

## Influencer Marketing

# Social Media Analysis



# Influencers can be More Impactful on TikTok Than Other Platforms

Dances, jokes, short and intense stories, or challenges are worth succeeding in the new fashionable social network. TikTok's **popularity grew like foam during the Covid-19 confinement** – in the first quarter of the year, it had more **than 315 million downloads** - and health professionals have not missed the opportunity to join it.

And it is that doctors, nurses, and pharmacists have seen this application as a perfect channel to offer basic health information, disprove hoaxes and connect more with the patient, especially with the youngest. This is the case of **Manuel Domínguez**, who decided to join the platform at the beginning of the pandemic to bring **"the most basic preventive measures against Covid-19 to the population group that is most difficult to reach normally."** And he succeeded today. His channel has 136,400 followers.

## The Perfect Influencer Partnership Leading to a Breakout TikTok Success Story

Health workers on TikTok: "We can dispel doubts and get closer to the population."

He is to look for medical topics that may be interesting and adapt them to the "trend" content of the moment

### #dr.dominguez

Manuel Domínguez, a doctor who has just finished his pathological anatomy residency at Hospital Puerta del Mar in Cádiz, says that "People have many doubts regarding health education, and I believe that it is in our power to change this situation since with tools like this we have the possibility of transmitting our knowledge to a huge number of people at the same time."



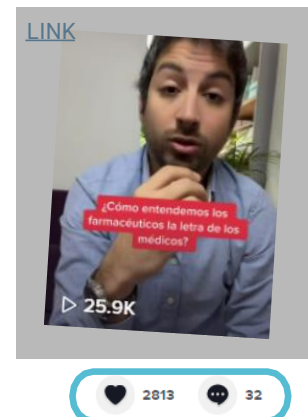
The pharmacist continues to grow in popularity

### #farmaceuticofernandez

It already reaches 1.2K followers just a couple of months after starting "to try" on TikTok, and its followers are very young. He acknowledges that he has not received any criticism, and, with his videos, he has generated greater confidence in the patients who come to his pharmacy and now ask him things "that they did not ask before".



Their followers ask what they want to know in the comments themselves or even through private messages on Instagram.



# LinkedIn is another social platform where it allows you to build your audiences

Allows you to share content, debates, videos, etc. that transmit messages of interest to you, both with your network of contacts and with professional groups of which your profile is a part.

Making your market, and only your market, aware of the solutions and benefits your products and services provider is critical. The objective of advertising on LinkedIn is to place your messages and content beyond your professional communities, that is, your usual audiences.

Advertising allows you to get out of your sphere of influence to impact professionals and managers who are out of your reach and who, on the other hand, although less familiar with your brand, are the vast majority.

## The best recommendation is “Talk To Your Network.”

Dialoguing with our network on topics that we know, we can demonstrate our expertise, areas of interest, educational level, and motivation.

LinkedIn post from **Clínica Universidad de Navarra** from their LinkedIn account mentions the specialist in hematology Dr. Jesús San Miguel and congratulates him for being the most cited in Spain.

The hematologist **Jesús San Miguel Izquierdo**, director of Clinical and Translational Medicine at the University of Navarra and medical director of the University Clinic of Navarra, is the third most cited scientist and first active clinical specialist in Spain, according to the ranking published by the Group for Diffusion of Index H (DIH).



In **#LaMarcaQueDejas** launched a new initiative: "The mark you leave, beyond the consultation", in which we want to give visibility to solidarity stories of health professionals.

They want them to share the experiences and experiences through solidarity and sustainable initiatives in which they participate during their free. They invite you to discover the first story. **Adrián Mosquera Orgueira**, the hematologist at **the University Clinical Hospital of Santiago de Compostela**, dedicates his free time to taking care of animals in situations of helplessness with which, in addition to accompanying them, he shares affection.



# YOUTUBE in Spain during the year 2021

With 37.4 million visitors per month, YouTube is used by 89.3% of Spanish Internet users

37.4 million Spanish people over the age of 18 watch videos on YouTube. Those most affected by the platform are young people between 18 and 44 years old, who represent 53% of the total audience, followed by people between 45 and 54 years old, who represent 12.2% of the audience, and finally, over 55 years of age, who represent 16.2% of the audience.

► **Specialist: General Doctor/Hematology**

La Chuleta De Osler

Channel with drawings, illustrations, cheat sheets and schemes to study medicine more easily

## Author by: Augusto Saldaña

He is a doctor and has a channel for students or health professionals (medicine, nursing, assistants, and technicians). He also has a website: [www.lachuletadeosler.com](http://www.lachuletadeosler.com), Instagram: chuletadeosler, and Twitter: @chuletadeosler.



► **Groups/Channel**

GrupoAsisa

Channel to learn about health advice from a specialist. Health specialist from 40 years ago

## Hematology Doctors Community

This video talks about the specialty of hematology and chemotherapy that studies diseases of the blood and the organs that produce it, such as the bone marrow, the lymph nodes, and the spleen.



► **Patients with ITP**

La Meva Salut

Púrpura Trombocitopénica Idiopática- SofiRo (Día en la clínica + Storytime)

## Personal life from an ITP patient

Sofia tells her personal life and reconciles ITP disease daily in this video. She shows a day in the hospital.





# FACEBOOK In Spain it has a huge penetration, counting 87% of the population with a profile

In 2020, the total number of Facebook profiles in Spain was approximately 22 million.

There are more than 20 million Facebook users in Spain, most of them concentrated in Madrid and Barcelona. The social network is viral among millennials, and both genders seem to have succumbed to Facebook equally.

► **Specialist: General Doctor/Hematology**

Dr Santiago Bonanad

Head of the Haemostasis and Thrombosis Unit of the Hospital Universitari i Politècnic La Fe de Valencia

## Hematólogo en Saltillo

In this video, Dr. Santiago sends information and #recommendations about #COVID19 for patients with #haemophilia and #HIV.



Message from Dr Santiago Bonanad for hemophilia patients.

► **Groups/Channel**

LACERCA

#España Haematologist de #CLM

## LaCerca.com

Coordinated by haematologists Sonia Herrero Martín and Agustín Rodríguez Alén, from the Hospital Universitario de Guadalajara and the Complejo Hospitalario Universitario de Toledo, respectively, it aims to offer all professionals quick and accessible information on the different types of anticoagulant drugs and their antidotes.



They have prepared a guide to bring professionals closer to information on the use of anticoagulants #Coronavirus #Covid19.

► **Patients with ITP**

Kiara's Story

"Voice of Patient" by Dr. Paúl Jaramillo T. - Haematologist Facebook account in this video a Patients

## PTI -Ermin Story-



Testimonio PTI superada La purpura trombocitopenica inmune es una enfermedad frecuente en la cual nuestro organismo destruye nuestras...

In this video, the Dr. Paul gives the voice to a patient with his ITP testimony and how he has overcome it.

# INSTAGRAM has tripled its user community in the last five years

Instagram marks a new milestone by reaching 20 million users in Spain, representing a growth of 25% compared to 2019.

The Instagram social network has practically tripled its user community in the last five years: it has gone from 7.4 accounts in 2015 to 20 million in 2020. Most of its users are between 18 and 39 years old, which keeps it as the preferred social network for millennials, at least for now.

## ► Specialist: General Doctor/Hematology

Dr. Hernandez

Hematologist - Dr. A Alegre Amor

## hematologo.drahernandez

In this post, the hematologist presents a virtual course at the Madrid School of Health to inform his patients about Immunotherapy in Onomatology.



Advanced therapies in haematology: immunotherapy in onomatology - educational video.

## ► Groups/Channel

SEHH

Pioneering medical specialty in innovation

## sociedad\_espanola dehematologia

The posts are focused on ensuring the proper development of the specialty of Hematology and Hemotherapy in Spain, giving a voice to specialists, holding congresses, events, etc.



sociedad\_espanoladehematologia

63 posts 823 followers 460 following

SEHH

Medical & health

📍Sociedad Española de Hematología y Hemoterapia

🏥Especialidad médica pionera en innovación

👤En España hay cerca de 2.800 hematólogos

[youtu.be/5rKoHrvWUEA](https://youtu.be/5rKoHrvWUEA)

Spanish Society of Hematology and Hemotherapy. In Spain, there are about 2,800 haematologists.

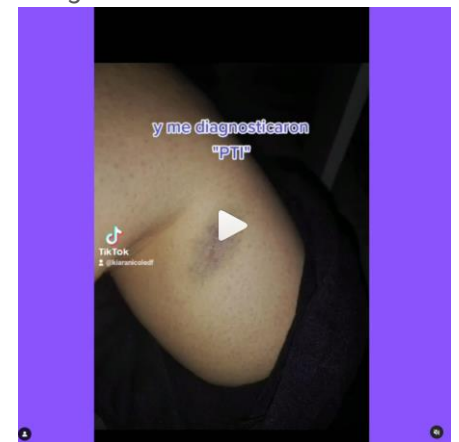
## ► Patients with ITP

Kiara's Story

Testimony of a patient diagnosed with ITP

## PTI -Kiara's Story-

In this post, Kiara is a patient who tells her story of when she was diagnosed with ITP.



Information and support for people with ITP (Immune Thrombocytopenic Purpura) and their caregivers and loved ones

# Twitter

In 2020, the total number of Twitter profiles in Spain was approximately 4.1 million.

In recent years, the number of Twitter users in Spain has fluctuated gradually without exceeding five million profiles. The social network is viral among millennials, compared to other platforms such as TikTok, which stand out among the youngest.

1

2

3



Emotion	Impact	Reach
Negative	14.4	2465

**By @Biotech-Spain** - Patients with TUBB1-RT congenital thrombocytopenia show significant clinical heterogeneity.



Emotion	Impact	Reach
Positive	28.1	3909

**By @tucuentasmucho** - In primary immune thrombocytopenia, the diagnostic phase can be quite a challenge for people looking to put a name to what happens to them.



Emotion	Impact	Reach
Neutral	21.4	2231

**By @ClusterSalutMen** - The session will be held in a hybrid format through #MindExcellence, the training platform promoted by the CSMC.

# TOP Healthcare most-used apps from Google Play and Appstore across Spanish Market

## Health Digital Technology Apps – Medical Education on Digital Offer for Patients

The Andalusian **Health Quality Agency** is working in the field of app regulation and evaluation through its '**Quality and safety strategy in mobile health applications**' ([www.calidadappsalud.com](http://www.calidadappsalud.com)).

### Health apps most used in Spain

#### Guia Interacciones Farmacológicas

**Spanish Society of Hospital Pharmacy** -This application offers referenced information on drug interactions. On the one hand, you can get information about all the exchanges with a given drug, and on the other hand, **you can create and verify a prescription**. The information is provided in the form of a memorandum that includes the level of danger, the effect, the mechanism, the risk factors, the action to be taken and the bibliographical references.



**OVER 4,500 DRUG INTERACTIONS**  
**MORE THAN 1,000 DIFFERENT DRUGS with some interaction**

### Online Doctors Consultation

#### MediQuo Medical Chat

Doctors available 24/7

The immediate response from all medical specialists

Unlimited consultations; ask doctors as much as you need. Sending photos, videos, analyses and reports to the doctor



*Kind of consultations:*

**General Medicine:** headache, fever, asthma, flu, colds, mucus, stomach pain, migraine, allergies, pharmacy, cholesterol, hypertension, diabetes, thyroid

**Psychology:** anxiety, stress, depression, self-esteem

**Chat with specialists:** in dermatology, cardiology, urology, sexology, personal trainer, or couples therapist...

**And much more.**

### Government of Catalonia - Spain

#### La Meva Salut



Installs  
1,000,000+

La Meva Salut is a digital space for personal health that allows the citizens of Catalonia to easily access their health information and interact in person with the Health System of Catalonia. It also provides access to the health space for children and those for whom they are legally responsible. Clinical reports, diagnoses, and clinical and test results can be viewed and downloaded here. It also provides access to the current Medication Plan to go directly to the pharmacy, request a primary care visit, and access various digital health services.

**Offered By**  
**Generalitat de Catalunya**





According to a study carried out by the GTO agency, to analyse the use of social networks as a corporate communication tool by the Spanish pharmaceutical industry, the following conclusions are detailed:

**"Only 1 out of 5 Spanish laboratories uses Twitter or Facebook in their corporate communication".**

1

### How do Internet users behave in the field of online health?

- Half Spanish people use the internet to search for health information.

**8 out of 10 patients** go to "Doctor Google" after a consultation.

- **Women are the central** nodes of information also in the field of the Internet; women (37%) tend to seek information for themselves and others.

#### **Topics health searches on the internet:**

- About a specific disease or **health problem** (96%), about medications (92%), about **doctors or other health professionals** (91%), about treatment or surgical procedure (89%), among others.

2

### How do health professionals behave in the field of online health?

- "97% of Spanish doctors consult **medical information** on the internet."
- Only 36% of Spanish health professionals consult the pages of **medical societies or the medical association**. These data place social networks as a critical space for disseminating medical content, more important than web portals.
- The presence of health content is growing notably in the online world. For example, **patient communities** are **becoming influential platforms** in the approval process of certain drugs.

# Recommendations & Insights

## Social Media Channels



### FACEBOOK

- General Data Protection Regulation (**GDPR**) in Spain governs the safety and privacy of users.
- **Facebook has 23 million members in Spain**, which means that 50% of the Spanish population has an open profile on Facebook. In this way, Facebook manages to resist the advance of the social network that expanded the most in 2021.
- **Paid advertising tends to use images more often than videos, and women prefer to use Facebook in Spain.**

### TWITTER

- In terms of where we find the highest volume of mentions, Twitter is the platform that **leads conversations regarding ITP**. It should be noted that it generates a **positive sentiment** greater than the neutral or negative one, which is why this social network **is the most popular in Spain**.
- This factor indicates that it should focus with greater emphasis on this social network in terms of **efforts in the marketing strategy**.
- The **major influencers focus on pharmaceutical specialists and general practitioners** who offer informative content and are motivated by the educational part and provide advice regarding healthy alternatives.

### YOUTUBE

- YouTube is the most popular channel with **video content in Spain**. The content of the videos is informative regarding the use of **medications and is not a prescription tool**.
- The topics that generate the most visits are **related to medicines**. The top **influencers are pharmacists**, were on their YouTube channels, and **they advise** its correct usage and advice for its side effects.
- We can determine **that practically 90% of this channel's followers correspond to a positive sentiment** regarding their content. That is why we suggest including this channel to gain a more significant **brand presence** while bringing the brand closer to the user with **educational and informative content**.

# Recommendations & Insights

## Social Media Channels

### INSTAGRAM

- Instagram offers content focused on alternative medicines and treatments, where the biggest influencers are found in coach-oriented to a healthy life and university teachers.
- **The predominant content in these profiles is based on motivation. An example can be found in this type of post:**
- *"LET'S MAKE IT VIRAL! For all the people who live with chronic pain, COME UP and SHARE in your stories and ENCOURAGE your people to share it too so that EVERYONE KNOWS THAT WE ARE UNITED".*

### TIKTOK

- Advances in technology have changed how healthcare professionals and consumers access and use health information. Although healthcare professionals have already taken to social media to share health messages or promote their work, TikTok possesses a new set of opportunities and challenges. It is a mobile video creation/sharing application that has grabbed the attention of young audiences around the globe.
- **TikTok's executives have welcomed the platform's users for medical professionals. It's been inspiring to see doctors and nurses take to TikTok in their scrubs to demystify the medical profession.**
- **For HCPs, social media has become a primary means of interacting with the public and attracting new patients. The analysis has shown that when HCPs participate in social media, it directly impacts their reputation and attracts more patients to their practices.**
- **At this point, we are sure that TikTok is a social media platform with a high potential to be considered in the marketing strategy when it comes to the youngest audiences. At the same time, it can create a positive sentiment through educational and informative content that influential health professionals can disseminate with high popularity on this channel.**
- This factor indicates that it should focus more on this social network in terms of **efforts in the marketing strategy.**
- The **major influencers focus on pharmaceutical specialists and general practitioners** who offer informative content, are motivated by the educational part, and provide advice regarding healthy alternatives.

# Conclusion

Social networks are a safe bet for the pharmaceutical industry; therefore, we recommend being well-prepared to manage them and "connect" with the target audience, thus generating conversation.

The legislation of the sector must be taken into account, but this must not be seen as a barrier to using social networks, **the guidelines for action** must be made clear:

1. Define what can or **cannot be written** on each social network.
2. Establish processes to **manage the comments or conversations** that take place in each of them:
  - Question **response time**.
  - Information process of possible **adverse reactions** communicated through social networks.
  - Negative feedback management, **we suggest setting up a Social Listening Crisis Management Alert**.
  - Management of comments related to recommendations out of indication.

Detail **a clear policy** for the use of social networks by all workers and ensure their acceptance.

1

Social networks are revealed to be a key platform for communication with the different stakeholders in the pharmaceutical sector.

2

Having a high number of followers does not imply effectiveness in "generating conversation" .

3

Some laboratories correctly use social networks with interesting and valuable content for their audience (consumers, health professionals...).

4

Do not improvise the strategy in social networks.

5

Analyse consumer sentiment towards emerging products or categories.