



IGBA

GLOBAL BIOSIMILARS WEEK

NOVEMBER 16-20, 2020

GLOBAL BIOSIMILARS WEEK SOCIAL MEDIA TOOLKIT

globalbiosimilarsweek.org

#globalbiosimilarsweek



INTERNATIONAL GENERIC AND
BIOSIMILAR MEDICINES ASSOCIATION

For more information, contact: info@igbamedicines.org



GLOBAL BIOSIMILARS WEEK SOCIAL MEDIA TOOLKIT

From November 16-20, 2020, the International Generic and Biosimilar medicines Association (IGBA) will be hosting the 1st Global Biosimilars Week (GBW). This week is a time to engage in initiatives around the world to raise awareness and educate patients, medical professionals, insurance providers and policymakers about biosimilar medicines.

We are encouraging all member companies and associations, partner stakeholders and social media followers to join the conversation. Learn more about biosimilars basics, regulatory updates from around the world and how biosimilar medicines can continue positively impacting the lives of patients moving forward.

Participating GBW Partner Associations including: [Generic and Biosimilar Medicines Association](#) (Australia), [Biosimilars Canada](#), [Biosimilar Council](#) (US), [Biosimilar Medicines Group](#) (EU). To see all member associations, visit <https://globalbiosimilarsweek.org>.

HOW TO GET INVOLVED

Before the Global Biosimilars Week (Nov 2-15): Post to your social channels about the upcoming awareness week and encourage your network to participate.

- Post about the Global Biosimilars Week on your social channels.
- Share the link <https://bit.ly/IGBAGBW> and graphics about the Global Biosimilars Week.
- Reach out to your peers and pass along information about the Global Biosimilars Week.
- Use the pre-campaign announcement [email banner](#).

During the Global Biosimilars Week (Nov 16-20): Join the conversation on social media and encourage your network to participate by tagging, commenting and sharing.

- Post our graphics to your social channels, post our suggested social media content, and post your own content supporting the initiative. Any content in languages other than English are welcome to broaden the reach of the campaign. Share the link <https://bit.ly/IGBAGBW> and graphics about the Global Biosimilars Week.
- Retweet, like, comment and share posts of the Global Biosimilars Week partners. Use the pre-campaign announcement email banner.
- Use the campaign announcement [email banner](#) in your daily communication.
- Pose new questions to the Global Biosimilars Week partners to start a conversation.

After the Global Biosimilars Week (Nov 21 onward): Continue the conversation by asking questions and sharing information from the Global Biosimilars Week partners.

- Post to your social channels outlining what you learned during the Global Biosimilars Week.
- Pen a LinkedIn article or blog post about your experience with the Global Biosimilars Week.
- Help spread the word to generate excitement for the 2021 Global Biosimilars Week (dates TBD).



TWITTER



FACEBOOK



LINKEDIN

Whether you tweet, like, comment or share, be sure to follow along with the conversation during [#GlobalBiosimilarsWeek](#) by posting using the hashtag and sharing social media posts from other accounts. For the latest updates, follow the [International Generic and Biosimilar Medicines Association](#) on LinkedIn.

SUGGESTED HASHTAGS FOR [#GLOBALBIOSIMILARSWEEK](#)

Participate and follow along with the conversation on social media platforms by using the following hashtags:

Primary Event Hashtag:

[#GlobalBiosimilarsWeek](#)

Other hashtags to use:

[#Biosimilars](#)

[#BiosimilarsAwareness](#)

[#BiosimilarsAccess](#)

[#TrustBiosimilars](#)

[#WhyBiosimilars](#)

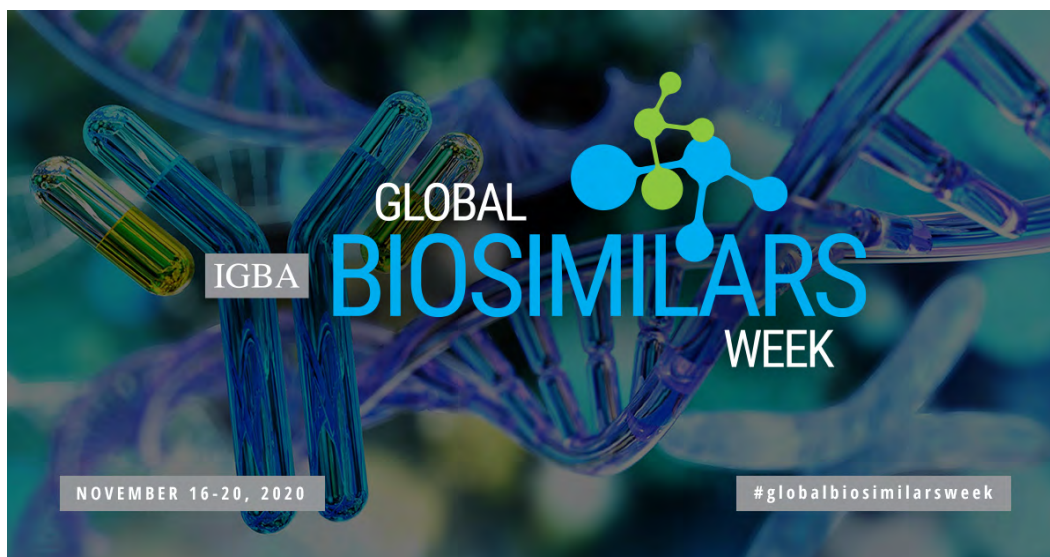
[#ChooseBiosimilars](#)

SOCIAL IMAGES

Click on each image to download. Images for each association are accessible via [Google Drive](#).

SUGGESTED SOCIAL POSTS

Overall/pre-GBW | Nov 2-15



TWITTER

- Did you know that #biosimilars are safe & effective alternatives to originator biologics? Learn more during #GlobalBiosimilarsWeek from Nov. 16-20 at <https://bit.ly/IGBAGBW>
- How can #biosimilars help improve patient access to biologic medicines? Join the conversation with #GlobalBiosimilarsWeek from Nov. 16-20 at <https://bit.ly/IGBAGBW>



FACEBOOK / LINKEDIN

- Did you know that biosimilars are safe and effective alternatives to originator biologics? Learn more about how biosimilars can benefit patients November 16-20 during #GlobalBiosimilarsWeek at <https://bit.ly/IGBAGBW>
- How can biosimilars help improve patient access to biologic medicines? Join the conversation on social media November 16-20 by following #GlobalBiosimilarsWeek at <https://bit.ly/IGBAGBW>



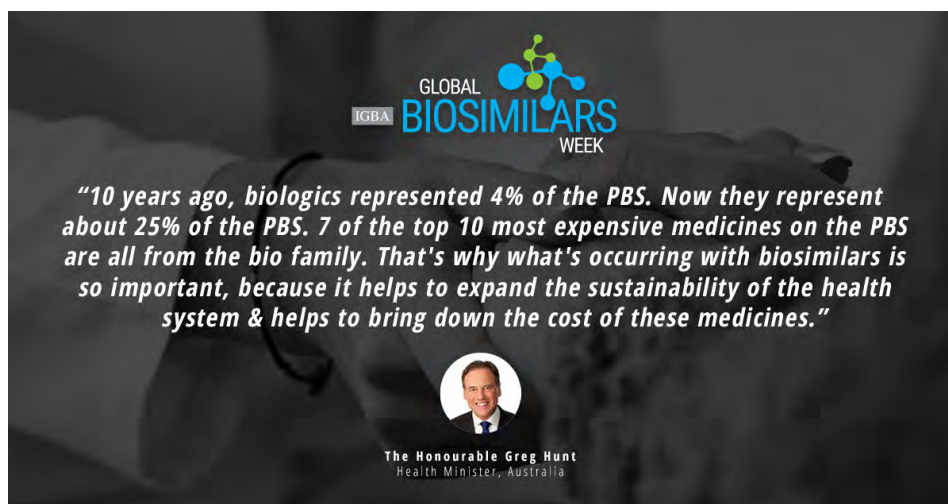
TWITTER

- What are #biosimilars? Learn all the #BiosimilarBasics at <https://bit.ly/IGBAGBW> #DoYouKnowBiosimilars #GlobalBiosimilarsWeek
- Did you know that #biosimilars have been approved globally for almost 15 years? Learn all the #BiosimilarBasics at <https://bit.ly/IGBAGBW> #DoYouKnowBiosimilars #GlobalBiosimilarsWeek
- #Biosimilars are #BiologicMedicines that treat diseases like cancer, diabetes and rheumatoid arthritis. Learn the #BiosimilarBasics at <https://bit.ly/IGBAGBW> #DoYouKnowBiosimilars #GlobalBiosimilarsWeek



FACEBOOK / LINKEDIN

- Did you know that biosimilars have been approved globally for almost 15 years? Learn more about the history of biosimilars and all the biosimilars basics at <https://bit.ly/IGBAGBW> #GlobalBiosimilarsWeek
- Did you know that #biosimilars can help provide access to tomorrows cures for chronic illnesses? Learn more about the indications for biosimilars and how they're providing alternatives for patients at <https://bit.ly/IGBAGBW> #GlobalBiosimilarsWeek
- Biosimilars are biologic medicines that treat diseases like cancer, diabetes and rheumatoid arthritis. Learn more about the many possibilities for biosimilars to help patients at <https://bit.ly/IGBAGBW> #GlobalBiosimilarsWeek



TWITTER / FACEBOOK / LINKEDIN

- Regulatory authorities around the world have approved #biosimilars as safe & effective alternatives to expensive #biologics. Learn more at <https://bit.ly/IGBAGBW> #TrustBiosimilars #GlobalBiosimilarsWeek
- (US only) Over 50% of U.S. prescription drug spending is on #biologics. Regulatory authorities around the world have approved #biosimilars as safe & effective alternatives to expensive brand medications. Learn more at <https://bit.ly/IGBAGBW> #GlobalBiosimilarsWeek
- (US only) The BPCIA created a pathway for #biosimilars to reach patients in the U.S. Learn the #BiosimilarsBasics at <https://bit.ly/IGBAGBW> #GlobalBiosimilarsWeek #b10similars
- (US only) What are biosimilars? Find out how biosimilars are developed, approved and reach the hands of America's patients at <https://bit.ly/IGBAGBW> #GlobalBiosimilarsWeek





TWITTER

- How can #biosimilars help unlock #access to cutting-edge treatments for patients around the world? Learn more at <https://bit.ly/IGBAGBW> #WhyBiosimilars #GlobalBiosimilarsWeek
- Did you know that #biosimilars help health systems serve more patients? Learn more at <https://bit.ly/IGBAGBW> #WhyBiosimilars #GlobalBiosimilarsWeek



FACEBOOK / LINKEDIN

- #Biosimilars are biologic medicines that treat diseases like cancer, diabetes and rheumatoid arthritis. Learn more about the many possibilities for biosimilars to help patients at <https://bit.ly/IGBAGBW> #GlobalBiosimilarsWeek
- How can biosimilars help unlock access to cutting-edge treatments for patients around the world? Learn more at <https://bit.ly/IGBAGBW> #WhyBiosimilars #GlobalBiosimilarsWeek
- (US only) Enacted in 2010, the BPCIA created a pathway for biosimilars to reach patients in the U.S. Learn more about the BPCIA and how it's helped benefit patients for the last ten years at <https://bit.ly/IGBAGBW> #GlobalBiosimilarsWeek #b10similars



TWITTER

- How can #biosimilars help unlock #access to cutting-edge treatments for patients around the world? Learn more at <https://bit.ly/IGBAGBW> #WhyBiosimilars #GlobalBiosimilarsWeek
- Did you know that #biosimilars help health systems serve more patients? Learn more at <https://bit.ly/IGBAGBW> #WhyBiosimilars #GlobalBiosimilarsWeek
- Did you know that regulators expect no clinically meaningful differences between the use of a #biosimilar and the use of a reference biologic drug? Learn more at <https://bit.ly/IGBAGBW> #TrustBiosimilars #GlobalBiosimilarsWeek
- Millions of people worldwide are living healthier thanks to #biosimilars. Learn more at <https://bit.ly/IGBAGBW> #ChooseBiosimilars #GlobalBiosimilarsWeek



FACEBOOK / LINKEDIN

- Over two billion patient days of clinical experience with biosimilars is a lot of reasons to trust biosimilars. Learn more about biosimilar safety and efficacy at <https://bit.ly/IGBAGBW> #GlobalBiosimilarsWeek
- Did you know that you can expect the same clinical outcomes from using biosimilars as you can from the reference biologic? Learn more about reference biologics, interchangeable biosimilars and biosimilars at <https://bit.ly/IGBAGBW> #GlobalBiosimilarsWeek



TWITTER

- How can the #medicine you take today help secure #access to treatments in 20 years? Learn more at <https://bit.ly/IGBAGBW> #BiosimilarSolutions #GlobalBiosimilarsWeek
- Did you know that #biosimilars can help provide #access to #TomorrowsCures? Learn more at <https://bit.ly/IGBAGBW> #BiosimilarSolutions #GlobalBiosimilarsWeek



FACEBOOK / LINKEDIN

- How can the medicine you take today help secure access to treatments in 20 years? Learn more about the promise of biosimilars to create a pathway to more accessible medicines at <https://bit.ly/IGBAGBW> #GlobalBiosimilarsWeek
- Did you know that #biosimilars can help provide access to tomorrows cures for chronic illnesses? Learn more about the indications for biosimilars and how they're providing alternatives for patients at <https://bit.ly/IGBAGBW> #GlobalBiosimilarsWeek

JOIN THE CONVERSATION!

globalbiosimilarsweek.org

#globalbiosimilarsweek



TWITTER



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