

Get
involved to

PRO M TE



Servier
on social media



Why a guide to social media



59,3% people use social media*

+4,2% increase over the last 12 months*

+4,74 billion users worldwide*

90% patients believe that healthcare communities on social media play a key role in their choices*

95% « patients influencers » use social media to position themselves on a health topic*

With nearly 5 billion users worldwide, social media is a great opportunity to communicate with and engage people.



AND FOR THE WORLD OF HEALTHCARE, TAKING PART IN SOCIAL MEDIA NETWORKING MEANS:

- being able to exchange ideas with peers,
- strengthen your community,
- promote your expertise and values,
- combat misinformation,
- enhance monitoring of therapeutic areas,
- and better understand and listen to patients.

The digital transformation of companies and the importance of e-reputation affect the entire healthcare sector. Social networking has become an essential part of business practices. They are an integral part of new ways of working.

The Group wishes to make its social media activities an integral part of strategy. This guide is intended for employees who are ambassadors for the **#WeAreServier** club and committed to promoting the Group's image on social media.

The aim is to help you use social media platforms, particularly [LinkedIn](#).

What tools are available?

How can you get started on social media?

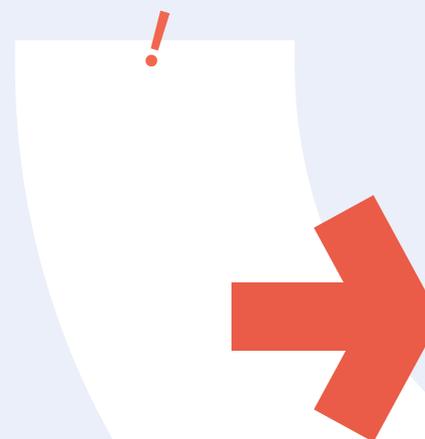
What are the best and worst practices?

How can you use social media to promote your business activity and skills to partners, patients, etc.?



These are just some of the questions this guide addresses.

It was designed to help you better understand social media and networking, and get you started





All you need to know about social media

Social media networks have much in common, but each platform has its own way of working, its own vocabulary, its own codes, and its own “**KOLs**” (*Key Opinion Leaders*) – also known as “**DOLs**” (*Digital Opinion Leaders*).

LinkedIn, X,
Instagram,
Facebook:

all aboard
for social media !

The choice is yours as to which social media platform(s) you wish to use! You don't necessarily have to be on all of them. To be effective, it's better to be active on just one social media platform, rather than being on all of them, but inactive on some.

For professional purposes,
LinkedIn is the best choice.

To find out more about using LinkedIn, its vocabulary, and specific features, [go to Part 3](#) of the guide!



Good social media practices

On social media, apply the same values that drive you in your day-to-day work :
Be responsible, expert, committed to your profession and your company!

Here's what you should always bear in mind when posting on social media as a Group ambassador.



To do

MONITORING

Structure your own monitoring according to your interests and the topics related to your job. Don't miss out on key information because of it.

PROFESSION

When relaying or sharing a post, use a consistent voice in line with your profession and skills.

AUTHENTICITY

Use your own name and identify yourself as a Servier employee using the hashtag **#Servier** or **@Servier**.

ORIGINALITY

Always remember to reappropriate content suggested by the Communication Team to avoid duplication with other Servier employees. Each post must be unique.

REGULARITY

Post and relay content on a regular basis.

TELL A STORY

Put storytelling into your posts: tell a story to generate engagement.

HUMANIZE YOUR POSTS

Add a human touch to your posts to strengthen trust and confidence.

INTEGRITY

You are accountable for your actions and everything you write.

RESPECT

Post in accordance with the Group's values. Do not share anything defamatory, obscene, threatening, discriminating or harassing towards others.

INFLUENCERS

Carefully select the "influencers" and DOLs you wish to follow, giving priority to the accounts of institutions, industry authorities, and learned societies.



CONFIDENTIALITY

Never share patient data information.

PRIVACY

Avoid sharing elements of your private life and focus instead on your position as a Servier employee.

NEUTRALITY

Never take a position on sensitive subjects (politics, religion, opinion on a treatment) or give medical advice.

RESPECT

Do not respond to comments that are inappropriate, aggressive or convey incorrect information. Always treat other users with courtesy and respect.

On social media,
as at work, be responsible,
committed & respectful.

* Special cases in the pharmaceutical sector

THE SPECIFIC REGULATIONS OF OUR SECTOR
IMPOSE THREE RULES ON ALL SERVIER EMPLOYEES
ON SOCIAL MEDIA:

1

Promoting medicinal products is forbidden.

In most countries, it is strictly forbidden to post, like or share content about the Group's medicinal products. Such actions could be considered as hidden advertising and result in financial penalties for the Group. This is particularly the case in Europe. It is therefore forbidden for Group employees to post, like or share posts mentioning any of the Group's products. If in doubt, consult the Regulatory team.

2

Giving an answer about a medicinal product is forbidden.

If a patient or healthcare professional asks questions about a medicinal product in response to a post or via private messaging, the employee must not respond and must immediately inform his or her Regulatory team.

3

All suspected adverse reactions must be reported.

If you notice any adverse events, or identify any information related to the use of our medicinal products, please send this information as soon as possible to mail.pharmvigi.france@servier.com, for France, or to your local Pharmacovigilance team.



Create your best LinkedIn profile!

You're now more in tune with the best social media practices & those to be avoided.

Now it's time to begin your digital adventure!
At Servier, we've chosen to give you the keys to get started on LinkedIn and set you up for success.

Being active on LinkedIn offers you a multitude of opportunities:

Meeting other healthcare professionals and building trust;

Joining and actively participating in the network's healthcare communities;

Enhancing your professional experience;

Enriching your network and sharing your expertise;

Getting greater visibility;

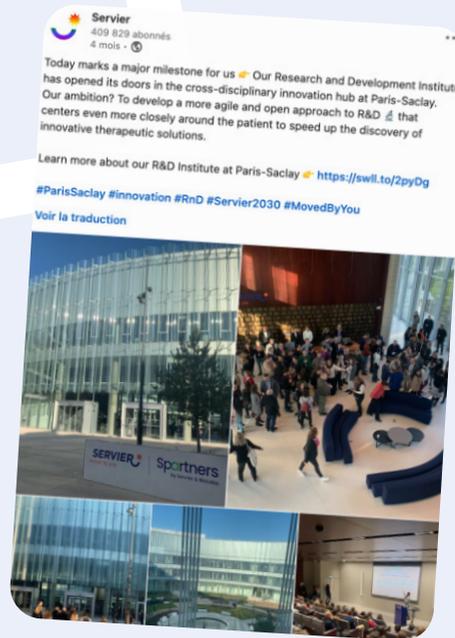
And keeping up to date on topics that drive you.

This is also true for companies in the healthcare world, with many DOLs (*Digital Opinion Leaders*) who express themselves on LinkedIn every day, and a wealth of information being shared (reports, articles, etc.).

In France, LinkedIn had over **25 million members** in 2022, making it the 6th most influential social media network for B2B. There are 500,000 companies in France that have a LinkedIn page. Worldwide, LinkedIn counted more than 875 million members as of November 2022*.

LinkedIn is home to **7 million healthcare professionals**, making it the network par excellence for relationships between healthcare professionals and stakeholders.

IT'S UP TO YOU !



LinkedIn-specific vocabulary to know

Posts

Posts are limited to **1,300 characters**. They are suitable for sharing expertise or experience. This format has quite a high viral potential.

Followers

These are the people who follow your news in their LinkedIn feeds. They are part of your network because you are members of the same group.

Hashtag

A hashtag is a word or group of words preceded by the **#** symbol. It appears in the form of a link, which groups all the content associated with it.

Tag / mention

A LinkedIn tag consists of using the **@** symbol before the name of a person or company with a LinkedIn account. The name then appears in blue in the post, and the person receives a notification that he or she was tagged/mentioned.

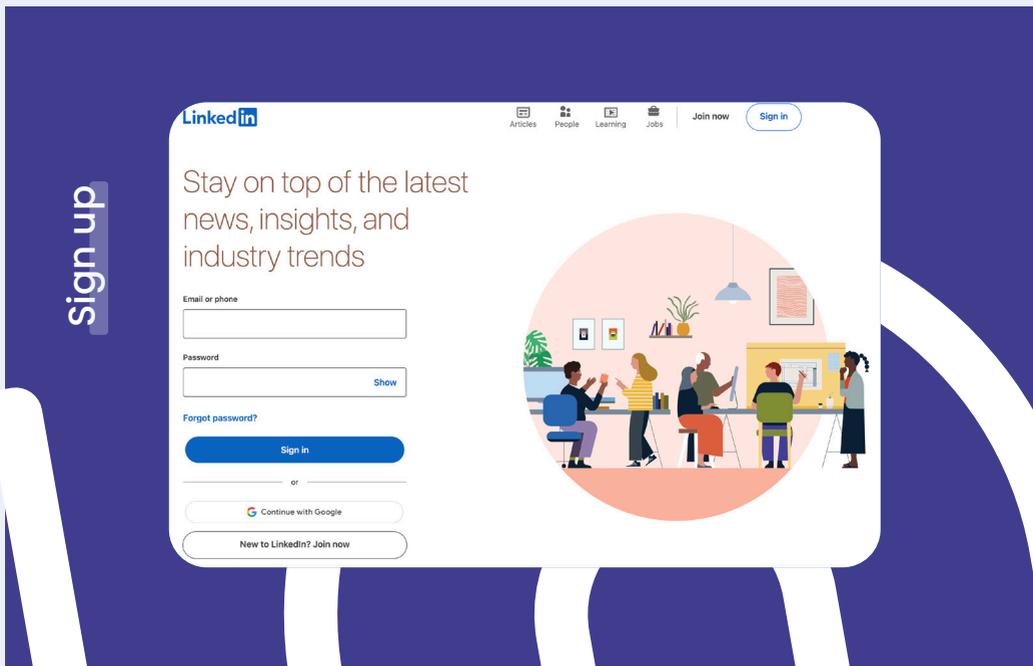
News feed

Your news feed is displayed on your home page. It includes contributions made by the pages you follow or the people you're connected with.



Steps for creating an effective LinkedIn profile

BEFORE REGISTERING ON THE PLATFORM, GET THE FOLLOWING READY:



- 1 **Email address to link to your account.** It can be professional or personal.
- 2 **Good quality profile photo,** preferably recent, professional, framed close to the body, with a neutral, high quality background..

Having a profile photo multiplies your connection requests by **x9** and your profile views by **x21**.
- 3 **Good quality photo for your banner,** consistent with your professional activity, with a clear, concise message. Exercises caution with the rights of use of the photos/visuals you use.
- 4 **Up-to-date CV** so you can enter your relevant professional experience and skills on your profile, as well as the company you work for (e.g., Servier or Servier France).

Adding your experience multiplies the visibility of your profile by **x8** and your connection requests by **x5**.

Members who enter their sector of activity receive **9x** more profile views.

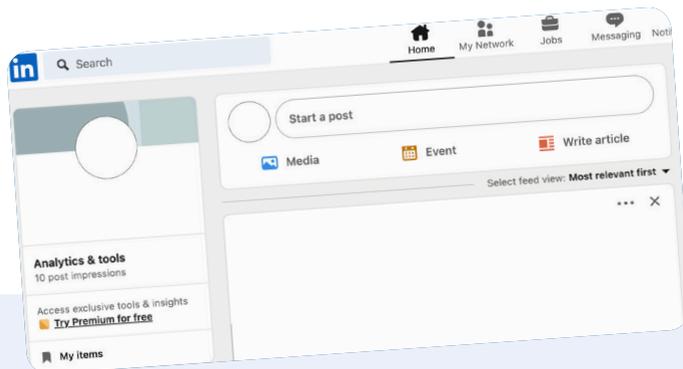
- 5 **Clear and concise presentation** of your background for your description. It should be written in a professional tone and highlight your experience and skills clearly and concisely (3-4 paragraphs).

Adding 5 skills makes your profile **x27** more visible.
- 6 **A list of people to add to your network** and ask for recommendations.

LinkedIn features

To make sure you don't miss out on the network's potential, and to help you stand out professionally, here's a look at the different features, what they mean, & how to use them.

Home



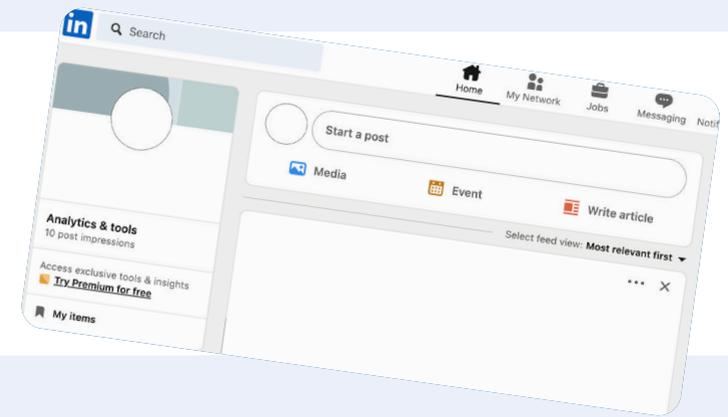
Here you'll find all the news posted, liked, and commented on by people you follow or are connected with. You too can comment, like or share these posts. To follow someone, simply go to their profile and click on **"Follow"**.

It's important to be selective about your connections and pages you follow to ensure that you get relevant and interesting content in your news feed. You can follow the Servier and Servier France pages.

Please note

If you decline an invitation to connect or remove someone from your network, they will not be notified.

Network



Here you'll find everything related to your professional relationships.

Log in

This feature, in the **"Network"** section, has to do with establishing professional connections with people. Once you connect with someone, they become part of your network, you can message them, and see all their actions (likes, shares, comments, etc.).

To create a professional connection with someone, simply click on **"Connect"** in the person's profile.

It is important to regularly sort through your connections and network so that relevant content related to your interests is included in your news feed.

Do you know these people?

In the “**My Network**” tab, people with whom you are likely to have relationships, experiences or profile data in common are suggested to you. These people may also be from contacts that have been automatically imported from your mobile phone or from your email addresses.

Jobs

In this section, you can consult job postings that may be of interest to you, or post your own job offers by clicking on the blue “**Post a job**” button.

This is also available on the Servier page, but employees are asked not to use it. At Servier, only HR is authorized to post job offers, which you can then share on your account.

Messaging

The “**Messaging**” area contains all the messages you have exchanged with others. It lets you know if your recipients are online (a green dot appears next to their name), so you can send them instant messages. You can, of course, send a message to someone even if they’re not online.

Please note

Solicitors are able to contact you in this area, but you are not obliged to respond to all solicitations/requests.

Notifications

This is where you’ll find a summary of all the news that’s happened while you’ve been away. Notifications are linked to your professional connections and the people you follow. Simply click on them to view.

You can also manage your notifications :

- **On your computer** : On your computer: Click on notifications then “**View settings**” on the left of the screen. You can then choose your preferences according to the type of notification (job search, connection, messaging, events, groups, etc.)
- **On the mobile app** : Click on your profile photo at the top left of your screen, then on “**Preference**” and “**Notifications**”. You can set your preferences in the same way.

Me

This is where you’ll find sections with your information and where you can manage your activity.

This section is comprised of two categories:

- **other LinkedIn products**
- **and LinkedIn professional solutions.**

You can use LinkedIn to advertise and recruit the best profiles.

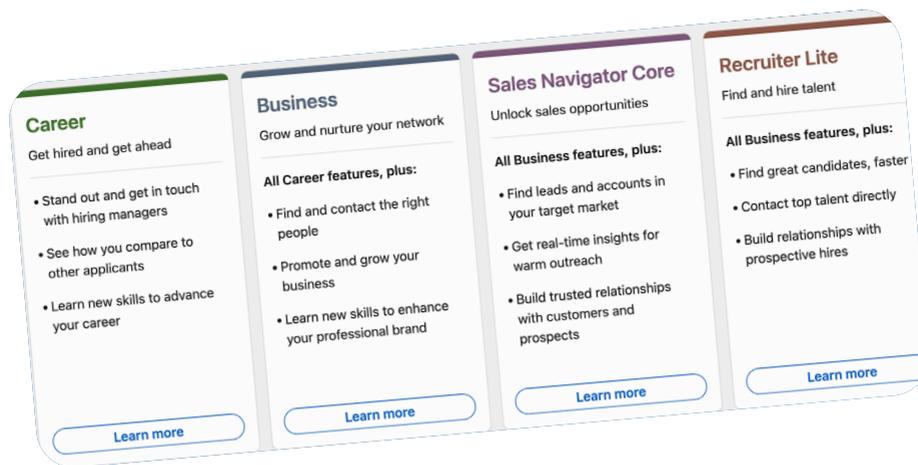
Products

Profile

In the “Me” section, click on “View profile” and make sure to fill in as much information as possible about you personally to establish confidence, including your career path, your current position, projects you’re working on, experience, training, education, credentials, etc.

Good to know

Various types of profiles



There is a free personal profile as well as “Premium” paid profiles, which include a “business” paid personal profile and three paid professional profiles. We recommend that you create a free profile.

Good to know

Profile visibility

The visibility and discoverability of your profile depends on how complete your profile is. According to the level meter, everyone starts off as a “Beginner”. Then, after completing the recommended four sections, you’ll advance to “Intermediate”. After completing the remaining recommended sections (a total of seven), you advance to “All Star”. The highest level, “All Star”, reflects a 100% complete profile according to LinkedIn criteria.



To achieve “All Star” status :



- Add a photo and personalize your banner
- Use a professional placement title (your profile title)
- Write your Info zone using hashtags
- List a minimum of 3 skills in “Skills and recommendations”. Don’t hesitate to include all skills that can help you position yourself professionally.
- List a minimum of 3 recommendations
- Fill in all the sections provided
- Have a minimum of 50 people in your address book.

Only you can see the completion status of your profile.

i

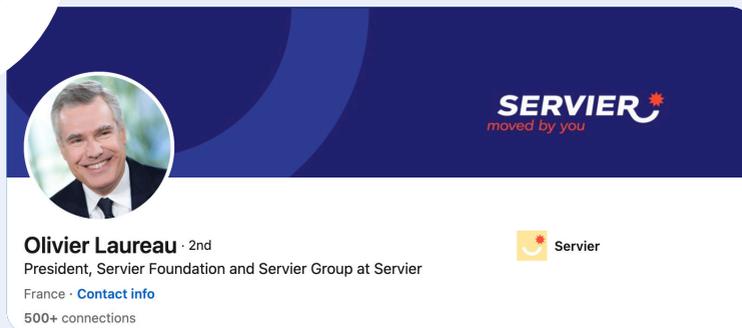
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Profile visibility preferences

By selecting the **“Preferences and Privacy”** tab of your profile and then **“Visibility”**, you can set the visibility of your LinkedIn profile.

You can determine the information that will be visible to other LinkedIn users, such as your profile photo, your connections, your contact details, your location, etc.

Click on **“Edit your public profile”** to get an overview of the information other users have access to. You can also make your profile private by deactivating the **“Public visibility”** of your profile icon.

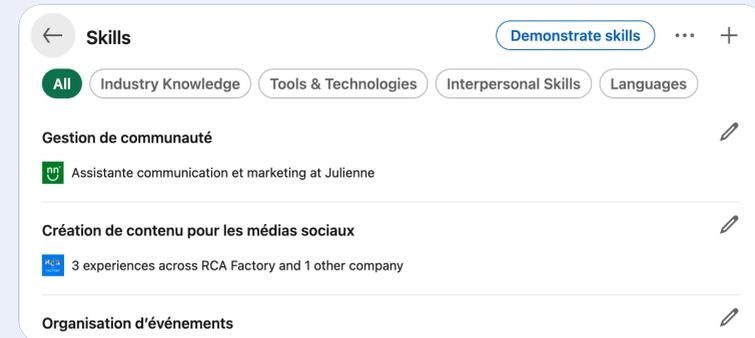


Get a LinkedIn skills badge

It's possible to earn skills badges on LinkedIn, which serve to demonstrate your knowledge of specific skills.

You can add these badges to your profile by completing assessments related to the skills. Earning a badge boosts your credibility with other professionals and companies.

To earn a badge, you need to pass a 15-question multiple-choice assessment. Each question is timed and evaluates at least one concept or sub-skill. These assessments are available on the Skills page by clicking on the **“Quizzes to assess your skills”** button.



Once you have completed the assessment, your answers are scored and an evaluation report is generated, which is available on the Skills page in the Results tab. If you are among the top 30% (a ranking determined by comparing your result to a selected benchmark), you will receive your badge.

! Please note

You will not be able to retrieve your report or badge once you have deleted them. Nor will you be able to retake the same assessment for three months, and LinkedIn will not be able to suggest LinkedIn Learning courses or professional opportunities to you.



How to post on LinkedIn ?

Now that your profile is ready, it's time to learn how to use the various features to publish posts.



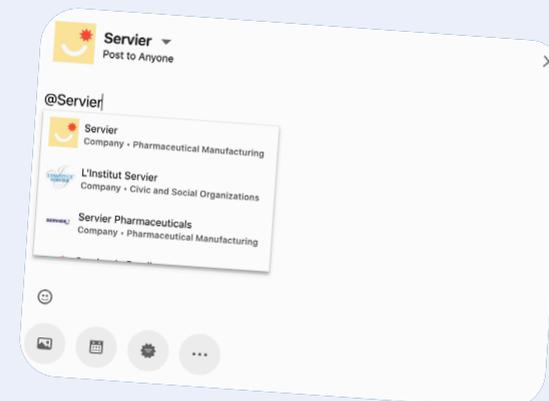
Create a post

From the home page of your LinkedIn account, or by clicking on your profile, you can write a post. Every week, **7 billion** posts are published on LinkedIn.

Once you've written your content, you can set the visibility of your post by clicking on **"Everyone"** or schedule the publication of your post by clicking on the clock at the bottom left.



If your post refers to a person or company with a LinkedIn account, you can tag them using the @ feature followed by the name of the page or person in the text box.



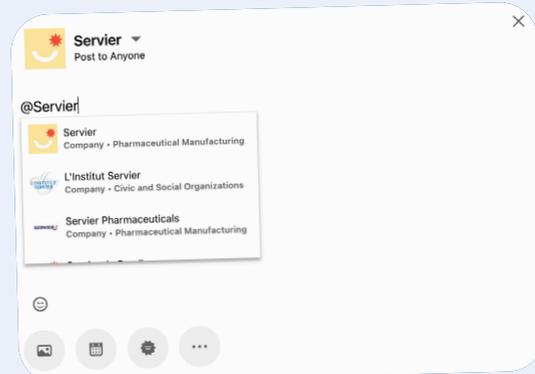
Add a photo



If you want to include an image or photo with your text, you can add one by clicking on the “Add photo” icon (bottom left) and then selecting the desired photo from your files.

The size limit for an upload is 5 MB, and the recommended dimensions are at least :

552 (l) x 276 (h) pixels.



You can also click on “...”, which will bring up all the possible features.

You'll then be able to edit your image/photo, tag people in it, or add a descriptive text.

If you want to post in carousel format, you can select several photos at the same time.



Add a video

Among the various features, you can also add a video by clicking on the “Add video” icon when creating your post or on “...”.

You can then select the desired video from your files.

YOU HAVE SEVERAL OPTIONS:

- Select “Thumbnail” to upload a thumbnail of your video.
- Select “Closed captions” to upload a video captioning file for your video.



THE FORMAT REQUIREMENTS FOR VIDEOS ARE:

- **Maximum file size:** 5 Go
- **Minimum file size:** 75 Ko
- **Maximum video length:** 15 minutes when uploaded from a desktop and 10 minutes when uploaded via the LinkedIn mobile app.
- **Minimum video length:** 3 seconds

The digital transformation of companies and the importance of e-reputation affect the entire healthcare sector. Social networking has become an essential part of business practices. They are an integral part of new ways of working.

Add a document

By selecting the third “Add a document” icon or clicking on “...”, you can import a file.

File size may not exceed **100 MB** and **300 pages**. The following file types are supported: **PPT, PPTX, DOC, DOCX, and PDF**.

Write an article

Articles can be written and published by clicking on “Write an article” or “...”.

They will be displayed in the “Activity” section of your profile and shared with your contacts and followers in their news feed and sometimes through notifications. Articles can also be shared on LinkedIn, Facebook, and X.

Note

- **The draft of your article** is the only way to preview your content before posting.
- **You can share the draft** of your article with others before posting it.
- **You can also disable the ability** to comment on articles you post.
- **You can edit or remove** your articles at any time.

Other features

- **Create a poll:** create a poll with multiple response options. You can set the poll duration ranging from 1 day to 1 week.

- **Create an event:** Create a remote or face-to-face event by entering pertinent information (photo, name, location, date, time, duration, description, etc.).
- **Celebrate a special event:** Welcome a colleague, celebrate a new certification, share a new job, etc.
- **Say you’re hiring:** Share a job posting for your company.
- **Find an expert:** Create an ad to find an expert in a specific field.

Post performance indicators

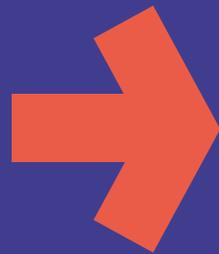
There are various content analytics to help you measure the performance of your posts. You can see these indicators under your posts:

- **Impressions:** The number of times a post has been viewed.
- **Reactions:** The number of reactions (Like, Celebrate, Support, Love, Insightful, Funny).
- **Comments:** The number of comments on your post.
- **Reposts:** The number of times your post has been shared/re-posted by a LinkedIn user.
- **Clicks:** The number of clicks on a post.
- **Click-through rate:** The percentage of people who saw your post who clicked on it.
- **Engagement rate:** The percentage of people who saw your post who interacted with your post.

Only the owner of a LinkedIn account can see the indicators for his or her posts and cannot see those of other users (except for the number of reactions, comments, and reposts).

Now you're ready!

All that's left is to have on-hand the checklist of reflex actions to adopt before posting:



- ✓ **Make sure your content is of high quality** and relevant to your target audience.
- ✓ **Focus on short and impactful messages**, use catchy titles, and limit your posts to a maximum of 12 lines.
- ✓ **Do not post several times in a row** on the same topic: Vary the subjects.
- ✓ **Feel free to try out various post formats** (articles, images, videos, etc.).
- ✓ **Choose high-quality illustrations** that are consistent with the subject of your post and in compliance with Servier's editorial line.
- ✓ **Tag the people, pages, and institutions** relevant to your post and visuals. Do not mention more than 15 people per post.
- ✓ **Get into the habit of using hashtags** in your posts, such as **#innovation**, **#pharma**, **#patients**, etc. On LinkedIn, choose between 2 and 6 hashtags for better visibility.

The weight
of engagement:

- ➔ 1 like = **1 view**
- ➔ 1 click on «see more» = **4 views**
- ➔ 1 share = **7 views**
- ➔ 1 comment = **12 views**



What other platforms can Servier use to promote its brand



Instagram



The idea platform
for revealing your brand
universe

With its focus on “image communication”, this social media platform allows users to post videos and photos. The content is then visible to other users and remains on the account indefinitely. An account can serve several objectives: sharing one’s history/story, products and services, presenting a company, the work it carries out, and teams, etc.

At Servier, we have chosen to share information on all Group news that might be of interest to the general public. This includes disease awareness campaigns, patient topics, and various initiatives in countries where Servier operates, as well as the Group’s Employer Brand through our commitments and testimonials from employees or partners that highlight the company’s values.

Fo:

- patients,
- patient associations,
- Servier employees,
- associative partners,
- job applicants,
- young audiences, etc.



Key Instagram figures

With nearly **1.38 billion*** users worldwide, Instagram has become an essential social media platform, popular with influencers, including in the world of health and well-being. It's a social media network that especially appeals to Generation Z.

A real digital health ecosystem has taken root on Instagram, particularly among patients who use the platform to approach and discuss health in a fairly informal and rather direct way. **34%** of them trust Instagram in their search for health-related information.

As of the end
of 2022

There were **3 139 subscribers** registered to the **@Servier_group** account.



*Social media networks ranked by number of users worldwide 2022. Published by Statista Research Department, 16 November 2022

Instagram-specific vocabulary



to know !

Although Instagram has its own language, there are also the standard concepts of news feeds, followers, subscriptions, hashtags, and private messages found on other social media platforms, including X (see page 38).

Reels

Videos up to 15 minutes long that you can make and record directly from the Instagram app and post to your account.

Live

Instagram lets you record "**live broadcasts**" from your account. You can also follow the live broadcasts of other accounts you follow. "**Live broadcasts**" are available for 24 hours once they've been recorded.

Stories

Stories are a popular short format on the platform and include videos or still images that are widely used to interact with the community, get people to react, ask questions, announce an event, give advice, and so on. **Temporary stories** disappear after 24 hours. **Permanent stories** can be found directly on the profiles of the various accounts you follow.





The microblogging social media platform

Focused on current affairs, X is ideal for monitoring and controlling your e-reputation. You can share short, concise content - limited to 280 characters per post - to showcase your expertise. It is THE social media platform for opinion leaders, particularly in the healthcare sector.

At Servier, we have chosen to share information on all the Group's news and events related to our main therapeutic areas, highlighting the importance of R&D and innovation, as well as pharmaceutical commitments and various initiatives in the countries where Servier operates.

For:

- healthcare professionals
- journalists,
- industrial, pharmaceutical and academic partners,
- patient associations, etc.



Key X figures

X has 544 million users worldwide*. Digital Opinion Leaders (“DOLs”), healthcare professionals, and key health influencers are increasingly investing in this platform, and 26% of “patient influencers” have already been won over.



By the end of 2022

the @Servier account had 9 921 followers



*Social media networks ranked by number of users worldwide 2022. Published by Statista Research Department, November 2022.



X-specific vocabulary

to know !



Tweep/
Tweeter

This is what a X user can be called. By creating your account and joining this platform, you'll become a "**Tweep**" or a "**Tweeter**" and join the large family of "**Tweeps and Tweeters**"!

News Feed

The news feed - or "**timeline**" - is the real-time flow of X in the X ecosystem, according to the topics you've set up beforehand.

X/
Repost

A X is an "**infamous**" post limited to **280 characters**. X are constantly flowing onto the platform and are a real goldmine for keeping up to date with the latest news! Then there's "**Reposting**" – which means reposting another user's X. So, you can Repost or be Reposted!

Followers/
Following

Known as "**Followers**", subscribers are other users who subscribe to your X account and can follow your news. "**Following**" is the term for the accounts you subscribe to and follow.

Mention

A "**Mention**" is when you include the username of one or more other accounts in your X ecosystem – preceded by the "@" symbol - in a X. You can also be mentioned in other members' X.

Hashtag

The hashtag symbol makes it possible for you to follow trends and information related to specific worlds and fields. The hashtag contains a word or series of words, always preceded by the "#" symbol, such as "**#cardiology**".

Trending

"**Trending Topics**" or "**#TT**", X trends highlight subjects to follow at a given moment, and for which several thousand X or Repost have been made.

Direct
messages

With the "**Direct Message**" feature, more commonly known as "**DM**", you can get in touch with other X users by sending them a private message through the platform.

Facebook



The most widespread and widely used network

As the leading social media platform in France, it's sure to hold few secrets for you, especially as it's widely used in family and private circles! Facebook is also a great way to build a community and highlight general information about your company.

At Servier, we've chosen to share information on awareness-raising campaigns for specific diseases, as well as major company news, Mécénat Servier Foundation, and anything that might be of interest to the general public.

For:

- patients,
- patient associations,
- Servier employees,
- associative partners



Key Facebook figures

Based on the number of users worldwide as of October 2022, Facebook is the market leader, with nearly **3 billion*** active users. The average age of a Facebook user is around 40.

Users include patient and caregiver communities, as well as certain healthcare professionals.

the Servier Facebook page had
178 023 followers

At the end
of 2022



*Social media networks ranked by number of users worldwide 2022.
Published by Statista Research Department, 16 November 2022



Facebook-specific vocabulary

to know !

Already familiar with the vocabulary of X & Instagram?
Facebook follows the same logic!



For example:

Feed

Your Feed displays your Facebook Friends' shares based on what you like. It also displays new posts from pages you follow, as well as advertisements.

Page

Pages are managed by companies. They let you view and share stories and interact with your audience.

Post

A post is a story, of varying length, that you share with your audience. It appears in your Feed and on your wall.

Group

Groups are one of Facebook's flagship features, enabling you to share and exchange within a specific circle of professionals, sector experts, communities, etc. **You can join a Group at any time,** according to your needs and interests. While many Groups are easy to join, by simply Liking or Following their Page, others may require the administrator to verify the reason for your membership request, by, for example, asking you to answer a few questions and follow specific Group rules.



