

Case Study: Standardizing a Social Media Process for a Clinical Trial Site Network

Problem

Client requested a coordinated social media process across their network of clinical trial sites. We needed to incorporate corporate branding, site branding, and study information to each social media post. The client requested for at least two unique social media posts to go live each week.

Challenges

- Some sites are "Headlands" and some have their own unique name and branding
- Each site has a different participant population
- Each site was running different trials
- We had to account for a high degree of regulation as the majority of our posts would not be sent for sponsor approval
- Each site had 1-4 social media accounts and there was no centralized repository for account logins and passwords
- We didn't have access to an up-to-date list of active and upcoming trials for each site

Solution

- Identified login information for 24+ social accounts and added all to a bulk scheduler
- Developed standardized templates for different types of social images that incorporated elements of the corporate logo into the design. Stock images, content, CTA, and site logo are interchangeable across designs
- Communicated directly with sites about upcoming trials and events and coordinated approvals for each post
- Created a centralized repository for images, post content, and site social calendars

Results

Created a cohesive branding and content strategy that significantly improved the quality of content and streamlined the process of supporting multiple sites.