



Global Oncology Commercial Excellence

Driving innovation, building competency, accelerating performance





GSK Global Oncology

LTEN 2022

Using Internal Social Media and
a Strategic Communications
Campaign to Elevate the Value
of GSK Global Oncology
Commercial Excellence

Welcome

Agenda

- 01** Introductions + Learning Objectives
- 02** The Challenge
- 03** The Goals
- 04** The Audience + Activity
- 05** The Approach + Activity
- 06** The Campaign to Success
- 07** Wrap-up and Key Takeaways



Introductions



Todd Toma

Head of Global
Oncology Commercial
Excellence GSK



Jim Tremblay

Director of Sales
IC Axon

Learning Objectives



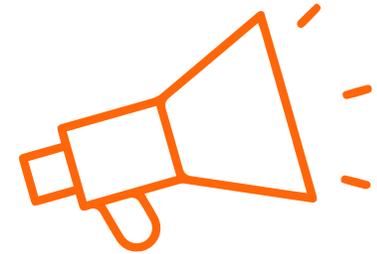
Think Globally

Define the goals and objectives of your communication campaign while considering the needs of all stakeholders across a Global organization



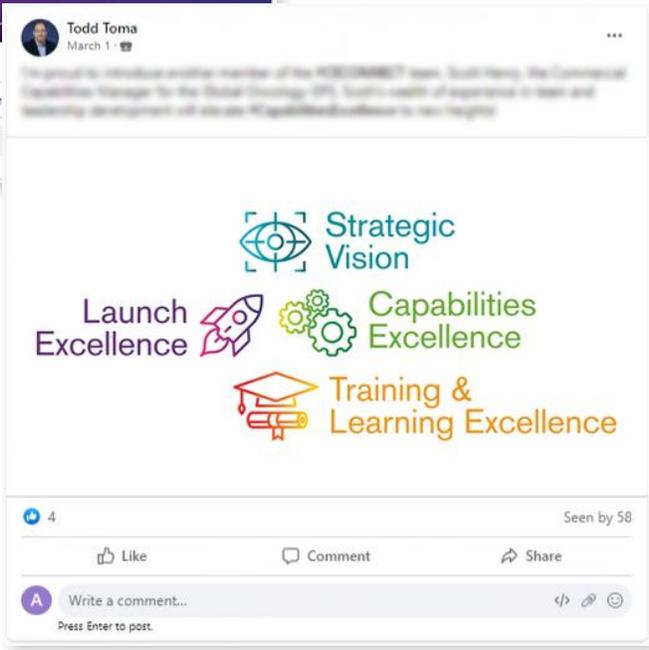
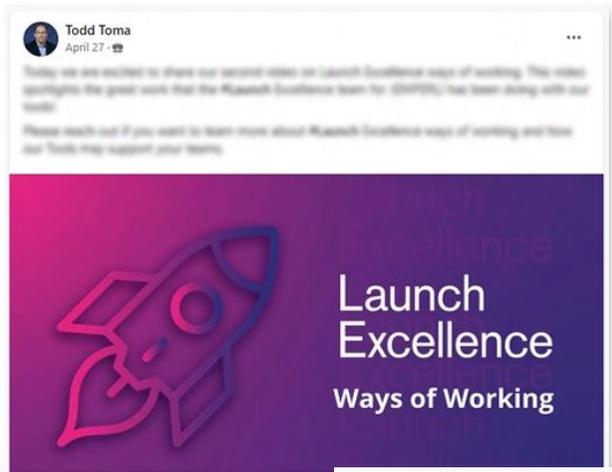
Act Locally

Drive adoption by providing value to benefit everyone in the organization from global, regional, and the LOCs Think Globally



Tell Your Story Together

Plan to maximize the power of a well-designed social media strategy and platform to disseminate global initiatives and training resources and to deploy key tactics and communications





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Have you seen our Workplace group?



JOIN THE WORKPLACE GROUP

Why we created a Workplace group:

 <p>To communicate the mission of the Global Oncology Commercial Excellence Team</p>	 <p>To provide news and updates on ongoing initiatives</p>	 <p>To foster collaboration and share successes across the Therapeutic Area</p>
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The Challenge: Bridging the Gap

Amid a pandemic, a novel challenge presented itself:

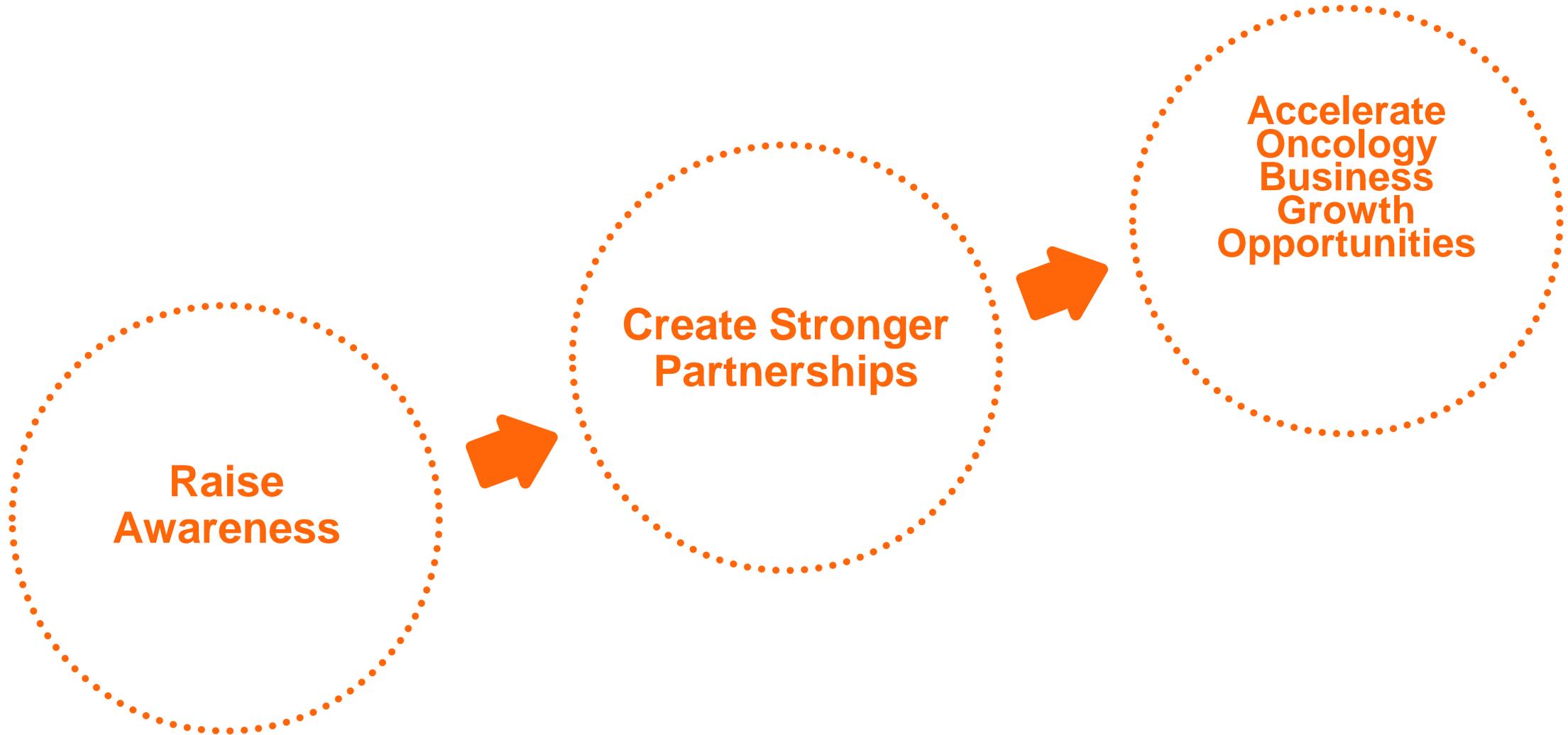
How could we ensure that the ongoing communication and dissemination of training initiatives to our global family was both effective and well-supported?

The approach to solving the challenge:

Deploying an internal social media communication strategy



The Goals of the Strategic Communication Campaign



Identifying Your Audience

Who are you trying to reach?



Have you seen our Workplace group?

Let's connect!

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- To communicate the mission of the Global Oncology Commercial Excellence Team
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- To foster collaboration and share successes across the Therapeutic Area

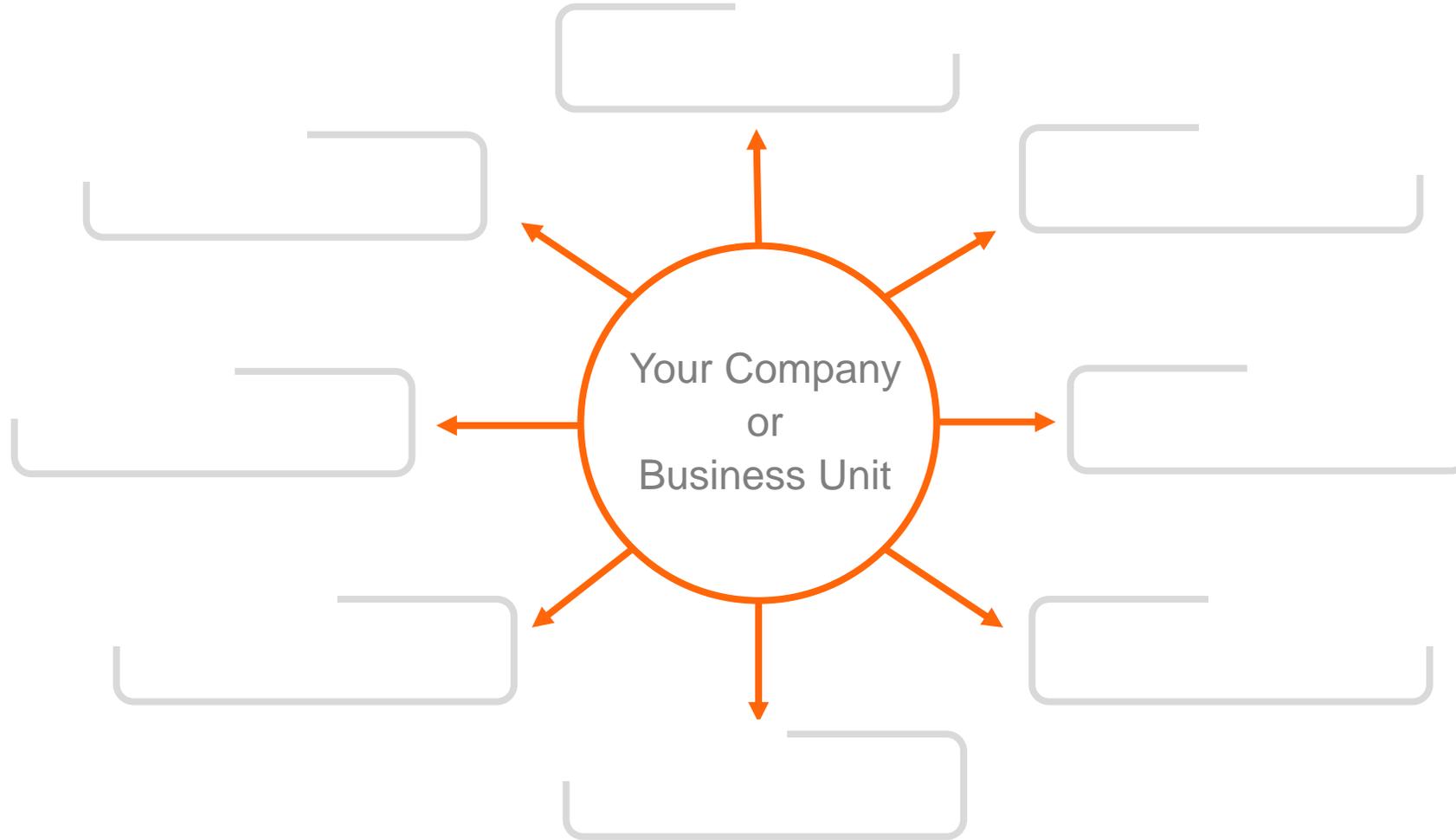
Identifying Your Audience

**How will you
identify your key
target audience?**



Activity: Mapping

Using the worksheet provided, map your own stakeholders/audience



From completing this activity, you will KNOW who your audience is and who you could partner with within your organization to make a communication plan happen

The Approach

How we designed, developed & deployed 3 different communication channels with distinct purposes:

01

Channel for Informal
Community Learning
& Exchange

02

Channel for Team
Collaboration

03

Channel for
Online Portal for
Assets/Resources

Activity: Pros & Cons



What are some pros and cons of the discussed communication channels?

How might they work for your organization?

From completing this activity, you will PERCEIVE the advantages and disadvantages of an internal social media campaign and how it might work at your organization

The Campaign to Success

Some key tenets and critical success factors that can help make this kind of campaign a success:

- 01** How to engage new members?
- 02** How to leverage the power of storytelling via social media campaigns, including video content, eBlasts, and other just in time tactics?
- 03** How to make sure timing and cadence of communication is optimal?
- 04** How to drive interaction (e.g., “like”, comment and respond to others, sharing and pinning key posts)?

From completing this activity, you will FEEL confident that you have foreseen the path to success and that you can bring this type of campaign to your own organization



Wrap-Up and Key Takeaways

**The key to
measuring
success?**



Wrap-Up and Key Takeaways

Questions?



Discussion: The Campaign to Success

Let's talk about some key tenets and critical success factors that can help make this kind of campaign a success

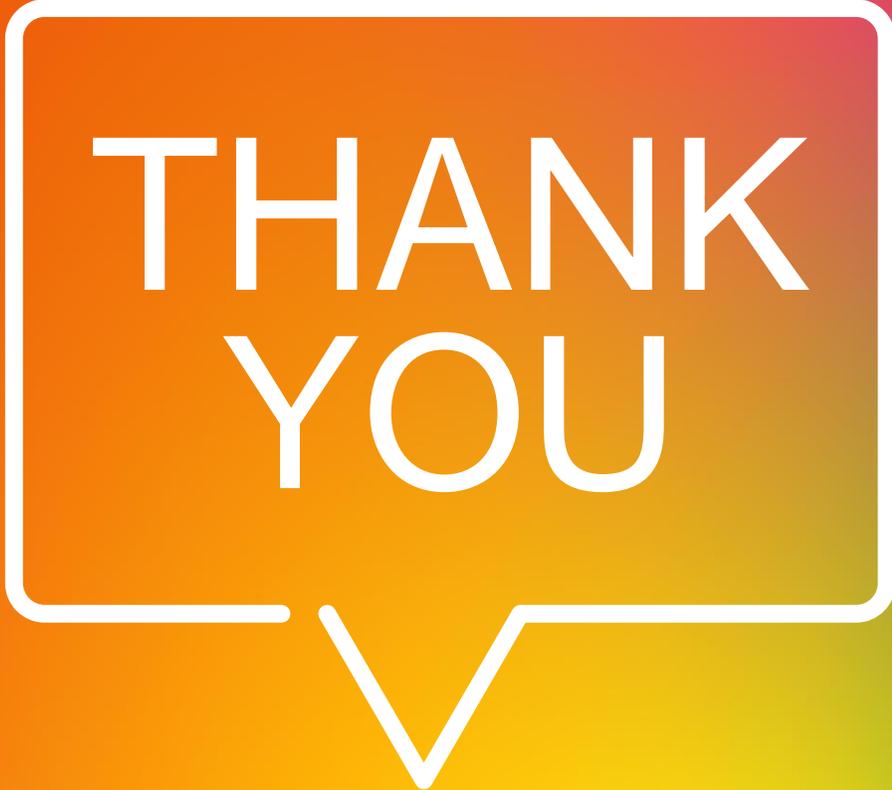
From completing this activity, you will **FEEL** confident that you have foreseen the path to success and that you can bring this type of campaign to your own organization

01 How to engage new members?

02 How to leverage the power of storytelling via social media campaigns, including video content, eBlasts, and other just in time tactics?

03 How to make sure timing and cadence of communication is optimal?

04 How to drive interaction (e.g., "like", comment and respond to others, sharing and pinning key posts)?



THANK
YOU