



## Developing and executing a social media/digital strategy

A Story of Nitrosamine Education and Advocacy for Compendial Biotech Pharma Solutions

Social media communities are built upon stories, people, and collaboration, so I would like to share my experience leading a team that helped to create and execute a strategic social media campaign to reach multiple audiences about impurities/toxins/carcinogens in our medicine supply chain and demonstrate how USP is leading the search for solutions.

Related materials are in my professional portfolio which I reference throughout:



### [Communication Strategist: Writing, Marketing, Editing, Product Management - Erica Tingler](#)

Life science, healthcare, medical copywriting, biotech marketing, social media, digital media, digital marketing, lifecycle communication leadership in high-volume business, association, or government space

[ericatingler.journoportfolio.com](http://ericatingler.journoportfolio.com)

### Development and Emergence of the [USP Nitrosamine Exchange](#)

#### A multi-channel, global social media community

I lead my team to manage a social campaign around "*nitrosamines*" which are specific, toxic and/or carcinogenic impurities in many common medications. Bordering on crisis communications, we needed to quickly reach large diverse audiences of consumers, scientists, lab techs, and manufacturers alike, each with their own level of understanding.

The communication plan below is extracted from our editorial calendar; it represents the high-level social media strategy that guided our tactical agenda and reflects the best practices of building social communities and was presented to the C-suite for approval.

## USP Nitrosamine Social Media Strategy

**Objective:** To educate and engage scientists and manufacturers about the presence, risks, detection methods, and mitigation strategies of nitrosamine impurities in medicines through social media channels while managing public concern

### Target Audience:

1. Scientists: researchers, chemists, pharmacists, and professionals involved in drug development and analysis
2. Manufacturers: pharmaceutical companies, drug manufacturers, quality control professionals
3. Consumer education/crisis management

### Key Messages:

1. Importance of awareness about nitrosamine impurities
2. Risks associated with nitrosamine contamination in medicines
3. Detection methods and regulatory guidelines
4. Strategies for mitigation and compliance

### Target Impurities:

NTTP in Sitagliptin/Sitagliptin/metformin tablets

N-nitroso-ramipril in ramipril tablets

N-nitroso-fluoxetine in fluoxetine

N-nitroso-hydrochlorothiazide in hydrochlorothiazide preparations

N-nitroso-duloxetine in duloxetine preparations

N-nitroso-sertraline in sertraline preparations

### Social Media Platforms:

1. [LinkedIn](#): Targeting professionals in the pharmaceutical and healthcare industries
2. **Twitter (X)**: Utilizing hashtags to reach a broader audience interested in pharmaceuticals and drug safety
3. [Facebook](#): Sharing educational content in groups related to pharmaceutical sciences
4. [Instagram](#): Visual content highlighting the impact of nitrosamines on public health and safety ensuring unity in all five global regions: LatAm, NorAm, Asia, Africa, South Pacific
5. [YouTube](#): Hosting forums and showcasing scientist interviews
6. [USP mobile reference standards app](#): supply notifications, badges, links to store

**Content Strategy:**

1. Educational Posts: Share informative content about nitrosamine impurities, their sources, and potential health risks.
2. Infographics: Visual representations of data on nitrosamine contamination, detection methods, and regulatory updates.
3. Expert Interviews: Conduct interviews with industry experts to provide insights and answer shared questions.
4. Case Studies: Showcase real-life examples of nitrosamine contamination incidents and their consequences.
5. Regulatory Updates: Share updates on regulatory guidelines and requirements related to nitrosamine impurities.
6. Q&A Sessions: Host live Q&A sessions to address concerns and provide clarification on nitrosamine-related topics.

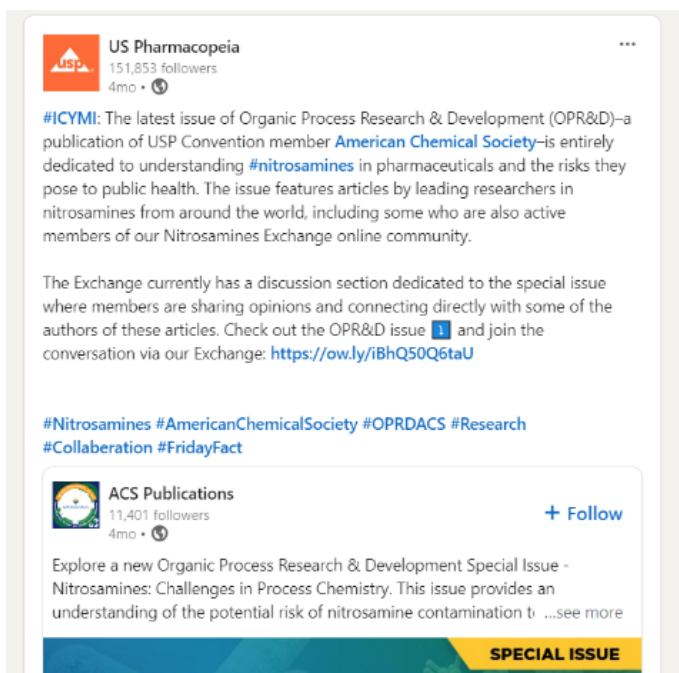
**Engagement Tactics:**

1. Polls and Surveys: Encourage audience participation by conducting polls and surveys to gauge awareness levels and concerns.
2. User-Generated Content: Encourage followers to share their experiences, opinions, and questions related to nitrosamine impurities.
3. Interactive Content: Use quizzes, contests, and interactive stories to increase engagement and knowledge retention.
4. Community Building: Foster a community where professionals can share insights, best practices, and resources related to nitrosamine impurities.
5. Respond to Comments: Promptly respond to comments, messages, and inquiries to foster a dialogue and address concerns effectively.

**Measurement and Evaluation:**

1. Track engagement metrics such as likes, shares, comments, and retweets.
2. Monitor website traffic and referral sources from social media channels.
3. Conduct surveys or polls to measure changes in awareness and understanding of nitrosamine impurities.
4. Analyze sentiment analysis to gauge audience perception and sentiment towards the content.
5. Regularly review and adjust the communication plan based on performance metrics and audience feedback.

I ghost-wrote many of the early and most recent LinkedIn posts such as the one below; our objective was to ensure information was consistent in our messaging across the board when cross-referenced to our professional journals, trade-show materials, scientific publications and application notes from the U.S. Food & Drug Administration (FDA) and United States Pharmacopeia National Formulary (USPNF).



### Nitrosamines quickly became a social media success story for us:

With a combination of articles, white papers, live events, and blog posts, we used the socials and our own dedicated webpage to generate such a robust community, it outgrew LinkedIn as its home—so we launched the [Nitrosamine Exchange](#) for our hard-won audience. This forum became our own internal social media site! The result was a diverse, engaged, and committed community, but many hands were needed to help generate the engagement first on social media and then and build the content to launch the microsite:



[EU Ph. Eur. Commission adopts revised general monographs 2034 and 2619 after inclusion of new paragraph on control of N-nitrosamines](#)

[nitrosamines.usp.org](http://nitrosamines.usp.org)

I was part of a team writing the social media content when nitrosamines hit the news cycle and generated concerns and fears in consumers and pharmaceutical labs alike. We

needed a unified communication plan with a drilled-down editorial and social media calendar. I documented the process step-by-step as an SOP—here's a summary of what I presented to our executive team:

## 1. Strategic Planning

Although it's an often omitted first step, a social media plan has been essential to fostering digital communities around nitrosamines, driving engagement, and building relationships with followers across social media platforms.

Communication plans tailored to each platform's unique audience demographics and engagement patterns ensured content resonates effectively with diverse audiences across Facebook, Instagram, LinkedIn, and Twitter (X).

**For example,** at USP, we used **HubSpot**, an application that allows you to schedule all your posts across the given platforms and monitor engagement. I am fluent in this platform and have included a couple LinkedIn posts in my portfolio.

## 2. Content Creation and Curation

Storytelling and content creation catered to the interests and preferences of our academic, consumer, and healthcare target audiences is a niche skill; We must create visually appealing content for platforms like Instagram and Facebook, while also crafting concise and impactful messages distilled from dense, scientific, or technical SMEs. It's difficult make stories out of science sometimes, but here's an example of one of our scientists spotlights my team contributed to in the Nitrosamine campaign:



### [Tackling nitrosamine impurities in medicines](#)

Elevated levels of nitrosamines – a probable carcinogen – have been found in some commonly prescribed medicines. They pose a risk of physical harm to patients and can undermine trust in medicine quality. Nitrosamine impurities can disrupt drug supply chains and even lead to shortages resulting from product recalls and withdrawals. The ...

[www.youtube.com](http://www.youtube.com)

### 3. **Community Building**

It's easy to lose sight of the *objective* of social media: fostering digital communities around your content, driving engagement, and building relationships with followers across social media platforms. By actively participating in discussions, responding to comments, and soliciting feedback, we created a sense of belonging and trust among audiences. I make a designated time each day to revisit our posts and reached out to team members internally to request they do the same.

### 4. **Analytics and Optimization**

We must leverage digital analytics tools to measure the performance of the social media campaigns by tracking key metrics such as reach, engagement, and conversion rates, plus use insights derived from data analysis to refine our strategies; *Google Analytics* is the go-to, but many tools exist in our CRM systems *Salesforce, and Pardot*

### 5. **Cross-Promotion and Integration**

Cross-pollinating our blog posts and podcasts across different social media platforms, will maximize their visibility and reach. Whether it's sharing teaser snippets on Instagram Stories, posting links on Facebook with compelling captions, or initiating discussions on X to spark interest, we will employ a cohesive, multi-channel approach to amplify content.

### 6. **Adaptation to Trends and Algorithm Changes**

Staying abreast of evolving trends and algorithm changes on social media platforms will enable us to freshen our content and enhance the shelf-life of evergreen material, whether it's incorporating new features like Instagram Reels or adapting content format to align with algorithm preferences for increased visibility across platforms.

USP's communication of its research, marketing, e-commerce around nitrosamines led the way for a global networked resource; [a searchable database of current nitrosamine topics.](#)