



● North America Social Media Platforms

Social media is pervasive in today's society. It is estimated that 81 percent of Americans have at least one social media account, while 67 percent of Americans report they get part of their news via social media. These platforms allow users to share thoughts and tell their stories, which can instantly reach around the world. Social media channels give businesses a novel way to interact with consumers and stakeholders. In fact, many people may not believe a company exists if it doesn't have a single social media account.

Earlier this year, stakeholders and member companies encouraged PPTA to develop its social media capabilities. These channels are a great way to enhance advocacy efforts and engage with patients, policymakers, and other stakeholders. For PPTA, social media can be an essential platform to tell the story of the unique nature and value of plasma protein therapies.

In October, the North America team launched three social media platforms: Facebook, Twitter, and LinkedIn. Each platform has distinct advantages and audiences: Facebook gives PPTA the ability to disseminate visual content, create a sense of community, and spark conversations among stakeholders; Twitter facilitates a steady stream of conversation and the ability to push out information quickly to followers; and LinkedIn allows PPTA to maintain a strong professional voice and become a trusted, branded partner.

PPTA'S SOCIAL MEDIA PLATFORMS' ROLE IN ADVOCACY

The role of social media in government relations has grown in recent years. Every member of Congress employs social media to communicate with constituents, and President Trump has tweeted more than 2,000 times since being sworn into office. It is imperative for PPTA to establish its social media footprint to

amplify our congressional advocacy efforts and to intensify our voice inside-the-beltway.

The initial messaging utilized current advocacy materials that demonstrate the value of plasma protein therapies and differentiate them from traditional pharmaceuticals. As the launch coincided with International Plasma Awareness Week (IPAW), PPTA used its new social media channels to tweet and thank Rep. Doris Matsui for her statement in the Congressional Record supporting IPAW and recognizing the benefits of plasma protein therapies. Rep. Matsui is a champion of rare diseases and access to care issues, with an important focus on primary immunodeficiency disease (PID) patients. Rep. Matsui co-authored and advocated for the passage of the Medicare IVIG Access Act, which allows PID patients to receive lifesaving therapies in their homes. People living with PID and other conditions now live longer, more productive lives thanks to Rep. Matsui's dedication and the efforts of plasma donors around the world.

Social media will be a vital tool we can use to interact with lawmakers, their staff, and stakeholders going forward. PPTA will target key policymakers to ensure information in support of our legislative agenda is received by the right audience.

PPTA's presence is growing on social media weekly as the campaigns continue and the channels gain more followers. Please find PPTA on social media at the handles posted below. We look forward to interacting with you on our new platforms! ●

FOLLOW US:

-  @PlasmaProteins
-  Facebook.com/PlasmaProteins
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