

Communications Subcommittee

December 2024

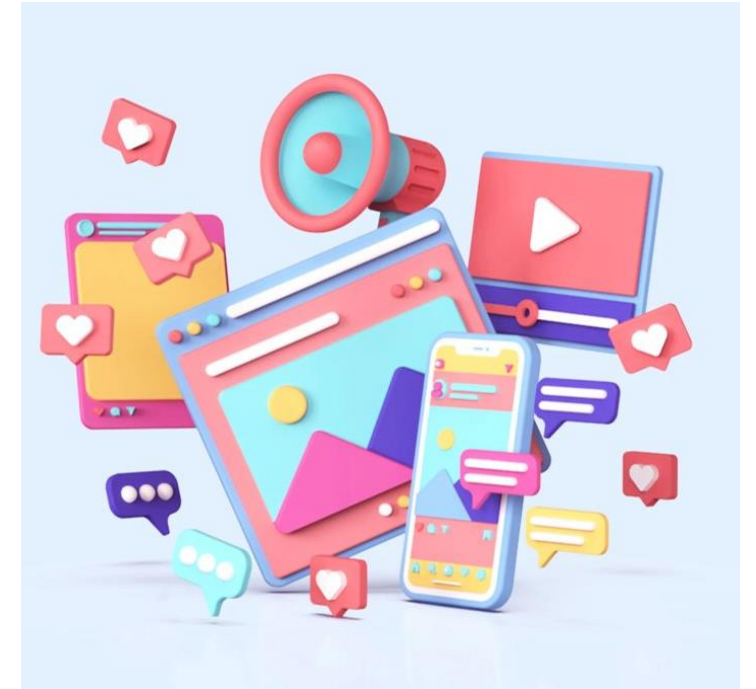
C I R M
CALIFORNIA INSTITUTE FOR
REGENERATIVE MEDICINE



Agenda

- Social Media Strategy
- Outreach events and recap
- Communications updates

Social Media Goals + Strategy



Overview

- 2022-2024 SMART Goals Recap
- Audience Growth
- Content Audit
- Social Media Goals + Key Strategies
- Opportunities & Considerations
- Q&A

2022 SMART Goals Recap

Insights from July 2022-
October 2024

CIRM made significant progress utilizing social media to spread awareness of our mission.

In 2022, we established social media SMART goals and KPIs.

Instagram

- **Goal:** Monthly reach of at least 1,000 users
- **Result:** Average monthly reach of 1,373 users — **37.3% increase**

LinkedIn

- **Goals:** Gain 500 new followers by June 30, 2023

Achieve 5,000 post impressions per month

- **Results:** Gained 3,835 new followers from December 2022-June 2023— **667% increase**

Average monthly post impressions at 20,111— **302.2% increase**

Facebook

- **Goal:** Monthly reach of at least 2,500 users
- **Result:** Averaging monthly reach of 9,261 unique users— **270.4% increase**

X (formerly Twitter)

- **Goals:** Achieve 10,000 impressions each month

Receive at least 20 retweets per month

- **Results:** Average of 7,922 impressions per month— **20.8% decrease**

Average of 21 retweets per month— **5% increase**

Audience Growth

Between July 2022 – October 2024

July 2022 Total Followers: 39,621

October 2024 Total Followers: 48,283

22% overall follower increase



Facebook Followers

- July 2022: 11,232
- October 2024: 11,698— Increased by 4.14%

Instagram Followers

- July 2022: 2,441
- October 2024: 2,945— Increased by 20.6%

LinkedIn Followers

- July 2022: 2,808
- October 2024: 9,117— Increased by 225%

YouTube Followers

- July 2023: 8,494
- October 2024: 9,021— Increased by 6.19%

X Followers

- July 2022: 14,489
- October 2024: 14,999— Increased by 1.01%

Threads Followers

- Followers: 503— Account launched in Dec. 2023


Facebook

- Aged 35+
- Community engagement
- Informative content about patients, families, and healthcare advocates.
- Visually appealing content, like high-quality videos and images.
- In-depth articles and blogs
- Community-oriented posts and campaigns, like Stem Cell Awareness

California Institute for Regenerative Medicine
Published by Christina Smith
October 15 at 12:03 PM

In December 2023, CIRM awarded [Elpida Therapeutics](#) a \$3.9 million grant to support their groundbreaking work on Charcot-Marie-Tooth disease type 4J (CMT4J).

CMT4J is an ultra-rare, inherited disorder that severely affects nerves and motor function, with no available treatments or cures. By funding this preclinical study, CIRM is helping to close critical knowledge gaps and accelerate the development of new stem cell and gene therapies. Learn more about CMT4J and what Elpi... [See more](#)



Story of Hope: Elpida Therapeutics' Pioneer Study on Rare Nerve Disease CMT4J
Image source: SickKids - Terry, Georgia, and Michael Pirovolakis CIRM awarded Elpida Therapeutics a \$3.9 million grant in December 2023 to support a pioneering preclinical study on Charcot Marie Too...

543K 2,192 1,391

[See insights and ads](#) [Boost post](#)


6 1 comment 8 shares

California Institute for Regenerative Medicine
Published by Christina Smith
December 7, 2023

Check out this wonderful feature about a CIRM-funded clinical trial!

Hataalii Tiisyaonii "HT" Begay's story began with a diagnosis of severe combined immunodeficiency (SCID), a condition leaving him defenseless against infections.

Against all odds, his family and doctors from [UCSF Benioff Children's Hospital](#) embarked on a groundbreaking gene therapy mission, rebuilding his immune system cell by cell.



This boy was born without an immune system. Gene therapy rebuilt it.
TUBA CITY, Ariz. - Hataalii Tiisyaonii "HT" Begay, a Native American boy who is Diné, or Nava...

[See insights and ads](#) [Boost post](#)

7 1 share

California Institute for Regenerative Medicine
Published by Esteban Cortez
August 9 at 9:40 AM

CIRM hosted a webinar to highlight advances in eye diseases and regenerative medicine with a lovely panel of clinicians and clinical trial patients.

If you missed it, you can watch the webinar now on our YouTube channel here:
<https://www.youtube.com/watch?v=ToQYBuXogmQ>

Thank you to our panelists Kristin McDonald (patient advocate), Veronica McDougall (patient advocate), Dr. Pablo Avalos (Associate Director-Translational Medicine at Cedars-Sinai Medical Center), and Dr. David Liao (board-certified ophthalmologist with Retina Vitreous Medical Group) for making the time to share valuable information and their stories.

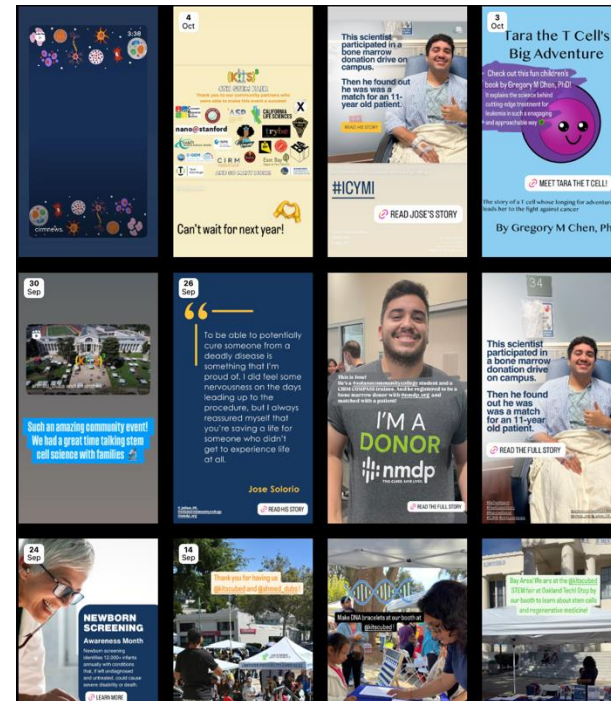
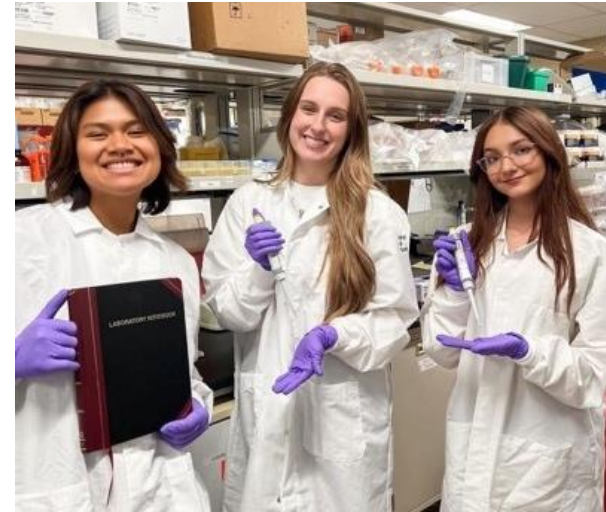


[See insights and ads](#) [Boost post](#)

5 6 shares

Instagram

- Audience is primarily between 18-34 years-old
- Informative but visually striking content performs well
- Short videos/Reels and carousels
- Patient and educational program trainee stories
- Research breakthroughs
- Instagram Stories




LinkedIn

- Audience consists of researchers, healthcare industry leaders, and academic partners
- Content that positions CIRM as a thought leader
- Partnerships and research updates
- High-quality images and short videos

California Institute for Regenerative Medicine (CIRM)
9,118 followers
3mo · Edited ·

The California Institute for Regenerative Medicine (CIRM) is pleased to announce the appointment of **Jonathan Thomas**, PhD, JD, as CIRM's President ...more



with Jonathan Thomas

134

12 comments · 5 reposts

California Institute for Regenerative Medicine (CIRM)
9,118 followers
6mo ·

Kenai Therapeutics has secured an impressive \$82 million Series A funding to advance its pioneering work in Parkinson's disease treatment.

Led by esteemed investors, this funding will propel the development of RNDP-001, a promising dopamine progenitor cell therapy, through crucial milestones, including IND submission and Phase I trials.

With encouraging preclinical data and the support of industry leaders, including esteemed scientific co-founders, Kenai is aiming to impact the Parkinson's treatment landscape.

CIRM's prior investment of \$4 million in February 2023 highlights our confidence in Kenai's innovative approach and reinforces our commitment to advancing treatments for Parkinson's.

Kenai Emerges from Stealth With \$82M Series A, Targets Parkinson's | BioSpace
biospace.com

187


7 comments · 11 reposts

California Institute for Regenerative Medicine (CIRM)
9,118 followers
8mo ·

Neurona Therapeutics' financial success is an encouraging sign for the stem cell and gene therapy sector, highlighting partnerships with investors and public organizations like CIRM.

CIRM recently awarded Neurona a grant to test NRTX-1001—a neural cell therapy derived from human stem cells—for drug-resistant epilepsy.

Led by Cory Nicholas, PhD, Neurona's work on NRTX-1001 shows early promise: 90% seizure reduction and improved memory, hinting at long-term control.



Neurona Therapeutics Raises \$120M to Advance Groundbreaking Pipeline of Regenerative Cell Therap...
neuronatherapeutics.com


137

4 comments · 11 reposts


X (formerly)

- Audience consists of regenerative medicine professionals, journalists, and scientists
- News updates
- Thought leadership insights on biotech or healthcare industry advancements
- Infographics and short videos
- Quick informative event content (ie: live tweets)

California Institute for Regenerative Medicine @CIRMnews · Aug 13
 Appreciated hearing about the ins-and-outs of scientific publishing by Wei Yan, MD, PhD, of @eLife. Great insights of why publishing scientific research is imperative and how #CIRM trainees can publish their future work. #CIRMTraineeConference




California Institute for Regenerative Medicine @CIRMnews · Aug 13
 CIRM is proud to fund the incredible work that Don Kohn, MD, & his team at the @UCLAstemcell are doing to provide #stemcell treatments to patients with ADA-SCID, a rare immune deficiency disease that results in severe & recurrent infections that impact quality & length of life.



California Institute for Regenerative Medicine @CIRMnews · Apr 10
 CIRM is committed to inclusivity in regenerative medicine.

Check out this video showcasing that careers in regenerative medicine are not limited to PhDs or MDs.

#CIRM #DiversityInScience #IgnitingInnovation #ProvidingOpportunities



YouTube



- Diverse audience in age-range
- Interviews, webinars, and educational content perform well
- YouTube Shorts—quick video bites that offer quick regenerative medicine facts

Learn about how Derrick Rossi, former CIRM Scholar, developed a COVID-19 Vaccine

Visit cirm.ca.gov and go to the "Upcoming Events" section for link to register

Wednesday January 27, 2021 9:00am (PST)

CIRM
CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE

moderna

1:00:46

A conversation with Dr. Derrick Rossi, co-founder of Moderna

1.5K views • 3 years ago

CIRM WEBINARS:

Exploring Advances in Eye Disease and Regenerative Medicine

Watch Now

58:14

Exploring Advances in Eye Disease and Regenerative Medicine

298 views • 2 months ago

California Institute for Regenerative Medicine

@CIRMTV • 9.03K subscribers • 700 videos

The mission of the California Institute for Regenerative Medicine (CIRM) is to accelerate ...more

cirm.ca.gov

Customize channel Manage videos

Home Videos **Shorts** Live Playlists Community

Latest Popular Oldest

2024 CIRM Alpha Clinics Network ... 56 views

Stem Cell Awareness: What should people ... 40 views

Stem Cell Awareness: What are the biggest ... 52 views

Stem Cell Awareness: Why is Stem Cell ... 137 views

Stem Cell Awareness: What are stem cells? ... 64 views

Sickle Cell Disease: The Last Generation ... 1.1K views

Igniting Innovation: Bringing New and Diverse Perspectives into the Regenerative...

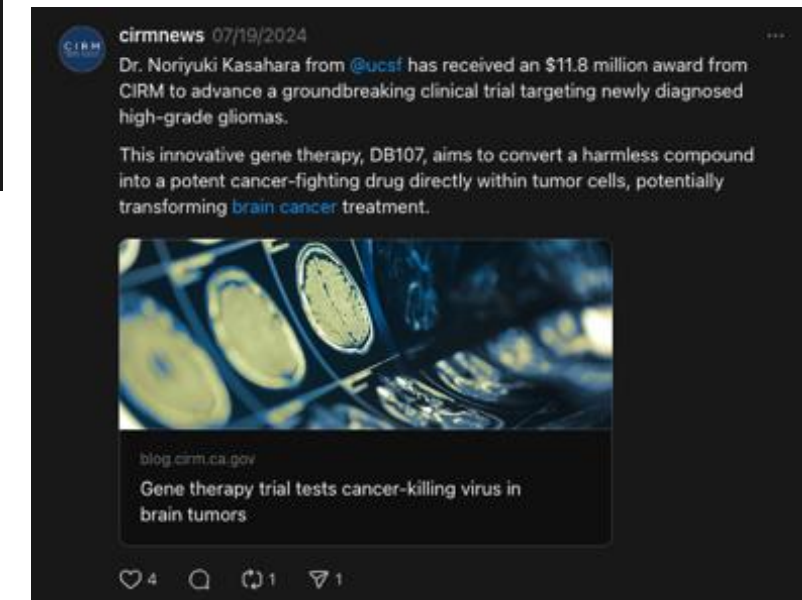
3:25

Igniting Innovation: Bringing New and Diverse Perspectives into the Regenerative...

315 views • 3 months ago

Threads

- Newer platform, audience insights not yet available
- Short videos and high-quality images
- Conversational and community-building content (e.g., SACNAS and community events)



Social Media Goals + Plan

1. Awareness

Building brand awareness ensures that target audiences recognize and understand CIRM's mission, which is crucial for establishing public trust and credibility.

2. Engagement

Engagement goals drive interactions that foster a community connected to CIRM's work, which can amplify its reach and attract new supporters.

3. Content

Setting content goals ensures a balanced mix of information, stories, and updates that educate, inspire, and inform followers. This approach keeps the audience engaged while consistently reinforcing CIRM's core messages.

1. Awareness

Key Strategies

- Building new and leveraging established relationships with CIRM stakeholders, patient advocates, community groups, and institutions to increase brand awareness across social channels.
- Boost impressions and reach of CIRM's social media content and profile.
- Leveraging publications and events to increase CIRM's brand awareness (e.g., Annual report, 20th Anniversary).
- Build relationships with science and community influencers to boost our mission and awareness.

1. Awareness



Key Strategy

Build new and leverage established relationships with CIRM stakeholders, patient advocates, community groups, and institutions to increase brand awareness across social channels

Case Study

Solano Community College + National Marrow Donor Program (NMDP) Collaboration

BAY AREA

Solano college student journeys to NY, donates bone marrow to 11-year-old boy

by: [Hamza Fahmy](#)
Posted: Sep 25, 2024 / 06:25 PM PDT
Updated: Sep 26, 2024 / 07:42 PM PDT



SHARE    

[\(KRON\)](#) — Solano Community College (SCC) student Jose Solorio potentially saved an 11-year-old's life through what health officials are calling “a remarkable display of compassion and scientific collaboration,” the California Institute for Regenerative Medicine announced on Wednesday.

This scientist participated in a bone marrow donation drive on campus.

Then he found out he was was a match for an 11-year old patient.

[READ HIS STORY](#)



1. Awareness

Key Strategy

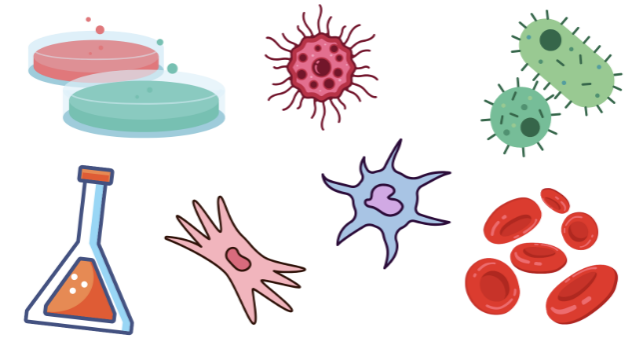
Leveraging publications and events to increase CIRM's brand awareness

Case Study

Stem Cell Awareness + CIRM staff expertise

Stem Cell Awareness: What are stem cells and why research is important

OCTOBER 10, 2024 / CHRISTINA SMITH



Have you heard of stem cells but don't know what they are or why they are essential in medical research?



2. Engagement

Key Strategies

- Establish a response protocol, guidelines for community management, and social media policy.
- Utilize digital and social channels to host more online forums and webinars.
- Develop and distribute social media toolkits and content sharing guidelines with CIRM stakeholders, partners, advocacy groups, grantees, and trainees.
- Leveraging the Executive Team, CIRM ICOC Board Members, and staff to create, engage, and reshare CIRM social content.
- Increase multi-language and accessible content to engage with Californians and non-English speaking audiences.

2. Engagement

Key Strategy

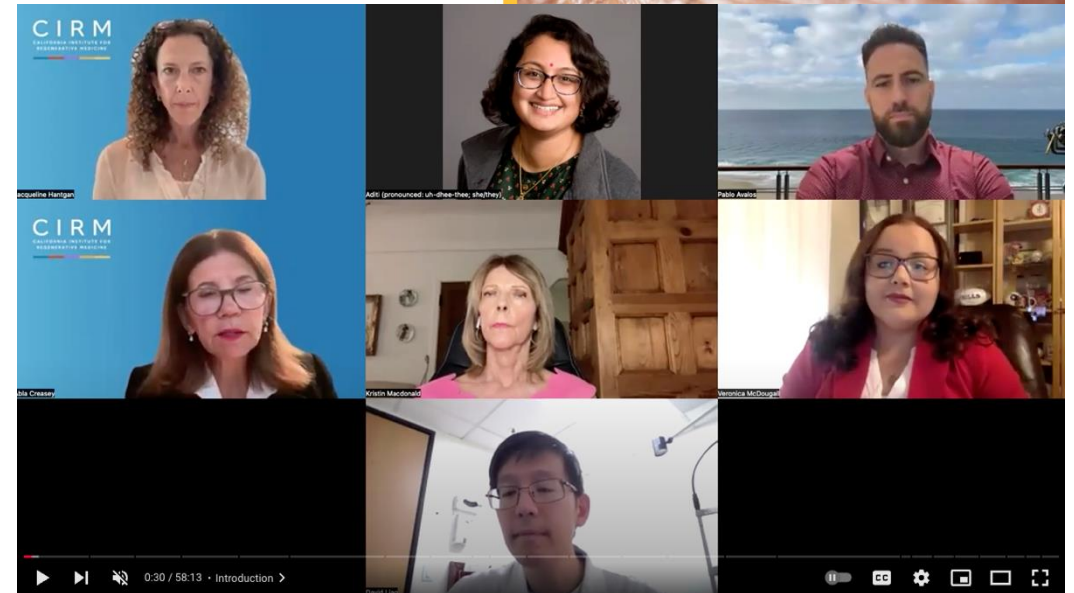
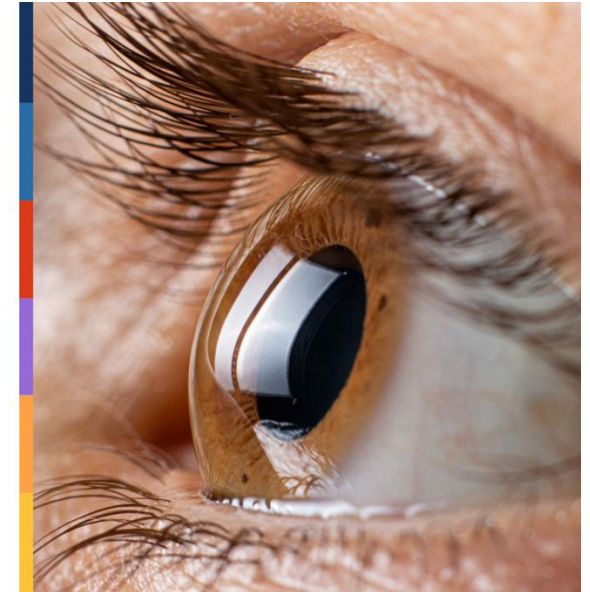
Utilize digital and social channels to host more online forums and webinars.

Case Study

Exploring Advances in Eye Disease and Regenerative Medicine

CIRM WEBINARS:
**Exploring
Advances in Eye
Disease and
Regenerative
Medicine**

August 8, 2024
12:30-1:30 PM (PDT)



2. Engagement

Key Strategy

Develop and distribute social media toolkits and content sharing guidelines with CIRM stakeholders, partners, grantees, and trainees

Case Studies

- SPARK Trainee Conference
- CIRM Trainee Networking Conference



SPARK Igniting Innovation Social Media Challenge



IGNITING INNOVATION The research pitch challenge

3. Content

Key Strategies

- Increase and boost video content (Reels, YouTube shorts, etc.) across social platforms.
- Share more patient and trainee stories, Principal Investigator stories, CIRM staff perspectives, CIRM-funded project successes, and behind-the-science pieces.
- Emphasize the importance of discovery/basic research while highlighting advancements in other research pillars, including clinical trials.
- Increase guest writer/subject matter expert content on CIRM's digital channels.
- Increase awareness of CIRM's strategic vision and goals, including the recently implemented Strategic Allocation Framework (SAF).

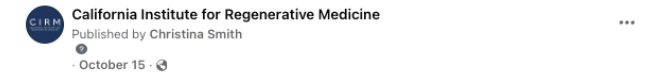
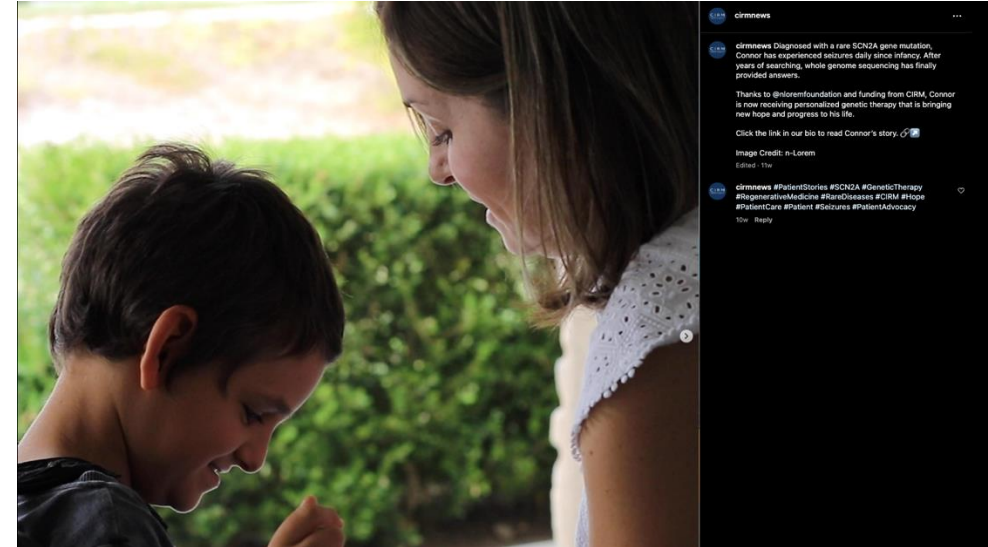
3. Content

Key Strategy

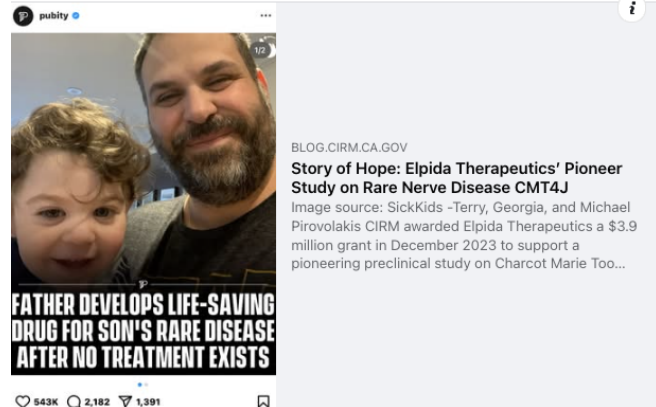
Share more patient and trainee stories, PI stories, CIRM staff perspectives, CIRM-funded project successes, and behind-the-science pieces.

Case Studies

- Elpida Therapeutics
- n-Lorem & patient update



In December 2023, CIRM awarded [Elpida Therapeutics](#) a \$3.9 million grant to support their groundbreaking work on Charcot-Marie-Tooth disease type 4J (CMT4J). CMT4J is an ultra-rare, inherited disorder that severely affects nerves and motor function, with no available treatments or cures. By funding this preclinical study, CIRM is helping to close critical knowledge gaps and accelerate the development of new stem cell and gene therapies. Learn more about CMT4J and what Elpida is doing to advance research forward.



BLOG.CIRM.CA.GOV
Story of Hope: Elpida Therapeutics' Pioneer Study on Rare Nerve Disease CMT4J
Image source: SickKids -Terry, Georgia, and Michael Pirovolakis CIRM awarded Elpida Therapeutics a \$3.9 million grant in December 2023 to support a pioneering preclinical study on Charcot Marie Too...

3. Content

Key Strategy

Increase guest writer/subject matter expert content on CIRM’s digital channels.

Case Studies

- CIRM Bridges Highlight: Josh Nelson
- Patient Story Perspective: Evie Junior
- Industry Expert: Neurona's Cory Nicholas

A CIRM Bridges trainee’s unconventional path into regenerative medicine

AUGUST 5, 2024 / CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE (CIRM)



Survey for Bridges Trainees

Thank you for sharing your story with the public outreach team of the California Institute for Regenerative Medicine (CIRM)! Your responses will allow the CIRM team to show the impact of our programs via our marketing channels (blog, social media, email, etc.).

Please answer the survey questions below and provide as much detail as you'd like. If you need to skip a "Required" question, please write "N/A" in the response field.

What is your name?*

What are your pronouns (optional)?

When did you participate in CIRM's Bridges Program?*

Which school did you attend during your participation in the Bridges program? *

In which institution did you complete your Bridges training?*

What inspires you to do stem cell/regenerative medicine research? *

Tackling sickle cell disease from within

JUNE 18, 2024 / CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE (CIRM)



California Institute for Regenerative Medicine (CIRM)

9,213 followers

3mo •

We had the pleasure of chatting with Cory R. Nicholas, PhD, the CEO and Co-Founder of [Neurona Therapeutics](#). We discussed the newest milestone for the clinical-stage company and the importance of funding support from CIRM.



A Conversation with Neurona Therapeutics CEO and Co-Founder Cory Nicholas

blog.cirm.ca.gov

Abla Creasey and 69 others

1 comment • 6 reposts

Opportunities & Considerations



Opportunities

- Social Listening Tools
- Threads
- Boosting video content (Shorts, Reels, etc.)

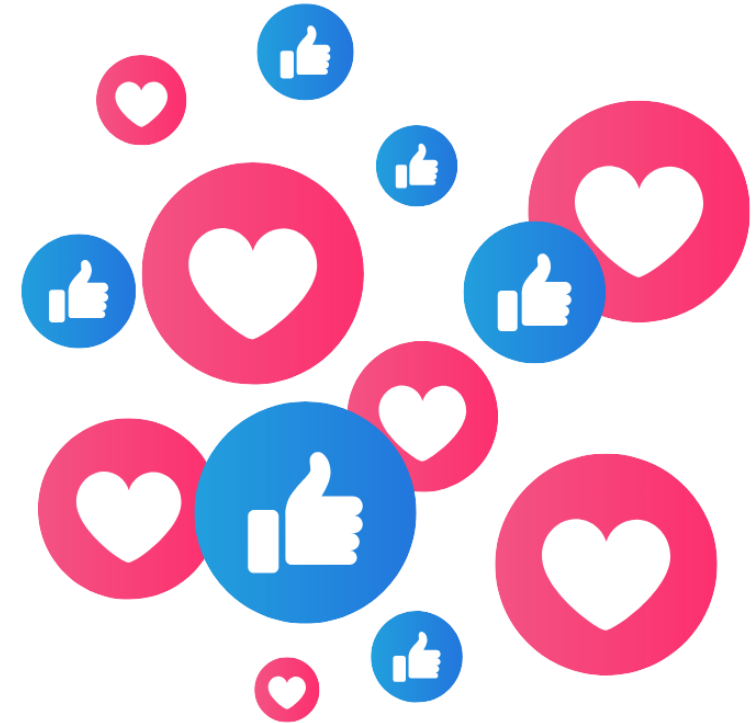
Considerations

- TikTok
- BlueSky Social
- WhatsApp
- X
- Reddit
- Discord

Thank you!

Discussion item:

- Any strategies or tactics we may have missed or can incorporate?



Outreach Events Recap

Walk to End Alzheimer's

- Fresno/Madera
- 800+ attendees
- 60 booth interactions
- Large Hispanic/Latino and Spanish-speaking audience



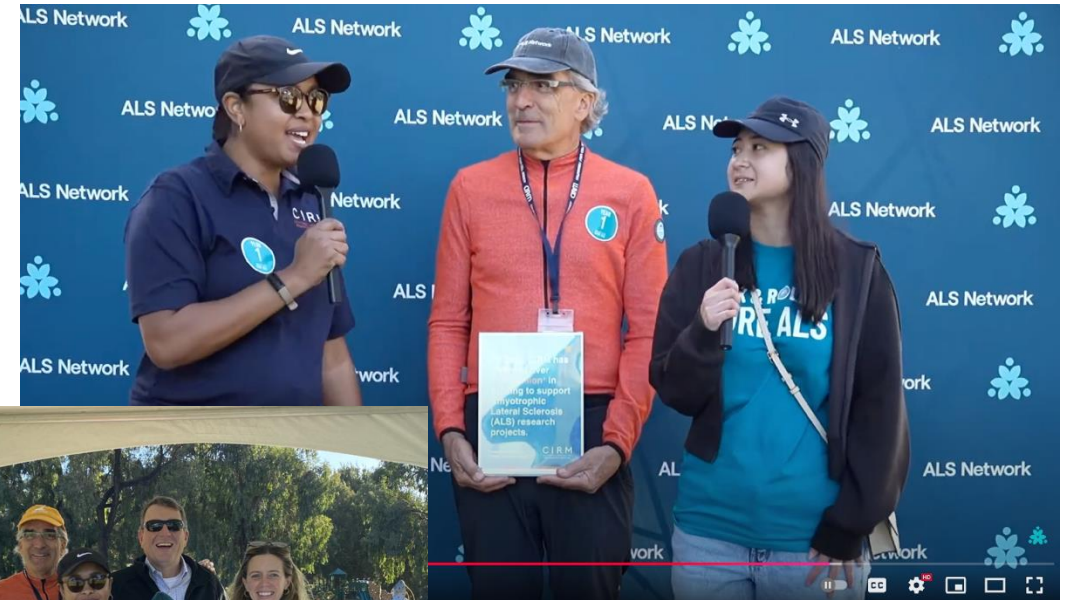
Vision Walk

- Santa Monica/Los Angeles
- 200+ attendees
- 30 booth interactions
- Patients, families, caregivers



East Bay Walk & Roll to Cure ALS

- Richmond/East Bay
- 200+ attendees
- 50 booth interactions
- Featured on ALS livestream



Rotary Club Presentations

- Presentations to date:
 - Campbell
 - San Francisco
- Upcoming:
 - South Pasadena
 - Fremont
 - Castro Valley
 - San Mateo



Communications Updates

20 Year Anniversary Campaign & Annual Report

- Interactive digital viewbook
- Website carousel
- Press release
- Email campaign
- Social media announcements
- 20 yrs/20 stories on blog

TWO DECADES OF IMPACT

Accelerating Groundbreaking Discoveries for Two Decades





Alpha Clinics Network Updated Branding

- Logo refresh
- Flyers and brochures
- Messaging toolkit



Alpha Clinics Network Messaging Toolkit

The Alpha Clinics Network messaging kit is designed to provide Alpha Clinics teams and personnel with the resources needed to effectively communicate the network's work and achievements.

About the Alpha Clinics

The CIRM-funded Alpha Clinics Network comprises leading California medical centers focused on delivering transformative cell and gene therapy clinical trials. The network excels by rapidly advancing treatments through strong partnerships with patients, healthcare providers, and clinical trial sponsors.

The Alpha Clinics Network is comprised of either physical or virtual centers at:

- Cedars-Sinai Medical Center
- University of California, Los Angeles
- City of Hope
- University of California, San Diego
- Stanford University
- University of California, San Francisco
- University of California, Davis
- University of Southern California / Children's Hospital Los Angeles
- University of California, Irvine

Target Audiences

When communicating and talking about the Alpha Clinics Network, it's important to consider the audience. Alpha Clinics Network audiences may include but are not limited to:

- Patients
- Internal Alpha Clinics Personnel
- Medical/Healthcare Field
- Californians
- Primary Caregivers, Homecare Support Staff, Patient Advocates
- Researchers and Scientists

Please see "Alpha Clinics Network Key Messages by Target Audience" document for key messages.

Alpha Clinics Network History

The California Institute of Regenerative Medicine (CIRM) made an initial investment of \$24 million to establish the Alpha Clinics Network in 2015. This network was created to accelerate the development and delivery of cell and gene therapies by funding clinical trials and supporting the infrastructure needed to conduct them.

Originally launched with five centers, the program's remarkable progress has flourished into an \$80 million initiative, supporting over 250 clinical trials. Its success in delivering clinical trials led to an expansion to nine sites in 2022.

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1 / 4

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SOUTH SAN FRANCISCO, CA 94080




Alpha Clinics Network Key Messages by Target Audience

Audience	Message 1	Message 2	Message 3	Message 4
Patients	CIRM's Alpha Clinics Network's collaborative efforts are advancing cell and gene therapy research to combat a variety of diseases like cancer and HIV. Using regenerative medicine, we're developing world-class treatments to help meet the needs of Californians and communities worldwide.	California's health is our priority for the CIRM Alpha Clinics Network. We specialize in cell and gene therapy treatments. Our Network of clinics work together to research new therapies, ensuring effective treatment delivery. Our goal is to make regenerative medicine accessible across the state.	CIRM's Alpha Clinics Network, located statewide, has specialized knowledge about cell and gene therapy treatments. Through Network partnerships and resource sharing, we manage clinical trials to advance medical research and innovative treatments in California.	CIRM's Alpha Clinics Network is committed to researching cutting-edge treatments, ensuring that communities benefit from regenerative medicine. Through clinical trials, we hope to advance medical progress to shape the future of healthcare.
Internal Alpha Clinics Personnel	Your expertise and specialized knowledge play a pivotal role in our shared endeavor to deliver world-class treatments and therapies across California. Through the CIRM's Alpha Clinics Network, we are not just conducting clinical trials but also ensuring that regenerative medicine is accessible to all communities, especially those historically underserved. Your contributions are instrumental in making this vision a reality.	At the heart of CIRM's mission lies a commitment to advancing medical research to find new treatments for diseases affecting Californians. Together, we are driving progress in regenerative medicine to combat diseases like cancer, HIV, and more.	As part of the CIRM's Alpha Clinics Network, we have come together to leverage our collective resources and expertise. Working with research experts and patients, we are working on cell and gene therapies for those in need. Our commitment to patient-centered clinical trials is driving innovation and increasing the chances of success for all involved.	Your contribution to the CIRM's Alpha Clinics Network is helping lives across California and beyond. By assisting with clinical trials and supporting the development of cutting-edge treatments, you are part of a team that is trying to find solutions to patients and families facing challenging medical conditions.

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Stem Cell Awareness Day Video



UC San Diego Gene Therapy Initiative Symposium

- Collaboration between GTI Leadership and UC San Diego
- Sponsor booth for visibility
- Maximize content gathering, including patient stories
- Stakeholder engagement: 50+ conversations
- Cherqui lab tour and photos



Thank You! + Questions