

2025 SOCIAL MEDIA TOOLKIT



NOVEMBER 3–7, 2025

www.globalbiosimilarsweek.org

It's time to get ready for **#GlobalBiosimilarsWeek!**

November 3-7, 2025 is the 6th annual **#GlobalBiosimilarsWeek** social media campaign.

The theme this year is **Biosimilars: A Wise Investment for Global Health**.

This campaign represents a great opportunity to showcase the contribution of biosimilar medicines to patients' health and the healthcare community by sharing personalised content and stories.

Join the conversation and make sure to:

- Use the official hashtag **#GlobalBiosimilarsWeek** when posting or reposting/retweeting on social media
- Share information, resources and initiatives with **#GlobalBiosimilarsWeek** partners to start a conversation
- Tag IGBA on [X \(Twitter\)](#) and [LinkedIn](#)

Share your story, your way

This toolkit will provide you with logos and visuals that can be used as a starting point for your online campaign. Feel free to use it together with your personal inputs to diversify the content online. Do not hesitate to create unique content such as testimonial videos or custom graphics. If you are doing so, do not forget to include:

- The Global Biosimilars Week logo
- The primary hashtag: **#GlobalBiosimilarsWeek**
- The secondary hashtags: **#GBW25 #biosimilars #biosimilar #BiosimilarsAccess**
- Tags to the IGBA social channels:
 - LinkedIn: **igba-international-generic-and-biosimilars-association**
 - X: **@IGBAmedicines**

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 that all related content can be accessed in one place.

- **English:** **#GlobalBiosimilarsWeek**

The current primary hashtags translations include:

- **French:** **#SemaineMondialeDesBiosimilaires**
- **German:** **#GlobaleBiosimilars-Woche**
- **Portuguese:** **#SemanaGlobalDeBiossimilares**
- **Spanish:** **#SemanaMundialDeLosBiosimilares**

This toolkit includes versions of the Global Biosimilars Week logo and customizable image templates in the following languages: English, French, German, Korean, Portuguese and Spanish. You can customize most of the campaign images below to reflect your language(s) of choice; or create your own.

Campaign Assets

Campaign Assets

The complete suite of campaign assets including social image templates is available for **download**.

- [English](#)
- [Spanish](#)
- [Portuguese](#)
- [French](#)

Branding:

Global Biosimilars Week Colors:

- **Blue** HEX #00aedf
- **Green** HEX #3fb244
- **Lime** HEX #82c335

Brand Fonts:

Poppins ([download](#))

Campaign Logo:



Email Signature:

Link signature to www.globalbiosimilarsweek.org



Display Banner:

Link banner to www.globalbiosimilarsweek.org



Suggested Emojis:



Key Messages and Sample Social Media Posts

1. Save the Date Promotion

Help promote #GlobalBiosimilarsWeek before November 3, 2025 through your networks and social media channels to maximize participation by all stakeholders.

Sample Social Media Posts:



Sample Post #1

Are you ready for #GlobalBiosimilarsWeek? This year's campaign "A Wise Investment for Global Health" runs from November 3-7. Visit www.globalbiosimilarsweek.org for the latest information, social media toolkit and downloadable resources you need to help you plan your participation.

Sample Post #2

Join us as patients, healthcare providers, regulators, industry professionals and health care systems discuss ways of "A Wise Investment for Global Health" during #GlobalBiosimilarsWeek. Learn more and download the social media toolkit at globalbiosimilarsweek.org.

Sample Post #2

Save the Date! The 2025 edition of #GlobalBiosimilarsWeek will be held November 3-7. We're calling on stakeholders, patients, health care professionals & their organizations around the world to share their biosimilar medicines stories. Learn more at globalbiosimilarsweek.org.

Sample Post #4

Each day, #biosimilars provide essential care for millions of people around the globe. Whether you're a patient, healthcare provider, regulator, or an industry professional, join us during #GlobalBiosimilarsWeek in promoting these life-changing medicines. globalbiosimilarsweek.org

2. Biosimilars Helping Patients Thrive!

This year's theme is **Biosimilars: A Wise Investment for Global Health**. It puts Biosimilar medicines at the heart of Global Health Impact. Better access to biosimilar medicines will help more people live healthier lives worldwide.



There have been great strides made in the approval, market acceptance and adoption of biosimilar biologic medicines over the past two decades, but progress has been varied around the globe. Patients in many countries continue to lack access to these essential treatments. Inequity affects all patients in all geographies globally.

In today's geopolitical and economic context, each and every country is faced with pressure on their budgets, and particularly on healthcare budgets. Unpredictability is high and makes it difficult for both healthcare systems and companies to make best use of available biosimilar medicines available, but also to prepare for the next generation of biosimilar medicines. Nonetheless, the World Health Organization (WHO) recognizes biosimilar medicines as key drivers for expanding global access to essential biological medicines and a strategic asset to transform treatment for numerous chronic and life-threatening conditions such as cancer, autoimmune diseases, and diabetes.

Here are some prompts for you to consider as you prepare your social media posts:

- In what ways could investing in biosimilar medicines transform patient care, empower clinicians, and strengthen health outcomes? How might these medicines reshape drug benefit plans and bring sustainability to healthcare systems?
- What are some of the opportunities for local/national/international policy makers to invest in securing supply and availability, but also enabling access to essential medicines, when healthcare resources are limited?
- What strategies could support moving from access to medicines to health impact? How can policies bridge biosimilar medicines availability and universal health coverage? How can biosimilar policies support adding quality to the lives of patients living with Non-Communicable Diseases? Is there a call to action you can share to help encourage a solution? To whom should that call to action be targeted?
- What are some examples or case studies of how countries have integrated biosimilar medicines into their healthcare systems to reduce costs and improve patient access? How can these emulate others to embrace this opportunity?

Sample Social Media Posts:



**Biosimilars:
Helping Patients THRIVE!**
#GlobalBiosimilarsWeek



GBW
GLOBAL BIOSIMILARS WEEK
A Wise Investment for Global Health

**Biosimilars :
Affordable Care,
Global Impact**

#GlobalBiosimilarsWeek

Sample Post #1

#Biosimilars are the key to building strong and resilient healthcare systems around the globe. In order to provide more patients with more care, we need policies that support greater investment in the use of biosimilar medicines. #GlobalBiosimilarsWeek

Sample Post #2

A better future for patients around the globe starts with wise investment in healthcare. Greater access to #biosimilars = more care for more patients and better outcomes.
Globalbiosimilarsweek.org #GlobalBiosimilarsWeek

Sample Post #3

Tackling the global NCD burden starts with investing in access to essential biosimilar medicines. The continued development of #biosimilars is a key foundation to promoting health equity and access to care for millions of patients worldwide. Join the conversation with #GlobalBiosimilarsWeek.

Sample Post #4

Healthcare policies integrating biosimilar medicines as a cornerstone of patient care are investing wisely in affordable access to modern therapies, bringing universal health coverage closer in leading chronic disease areas such as cancer, diabetes, or immune-mediated diseases and enhancing overall health outcomes. #GlobalBiosimilarsWeek

Sample Post #5

Investing in biosimilar medicines use today, along with stakeholder information and education, promotes adoption, trust and acceptance among millions of patients worldwide who can benefit from affordable modern therapies. #GlobalBiosimilarsWeek

Sample Post #6

#Biosimilars are the present of access and supply security. They are the future of sustainable healthcare for Non-Communicable Diseases. #GlobalBiosimilarsWeek

3. General Campaign Messaging (Share with your Members and Stakeholders!)

The annual **#GlobalBiosimilarsWeek** campaign is also an important opportunity for stakeholders around the globe to highlight and share educational resources and provide important regional, national and international updates about biosimilars. It is also an opportunity to engage with other stakeholders and advocates about biosimilars. We invite you to “Join the Movement” and share your information and resources during **#GlobalBiosimilarsWeek**!

Sample Social Media Posts:



Sample Post #1

#GlobalBiosimilarsWeek is here, and education is a key step in understanding the importance of biosimilar adoption.

Sample Post #2

We want to hear from you! This #GlobalBiosimilarsWeek, share your stories, information and educational resources, and initiatives so we can build a better world for biosimilars — together.

Sample Post #3

This week, we ask our friends across the globe to join the movement by sharing insights & educational resources on #biosimilars! globalbiosimilarsweek.org
#GlobalBiosimilarsWeek

Sample Post #4

Join the movement — be the voice of #biosimilars! globalbiosimilarsweek.org
#GlobalBiosimilarsWeek

4. Thank You

Consider thanking your members and other social media audiences for supporting #GlobalBiosimilarsWeek.

Sample Social Media Posts:



Sample Post #1

Thank you for joining us for #GlobalBiosimilarsWeek! www.globalbiosimilarsweek.org

Sample Post #2

#GlobalBiosimilarsWeek may be over, but the #biosimilars movement is just beginning!
Thank you to everyone who participated — we'll see you next year!
www.globalbiosimilarsweek.org

Additional Information

To stay up-to-date with the latest information for #GBW25:

- Visit www.globalbiosimilarsweek.org and www.igbamedicines.org
- Follow the hashtag **#GlobalBiosimilarsWeek** on social media
- Follow the IGBA social channels:
 - LinkedIn: [igba-international-generic-and-biosimilars-association](https://www.linkedin.com/company/igba-international-generic-and-biosimilars-association)
 - X: [@IGBAMEDICINES](https://twitter.com/IGBAMEDICINES)
- Questions? Email info@igbamedicines.org

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