

# The experience of the Eczema Foundation with social media handling



**ISAD Spring Symposium – Misinformation in AD**

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*April 4<sup>th</sup>, 2025*



# Pierre Fabre Eczema Foundation

Corporate Foundation of Pierre Fabre Laboratories dedicated to the fight against eczema since 2004



## Our purpose

The Pierre Fabre Eczema Foundation collaborates with healthcare professionals and supports patients so they can join forces to help patients live better with eczema.

## Our missions

- Help and support patients
- Promote collaboration between patients and HCPs
- Support scientific research
- Develop training programs in therapeutic education
- Bring together a community of experts

# Help and support patients

Our digital tools



[www.pierrefabreeczemafoundation.org](http://www.pierrefabreeczemafoundation.org)

## Eczema Foundation Website

- 6 languages
- + 100 pages of content validated by HCPs
- Various sections to meet the needs of patients :
  - Understanding eczema
  - Treatment
  - Find an expert
  - Advice and tools
  - The Eczema Foundation

# Help and support patients

Our digital tools



## EczemaCARE+ mobile app

- 6 languages
- + 14 000 users
- Main features:
  1. Assess the severity of eczema
  2. Track the progress of the disease
  3. Share information with HCPs
  4. Benefit from advice and tools to better live with eczema



# Help and support patients

## Social media accounts



Eczema Foundation Page (2011): 17k followers  
Facebook group (2019):  
1,3K members



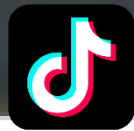
Eczema Foundation account (2013):  
2,24K subscribers



Eczema Foundation Page (2018): 611  
subscribers



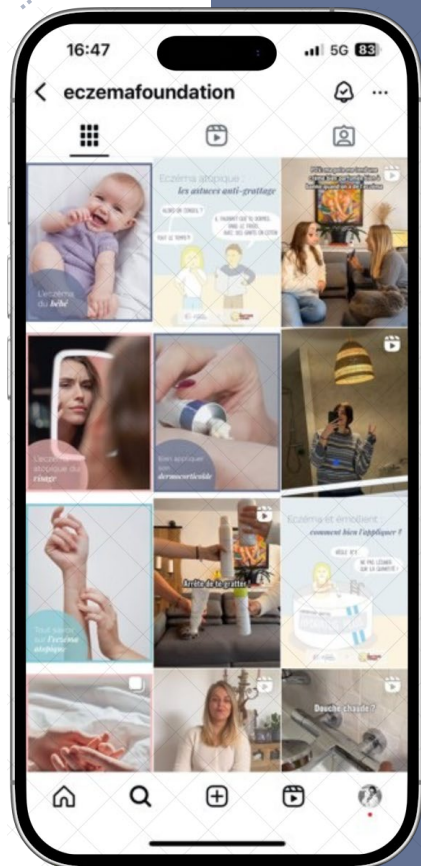
Instagram FR (2020):  
+5,4K followers  
Instagram EN (2023):  
1,1K followers



Tiktok FR (2021):  
+29,9K subscribers  
Tiktok EN (2022):  
+14,1K subscribers

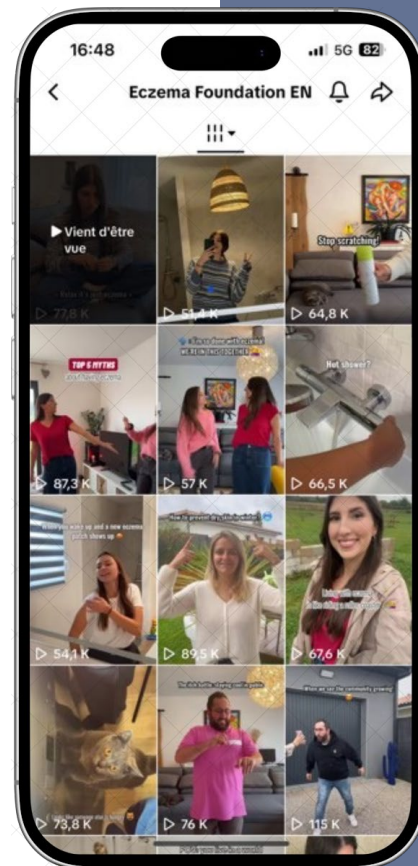


# Our BtoC content strategy on social media



## Instagram

- ✓ Our target: patients with eczema
- ✓ Our actual audience:
  - 80% Women / 20% Men
  - 68% between 25 and 44 yo
- ✓ Type of content shared
  - Post: photos / Carousels
  - Reels: repost TikTok videos
  - Stories: advice, Q&A, humor...
- ✓ Publication frequency: 1 post + 1 video/week + 3 stories/week



## Tiktok

- ✓ Our target: young patients with eczema
- ✓ Our actual audience:
  - 50% men / 50% women
  - 65% are between 18 and 34 yo
- ✓ Type of content shared
  - Short videos: trends, humor, Q&A, tips...
- ✓ Publication frequency: 1 video/week in French and 1 video/15days in English

# Misinformation on Social Media

## What is considered misinformation

- unfounded claims
- conspiracy theories regarding vaccines or treatments
- “miracle” cures without scientific evidence...



## Why does misinformation in the field of health gain so much traction on social media?

- Accessibility and speed of dissemination
- Lack of fact-checking
- Recommendation algorithms
- Echo chambers
- Complexity of medical information
- Influence of celebrities and influencers



# How do we try to fight against misinformation?

1. Posting quality content (validated by healthcare professionals or official recommendations)
2. Responding to comments using a response framework validated by healthcare professionals / relying on official recommendations
3. Reporting undesirable comments
4. Reporting accounts and posts/videos that provide false information





# Example of a controversy on our Instagram account



**Is cortisone dangerous?** A video from our "Patient Questions" series, in which healthcare professionals and expert patients answer frequently asked questions by patients.

→ 66 comments : our most commented video to date

"Cortisone is dangerous."

"Addiction to cortisone."

"Burns, thin skin"

"Even by following the treatment to the letter, you can trigger an addiction."

"With the sun, cortisone leaves white marks on the skin."

"Withdrawal symptoms appear as soon as one stops."

"Cortisone cream should never be used for more than 3 weeks."

"Long-term cortisone is a poison."

"Please stop poisoning people."

# Example of a controversy on our Instagram account

## How did we respond?

1. Information post developed with our partner dermatologists to provide an overview of the knowledge on the subject  
→ *again more than 60 comments, mainly criticisms*
2. Two videos by Jean-Marc Chavigny, French Dermato-allergist, to address questions about the use of topical corticosteroids and red skin syndrome  
→ *Better perceived but again not sufficient according to the comments*



Many comments from Instagram accounts created specifically on the subject, sometimes with thousands of followers → **need to take this phenomenon into account and seek solutions**



**Thank you for your  
attention!**