

5TH ANNUAL EDITION

NOVEMBER 11-15, 2024



GBW

GLOBAL BIOSIMILARS WEEK

Social Media Toolkit

globalbiosimilarsweek.org

#GlobalBiosimilarsWeek

It's time to get ready for **#GlobalBiosimilarsWeek!**

November 11–15, 2024 is the 5th annual **#GlobalBiosimilarsWeek** social media campaign.

The theme this year is **Advancing Access to Biosimilars**.

This campaign represents a great opportunity to showcase the contribution of biosimilar medicines to patients' health and the healthcare community by sharing personalised content and stories.

Join the conversation and make sure to:

- Use the official hashtag **#GlobalBiosimilarsWeek** when posting or reposting/retweeting on social media
- Share information, resources and initiatives with **#GlobalBiosimilarsWeek** partners to start a conversation
- Tag IGBA on [X \(Twitter\)](#) and [LinkedIn](#)

Share your story, your way

This toolkit will provide you with logos and visuals that can be used as a starting point for your online campaign. Feel free to use it together with your personal inputs to diversify the content online. Do not hesitate to create unique content such as testimonial videos or custom graphics. If you are doing so, do not forget to include:

- The Global Biosimilars Week logo
- The primary hashtag: **#GlobalBiosimilarsWeek**
- The secondary hashtags: **#GBW24 #biosimilars #biosimilar #BiosimilarsAccess #TogetherforBiosimilars #BiosimilarAccessTogether**
- Tags to the IGBA social channels:
 - linkedin.com/company/igba-international-generic-and-biosimilars-association/
 - x.com/IGBAMEDICINES

Language

We encourage participants to post content in the language(s) of their choice but ask that the official hashtag **#GlobalBiosimilarsWeek** is included in all social media posts to help ensure that all related content can be accessed in one place.

- **English:** **#GlobalBiosimilarsWeek**

The current primary hashtags translations include:

- **French:** **#SemaineMondialeDesBiosimilaires**
- **German:** **#GlobaleBiosimilars-Woche**
- **Portuguese:** **#SemanaGlobalDeBiossimilares**
- **Spanish:** **#SemanaMundialDeLosBiosimilares**

The Global Biosimilars Week logo and customizable image templates in the following languages: English, French, German, Korean, Portuguese and Spanish. You can customize most of the campaign images below to reflect your language(s) of choice or create your own.

Campaign Assets

The complete suite of campaign assets is included in the social toolkit folder.

Branding:

Global Biosimilars Week Colors:

- **Blue** HEX #1f43c2
- **Green** HEX #63bb46

Brand Fonts:

Poppins ([Download](#))

Campaign Logo:



Email Signature:

Link signature to www.globalbiosimilarsweek.org



Display Banner:

Link banner to www.globalbiosimilarsweek.org



Suggested Emojis:



Key Messages and Sample Social Media Posts

1. Save the Date Promotion

Help promote #GlobalBiosimilarsWeek before November 11 through your networks and social media channels to maximize participation by all stakeholders.

Sample Social Media Posts:



Sample Post #1

Are you ready for #GlobalBiosimilarsWeek? This year’s campaign “Advancing Access to Biosimilars” runs from November 11–15. Visit <https://www.globalbiosimilarsweek.org/> for the latest information, social media toolkit and downloadable resources you need to help you plan your participation.

Sample Post #2

Join us as patients, healthcare providers, regulators and industry professionals discuss ways of “Advancing Access to Biosimilars” during #GlobalBiosimilarsWeek. Learn more and download the social media toolkit at <https://www.globalbiosimilarsweek.org/>.

Sample Post #3

Save the Date! The 2024 edition of #GlobalBiosimilarsWeek will be held November 11-15. We're calling on stakeholders, patients, health care professionals & their organizations around the world to share their biosimilars stories. Learn more at <https://www.globalbiosimilarsweek.org/> #TogetherforBiosimilars

Sample Post #4

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://www.globalbiosimilarsweek.org/>

2. Advancing Access to Biosimilars

This year's theme focuses on **Advancing Access to Biosimilars**. Better access will help more people live healthier lives worldwide.

There have been great strides made in the approval, market acceptance and adoption of biosimilar biologic medicines over the past two decades, but progress has been varied around the globe. Patients in many countries continue to lack access to these essential treatments. Inequity affects all patients in all geographies globally.

A patchwork of global regulatory requirements, including requirements for costly and scientifically unnecessary clinical trials, are creating complexity and barriers for access to new biosimilars. It also makes it difficult for companies to bring these products to market and sustain the necessary investments to develop the next generation of biosimilar medicines.

Here are some prompts for you to consider as you prepare your social media posts:

- Why does expanded access to biosimilars matter to you or your organisation? What does it mean for patients? For clinicians? For drug benefit plans and health-care systems? Others?
- What are some of the current local/national/international barriers to advancing access to biosimilars? What could be a solution? Is there a call to action you can share to help encourage a solution? To whom should that call to action be targeted?
- What are some biosimilar examples or case studies of expanded access to biologic therapies that others can look to as a model to learn from and potentially adopt?
- How can regulatory convergence, regulatory reliance, streamlined clinical development and updated regulatory policies support a robust global pipeline of new biosimilars for patients?

Sample Social Media Posts:



Sample Post #1

#Biosimilars are the key to building a better future for patients around the globe. In order to provide more patients with more care, we need policies that support greater access to biosimilar medicines. #GlobalBiosimilarsWeek

Sample Post #2

Greater access to #biosimilars = more care for more patients. <https://www.globalbiosimilarsweek.org/>
#GlobalBiosimilarsWeek #BiosimilarAccess

Sample Post #3

The continued development of #biosimilars is a key foundation to promoting health equity and access to care for millions of patients worldwide. Join the conversation with #GlobalBiosimilarsWeek.

Sample Post #4

As more biosimilars are developed and approved, their use will promote health equity and increase access to care for millions of patients worldwide. #GlobalBiosimilarsWeek #TogetherforBiosimilars

Sample Post #5

Aligned policies that promote biosimilars education and adoption will lead to better health equity across the globe. #GlobalBiosimilarsWeek

Sample Post #6

#Biosimilars are the future of sustainable healthcare. #GlobalBiosimilarsWeek

3. General Campaign Messaging (Share with your Members and Stakeholders!)

The annual #GlobalBiosimilarsWeek campaign is also an important opportunity for stakeholders around the globe to highlight and share educational resources and provide important regional, national and international updates about biosimilars. It is also an opportunity to engage with other stakeholders and advocates about biosimilars. We invite you to “Join the Movement” and share your information and resources during #GlobalBiosimilarsWeek!

Sample Social Media Posts:



Sample Post #1

#GlobalBiosimilarsWeek is here, and education is a key step in understanding the importance of biosimilar adoption.

Sample Post #2

We want to hear from you! This #GlobalBiosimilarsWeek, share your stories, information and educational resources, and initiatives to advance access to biosimilars, so we can build a better world for patients — together.

Sample Post #3

This week, we ask our friends across the globe to join the movement by sharing insights & educational resources on #biosimilars! <https://www.globalbiosimilarsweek.org/> #GlobalBiosimilarsWeek #TogetherforBiosimilars

Sample Post #4

Join the movement — be the voice of #biosimilars! <https://www.globalbiosimilarsweek.org/> #GlobalBiosimilarsWeek #TogetherforBiosimilars

4. Thank You

Consider thanking your members and other social media audiences for supporting #GlobalBiosimilarsWeek.

Sample Social Media Posts:



Sample Post #1

Thank you for joining us for #GlobalBiosimilarsWeek! <https://www.globalbiosimilarsweek.org/>

Sample Post #2

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

Additional Information

To stay up-to-date with the latest information for #GBW24:

- Visit [globalbiosimilarsweek.org](https://www.globalbiosimilarsweek.org) and [igbamedicines.org](https://www.igbamedicines.org)
- Follow the hashtag #GlobalBiosimilarsWeek on social media
- Follow the IGBA social channels:
 - [linkedin.com/company/igba-international-generic-and-biosimilars-association/](https://www.linkedin.com/company/igba-international-generic-and-biosimilars-association/)
 - [x.com/IGBAMedicines](https://www.x.com/IGBAMedicines)
- Questions? Email info@igbamedicines.org

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