏥 SERMO



📷 INSTAGRAM



📺 YOUTUBE





CREATIVE CONSIDERATIONS: BASICS^{1,2}

COORDINATE REVIEWS AND APPROVALS

Prepare for quick(er) content approval turnaround (vs conferences and events).

CUSTOMISE CHANNEL

Creative Advertising Research found campaigns with custom ads see a 31% increase in positive sentiment and a 57% increase in ROI.

KEEP IT HUMAN

The audience is smart but reduce jargon.
People respond to simplicity and human images.
Feature a diverse array of people prominently.

KEEP IT BRIEF

Cut 30-minute videos into episodes or a flow diagram.
A white paper can become a one-pager.
Always try to cut.

POINT TO PROOF

Facts and stats are well received—confirm that the evidence you present is accurate, without errors.

BE REAL

HCPs and patients seek facts and real patient cases to help them identify. They know when pharma imitates reality and gets it wrong.

[CLICK FOR SOURCES](#)

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



INTRO | THINK | INFORM | **CREATE** | MANAGE | APPENDIX

1 2 TONE AND VOICE

1 2 3 CREATIVE CONSIDERATIONS

1 2 3 4 5 6 CONTENT STRATEGY

1 2 3 4 BEST PRACTICES



1. Applying comms planning to healthcare. Medium. Accessed August 24, 2021. medium.com/comms-planning/applying-comms-planning-to-healthcare-199c4082793e
2. Why faces are the cornerstone of mobile content. Medium. Accessed August 24, 2021. medium.com/comms-planning/why-faces-are-the-cornerstone-of-mobile-content-1b47720fda03.



1	2
---	---

1	2	3
---	---	---

1	2	3	4	5	6
---	---	---	---	---	---

1	2	3	4
---	---	---	---



CREATIVE CONSIDERATIONS: STYLE

PERSONALISE POSTS

Wherever possible, have the Digital Opinion Leader (DOL) connect with the material from a personal and professional angle. Encourage the DOLs to share information about themselves to make the audience feel connected and invested.

AESTHETIC AND MESSAGING

Confirm that the DOL's style and visuals align with brand.

COLLABORATE AND CO-CREATE

Don't script posts or videos. Fans know their DOL—their writing style and figures of speech. A script feels contrived. Outline the talking points in detail. Give the DOL space to convey information in their style.

BE CLEAR AND CONCISE

Focus on one action/KPI per post. If a DOL tells followers to read your guide, visit your site, and request a rep—all in one post—the unfocused calls to action will be overwhelming and ineffective.





CREATIVE CONSIDERATIONS: PLATFORMS

FACEBOOK

Audience skews older than Instagram or TikTok. Facebook Live, seen 3x longer than standard videos, are used by top DOLs to reach a global audience—often as a second, rather than primary, platform.

INSTAGRAM

Mostly Millennials, then Gen Z and Gen X audiences. Position brand/treatment in visually striking and personal way. Insta Stories are more interactive snapshots—and unlike Instagram posts, Stories can include a link through “Swipe Up” feature.

YOUTUBE

Great for long-form and episodic video. DOLs can tell in-depth stories. The ability to embed links makes YouTube DOL campaigns effective for branded and education.

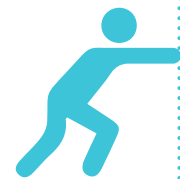
BLOGS

Blogs provide access to an older demographic of 25- to 49-year-olds, allowing for an in-depth narrative and personalised storytelling. Successful sponsored blog posts also have the unique advantage of building organic search traffic over time.



LEVERAGE PUSH-AND-PULL MEDIA AND MESSAGING

The audience will be looking for—or be receptive to—different information, depending on familiarity with brand.



PUSH

VS



PULL

PRELAUNCH

Pique parents' interest, when they're not necessarily in the discovery mindset, with longer-form unbranded content

NOT ACTIVELY SEEKING

- Content
- Peer-To-Peer Custom and Social
- Email
- Native

LAUNCH

Feed their desire to learn more with shorter-form branded messaging

ACTIVELY SEEKING

- Banners
- Peer-To-Peer and Social Posts
- Search



ANALYTICS INFORM STRATEGY AND CONTENT

DAILY STRATEGIC INSIGHT AND ENGAGEMENT RECOMMENDATIONS

- Engage with relevant parents and advocacy influencers
- Address trending topics with ad-hoc content and engagements
- Identify relevant events and themes for future content
- Spot and track potential issues

LONG-TERM CONTENT PLANNING AND STRATEGY

- Evaluation and iteration of content and platforms based on data and performance benchmarks
- Build custom audience lists to target via paid promotion
- Monitor audience engagement and ongoing discussions to identify new groups, patients, and advocacy influencers

Please note: The use of social media and its related content (eg, branded vs disease awareness) will depend on corporate guidelines, including Corporate Policy 407: Social Media and is subject to local review and approval.

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.





CONTENT ACTION PLAN



WHAT THE CONTENT ACTION PLAN ACHIEVES

- Ensures the social content aligns to objectives and priorities
- Shows content model (hub and spoke or multiple hubs and spokes)
- Guides scale of effort involved for community manager activities

WHEN MAPPING MOMENTS TO INVESTMENT AND CALENDAR, WE CONSIDER

- How we decide importance of events for Prevenar 13
- How we plan for launches and new messaging campaigns
- How we determine allocation of the highest production value

CONTENT NOTES TO REMEMBER

- Best overall posts are close-up images with a single visual focus
- Remember that people take in the photo first then the post copy
- Video is best for engagement but may have high production costs

See Sample Content Action Plan in APPENDIX.



CAMPAIGN DEVELOPMENT

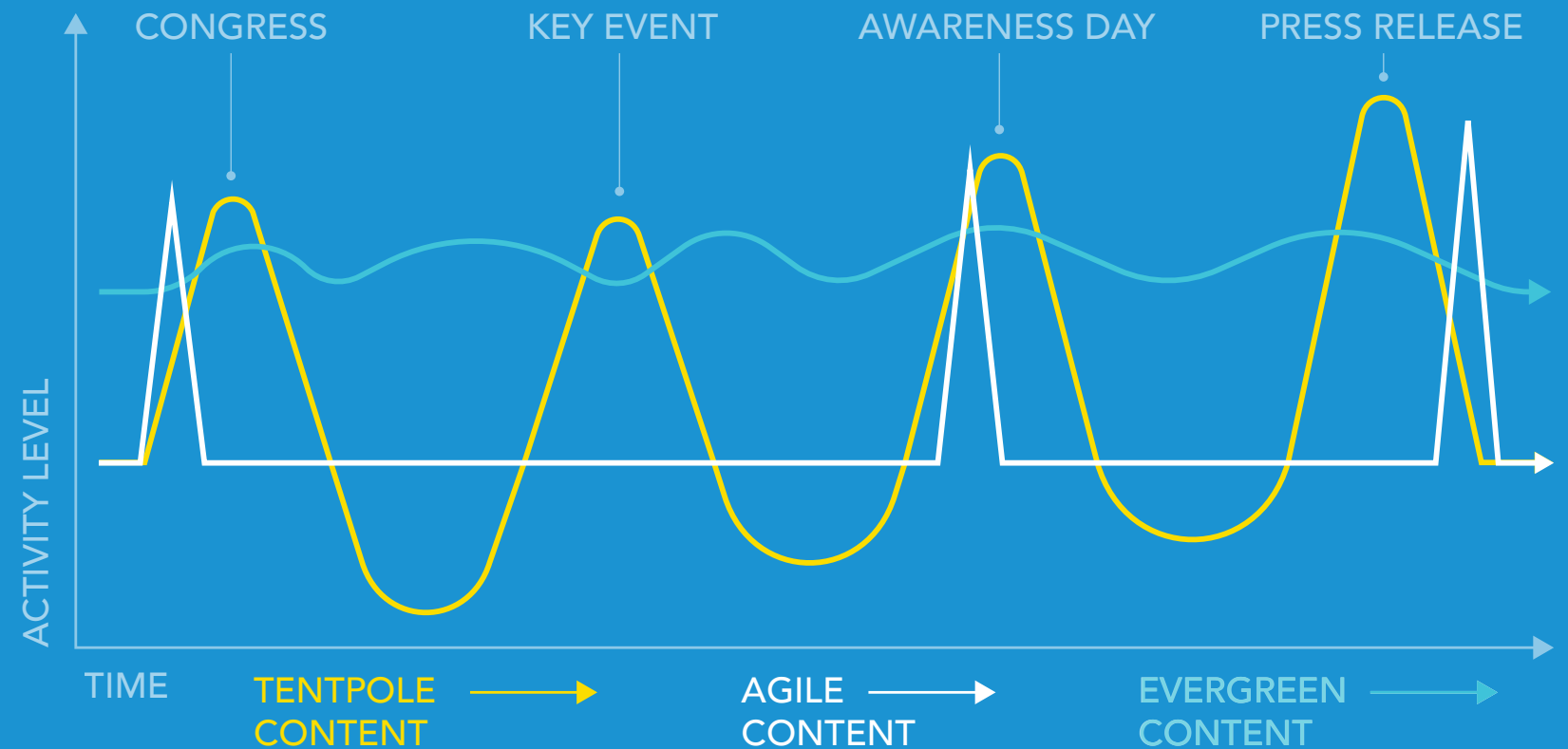
The constructive impact of social media campaigns and thought leadership does not end with scripts. It has an impact on a cross-functional level, from recommending vaccines to participating in a clinical trial, and more.

All social content should be built—if possible—in data-driven insights. This assists Pfizer in creating meaningful content based on observed behaviour. This doesn't mean you cannot proceed without extensive research.

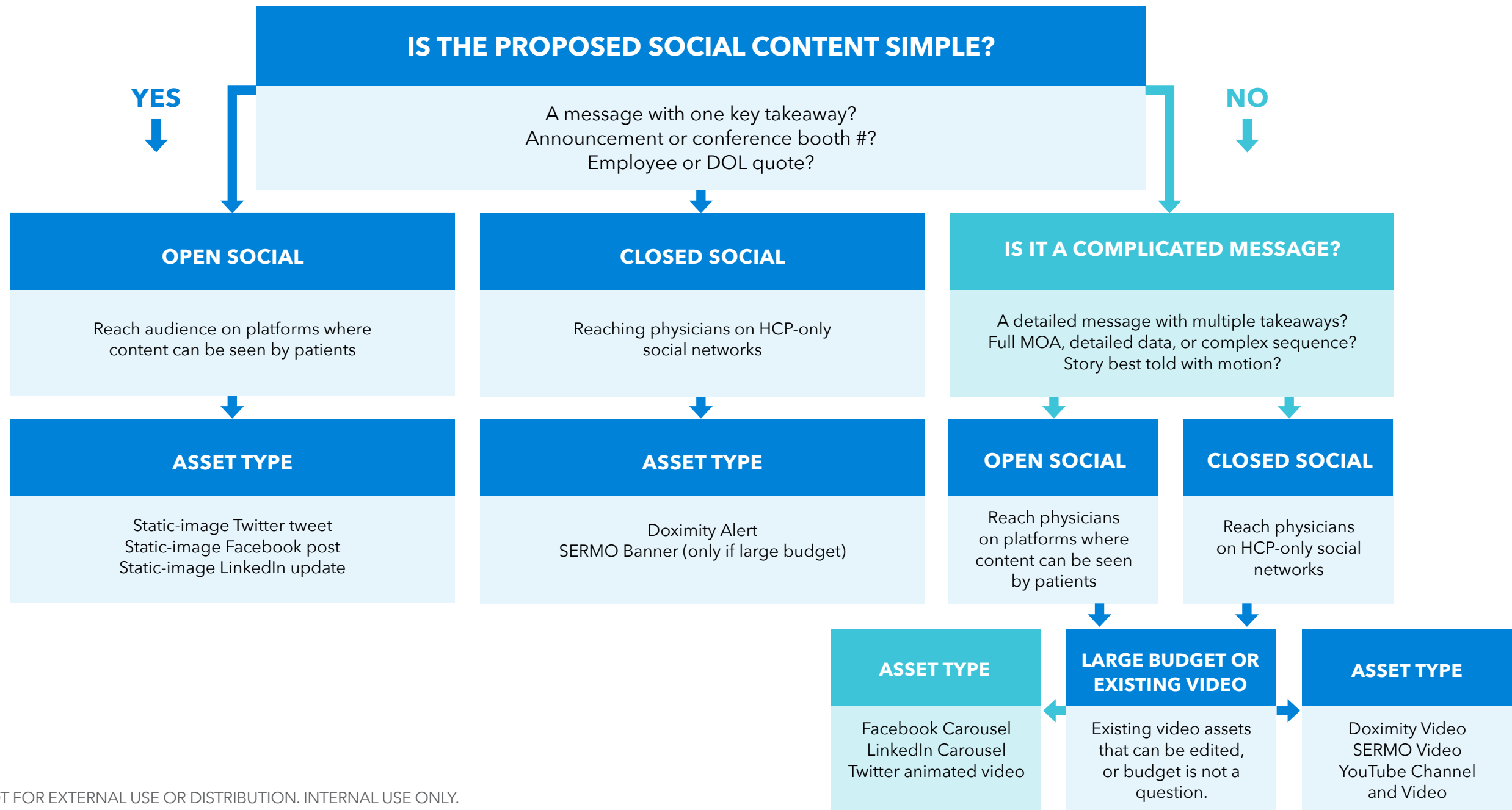
The social media development process will not differ much from development of other communications. Remember that all content needs to be approved, following the applicable local approval process.

The goal of your social media is not just about getting the word out but also about creating a shift or change in attitude and behaviour amongst your target audience.

AGILE CONTENT MAXIMISES REACH AND RELEVANCE



SAMPLE SOCIAL ASSET DECISION TREE



PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



DEFINING AND FINDING INFLUENCE: BEST PRACTICE

INFLUENCE IS A COMBINATION OF

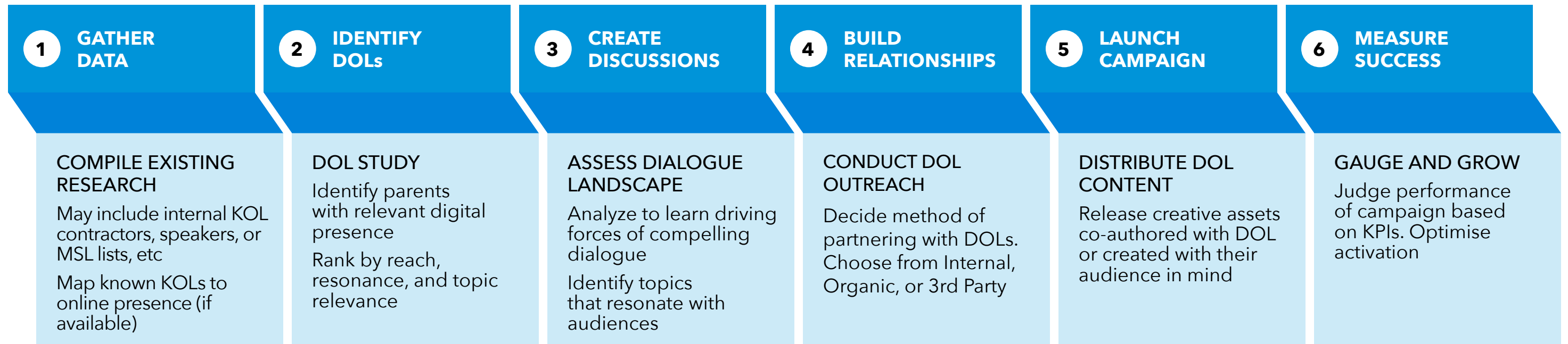
- Relevance** Volume of online disease/treatment conversation
- Reach** Followers across social channels and followers within target audience of parents
- Resonance** The audience's engagement with Digital Opinion Leader (DOL) content

KOL (Thought Leader)

Well-published, clinical study investigator, and established speaker on congress circuits. However, KOLs are disconnected from patients

DOL (Talk Leader)

Take clinical data or industry habits and curate for an audience into interesting bite-sized chunks with opinion. Often provide insight on patient sentiment and reaction



PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



INTRO | THINK | INFORM | **CREATE** | MANAGE | APPENDIX

TONE AND VOICE | CREATIVE CONSIDERATIONS

CONTENT STRATEGY

BEST PRACTICES

1 2

1 2 3

1 2 3 4 5 **6**

1 2 3 4

CREATIVE BEST PRACTICES



CONTENT

- Strive to make content unique
- Ensure clear prompts to action for users
- Focus content on a singular message with CTAs
- Promote understanding without relying on sound
- Target content to speak to your desired audience



VISUAL APPROACH

- Adjust visual elements to appropriate size and format
- Make sure fonts and graphic elements are easily legible across screen sizes
- Use font colors that are visible against backgrounds
- Design to encourage easiest possible consumption of information
- Make CTA prominent and clear

For help with creative best practices, please reference corporate guidelines, including Corporate Policy 407: Social Media, and local promotional guidance.



PUTTING BEST PRACTICE INTO ACTION

EXAMPLE 1:

- Timely and informative messaging
- Target audience can quickly relate
- Singularly focused message
- Visual approach promotes instant understanding
- Easy-to-read knock-out font
- Clear and prominent call to action



The advertisement on the smartphone screen features a purple background. At the top left, the text '1 BABY 2 CHECKUPS 3 COUNT' is displayed in a numbered list format. Below this, the main headline reads 'TODAY, BABY CHECKUPS ARE MORE IMPORTANT THAN EVER'. The central image shows a smiling doctor in a white coat and blue face mask, wearing green gloves, examining a young child. The Pfizer logo is visible in the bottom left corner of the ad, along with the text 'PP-PNP-USA-1707-01 Actor portrayal'. At the bottom of the ad, the website 'BABYCHECKUPSCOUNT.COM' and the 'Baby Checkups Count' logo are shown, accompanied by a 'LEARN MORE' button.

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



INTRO | THINK | INFORM | **CREATE** | MANAGE | APPENDIX

TONE AND VOICE

1 2

CREATIVE CONSIDERATIONS

1 2 3

CONTENT STRATEGY

1 2 3 4 5 6

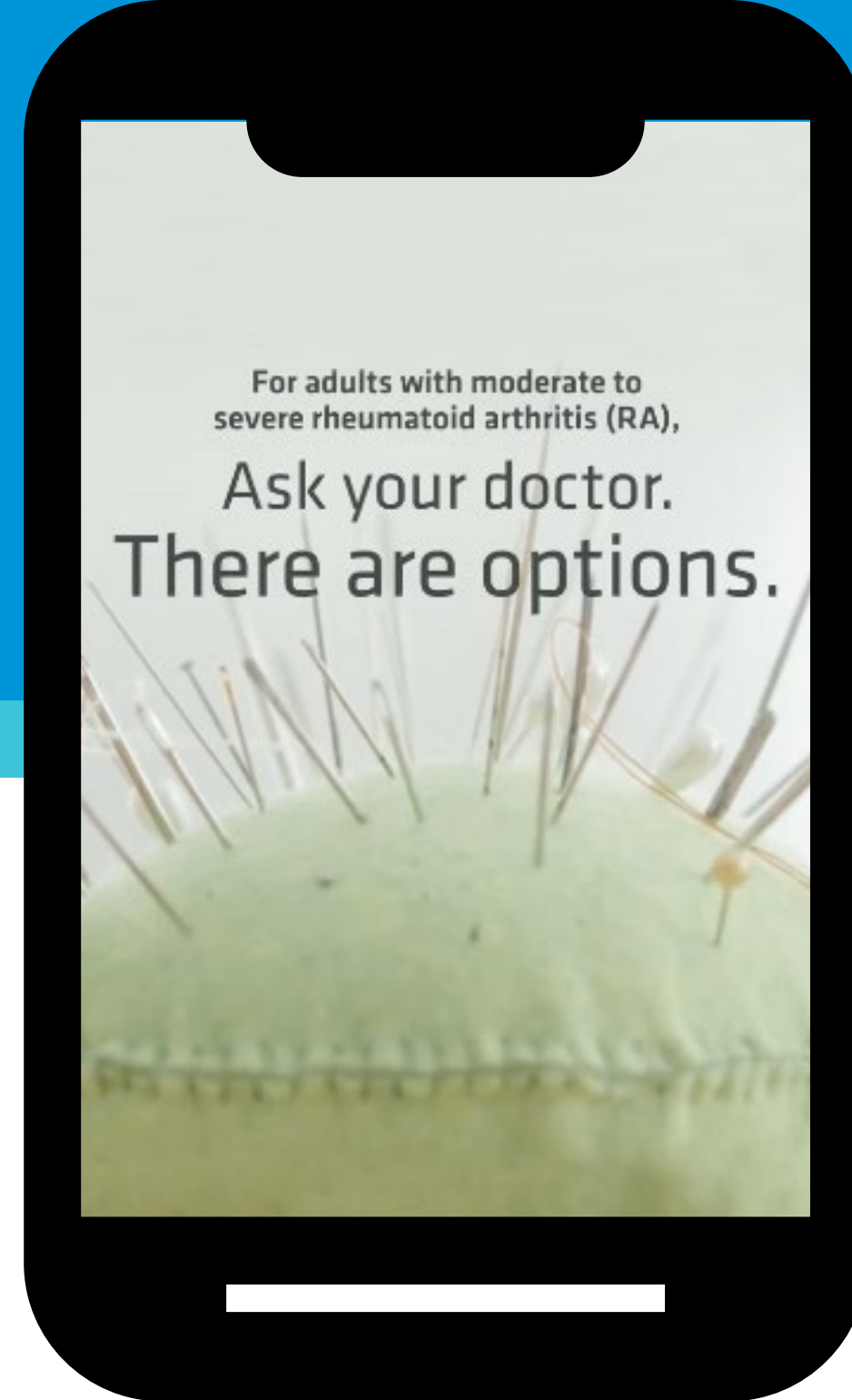
BEST PRACTICES

1 **2** 3 4

PUTTING BEST PRACTICE INTO ACTION

EXAMPLE 2:

- Engaging, provocative, and unique graphic
- Tells a story without relying on sound
- Singularly focused message
- Headline font color is easy to read
- Speaks directly to target audience
- Visual and copy combine to tell a story



AN INCLUSIVE MANDATE

Implicit bias trickles down to social media campaigns and how agencies select opinion leaders. A diverse team can help your brand gain valuable insight into the needs of those who you are trying to reach, which would otherwise be nonexistent. In addition, by having a more dynamic group of people working together, creativity and growth can occur in a way that is not possible with a team of similar backgrounds and experiences.

Internal Inclusion – Ensure the team is not homogenous and that no major disparities of race or gender exist within those selecting and managing the DOLs.

Educate Clients – We are well poised to show clients the value of working with diverse populations, the brand’s actual consumer. Millennials and Gen Z patients and HCPs seek brands who reflect them and share their values.

Mimic Audience – Imagine the audience reaction to your DOLs. Find those that represent your audience and brand values. They earn positive sentiment and affinity when leveraging the connection between DOL and community.

“We now have generations of consumers who are increasingly multicultural through the intersectionality of race, gender, ethnicity, and sexual orientation. This study clearly told us that these consumers expect brands to be inclusive and reflect the reality of their lives in advertising”.

- V. Lennon, Ipsos SVP, Multicultural Center for Excellence

68%

68% of LGBTQ consumers are more likely to purchase from a brand with advertising that positively reflects a variety of sexual orientations¹

69%

69% of Black consumers are more likely to purchase from a brand with advertising that positively reflects their race/ethnicity¹

[CLICK FOR SOURCE](#)

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



INTRO | THINK | INFORM | **CREATE** | MANAGE | APPENDIX

TONE AND VOICE

1 2

CREATIVE CONSIDERATIONS

1 2 3

CONTENT STRATEGY

1 2 3 4 5 6

BEST PRACTICES

1 2 3 **4**



1. Data from: Inclusive ads are affecting consumer behavior, according to new research. Think with Google. Accessed September 3, 2021. <https://www.thinkwithgoogle.com/consumer-insights/inclusive-marketing-consumer-data>



1	2
---	---

1	2	3
---	---	---

1	2	3	4	5	6
---	---	---	---	---	---

1	2	3	4
---	---	---	----------



MANAGE

- 1 Localising Strategies
- 2 Measuring Impact



COORDINATION BETWEEN GLOBAL AND LOCAL TEAMS

Set the processes in place for local teams to be agile with their media outreach to allow for continuous media engagement and coverage locally



GLOBAL TEAM

- Create a media activity plan based on core story pillars and news angles
- Map upcoming news announcements such as filing
- Create library of content around what journalists are influencers in
- Global template announcements
- Approval of local announcements through concept brief



LOCAL TEAM

- Refer to CANVAS platform to access globally approved messaging and assets and localise for approval within market
- Monitor the local landscape and executive travel for appropriate reporter education
- Mobilise local spokespeople to tell the story as opportunities arise
- Local reviews, translations
- Submission of concept briefs for local announcements

For help with creative best practices, please reference corporate guidelines and local RC guidelines, including Corporate Policy 407: Social Media, and local promotional guidance.



MEASURING THE IMPACT OF A SOCIAL CAMPAIGN

Our framework emulates a stakeholder/audience/customer journey or funnel. It links organisational goals and marketing objectives to tactical programming and metrics that demonstrate success relative to what we want a stakeholder to see, think, feel, do





APPENDIX

- 1 Glossary
- 2 Templates
- 3 Influencer Regulation
- 4 Corporate Policy 407: Social Media
- 5 Contacts

GLOSSARY OF SOCIAL MEDIA TERMS

@: Social media users include @username to mention another social media user in their post, who is notified.

Advocacy: When a brand is talked about positively on social. This can be through employees, customers, or brand advocates.

Awareness: Impressions generated by content on social media

Benchmark: A comparison to the standard. It allows a marketer to weigh the performance of an action by comparing it to a previous accomplishment.

Block: Facebook offers this feature to allow people to “block” other people from seeing parts of their Facebook, such as status updates, profile details, and similar info.

Cadence: Refers to the rhythm of publication: how often an account is posting/interacting on a social channel.

Comment: A response that is often provided as an answer or reaction to a blog post or message on a social channel.

CPA/Cost Per Acquisition: The cost for acquiring one customer for a campaign or channel.

CPC/Cost Per Click: The price paid for each user that clicks on the ad.

CPM/Cost Per Thousand: Measurement of the cost to reach 1,000 viewers/visitors/people.

CPV/Cost Per View: The cost paid for each view of video. A view is 3 seconds on Facebook, Insta, and Twitter. Views are 30 seconds on YouTube or the entire video if shorter.

DM: Direct Message. Private message sent to user, common on Twitter. Both users must follow each other for one to send a DM. DMs don't appear in public stream but go directly to the receiver.

Education: Receiving or giving instruction through social.

Engagement: Social media interactions (likes, comments, shares, etc)

Fan: Facebook pages do not gain “friends”, but “fans”, people who choose to “like” a page. Fans receive updates (events, photos, videos, posts) from a page in their personal news feeds.

Following: Subscribing to posts from a Twitter or Facebook account.

Follower: User who follows an account to receive posts in their news feed.

Hashtags: Words or phrases with the # sign in front of them, used to link together conversations on a particular topic.

KOL: Key Opinion Leader. Trusted, respected, esteemed industry member who is often cited.

KPI: Key Performance Indicator. Values used by marketing and social media teams to measure the performance of campaigns.

Like: A signal to allow social media users to provide their approval of content.

LinkedIn: A business-orientated social networking site mainly used for professional networking.

Mention: Mentioning other users in a tweet by including the @ sign, followed directly by their username.

Messages: Private messaging from one social media user to another, which can not be seen by anyone else.

Monitoring: The process of watching and responding to any mentions of a business within social media.

News feed (also Timeline): Constantly updated stream that appears when a user logs in. Mostly reverse-chronological but tailored based on trending topics, content, and behaviour. Facebook “timeline” refers to the feed of activity or posts from a specific user.



GLOSSARY OF SOCIAL MEDIA TERMS (cont'd)

Notifications: Alerts regarding updates from other users or interactions with an account's content by another user.

Profile page (or Wall): A user-curated personal page featuring the profile information for a user, as well as a feed of activity or posts from the user in reverse-chronological order. On Facebook, this can also feature content that a user has been tagged in or that has been posted directly to their page.

Profile info: The information a user provides when registering to use a social media channel, which includes a picture and basic information. Displayed on a user's profile page.

Promoted tweets: Tweets that are paid for by advertisers. These appear in timelines, at the top of search results, and elsewhere on the platform. They are clearly marked as "promoted".

Reach: The total number of people who have seen the content.

Reactions: Feature that allows Facebook users to respond to posts with an emoji, including "like", "love", "haha", "yay", "wow", "sad", and "angry".

Reply: A response to another user's tweet that usually begins with the @username of the person being replied to.

Retweet: A tweet that is shared with the followers of the account. Often used to pass along news or other valuable discoveries on Twitter, retweets always retain original attribution.

Sponsored post: Posts paid for by advertisers. These appear in news feeds and elsewhere. Clearly marked "sponsored".

Status update: A Facebook status update is a post shared on Facebook via the publisher box.

Sprinklr: A social media management platform. The system's interface is a dashboard and supports social integrations for Twitter, Facebook, Instagram, LinkedIn, YouTube, and more.

Tag (and Untag): Tags are a way of adding a particular user's name to a piece of content such as a photo, video, or status update. Users are usually notified when they are tagged.

Timeline (also News Feed): A constantly updated stream of updates that appears when a user first logs into their account. This is mostly reverse-chronological but is tailored for each user, based on trending topics, content, and user behaviour.

Target: Group of people defined by demographics or behaviour.

Traffic: Typically refers to traffic/visits directed at a brand's website through social, as in someone clicking from a FB post.

Trends: A trend is a topic or hashtag determined algorithmically to be one of the most popular on Twitter at that moment. Users can choose to tailor trends based on location and who they follow.

Twitter handle: A unique @username that contains fewer than 15 characters. It's used to identify a user on Twitter for replies and mentions. The "display name" is the longer name chosen for an account and has a limit of 50 characters.

Unfollow: When someone stops following an account. The account's posts will no longer appear in the news feed.

Wall (or Profile Page): A user-curated personal page featuring the profile information for a user, as well as a feed of activity or posts from the user in reverse-chronological order. On Facebook, this can also feature content that a user has been tagged in or that has been posted directly to their page.



SAMPLE AGREEMENT TERMS

We reserve the right to use your likeness and creative contributions, including written text, visuals, and audio, within digital platforms including, but not limited to, social media (Facebook, Instagram, Twitter, YouTube, LinkedIn, Snapchat, Sermo, Doximity, Skipta), owned websites, email and other digital media. The use may include separating audio from visual elements of video or transcribing audio. You agree to have your contributions promoted through paid media.

If our contracted Digital Opinion Leaders (DOL), Key Opinion Leaders (KOL), External Experts (EE), or “Influencers”, maintain their own professional or personal social media presences, we encourage the sharing of content created in partnership with <CLIENT> on such channels. When posting content created in partnership, the Influencer agrees to do so with language approved by <CLIENT>. The Influencer agrees NOT to post without the advance written permission of <CLIENT>.

The Influencer agrees to avoid mentioning the agreed competitors of <CLIENT> /The Advertiser: XXXX. The Influencer agrees to abide by all guidelines set in the Brand Rule Guidelines. All blog posts, social media content, and comments should be in good taste and free of inappropriate language and free of content promoting bigotry, racism, or discrimination based on race, ethnicity, gender, gender identity, religion, nationality, disability, sexual orientation, age, or health status.

The Influencer must disclose the nature of the relationship with hashtags like #Sponsored or #Ad. Statements should always reflect the Influencer’s honest and truthful opinions and actual experiences. The Influencer should only make factual statements about the <CLIENT> Advertiser or the Advertiser’s products which the Influencer knows for certain are true and can be verified.

IMPORTANT NOTE: Please ensure any agreements are locally reviewed and approved by legal, compliance or any other requisite internal stakeholders prior to finalisation.



STRATEGY/CONTENT ACTION PLAN TEMPLATES

STRATEGY DEFINITION

AUDIENCE INSIGHTS

AUDIENCE 1	AUDIENCE 2	AUDIENCE 3
------------	------------	------------

AUDIENCE INSIGHT _____	AUDIENCE INSIGHT _____	AUDIENCE INSIGHT _____
_____	_____	_____
_____	_____	_____

DEFINING OBJECTIVE ALONG JOURNEY

AWARENESS	CONSIDERATION	TRIAL	INTEGRATION / RX	ADVOCACY
BRAND OBJECTIVE	BRAND OBJECTIVE	BRAND OBJECTIVE	BRAND OBJECTIVE	BRAND OBJECTIVE
CADENCE DRIVE TO _____	CADENCE DRIVE TO _____	CADENCE DRIVE TO _____	CADENCE DRIVE TO _____	CADENCE DRIVE TO _____

PLATFORM SELECTION

AWARENESS	CONSIDERATION	TRIAL	INTEGRATION / RX	ADVOCACY
PLATFORMS	PLATFORMS	PLATFORMS	PLATFORMS	PLATFORMS
Paid tactics to target the consumer, as well as amplify and optimise content				

KPI DEFINITIONS

Performance metrics that are aligned with brand objectives and measure the success of the strategic action

CONTENT ACTION PLAN

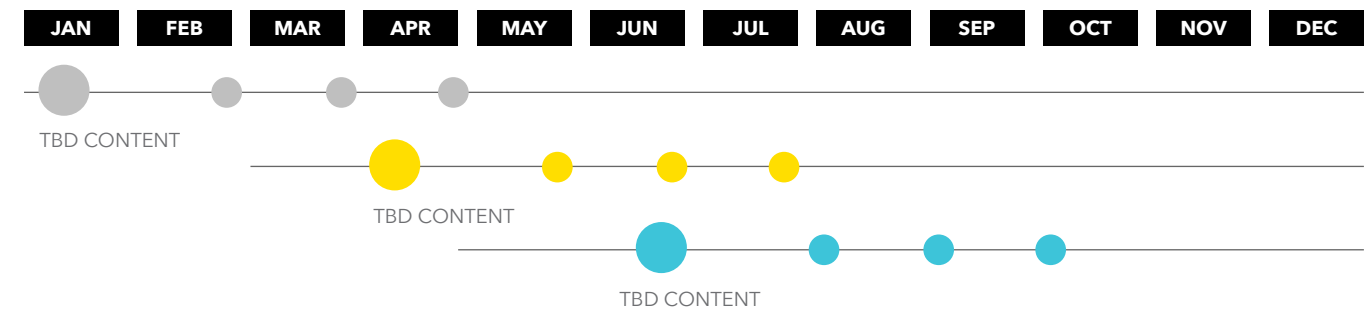
BIG SIMPLE IDEA

BRAND ROLE

AUDIT INPUT _____	AUDIT INPUT _____	AUDIT INPUT _____
_____	_____	_____
_____	_____	_____

DEFINING OBJECTIVE ALONG JOURNEY

TENTPOLE THEME 1	TENTPOLE THEME 2	TENTPOLE THEME 3
MICRO-MOMENT EXAMPLE 1	MICRO-MOMENT EXAMPLE 1	MICRO-MOMENT EXAMPLE 1
MICRO-MOMENT EXAMPLE 2	MICRO-MOMENT EXAMPLE 2	MICRO-MOMENT EXAMPLE 2
MICRO-MOMENT EXAMPLE 3	MICRO-MOMENT EXAMPLE 3	MICRO-MOMENT EXAMPLE 3



GLOBAL INFLUENCER REGULATION

MARKET	LAW REQUIRES DOL ADVERTISING CONTENT BE CLEARLY IDENTIFIED?	DOL CONTENT TO START POSTS WITH:	ORGANISATIONS ISSUING GUIDELINES / REGULATORS
AUSTRALIA	No express legal rules with respect to disclosing paid endorsements. Disclaimers should make it clear that content is an advertisement.	"Ad", "Advertisement", "Paid partnership"	The Australian Competition and Consumer Commission ("ACCC"). The Australian Association of National Advertisers ("AANA")
BELGIUM	Yes	"publicité" or "reclame" (advertising)	Belgian Advertising Council (Raad voor de Reclame/Conseil de la Publicité), Jury of Ethical Advertising (Jury voor Ethische Praktijken inzake Reclame/Jury d'Ethique Publicitaire)
CANADA	Yes	#ad, #sponsored, #XYZ_Ambassador, #XYZ_Partner ("XYZ" is a brand name)	Competition Bureau Canada
CHINA	Yes. New laws also mean that the celebrities and influencers, at least, must have used the product first-hand and have documentation to prove it.	AA or "Guǎnggào" (advertisement)	People's Republic of China (PRC) State & local Market Regulation Departments. State & local Radio & Television Administration Authorities, State & local Cyberspace Administration Authorities
FRANCE	Yes	"publicité" (advertising), "sponsorisé par" (sponsored by), "en partenariat avec" (in partnership with)	Observatory of French Advertising, Self-Regulatory Organisation (ARPP)
GERMANY	Yes	"Werbung" or #werbung (advertising)	Chambers of Commerce and Industry. Chambers of Crafts
INDIA	Yes	#ad, #sponsored	The Advertising Standards Council of India (ASCI)
INDONESIA	Courts haven't given much attention to influencer marketing. However, the ITE law prohibits fabricated and misleading news/ads through social media.	Iklan (advertising)	Indonesian Broadcasting Commission Komisi Penyiaran Indonesia

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



INTRO | THINK | INFORM | CREATE | MANAGE

APPENDIX

GLOSSARY

1 2

TEMPLATES

1 2

REGULATION

1 2

POLICY

1

CONTACTS

1

GLOBAL INFLUENCER REGULATION (cont'd)

MARKET	LAW REQUIRES DOL ADVERTISING CONTENT BE CLEARLY IDENTIFIED?	DOL CONTENT TO START POSTS WITH:	ORGANISATIONS ISSUING GUIDELINES / REGULATORS
ITALY	Yes	"Pubblicità" (advertisement) or "Promosso da... brand" (Promoted by...brand)	Italian Advertising SRI Jury (and Supervisory Committee), Italian Antitrust Authority. Advertising Self-Regulatory Institute (IAP in Italian)
JAPAN	No watchdog like FTC but organisations put guidelines in place. They have no legally binding power. Advertisers follow rules, as public backlash can be severe.	#PR	Consumer Affairs Agency, Japan Advertising Review Organisation JARO
MEXICO	No express legal rules to abide by with respect to how paid endorsements are disclosed. Disclaimers should make it clear that the content is an advertisement.	"#ad" or "#publicidad" (advertising)	Regulation spread through several laws applied by different authorities. Applicable law depends on the products or services
POLAND	Local Code of Ethics in Advertising, but Code does not include provisions on influencer marketing. Decisions issued may be a guide to acceptable practices.	"reklama" (advertisement) or "treść sponsorowana" (sponsored content). English only hashtags may be insufficient	Office of Competition and Consumer Protection
RUSSIA	Decided on a case-by-case basis. No mandatory wording or positioning requirements but disclaimers should make it clear it is an advertisement.	#направахрекламы (advertisement) English hashtags such as or "#ad" may not be sufficient	Federal Anti-monopoly Service (FAS)
SPAIN	Yes	"#ad" or "#publicidad" (advertising)	Advertising Code of Conduct published by AUTOCONTROL, The Spanish Advertisers Association (AEA), The National Competition Commission Authority (CNMC)
UK	Yes	"Ad", "Advert", "Paid partnership"	Advertising Standards Authority (ASA), Competition and Markets Authority (CMA)
US	Yes	"Ad", "Advert", "Paid partnership"	Federal Trade Commission

IMPORTANT NOTE: Please ensure you consult local legal and compliance colleagues to verify applicable laws, rules and regulations related to your proposed use of any influencers.

PFIZER CONFIDENTIAL - NOT FOR EXTERNAL USE OR DISTRIBUTION. INTERNAL USE ONLY.



INTRO | THINK | INFORM | CREATE | MANAGE

APPENDIX

GLOSSARY

TEMPLATES

REGULATION

POLICY

CONTACTS

1 2

1 2

1 2

1

1

CORPORATE POLICY 407: SOCIAL MEDIA

CORPORATE POLICY 407: SOCIAL MEDIA

Version: 1.8 | Effective Date: 12/09/2010 | Last Updated: 10/21/2019

Sponsoring Division: Corporate Affairs
Policy Contact: Jennifer Kokeil | Contact Email: jennifer.kokeil@pfizer.com

Purpose

This Policy serves as Pfizer's policy and procedures regarding Colleagues' and Contingent Workers' use of Social Media. For purposes of this Policy, "Social Media" refers to social networking, websites, software applications, or messenger applications that enable users to create and share content or to participate in social networking and conversations.

This Policy applies to Social Media platforms (a) created by Pfizer that use Pfizer Information Systems (as defined in the Definitions), or (b) that make reference to Pfizer or Pfizer's business, products, people, Colleagues and former Colleagues, Contingent Workers, policies, research, relationships and competitors (collectively "Pfizer's Interests"), including personal use of Social Media that references Pfizer's interests.

Impact

This Policy has a direct positive impact on Pfizer's reputation, communication, and connection with patients and other stakeholders and Colleague engagement. Data shows that information shared by members of one's own community, including family, friends, neighbors and beyond, is trusted more than information derived from other sources. Arguably, the most powerful tool we have to communicate Pfizer's stories of innovation, patient centrality and Colleague commitment is Social Media. This Policy provides the "do's and don'ts" for Colleagues and Contingent Workers to lead the conversation as part of our Bold Moves.

Scope

This Policy applies to all Colleagues and Contingent Workers globally.

Non-compliance: You must comply with this Global Policy. Failure to comply with this Global Policy may result in disciplinary consequences, up to and including termination, and Pfizer has sole discretion to determine the appropriate disciplinary action. Contingent Workers will be subject to discipline according to the terms and conditions of the agreement with the contracted service provider.

Breakthroughs that change patients' lives | Pfizer Internal Use Only | Pfizer | 1

CORPORATE POLICY 407: SOCIAL MEDIA

Guiding Principles

These Guiding Principles help you understand why the Policy is in place and should always be followed when using Social Media platforms.

- Share Appropriate Information
- Be Accountable
- Approved Product References Only
- Disclose Pfizer Ties
- Report Adverse Events

Policy

Share Appropriate Information

We only communicate information that is appropriate for the audience. If the material is not appropriate for the audience, it could expose Pfizer to risk. If in doubt, ask first, post later.

To ensure we only share appropriate information, we must follow these requirements:

Do	Don't
<ul style="list-style-type: none"> Be Transparent and Make Necessary Disclosures (e.g. #PFCEColleague) Share Unbranded Content from Pfizer-Owned External Digital and Social Channels Use good judgment and consider Pfizer's (and your) reputation when "liking" third-party posts, adding commentary or engaging in a dialogue online Obtain necessary permissions for photos or videos Be truthful, accurate and respectful Report Adverse Events (AEs) 	<ul style="list-style-type: none"> Disclose Material Nonpublic Information or other confidential, proprietary, or personal information Reference Pfizer products or content related to specific pipeline or in-line products ever unless your use and reference has been approved by Legal Let personal Social Media activities interfere with your job responsibilities or performance Take excerpts of documents being posted, town halls, articles, etc. Speculate on the potential financial impact of any announced or potential business development transactions, study results, pipeline or other developments

Please refer to [Q&A](#) and [best practices](#) for more information.

Breakthroughs that change patients' lives | Pfizer Internal Use Only | Pfizer | 2

CORPORATE POLICY 407: SOCIAL MEDIA

Share Pfizer's Approved Content from Pfizer-Owned Channels:

You are encouraged to share on your personal social media accounts unbranded Pfizer material available on Pfizer corporate handles and sites. Examples include: [Pfizer LinkedIn](#), [@Pfizer on Twitter](#) and Pfizer's [Instagram](#), [Pfizer.com](#), [Breakthroughs.com](#). See a full list of social media accounts [here](#).

Do not share any content related to specific pipeline or in-line products.

Use Good Professional Judgment in Adding Commentary:

Use good professional judgment and consider Pfizer's (and your) reputation when "liking" third-party posts, or when adding additional brief and neutral commentary when sharing such as "An interesting post from Pfizer", "Proud to be a Pfizer colleague," "PFizerProud!", "Sharing some interesting information from Pfizer."

Excerpts or Third-Party Content:

You should not post excerpts/content from an article, town hall, or third-party if it is about Pfizer, Pfizer's interests or includes brand mentions, unless approved by legal to do so.

No Unauthorized Disclosures:

Colleagues and Contingent Workers are not permitted to disclose non-public, confidential, proprietary or personal information.

See [Corporate Policy #401 Safeguarding Corporate Proprietary/Confidential Information](#) Also see [Corporate Policy #404 Protecting the Privacy of Personal Information](#)

Refer Media Inquiries:

All media inquiries should be handled in accordance with [Corporate Policy #409 Relations with the News Media](#), which provides guidelines for dealing with news media (1) under normal business circumstances and (2) in the event of crises or disasters at any Pfizer location worldwide.

If you receive an inquiry from a reporter, please contact Pfizer Media Relations. For further guidance, contact your local legal colleague.

Breakthroughs that change patients' lives | Pfizer Internal Use Only | Pfizer | 3

CORPORATE POLICY 407: SOCIAL MEDIA

Be Accountable

We must be accountable and take ownership and responsibility for our role in Pfizer's business activities, including using approved accounts and tools and obtaining necessary permissions.

Personal Social Media Time:

Do not let your personal social media actions interfere with your day-to-day work at Pfizer. Use your discretion on the best times to be active and on posting appropriate content consistent with Pfizer policies. Values and your job responsibilities. In addition, always be truthful, accurate, and respectful.

Creating Pfizer Social Media Accounts & Websites:

If it is within your business role to create a new social platform, website, app, etc., contact Pfizer Digital's [Digital Solutions and Enablement Team \(DSE\)](#) to get started.

Please also reach out to your local Digital representative.

Be sure to follow directions from the [Customer Program \(CEP\)](#) Resource Center. Do not launch anything without this step. See e.g., [Corporate Policy #502 Management of Safety Information for Customer Engagement Programs \(CEPs\)](#) Policy and [Corporate Policy #502a Management of Safety Information for Customer Engagement Programs \(CEPs\) Procedure](#) for additional information.

Please make sure to have a business justification to create any new accounts, and proper reporting to maintain them.

Social Media by Executives:

Please refer to the [Executive Personal Social Platform Policy](#) when establishing a personal social platform for a Pfizer executive, (Executive Leadership Team or those that report to the Executive Leadership Team) or a communications executive supported by a Pfizer communications colleague.

Pfizer Approved Applications & Messenger Tools:

Conducting Pfizer business on third-party applications and tools can put the company at risk, including:

- Loss of important non-public information due to cyber- or information security breach;
- Inability to maintain, retain, or access business records for purposes of satisfying regulatory obligations for document retention; or
- Failure to comply with data privacy regulations or requirements.

Business communications must only take place on approved Pfizer information systems or applications. Use of Pfizer Information Systems for Social Media Activities, including for

Breakthroughs that change patients' lives | Pfizer Internal Use Only | Pfizer | 4

CORPORATE POLICY 407: SOCIAL MEDIA

personal use, is subject to [Corporate Policy #403 Acceptable Use of Information Systems](#). All Colleagues and Contingent Workers should refer to that policy for further details.

Obtain Necessary Permissions:

Make sure any individual mentioned in Social Media content - text, a photo, video, etc. - has given their permission.

Approved Product References Only

We must represent product information accurately. If product information is not communicated appropriately, it could potentially pose a risk to Pfizer and our patients.

Mentioning a Brand: External Social Media

Any external Social Media content that discusses Pfizer's products and disease states requires prior approval from Legal and the applicable Product Review Committee. In some instances, it must be submitted to regulatory authorities as required by local laws and regulations. If the content is news related, e.g., a press release, the Product Review Committee will determine if it is newsworthy and not promotional.

External Social Media relating to Pfizer's products and/or conditions and disease states:

- must clearly disclose that the communication is sponsored by Pfizer;
- must be fully consistent with the approved product labeling and with all applicable Pfizer policies;
- must give a fair and balanced presentation of the benefits and risks; and
- should appear only in appropriate media which allow for:
 - inclusion of essential information such as the established name and indication as well as the important safety information for the product;
 - a link to the complete prescribing information; and
 - a balanced presentation of safety and effectiveness information with comparable prominence and readability.

External Social Media relating to our products must not permit open fields that allow for comments or responsive posts. Exceptions to this prohibition must be approved by the appropriate Division or group, Legal Colleague, and Regulatory law.

Open fields on external Social Media relating to disease states may be enabled and requires monitoring and reporting according to [Corporate Policy #403 Your Responsibility to Report Information about the Safety, Quality, and Performance of Pfizer Products](#). Content related to disease states must be approved by the appropriate Division or group, Legal Colleague, and Regulatory law.

Breakthroughs that change patients' lives | Pfizer Internal Use Only | Pfizer | 5

CORPORATE POLICY 407: SOCIAL MEDIA

Mentioning a Brand: Internal & External Social Media

Social Media (whether internal or external) relating to Pfizer's products and conditions/disease states must include legal terms setting forth the conditions for use, e.g., "Terms of Use," "Terms and Conditions." These legal terms will be provided by your Division or Legal. There may be certain Social Media platforms for which such terms are not required. No Social Media relating to prescription pharmaceutical products or conditions/disease states (whether internal or external) may launch without receiving such terms from Pfizer legal counsel or receiving Legal's approval for launch without such terms.

Social Media (whether internal or external) relating to Pfizer's products and conditions/disease states must be preserved in accordance with [Corporate Policy #405 Records & Information Management Policy and Procedure](#). All Colleagues and Contingent Workers should contact the Legal Division if they have any questions.

Disclose Pfizer Ties

If you choose to, you can interact with Pfizer affiliated content on Social Media provided you disclose your Pfizer relationship when sharing on Social Media.

Be Transparent

Anyone who refers to Pfizer in posts on external Social Media must disclose their association with Pfizer by including a disclaimer in their profile such as "#PFCEColleague" and "options are my own."

Report Adverse Events

If you encounter information concerning the safety of a Pfizer product on the internet or in Social Media, forward the information to the appropriate safety personnel in accordance with [Corporate Policy #503 Your Responsibility to Report Information about the Safety, Quality, and Performance of Pfizer Products](#).

Raising Concerns: If you become aware of a potential violation of this Global Policy, you must immediately report the incident in accordance with the steps described in the [Blue Book](#) and [Corporate Policy #501 Lawful and Ethical Behavior](#). Reporting channels may vary by market and its local privacy laws.

Breakthroughs that change patients' lives | Pfizer Internal Use Only | Pfizer | 6

CORPORATE POLICY 407: SOCIAL MEDIA

References

Reference	Applicable section(s) of the Policy
CP #401 Safeguarding Corporate Proprietary/Confidential Information	No Unauthorized Disclosures
CP #403 Acceptable Use of Information Systems	Pfizer Approved Applications & Messenger Tools
CP #404 Protecting the Privacy of Personal Data	No Unauthorized Disclosures
CP #405 Records and Information Management Policy and Procedure	Mentioning a Brand: Internal & External Social Media
CP #409 Relations With The News Media	Refer Media Inquiries
CP #502 Management of Safety Information for Customer Engagement Programs (CEPs) Policy	Creating Pfizer Social Media Accounts & Websites
CP #502a Management of Safety Information for Customer Engagement Programs (CEPs) Procedure	Mentioning a Brand: External Social Media
CP #503 Your Responsibility to Report Information about the Safety, Quality, and Performance of Pfizer Products	Report Adverse Events
Blue Book	The Summary of Pfizer Policies on Business Conduct
Executive Personal Social Platform Policy	Social Media by Executives

Glossary

Term	Definition
Contingent Worker	Please refer to Corporate Policy #108 Contingent Worker Engagement
Colleague	A person who works for Pfizer
Division	A person who works for Pfizer
Pfizer Information System	Please refer to Corporate Policy #403 Acceptable Use of Information Systems
Material Information	Please refer to Corporate Policy #504 Treatment of Material Nonpublic Information . Material information is any information that a reasonable investor would consider important in deciding whether to buy, sell or hold securities. Any information, whether positive or negative, that could reasonably be expected to affect the price of the security should be considered material. Examples of developments usually considered to be material may be found in Corporate Policy #504 Treatment of Material Nonpublic Information .
Nonpublic Information	Please refer to Corporate Policy #504 Treatment of Material Nonpublic Information .
Personal Information	Please refer to Corporate Policy #404 Protecting the Privacy of Personal Data
Proprietary/Confidential Information and Trade Secrets	Contents of any formula, pattern, device or compilation of information maintained in secrecy which is used in business, and which gives that business an opportunity to obtain an advantage over competitors who do not

Breakthroughs that change patients' lives | Pfizer Internal Use Only | Pfizer | 7

CORPORATE POLICY 407: SOCIAL MEDIA

know about it or use it. The nature of the Company's business operations may also constitute proprietary/confidential information and/or trade secrets.

Term	Definition
Applications	Applications are self-contained software that are typically served via a website or mobile device. Applications may be used to deliver information or content, increase user interaction, or provide a service. Common examples of applications are widgets, advergimes, and device-specific software like iPhone or BlackBerry Apps.
Audio Syndication (Podcasts)	A podcast is a series of digital media files (either audio or video) that are released episodically and downloaded through web syndication. The mode of delivery is what differentiates podcasts from other ways of accessing media files over the Internet. The classification of a podcast refers to audio files that are shared online and meet the following three criteria: first, that it is episodic; second, that it is downloadable; and third, that it is program-driven, mainly with a host and/or theme. Popular delivery methods include RSS, Atom, and ODPML. Popular listening platforms include iTunes, Zune, Juice, and Windows.
Blogs	A blog (a contraction of the term "weblog") is a type of website, usually maintained by an individual regular entries of commentary, descriptions of events, or other material such as images or video. Entries are commonly displayed in reverse-chronological order. Popular blog platforms include Blogger, Wordpress, TypoPad, LiveJournal, and Live.
Hashtag	A hashtag is a keyword or phrase preceded by the hash symbol (#), written within a post or comment to highlight it and facilitate a search for it. Essentially, by including hash marks in your post, it can be indexed by the social network so that it can be discoverable to anyone, even if they're not your followers or fans.
Image Sharing	Image sharing websites allow individuals to upload digital images or photos to the internet via an image host. The image host will then store the digital images on its server and display them to its visitors, typically along with a variety of sharing tools and code options. Visitors may use these options to display the digital images on different websites in addition to the website operated by the image host. In some instances, users may be allowed to download original copies of the digital images to their own computers.
Immersive Video	360-degree videos, also known as immersive videos or spherical videos, are video recordings where a view in every direction is recorded at the same time, shot using an omnidirectional camera or a collection of cameras. Broadcasting a live video feed on a social media platform that allows the audience to participate.
Live Video	Streaming a live video feed on a social media platform that allows the audience to participate.
Microblogs	Microblogs are a form of blog that allows users to send brief text updates or micromedia such as images or video and publish them. These messages can be submitted by a variety of means, including text messaging, instant messaging, e-mail, digital audio or the web. Microblogs differ from traditional blogs in that entries are typically smaller in actual size and aggregate file size. Popular microblog platforms include Twitter, Tumblr, Yammer, Pownce, and Plurk.

Breakthroughs that change patients' lives | Pfizer Internal Use Only | Pfizer | 8

CORPORATE POLICY 407: SOCIAL MEDIA

Social Network

Social networks focus on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social networks provide a variety of ways for users to interact, such as user profiles, image and video sharing, interest-based groups, public discussion threads, private messaging, and instant messaging services. Popular social networks include Instagram, Twitter, LinkedIn, Facebook.

User Forums and Discussion Boards

User forums are similar to social networks, but with less robust personal networking options. The focus of a user forum, which is also sometimes referred to as a discussion or message board, is a threaded conversation platform in which members discuss issues according to pre-defined topics. Each discussion has opportunity for response from other members of the forum and is normally maintained in reverse chronological order, with the most recent comment being displayed at the top of the thread. In many cases, members may also create user profiles and send each other private messages, similar to a social network; however, the focus of a user forum remains strongly centered on threaded discussions.

Video Sharing

Video sharing websites allow individuals to upload video clips to the Internet via a video host. The video host will then store the video on its server and display the video to its visitors, typically along with a variety of sharing tools and code options. Visitors may use these options to display the video on different websites in addition to the website operated by the video host. In some instances, users may be allowed to download original copies of the video files to their own computers. Popular video sharing platforms include YouTube, Metacafe, DailyMotion, Revver, and Big TV.

Virtual Reality

Virtual reality is a simulated experience that can be similar to or completely different from the real world. Applications of virtual reality can include entertainment and educational purposes. Other, distinct types of VR style technology include augmented reality and mixed reality.

Websites

Websites or web site is a collection of related network web resources, such as web pages, multimedia content, which are typically identified with a common domain name, and published on at least one web server. Notable examples are Pfizer.com, wikipedia.org, google.com, and amazon.com.

Wikis

Wikis are websites that allow users to create web pages that are collaboratively edited using a common web browser. Wikis are often used to create collaborative websites, to power community websites, for personal note taking, in corporate intranets, and in knowledge management systems. Popular wikis include Wikipedia and Wikihow.

Breakthroughs that change patients' lives | Pfizer Internal Use Only | Pfizer | 9

Click to review as full-size document



CONTACTS

WHO TO CONTACT IF YOU HAVE QUESTIONS

- Please reach out to your own local regulatory, legal, and compliance groups for further guidance on any social media-related questions

- Prevenar 13 Global Marketing Contacts

Andy Harvey

Andrew.Harvey@pfizer.com

Lucia Berrocal

Lucialsabel.Berrocal@pfizer.com

- Pfizer Legal Compliance and Regulatory

- Media Leads

Christine Hanson

Christine.Hanson@pfizer.com

- TBWA WH Account

Ellie McCabe

Ellie.McCabe@tbwaworldhealth.london

- Facebook

Help Center

<https://www.facebook.com/help>

- Twitter

Help Center

<https://support.twitter.com>

Twitter Analytics

<https://analytics.twitter.com>

- YouTube

Help Center

<https://support.google.com/youtube/>

YouTube Analytics

<https://www.youtube.com/analytics>

