

Communications Update

December 2024

C I R M

CALIFORNIA INSTITUTE FOR
REGENERATIVE MEDICINE

Agenda

- CIRM's Social Media Efforts
- Social Media Strategy Update
- How You Can Help

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%**

Instagram Followers

- July 2022: 2,441
- October 2024: 2,945— **Increased by 21%**

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%**

X Followers

- July 2022: 14,489
- October 2024: 14,999— **Increased by 3.5%**

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](#)

pubity



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...

FATHER DEVELOPS LIFE-SAVING DRUG FOR SON'S RARE DISEASE AFTER NO TREATMENT EXISTS


543K 2,182 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 Tiisayatonii "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.



NEWS.YAHOO.COM
This boy was born without an immune system. Gene therapy rebuilt it.
TUBA CITY, Ariz. - Hataalii Tiisayatonii "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=ToQY6uXogmQ>
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.

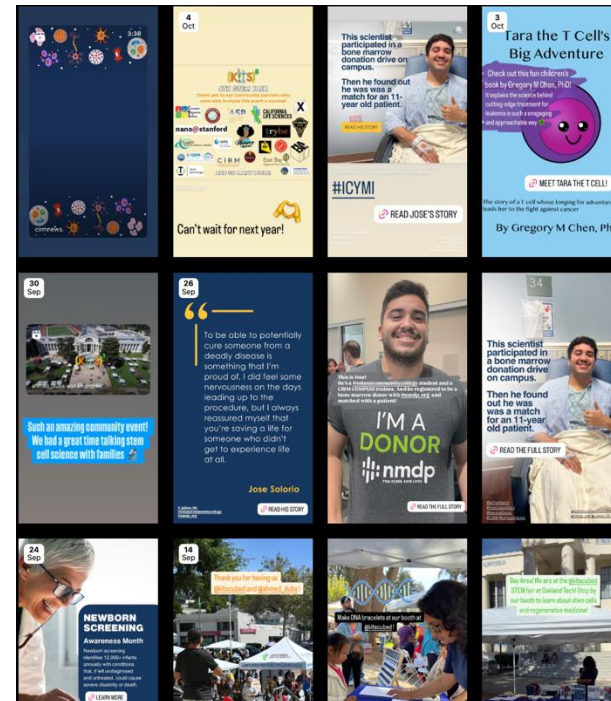
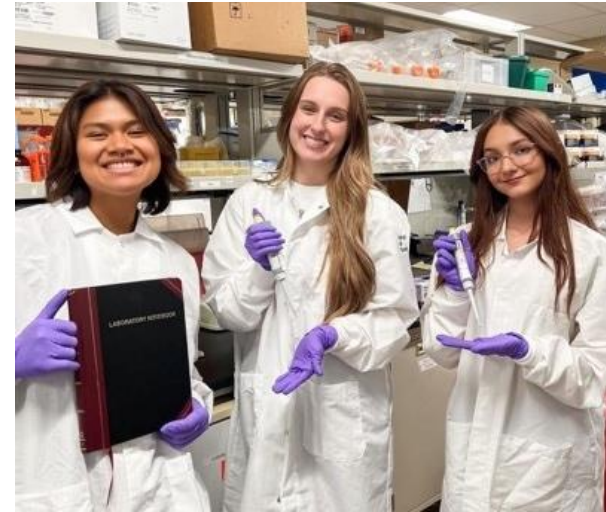


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5 6 shares


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.

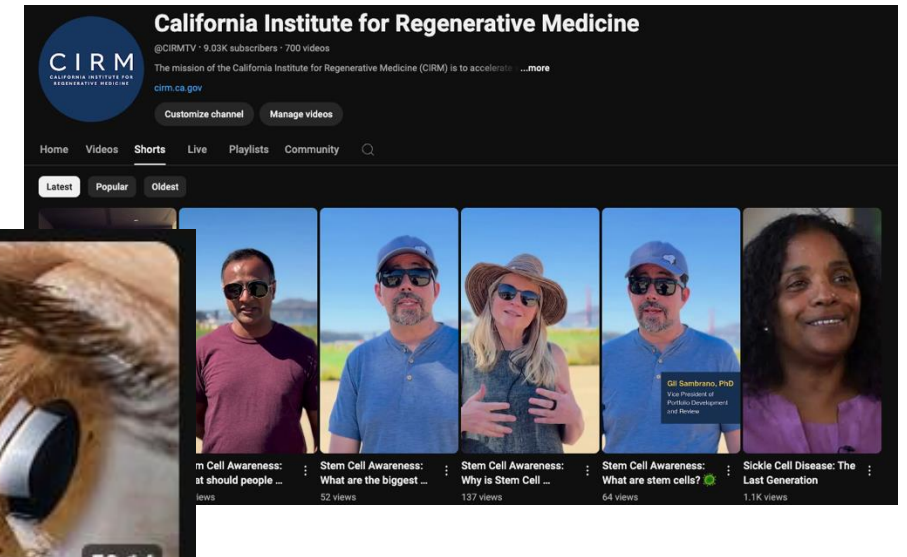
#CIRM #DiversityInScience #IgnitingInnovation #ProvidingOpportunities



YouTube

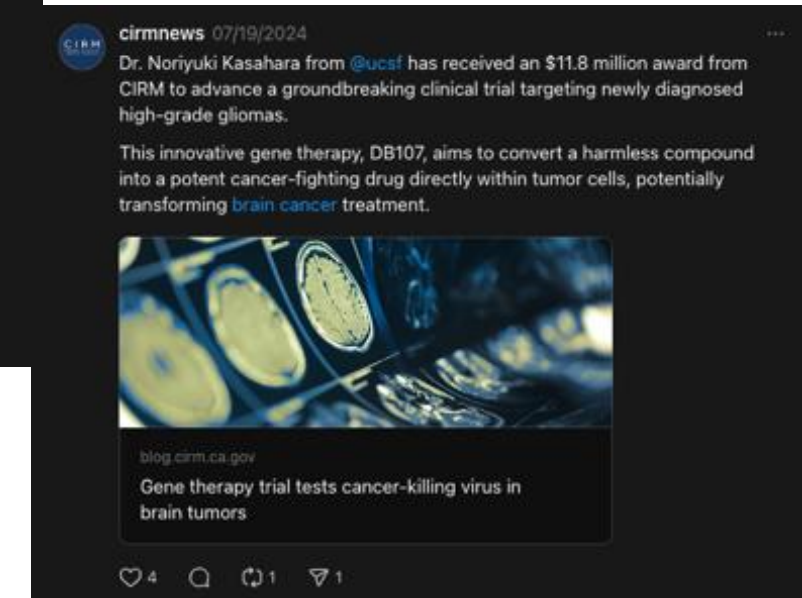


- Diverse audience in age-range
- Interviews, webinars, and educational content perform well
- YouTube Shorts—quick video bites that offer quick regenerative medicine facts



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 Strategy Update

- Presented at December Communications Subcommittee Meeting
- Includes content audit, audience insights, best practices, goals, tactics, and future considerations

CIRM
CALIFORNIA INSTITUTE FOR
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2024-2026 Social Media Strategy



CIRM
CALIFORNIA INSTITUTE FOR
REGENERATIVE MEDICINE

CIRM.CA.GOV
SOCIAL@CIRM.CA.GOV

601 GATEWAY BLVD, STE 400
SOUTH SAN FRANCISCO, CA 94080

Key Insights

of October 2024: 48,283

Increased by 4.14% (July 2022 Followers: 11,232)

6,071

Rate: .6%

Increased by 20.6% (July 2022 Followers: 2,441)

6,674

Rate: 1.21%

Increased by 225% (July 2022 Followers: 2,808)

Views/Reach: 457,820

Views - 4,170 impressions/month

Rate: 7.08%

Views between 1%-3.5%

Increased by 100% (Started in December 2023)

Increased by 6.19% (July 2023 Subscribers: 8,494)

2,542,832

Increased by 1.01% (July 2022 Followers: 14,489)

213,887

Rate: 2.10%

729%

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601 GATEWAY BLVD, STE 400
SOUTH SAN FRANCISCO, CA 94080

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 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 [f](#) [x](#) [in](#) [✉](#)

(KRON) — Solano Community College (SCC) student Jose Solorio potentially saved an 11-year-old boy'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 a match for an 11-year old patient.

READ HIS STORY

1. Awareness

Key Strategy

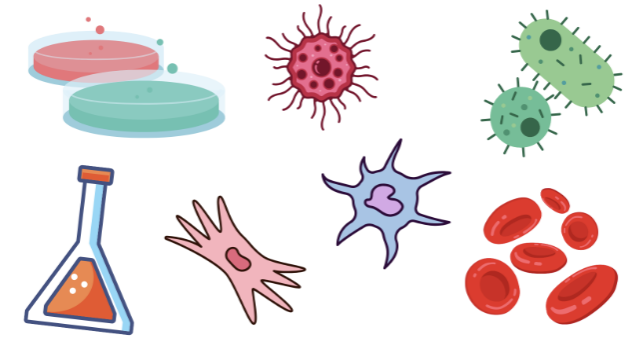
Leveraging events to increase CIRM's brand awareness

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 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



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

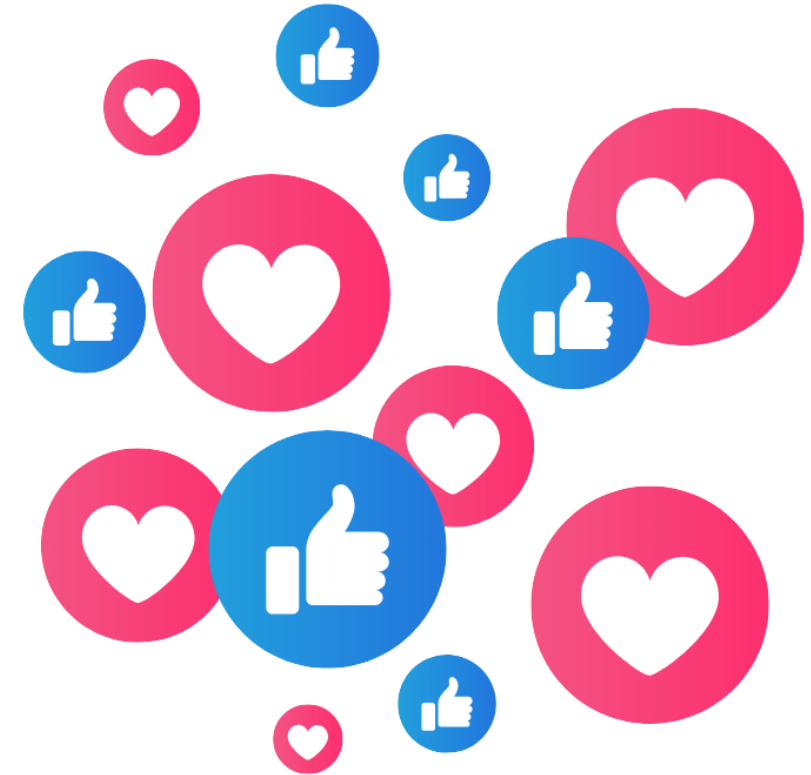
- Social Listening Tools
- Threads
- Boosting video content (Shorts, Reels, etc.)

Considerations

- TikTok
- Monitoring "X" Platform Updates
- BlueSky Social
- Reddit
- Discord

How you can help:

- Follow us on social media
- Engage with our content: like, share, comment, and tag us (@cirmnews)
- Connect us to organizations for social media and outreach collaboration
- Contribute content



Thank You!