

# Novartis Corporate Social Media Community Management Guidelines

Through our Novartis social media channels, we have the great opportunity to share information, but most importantly, we can engage with our community. We love hearing from you through comments, @mentions, and direct messages. Although we try to respond to as many people as possible, please understand that due to the regulated nature of our industry, there are certain conversations we cannot engage in on our channels.

Here are some guidelines to ensure a positive and constructive experience for everyone:

## Reporting Adverse Events

Your safety is our priority. If you experience any side effects or adverse events related to a Novartis product, please seek advice from a healthcare professional immediately. You can also report these events directly through our [report side effects page](#). If you share such information on our social media channels, we may need to contact you for more details and may remove your post to protect your privacy.

## Product or Services

We operate in a highly regulated industry and cannot engage in discussions about ours or other companies' products or treatment options. We value your input and want to keep our community focused and helpful. To ensure this, we kindly ask that you avoid mentioning specific products, treatment information, or commercial content in your comments. Such posts will be removed to maintain a positive and relevant discussion for everyone. For product-related inquiries, please visit our website for [product related inquiries](#), or consult your healthcare professional.

## Medical Advice

If you have questions regarding medication or treatment, please first contact your health provider or get in touch with one of our offices. We suggest you avoid sharing specific personal health information on social media.

## Respectful Engagement

We welcome diverse opinions and open discussions. To keep our community respectful and constructive, please avoid posting comments that:

- Include medical or health advice
- Contain discriminatory or derogatory remarks
- Discuss politics or religion
- Use profanity, vulgarity, or personal attacks
- Are off-topic, spam, or advertising
- Are excessively repetitive or appear to be automated
- Promote illegal activities

- Infringe on copyrights or trademarks
- Mention any medicines produced by Novartis or other pharmaceutical companies
- Contain unsupported accusations or unverified information
- Are disparaging, threatening, condone violence or illegal behavior
- Include proprietary, confidential, sensitive, or nonpublic information
- Include personal information, like names of individuals, emails or phone numbers

We value your contributions and strive to make everyone feel welcome. To maintain a positive community and ensure a safe space for all, we may remove comments that violate our community guidelines. Additionally, we may restrict or limit participation for those who repeatedly disregard these guidelines.

## Data Protection and Storing Personal Identifiable Information

Please note that third-party platforms also have access to the information you share on social media. For more details, please refer to the privacy policies of the respective social media platforms.

Your interaction with Novartis' social media accounts is subject to our Privacy Policy, which provides information on how we use and process your personal information. For additional information about privacy at Novartis, please read our [Privacy Policy](#).

## Medical Pages for LinkedIn and X

These pages are managed by the Novartis Medical team to share information intended only for healthcare professionals. By following these pages you confirm that you are a healthcare professional in your own country of residence and agree to receive information relating to medical information and scientific data regarding activities led or supported by Novartis, or general information regarding specific diseases.

Thank you for being a part of the Novartis community and for following these guidelines to help us create a positive and engaging environment for everyone.

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