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ACCU-CHEK®



Social Media Insights

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Interested in Social Media Marketing?

As previously announced, social media marketing is launching in Q3 of this year for interested markets. Please contact [Jim Lefevere](#) if you are interested in participating.



Part 3 of 4

The Plan: What Is the Accu-Chek Social Media Engagement Plan

By: Rodger Johnson

More and more people with diabetes are using social networks to connect with others like them. They are using these social networking sites for "virtual support" groups, as well as resources to learn about better ways to manage their disease. So how does a company like Roche Diagnostic leverage social media to engage these groups in a meaningful dialog?

We have consulted with top social media experts, such as Forrester analyst, Jeremiah Owyang, and leading diabetes blogger and Patient Opinion Leader, Amy Tenderich, to build a strategy for social engagement. This strategy has four parts:

People: It is important, according to Forrester Research, to know what kinds of technology people are using. Through internal analysis, we have discovered our customers are predominately using social networking sites. Such sites include, but are not limited to the following:



tudiabetes.com®

a community of people touched by diabetes



All of these online social communities are for people with diabetes and managed by people with diabetes. Besides understanding which social networks people with diabetes use, we must also understand what they are discussing. So our first step into social media is to listen. And we have researched and in the process of testing several listening tools that allow us to study the conversations of people with diabetes online.

Objectives: Having an objective, or a clearly defined goal when we enter the social conversation is vitally important. Preliminary analysis and feedback from the blogger summit, suggests the best way to engage diabetes communities online is to share our wealth of knowledge and insights into the management of the disease.

Our objective is to begin energizing people with diabetes with our wealth of knowledge and experience in managing diabetes. So, in the beginning, we will begin giving them health, diet and exercise information.

This adds value to the conversation online and is an important point to remember when we engage in a conversation online. We believe that by sharing our contribution to the conversation will establish ourselves more decisively as a company that passionately enables success for people living with diabetes.

The third point of our strategy defines how our relationship with our customers will change through our social media efforts. And the fourth point explains which technologies we are using to engage diabetes communities online.

Strategy: Besides understanding what we can add to a conversation online, we also understand how our objective will change our relationship with our customers. The key to online social engagement is providing value to our customers. So our approach is twofold:

- Build awareness of health-related issues around diabetes and the management of it for healthier, happier lives.
- Improve the perception of Accu-Chek as a partner that is passionately enabling people with diabetes to live better lives.

Technology: Finally, to engage people with diabetes, we are using three social networks, which have a global presence and are among the fastest growing and most active online social gathering places worldwide:



Moreover, we want our social media engagement to be as efficient and as effective as possible. To address that issue, we have partnered with Direct Message Lab. Using this tool we can manage our social engagement from one platform, and we can monitor our progress, as well as automate much of our social media engagement.

Keys to Successful Engagement

Social media has changed how we market. Consumers want more. So, we must provide them with information that goes beyond telling the different features and benefits of our products. Besides having patients, because relationships take time to build, we are doing four things:

- Providing valuable information that people with diabetes can use.
- Building trust through transparent communication.
- Establishing platforms for consistent delivery.

Our Social Media Decision Board

To ensure that we have a successful social media engagement, we have established a Social Media Decision Board, with members who have strategic insight into message development and social media. Through this decision board, we will provide a coordinated effort across all countries to provide a consistent message through editorial planning.

Content Approval, Disclaimers and Procedures

Our business is regulated, so we want to refrain from talking about our products. Therefore, in the beginning of our social media engagement, we will be using pre-approved health, diet and exercise content to begin adding value to people with diabetes. If new content is created, it will be approved through Roche legal/regulatory review before it is released into our online social environments. Furthermore, each in every social environment and for all markets there will be a prominently displayed disclaimer with

customer care contact information for patients with diabetes to use.

Planning to Launch Social Media

Proper planning is always important for a successful launch. Much like a product launch, we will develop all the tools to ensure country success:

- Centralized dashboard for efficient management and monitoring of your social media environments.
- Branded design in all social networks.
- Training and a Quick Reference.
- Editorial Calendar.
- Best Practices.
- Ongoing support.

Among other tools, we will be developing a content aggregator. [Click here](#) to see an example of what we are creating. We will use this site to store and display the diet, health related content. But more than another brand Web site, this content aggregator will have social media functionality:

- Display diet, health and exercise information.
- Really Simple Syndication (RSS) feeds for people with diabetes to pull information from the content aggregator and to encourage viral sharing.
- "Share It" tool for every piece of content so that visitors can easily share information with others they know through their social networks.
- Full integration between all interactive efforts. For example, module linking content aggregator to social networking sites (Facebook, Twitter and YouTube). A similar module will be placed on each Accu-Chek Web site. (See [Accu-Chek Canada](#)) And when the content aggregator is fully functional, we will connect it to your Web site.
- Social forward links in your ExactTarget email tool that connects readers to your social networks and the content aggregator.

In addition to these, we are working closely with BG Product Marketing to create an Accu-Chek Nano testimonial campaign. The content from this campaign can also be stored and displayed in your content aggregator, YouTube page and socialized through Facebook and Twitter.

These, among other tools, to build a framework of success, we are developing event driven promotions and viral content for events like World Diabetes Day and the Children's Art contest, for example.

This "closed loop" strategy places information where people are spending their time, which is less and less with TV, magazines and traditional media. It also provides a distribution channel for the valuable content that is aligned with social media and social networks and our objectives.

Measuring and Monitoring Social Media

Listening is about monitoring discussions between people with diabetes, which is one of the most important things we can do in social networking sites. We are piloting several tools to monitor social media conversations and learn more about what people with diabetes are discussing.

By listening to conversations people with diabetes are having, we can better gauge how to approach the conversations. As we understand their needs better, we can begin infusing our world-class experience and expertise of diabetes to build deeper, stronger, relationships and create value for PwD, their caregivers and people interested in diabetes.

Currently, Canada has launched its Facebook, Twitter and YouTube pages. But there are many countries, which have expressed interest in social media. These are the ones we are actively working with:

- Australia
- United Kingdom
- Spain
- United States
- Italy

In Our Next Newsletter

What are the benefits of online social engagement? Plenty. Social media has changed how people consume information, so we will show you why consistency in message and brand is important. We'll also explain why online social engagement is a commitment, and why you should be prepared. The next level of online social engagement is consistent and coordinated messaging, regular monitoring, as well as developing promotion opportunities to create a viral message. This will be a component of 2010 global marketing plans.

Again, if you are interested in beginning the process of social media engagement, please contact [Rodger Johnson](#) or [Jim Lefevere](#).

Need marketing strategy consultation, program implementation assistance, or decision support? Please contact the global Accu-Chek Internet Marketing team. (Note: All support requests should continue to be sent to the indianapolis.accmsupport@roche.com mailbox.)

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Accu-Chek Web Guidelines
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