



Strengthening Healthcare – The Value of Biosimilar Medicines

**GLOBAL BIOSIMILARS WEEK 2022**

# **Social Toolkit**

## Share your voice on #GlobalBiosimilarsWeek

From November 14-18, the International Generic and Biosimilar medicines Association (IGBA) is hosting the third 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:  
[info@igbamedicines.org](mailto:info@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.

- Reminder to include the Global Biosimilars Week logo
- Include the primary hashtag [#GlobalBiosimilarsWeek](#)
- Secondary hashtags: [#GBW22](#), [#biosimilars](#) [#biosimilar](#) [#BiosimilarsAccess](#) [#BiosimilarsAwareness](#) [#BiosimilarsValue](#)

## 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. You can customize most of the campaign images below to reflect your language(s) of choice or create your own.

## Campaign Assets

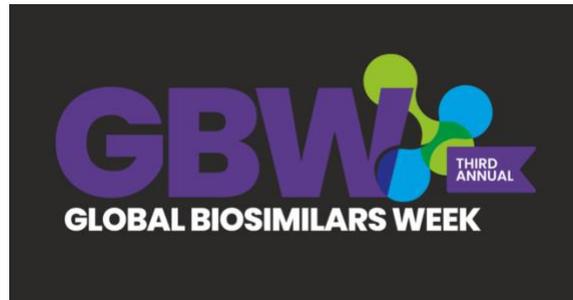
[Download All Assets](#)

## Branding

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

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

Default Version:



No Flag Version:



Global Biosimilars Week Colors:

- Purple: HEX **#5B3A8C** (R140 G198 B63)
- Green: HEX **#8CC63F** (R140 G198 B63)
- Cyan: HEX **#00AAEF** (R0 G174 B239)

Brand Fonts:

- Poppins ([Download](#))

## PPT Template for Social Images

[Download Editable Social Media Image Template](#)

## Promotional Copy eNewsletter

[Third Annual IGBA Global Biosimilars Week: Strengthening Healthcare – The Value of Biosimilar Medicines](#)

Save the date! 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](#)

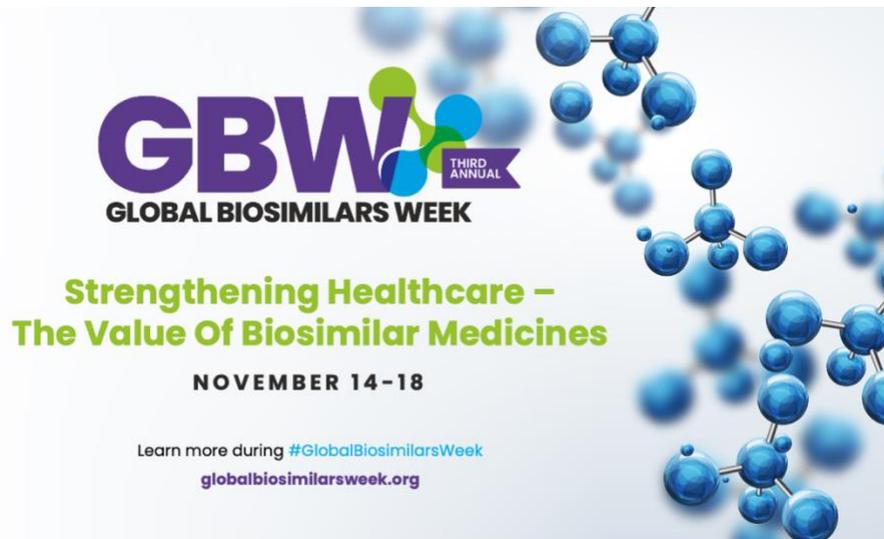
## Save the Date



Save the Dates! The 3rd annual #GlobalBiosimilarsWeek will be held November 14-18! We're calling on stakeholders, patients, health care professionals & their organizations around the world to share your biosimilars stories.

Be the voice of #biosimilars. Learn more at <https://bit.ly/GlobalBiosimilarsWeek>

## General Campaign



## Sample tweets and LinkedIn posts:

1.  
Join us as patients, healthcare providers, regulators, industry professionals and health care systems share the value of #biosimilars around the world during #GlobalBiosimilarsWeek. Learn more at <https://bit.ly/GlobalBiosimilarsWeek>
2.  
Together, we can make a difference in the lives of countless patients through policies that support #biosimilar adoption, education and re-investment into health care. <https://bit.ly/GlobalBiosimilarsWeek> #GBW22
3.  
Each day, #biosimilars provide essential care for millions of people around the globe. Whether you're a patient, healthcare provider, regulator, or an industry professional, join us during #GlobalBiosimilarsWeek in promoting these life-changing medicines: <https://bit.ly/GlobalBiosimilarsWeek>

4.

Biosimilar medicines can create access for millions every year. This [#GlobalBiosimilarsWeek](#), we are working together around the globe to share the value of life-changing [#biosimilars](#): <https://bit.ly/GlobalBiosimilarsWeek>

### **Biosimilars: Value for patients**



1.

Did you know that [#biosimilar](#) medicines are providing essential care for millions of patients around the world?

Biosimilar adoption has taken off, and we're spreading the word this week on the importance of these life-changing medicines. [#GBW22](#)

<https://bit.ly/GlobalBiosimilarsWeek>

2.

[#Biosimilars](#) are effective alternatives to treatments for a variety of diseases, including arthritis, cancer & more.

This [#GlobalBiosimilarsWeek](#), we celebrate the many patients who obtained access to the biologic medicines they needed through biosimilars:

<https://bit.ly/GlobalBiosimilarsWeek>

3.

Did you know that [#biosimilar](#) medicines are helping patients around the world cope with [#diabetes](#)?

On this [#WorldDiabetesDay](#), join us to spotlight the ways [#biosimilars](#) are helping patients suffering from this chronic condition. <https://bit.ly/GlobalBiosimilarsWeek>  
[#GlobalBiosimilarsWeek](#)

## Biosimilars: Value for healthcare professionals, healthcare providers and clinical practice



1.

**#Biosimilars** create more competitive markets with a broader range of cost-effective alternatives to reference biologics for healthcare providers.

This **#GlobalBiosimilarsWeek**, we're sharing the value that biosimilar medicines provide around the globe: <https://bit.ly/GlobalBiosimilarsWeek>

2.

**#BiosimilarMedicines** give healthcare professionals access to a wider spectrum of treatment options and opportunities to change patient treatment pathways, enhancing coverage or expanding eligibility.

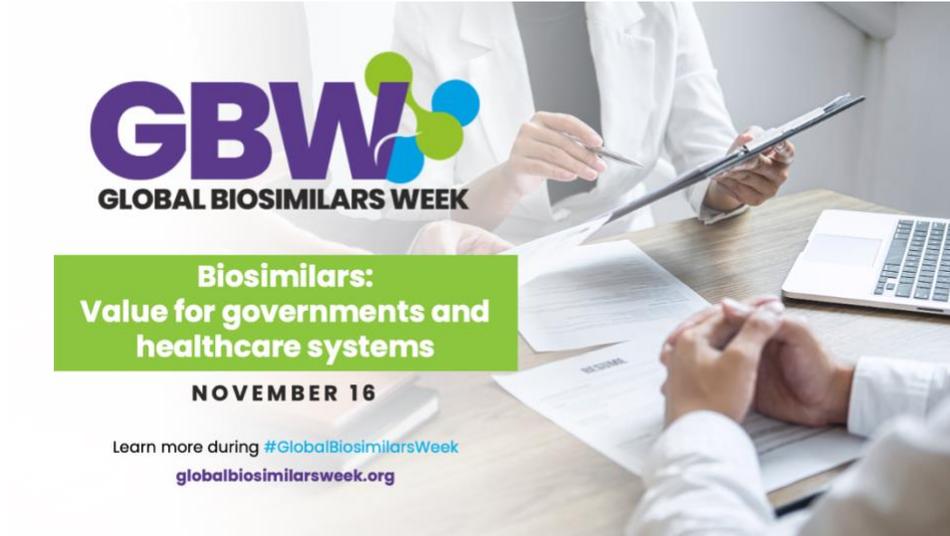
Join us this **#GlobalBiosimilarsWeek** to spread the word:  
<https://bit.ly/GlobalBiosimilarsWeek>

3.

**#BiosimilarMedicines** are increasing access to life-changing medicines for patients worldwide, helping to build sustainable healthcare systems for future generations & fostering innovation.

Watch the full video from IGBA to learn more **#GBW22**  
<https://www.youtube.com/watch?v=BUMBSCMAtQ0>

## Biosimilars: Value for governments and healthcare systems



1. Lower treatment costs from [biosimilar](#) competition lets us reinvest in other health care products and services – like diagnostics, supportive care, innovative medicines, telemedicine and more.

Join us this [#GlobalBiosimilarsWeek](#) & show your support.  
<https://bit.ly/GlobalBiosimilarsWeek>

2. Each year, [#BiosimilarMedicines](#) provide access to the standard of care for millions of patients while generating billions in savings.

That means more resources for our medical experts to provide patients with better care:  
[#GlobalBiosimilarsWeek #GBW22](https://bit.ly/GlobalBiosimilarsWeek)

3. Biosimilars medicines are opening doors for patients to life-changing medicines around the world, and the industry is still expanding.

Take a look at IGBA's vision for the biosimilar industry to learn more:  
<https://bit.ly/3HQmKx8>

4. During [#GlobalBiosimilarsWeek](#), we're raising awareness for biosimilars & the important role they play expanding access to care in our healthcare systems around the globe.

Visit the IGBA youtube page to learn more about these life-changing medicines:  
<https://bit.ly/3HUfwYY>

## Biosimilars: Value for regulatory medicines agencies



1. For regulatory medicines agencies, [#BiosimilarMedicines](#) contribute to advancing regulatory science for biologic therapies by bringing forward multiple robust development strategies. <https://bit.ly/GlobalBiosimilarsWeek> [#GlobalBiosimilarsWeek](#)

2. [#Biosimilar](#) medicine approvals contribute to medicines agencies' global aim to support access and availability to safe & effective medicines.

During [#GlobalBiosimilarsWeek](#), help us share the ways [#biosimilars](#) are providing value for patients everywhere: <https://bit.ly/GlobalBiosimilarsWeek>

3. [#biosimilars](#) are providing life-changing care to patients at more affordable prices, and this important global industry is still growing.

Read the IGBA white paper on their vision for the road ahead for biosimilar adoption: <https://bit.ly/3HQmKx8>

## Join the Biosimilars Movement!



1.  
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>

2.  
[#GlobalBiosimilarsWeek](#) is here, and education is a key step in understanding the importance of biosimilar adoption.

This week, we ask our friends and colleagues to join the movement by sharing insights & educational resources on [#biosimilars!](#) <https://bit.ly/GlobalBiosimilarsWeek>

Thank You



#GlobalBiosimilarsWeek may be over, but the #biosimilars movement is just beginning!  
Thank you to everyone who participated — we'll see you next year!  
<https://bit.ly/GlobalBiosimilarsWeek>