

EFPIA SOCIAL MEDIA CAMPAIGN: IMI 2 Launch – 9 July 2014
Starting Point: Mid-June 2014 – Countdown

EFPIA Social Media Accounts:



[Twitter](#)



[Google+](#)



[Pinterest](#)



[Youtube](#)



[LinkedIn](#)

EFPIA's Website: www.efpia.eu

IMI's Website: <http://www.imi.europa.eu/>

Hashtags: **#IMI2 ; #JTcalls2014**

 **Twitter - suggested Tweets**

- Back to basics! WATCH - What is the Innovative Medicines Initiative? **#IMI2** bit.ly/1iDKssP
- IMI delivers breakthroughs that are having an impact on drug research and development and, ultimately, patients' lives **#IMI2**
- IMI is the world's biggest public-private partnership in the life sciences **#IMI2** @IMI_JU www.efpia.eu/
- FACT - IMI accelerates the development of, and patient access to, new treatments, especially in areas where treatments are lacking **#IMI2**
- FACT - IMI enables joint investments to tackle challenges too big for any company, organisation or country to tackle alone **#IMI2**
- IMI provides incentives for innovation in particularly challenging areas **#IMI2** **#JTcalls2014** www.efpia.eu/
- FACT - IMI facilitates collaboration and enables joint investments to tackle challenges that are too big for any one company, organisation or country to tackle alone **#IMI2**
- READ EFPIA's webpage on How Collaboration Can Lead to Big Wins: IMI's Success Stories **#IMI2** <http://www.efpia.eu/>
- PREZI on IMI Achievements **#IMI2 #JTcalls2014** bit.ly/1lx5Srq
- IMI delivers tools and instruments to improve pharmaceutical R&D and speed up patient access to new treatments **#IMI2 #JTcalls2014**



European Federation of Pharmaceutical
Industries and Associations

- IMI delivers tools and instruments to improve pharmaceutical R&D and speed up patient access to new treatments [#IMI2](#) efpia.eu
- IMI trains a new generation of industrial scientists and regulators as well as current professionals [#IMI2](#) efpia.eu
- IMI welcomes the participation of companies from a broad range of healthcare-related sectors [#IMI2](#) efpia.eu
- IMI offers unique opportunities to translate breakthrough discoveries into clinically useful tools [#IMI2](#) efpia.eu
- IMI supports small and medium-sized enterprises and mid-sized companies engaged in drug development and innovation [#IMI2](#) efpia.eu
- FACT - IMI creates/maintains jobs and contributes to the competitiveness of the pharmaceutical sector in Europe [#IMI2](#) efpia.eu
- FACT - IMI is developing new treatments for diseases where there is a high, unmet societal need [#IMI2](#) efpia.eu
- FACT - IMI is contributing to improved medicine and vaccine safety [#IMI2](#) [#JTcalls2014](#) efpia.eu

Twitter Audience + engagers accounts:

- EFPIA Members List (Companies + Associations): <https://twitter.com/EFPIA/lists/efpia-members>
- Health Journalists list available here: <https://twitter.com/EFPIA/journos-by-efpia/members>

Sample Associated Twitter Handles

@IMI_JU
@InnovationUnion
@EU_Commission
@EU_Health (Sanco)
@mrliamenglish
@TorbettR
@CDeRede
@MagdaEfpia
@EBE_EU

 **Google+** and  **LinkedIn** – suggested posts

- Back to basics! WATCH - What is the Innovative Medicines Initiative? **#IMI2 #JTcalls2014** bit.ly/1iDKssP
- IMI delivers breakthroughs that are having an impact on drug research and development and, ultimately, patients' lives **#JTcalls2014 #IMI2** <http://www.efpia.eu/>
- IMI offers unique opportunities to translate breakthrough discoveries into clinically useful tools and products through open innovation networks **#IMI2 #JTcalls2014** <http://www.efpia.eu/>
- IMI is creating new training schemes designed to address specific unmet needs identified by affected individuals/carers **#IMI2 #JTcalls2014** <http://www.efpia.eu/>
- IMI accelerates the development of, and patient access to, new treatments, especially in areas where treatments are lacking / where the impact of a disease on society is particularly high **#IMI2 #JTcalls2014** <http://www.efpia.eu/>
- By acting as a neutral broker, IMI facilitates collaboration and enables joint investments to tackle challenges that are too big for any one company, organisation or country to tackle alone **#IMI2 #JTcalls2014** <http://www.efpia.eu/>
- IMI supports small and medium-sized enterprises and mid-sized companies engaged in drug development and innovation **#IMI2 #JTcalls2014** <http://www.efpia.eu/>
- IMI creates/maintains jobs and contributes to the competitiveness of the pharmaceutical sector in Europe **#IMI2 #JTcalls2014** <http://www.efpia.eu/>
- PREZI on IMI Achievements **#IMI2 #JTcalls2014** bit.ly/1lx5Srq

 **Pinterest** – suggested images/videos

WATCH - What is the Innovative Medicines Initiative? **#IMI2 #JTcalls2014** bit.ly/1iDKssP

 **Youtube video** – suggested posts

WATCH - What is the Innovative Medicines Initiative? **#IMI2 #JTcalls2014** bit.ly/1iDKssP