



BIOSIMILARS | ADVANCING ACCESS

**GLOBAL BIOSIMILARS WEEK 2021**

# **Social Toolkit**

## Share your voice on #GlobalBiosimilarsWeek

From November 1-5, the International Generics and Biosimilars Association (IGBA) is hosting the second annual Global Biosimilars Week social media campaign.

This year, in addition to branded copy and images, we encourage all participants to share their unique stories, resources and information on social media using [#GlobalBiosimilarsWeek](#) in all social media posts.

Join the conversation:

- Post on your Twitter and LinkedIn social media channel with [#GlobalBiosimilarsWeek](#)
- Retweet, like, share and comment on posts containing [#GlobalBiosimilarsWeek](#)
- Share information, resources and initiatives with Global Biosimilars Week partners to start a conversation



For any questions or more information, contact IGBA:  
[IGBABiosWeek@igbamedicines.org](mailto:IGBABiosWeek@igbamedicines.org)

## Share your story, your way

In the biosimilars community, we celebrate the diverse coalition voices and perspectives. All participants are welcome to customize our provided content or share their own unique content like testimonial videos, custom graphics or social media posts that highlight what access to biosimilars means to them.

If you choose to develop your own content, we suggest it:

- Is conscious of all COVID-19 guidelines (e.g., subjects in content should have masks and practice distancing where appropriate)
- Includes the Global Biosimilars Week logo and [#GlobalBiosimilarsWeek](#)

## Language

We encourage participants to post content in the language(s) of their choice but ask that [#GlobalBiosimilarsWeek](#) in English is included in all social media posts to ensure that everyone's content can be accessed in one place. The Global Biosimilars Week logo is available in English only. You can customize most of the campaign images below to reflect your language(s) of choice or create your own.

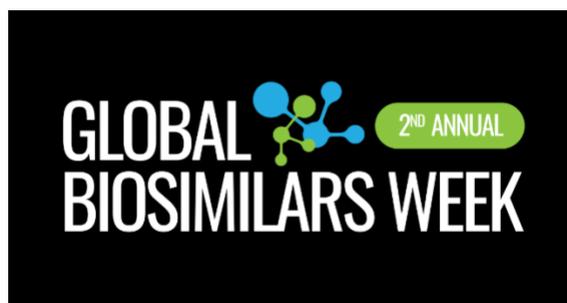
## Campaign Assets

[Download All Assets](#)

## Branding

Global Biosimilars Week Website: <https://bit.ly/GlobalBiosimilarsWeek>

Global Biosimilars Week Logo: [Download logo](#)



Global Biosimilars Week Colors:

- Green: HEX **#8CC63F** (R140 G198 B63)
- Cyan: HEX **#00AAEF** (R0 G174 B239)

Brand Fonts:

- Open Sans ([Download](#))
- Open Sans Condensed ([Download](#))

## PPT Template for Social Images

[Download Editable Image Template](#)

## Promotional Copy eNewsletter

[Second Annual IGBA Global Biosimilars Week: Advancing Access – November 1-5, 2021](#)

Save the dates! Global Biosimilars Week (GBW) is an awareness campaign, coordinated by the International Generic and Biosimilar Medicines Association (IGBA). **[YOUR ORG NAME HERE]** invites you to “join the movement” and share biosimilars content on your own social media channels using daily themes and the hashtag #GlobalBiosimilarsWeek. [Learn more](#).

**Email Signature:** [Download Image](#) | [Editable Template](#)  
Link signature to <https://bit.ly/GlobalBiosimilarsWeek>



**Display Banner (728x90):** [Download Image](#) | [Editable Template](#)  
Link banner to <https://bit.ly/GlobalBiosimilarsWeek>



## Suggested Copy and Images

[Download Images](#)

[Download Editable Image Template](#)

## Save the Dates



Save the Dates! The second annual #GlobalBiosimilarsWeek will be held **November 1-5!** Share your story. Be the voice of #biosimilars. Learn more at <https://bit.ly/GlobalBiosimilarsWeek>

## General Campaign



### Sample tweets and LinkedIn:

Advancing Access to #biosimilars means helping more people live healthier lives. #GlobalBiosimilarsWeek. <https://bit.ly/GlobalBiosimilarsWeek>

Join us as we celebrate the advancement of #biosimilars around the world during #GlobalBiosimilarsWeek! Learn more at <https://bit.ly/GlobalBiosimilarsWeek>

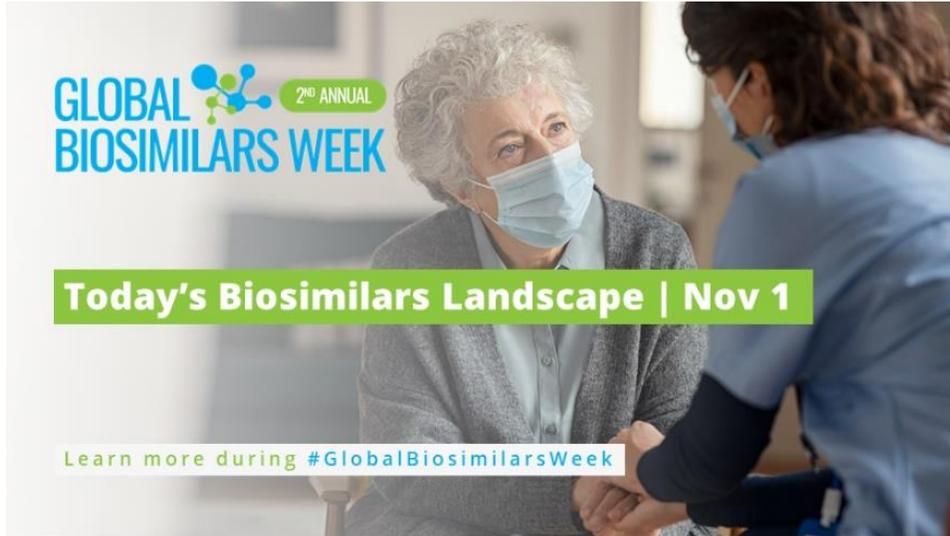
Together, we can make a difference in the lives of countless patients through policies that support biosimilar adoption, education and re-investment into healthcare. <https://bit.ly/GlobalBiosimilarsWeek>

### COVID-19 message

Biosimilar medicines save our health care system millions every year, and those extra resources have been crucial in the fight against #COVID19. #GlobalBiosimilarsWeek

This #GlobalBiosimilarsWeek, we are working together to enhance access to more lifesaving #biosimilars. <https://bit.ly/GlobalBiosimilarsWeek>

## Today's Biosimilars Landscape | Nov 1



Q: What are #biosimilars?

A: Biosimilars are biologic medicines that are highly similar to a previously approved reference biologic. Biosimilars provide an opportunity to create competition in the market and expand patient access to critical medicines. #GlobalBiosimilarsWeek  
<https://bit.ly/GlobalBiosimilarsWeek>

Safe and effective #biosimilars have been available for over 15 years. As more biosimilars come to market, they will create billions in savings for patients and the healthcare system. Learn more at <https://bit.ly/GlobalBiosimilarsWeek>

It's #GlobalBiosimilarsWeek and #biosimilars have come a long way!

Safe & effective #biosimilars have been available for over 15 years. As we see more biosimilar approvals around the world, we will also see billions in savings for patients and the health care system. <https://bit.ly/GlobalBiosimilarsWeek>

## The Biosimilars Road Ahead | Nov 2



The continued development of #biosimilars will promote health equity and access to care for millions of patients worldwide. Join the conversation with #GlobalBiosimilarsWeek.

#Biosimilars: the future of sustainable healthcare. #GlobalBiosimilarsWeek

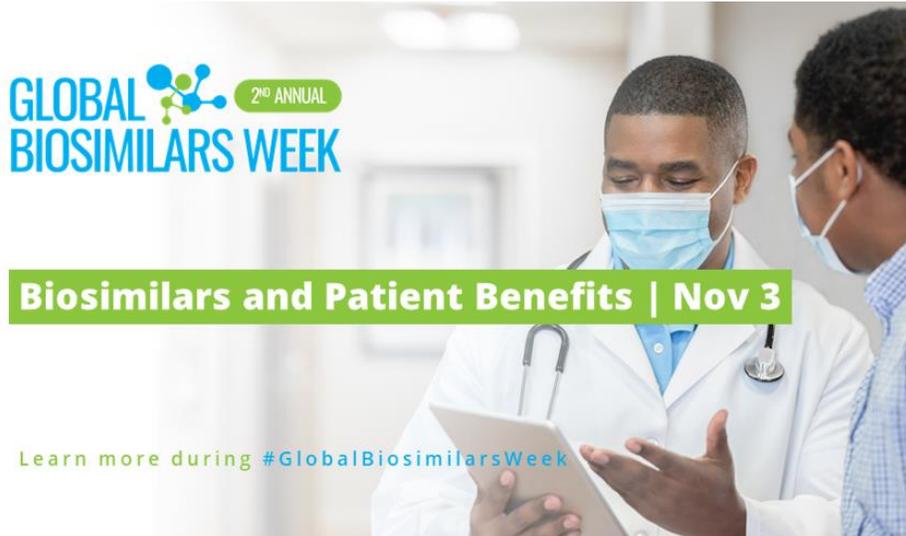
This #GlobalBiosimilarsWeek, join us in looking at the road ahead for the #biosimilars industry.

As more biosimilars are developed and approved, they will promote health equity and increase access to care for millions of patients worldwide.

<https://bit.ly/GlobalBiosimilarsWeek>

Policies that promote biosimilars education and adoption will encourage health equity across the globe. #GlobalBiosimilarsWeek

## Biosimilars and Patient Benefits | Nov 3



With the lower treatment costs achieved thanks to #biosimilars, we can re-invest in other health care services - like childcare, eldercare, mental health services, research and more. #GlobalBiosimilarsWeek

Biosimilars treatment costs for patients, government health programs and other payers, budget resources can be devoted to other health care initiatives.

<https://bit.ly/GlobalBiosimilarsWeek> #GlobalBiosimilarsWeek

By lowering treatment costs, biosimilars can help fund the innovative new treatments needed by patients. <https://bit.ly/GlobalBiosimilarsWeek> #GlobalBiosimilarsWeek

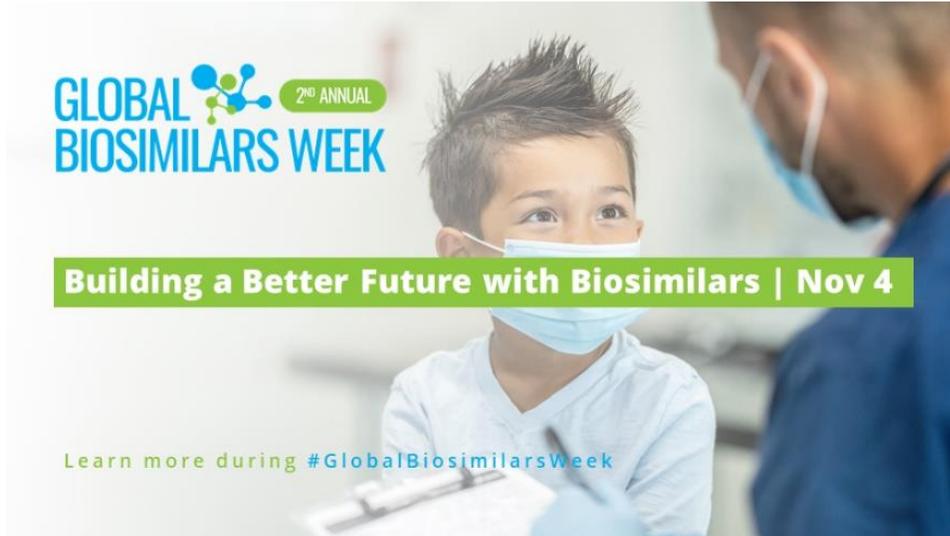
The introduction of #biosimilars across the globe has expanded patient access to life-saving medicines and freed up important resources that can benefit other areas of healthcare. #GlobalBiosimilarsWeek

During #GlobalBiosimilarsWeek, we celebrate the many more patients who obtained access to the medicines they needed after biosimilar medicines became available.

<https://bit.ly/GlobalBiosimilarsWeek>

Patients can have confidence in their #biosimilar medicines. Regulatory approval confirms no clinically meaningful differences expected in safety and efficacy between a biosimilar and the reference drug. #GlobalBiosimilarsWeek

## Building a Better Future with Biosimilars | Nov 4



Greater access to #biosimilar = more care for more patients.  
<https://bit.ly/GlobalBiosimilarsWeek> #GlobalBiosimilarsWeek

#Biosimilars are the key to building a better future for patients around the globe. In order to provide more patients with more care, we need policies that support greater access to biosimilar medicines. #GlobalBiosimilarsWeek

Join us in celebrating #GlobalBiosimilarsWeek! <https://bit.ly/GlobalBiosimilarsWeek>

## Join the Biosimilars Movement | Nov 5



We want to hear from you!

This #GlobalBiosimilarsWeek, share your stories, information and educational resources, and initiatives so we can build a better world for biosimilars — together.

Join the movement — be the voice of #biosimilars! <https://bit.ly/GlobalBiosimilarsWeek>  
#GlobalBiosimilarsWeek

#GlobalBiosimilarsWeek is here, and education is a key step in understanding the importance of biosimilar adoption.

This week, we ask our friends across the globe to join the movement by sharing insights & educational resources on #biosimilars! <https://bit.ly/GlobalBiosimilarsWeek>  
#GlobalBiosimilarsWeek