

# Pharma Blogging: Speaking Out

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## Abstracts

Blogging offers Pharma companies the opportunity to engage with key constituencies in an informal manner, the ability to present their interpretation of stories pertaining to their organization in their own words, and the chance to open up a dialogue with their readership. However, the very liberties that the blogging format affords the industry can simultaneously be perceived to present risks to those companies that elect to utilize it. Perhaps as a consequence of this, relatively few companies have made the decision to establish a blog.

This report focuses upon the benefits that blogging can confer upon those Pharma companies that decide to experiment with the format, and identifies the methods being used to mitigate such perceived risk as may be encountered. The matter of defining the primary purpose of a Pharma company blog, establishing a blog's strategic purpose, and classifying for whom a blog is written are also reviewed in detail.

This report offers first-hand insights from leading industry experts into the nature of the content they publish via the blog, the tactical considerations they bear in mind whilst doing so, their comment management protocols, and the metrics they utilize in order to measure their success.

'Pharma Blogging: Speaking Out' features Greg Kueterman of Eli Lilly's 'LillyPad', Tony Jewell of AstraZeneca's 'AZ Health Connections', and Marc Monseau of Johnson & Johnson's 'JNJ BTW'.

## Scope

The report addresses the following key issues in Pharma blogging:

Strategy, planning, production

Content types, geographical focus, and internal processes

Procedures for dealing with comments

Metrics and measurement, including comment tracking and visitor numbers

Defining the success of the blog

Shared learning and best practices

Featuring a contextual introduction, subject insights derived from original interviews, and a concluding section offering participants' reflections on possible futures for Pharma blogging, as well as advice for those who may be preparing to launch a Pharma blog on behalf of their own organization, 'Pharma Blogging: Speaking Out' is required reading for all those interested in What's Next in effective contemporary healthcare communications.

## Contents

### STRATEGY

Why did your company create a blog?

What is the blog's strategic purpose?

What in your opinion is the primary purpose of a Pharma company corporate blog?

For whom is your blog written?

### CONTENT

Who is involved in the creation of your blog?

What type of content is included in your company's blog?

Are there any areas the blog does not currently address that you think it could?

What considerations do you bear in mind in creating content for a global audience?

### TACTICS

What tactical considerations are most important in managing the blog?

What Search Engine Optimization activities are undertaken in support of the blog?

To what internal processes must the production of the blog's content conform?

How are the blog's comments managed?

### MEASURING SUCCESS

How do you measure the blog's success?

What does the blog do well, and what have been its greatest triumphs to date?

What do you believe accounts for the blog's popularity?

What issues has the blog faced?

### REGULATION AND GUIDANCE

Why do so few pharmaceutical companies blog?

Can you envisage there ever being a proliferation in the number of blogs a company maintains, or are we destined to continue to see 'one company, one blog' presences?

### CONCLUSION

What is the future of the pharmaceutical company corporate blog?

What advice would you give to those considering starting a Pharma corporate blog?

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