



# Social Media: Promotional Utilization and Technological Considerations

October 17, 2018

# Panelists

- **Mark duPlessis**  
Celgene Corporation
- **Jason Gordon**  
Partner, Reed Smith LLP
- **Anne Maher**  
Partner, Kleinfeld, Kaplan & Becker, LLP
- **Dale Cooke**  
President, PhillyCooke Consulting

# Format

- One product: Lovosiam (normacystide) Cream 5%
- Two scenarios:
  1. Facebook page
  2. Instagram feed/contest

# Product Profile: Lovosiam

- New, revolutionary, breakthrough topical treatment for recurrent highschoolitous cysts
- Contraindicated for those with hypersensitivity to the active ingredient
- Should not be administered to open lesions or mucosal membranes
- First approved treatment for highschoolitous cysts
- Anaphylaxis has been reported
- Initial approval only in children 16+, currently enrolling 12-16-year-olds in clinical trial

# Facebook Page

**Intended purpose:** Provide information about Lovosiam to patients and caregivers

- Want to make information available where people are
- Condition awareness is high but brand awareness is low
- Want to use an unbranded page to capitalize on condition awareness
- First company Facebook campaign so need to moderate all comments

# Questions from Marketing

- Can we make the page unbranded and discuss the brand?
- Can the Facebook page launch immediately upon approval?
- Can we prevent commenting on the page?
- Can our ad agency (which has experience launching other Facebook pages for Rx brands) handle all of the comment feedback?

# Questions from Marketing

- How can we avoid review of responses to increase speed?
- Can we just delete adverse events because they are definitely off message?
- How can the Facebook campaign integrate with the full DTC campaign when it launches in six months?
- What are the 2253 filing requirements of the materials for this campaign?
- What (if anything) do we need to do about off-label discussions?
- What concerns does this project raise from the perspective of Search Engine Optimization (SEO)?

# Instagram Contest

**Intended Purpose:** To generate buzz around the product

- Create hashtag (with hope of longer future life) #LovingLOVO
- Reward people for participating
- Encourage posts of clear skin



# Questions from Marketing

- What steps does marketing need to take prior to launching this campaign?
- To ensure the campaign goes viral quickly, marketing wants to have its ad agency go on community platforms and start liking discussions using the hashtag #LovingLOVO. Is that OK? Are any disclosures required when doing this activity?
- All ad agency personnel are going to take pictures of perfect skin and start posting on Instagram and Twitter using the hashtag, even if they've never used LOVOSIAM. Is that OK?

# Questions from Marketing

- What precautions and steps does marketing need to discuss with its ad agency about campaign involvement by agency personnel?
- Are there any considerations about disclosures related to this campaign?
- What measures other than using the hashtag does marketing need to set up for enrolling in the contest?

# Appendices