

Social Media Toolkit



GLOBAL BIOSIMILARS WEEK

Realizing the Global Value of Biosimilars

OCTOBER 19–24, 2026

globalbiosimilarsweek.org

#GlobalBiosimilarsWeek

October 19–24, 2026 is the 7th annual **#GlobalBiosimilarsWeek** social media campaign. The theme this year is **Realizing the Global Value of Biosimilars** as we aim to help expand the world's understanding around the powerful and life-changing impact of biosimilar medicines.

This campaign represents a great opportunity to showcase the immense value-add biosimilars stand to offer patients, health systems and communities across the globe.

Join the conversation and remember to:

- Share educational content related to biosimilars, that is meaningful for you!
- Amplify content (with likes and shares) posted by **IGBA** and **#GlobalBiosimilarsWeek** partners to keep the digital conversation going!
- Tag **IGBA** in all your **#GBW26** posts, on [LinkedIn](#)

Share your story, your way

This toolkit has visuals and copy to help get your GBW26 campaign started. Feel free to use it as inspiration for your own content to make Global Biosimilars week meaningful for you and your stakeholders. If you create unique assets, please consider incorporating the GBW26 logo.

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 related content accessible.

- **Primary Hashtag in English:** **#GlobalBiosimilarsWeek**

Primary hashtags translations include:

- **French:** **#SemaineMondialeDesBiosimilaires**
- **Portuguese:** **#SemanaGlobalDeBiossimilares**
- **Spanish:** **#SemanaMundialDeLosBiosimilares**

This toolkit includes translations of the GBW26 logo and customizable image templates in the following languages: English, French, Portuguese and Spanish. You can customize most of the campaign images below to reflect your language(s) of choice; or feel free to create your own!

Campaign Assets

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

Branding: [Download](#)

Global Biosimilars Week Colors:

- **Blue** HEX #2A3B90
- **Purple** HEX #6C65AD
- **Green** HEX #46B972

Brand Fonts:

Poppins ([Download](#))

Campaign Logo: [Download](#)

Default



Inverted



Graphic Templates: [Download](#)

Email Signature:

Link signature to www.globalbiosimilarsweek.org



Email Banner:

Link banner to www.globalbiosimilarsweek.org

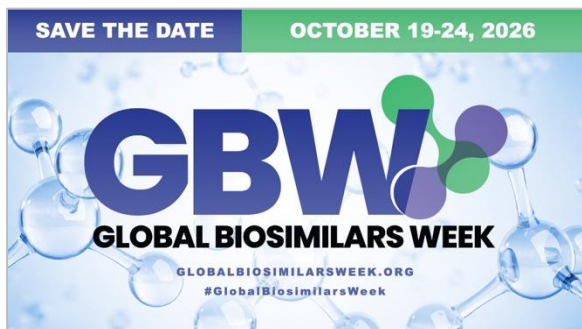


Key Messages and Sample Social Media Posts

1. Save the Date Promotion

Help promote [#GlobalBiosimilarsWeek](#), ahead of the campaign, through your network's and social media channels to maximize global participation.

Sample *Save the Date* Social Media Posts:



Sample Post #1

Are you ready for [#GlobalBiosimilarsWeek](#)? This year's theme, Realizing the Global Value of Biosimilars, positions biosimilar medicines with enormous value-add potential, on a world-wide scale. Visit [globalbiosimilarsweek.org](https://www.globalbiosimilarsweek.org) for the latest information, social media toolkit and downloadable resources—and save the date for GBW26!

Sample Post #2

Biosimilar medicines are the single largest untapped savings opportunity across healthcare. Join us as patients, healthcare providers, regulators, industry professionals and healthcare systems discuss The Global Value of Biosimilars during [#GlobalBiosimilarsWeek 2026](#)! Learn more and download the social media toolkit at <https://www.globalbiosimilarsweek.org/>

Sample Post #3

Save the Date! The 2026 edition of [#GlobalBiosimilarsWeek](#) will be held October 19-24! We're calling on stakeholders, patients and health care professionals around the world to share their biosimilar medicines stories during this impactful and educational week. Learn more at <https://www.globalbiosimilarsweek.org/>

Sample Post #4

The un-tapped value of biosimilar medicines can be realized by breaking down a diverse array of regulatory, policy and legal barriers currently impeding the quality of affordable patient care, the efficiency of health systems and the general welfare of societies across the globe. This year, we invite stakeholders to save the date to get involved in raising awareness, during [#GlobalBiosimilarsWeek](#)! Learn more: <https://www.globalbiosimilarsweek.org/>

2. Campaign Week Social Media Posts – Theme Specific

Spread the word across digital channels to raise awareness during GBW26 campaign week: **October 19–24, 2026.**



Sample Post #1

It's #GlobalBiosimilarsWeek 2026, the time to raise awareness around the un-tapped value of biosimilar medicines for patients, health systems and societies across the globe. Let's take the purposeful actions necessary to realize the full potential of biosimilars: the healthcare heroes of today and tomorrow!

Sample Post #2

Biosimilars are the single largest untapped savings opportunity in healthcare. A decade of real-world evidence confirms their safety and efficacy. Acting now — by removing non-science-based barriers to substitution, reforming tender design, and introducing prescriber incentives — means a value add for patients, health systems and communities! #GlobalBiosimilarsWeek

Sample Post #3

Biosimilar uptake remains suppressed well below its potential in most markets. This suppression inhibits the immense value-add these healthcare heroes have to offer societies. Let's work to modernize policies and procurement to foster competition, sustainable access, and savings for patients.

<https://www.globalbiosimilarsweek.org/> #GlobalBiosimilarsWeek

Sample Post #4

It's Global Biosimilars Week! When it comes to the value of biosimilars, education and awareness matters. Let's work to establish science-based interchangeability and substitution frameworks — grounded in the totality of clinical and real-world evidence. And let's make it a priority to communicate their basis clearly to prescribers, pharmacists, and patients.

Sample Post #5

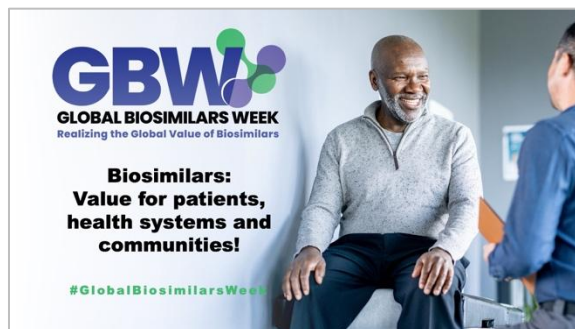
This year, during Global Biosimilars Week, we want to raise awareness around the immense value add biosimilar medicines offer to societies. One regulatory imperative to realizing that value though, is streamlining biosimilar development. Streamlining reduces market entry costs without compromising scientific integrity—and brings more affordable medicine options to patients, faster! Learn more:

<https://www.globalbiosimilarsweek.org/>

3. Campaign Week Social Media Posts – General Messaging

More options to raise awareness during campaign week: **October 19-24, 2026.**

Sample Social Media Posts:



Sample Post #1

#GlobalBiosimilarsWeek is here, and education is a key step in understanding the importance of biosimilar adoption. Learn more at <https://www.globalbiosimilarsweek.org/>

Sample Post #2

We want to hear from you! This #GlobalBiosimilarsWeek, share your stories, information and educational resources—so we can realize the global value of biosimilars, together!

Sample Post #3

It's Global Biosimilars Week! We ask our friends across the globe to join the movement by sharing insights & educational resources on #biosimilars! Learn more: <https://www.globalbiosimilarsweek.org/> #GlobalBiosimilarsWeek

Sample Post #4

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

4. Thank You Social Media Posts

Option for thanking your followers and stakeholders, after campaign week.

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 still in full force! Thank you to everyone who participated — we'll see you next year! <https://www.globalbiosimilarsweek.org/>

Additional Information

To stay connected to the latest information for #GBW26:

- 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/)
- Questions? Email info@igbamedicines.org

A BIG Thank you to our GBW26 Media Sponsors!



Learn More About Our Media Partners