



# She Report

Zeno Group's Guide to Speaking Female

November 2009

Today's woman knows that when it comes to her health—you are what you tweet. Quick and easy access to healthcare information online makes today's woman a more informed and savvy consumer. It is affecting not only how she approaches health and wellness for herself and her family, but also impacts who she trusts to influence her choices. With over 56 percent of adults asking their healthcare providers questions based on information they source online [1] and 41 percent of doctors relying on the Internet, themselves, for research [2], one thing is clear: leveraging the online space is key to connecting your brand with consumers and caregivers. Increasingly, social media channels, from Facebook to Twitter, are where she's turning for information about everything from H1N1 to medical treatments for the common cold. In fact, of the 42 million U.S. women who use social media, more than 40 percent are seeking health and wellness information online [3]. Marketers stand up, take notice and join in the conversation – she's listening.

This month, find Zeno Group's Speaking Female team at:

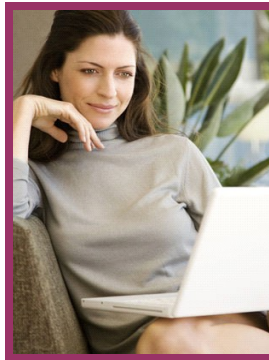


## A Healthy Discussion on Women Online

- **41% of adults use the internet as a resource for information about medical treatments and 33% of adults use it as a resource for prescription and over-the-counter drugs** [4]
- Over 83 % of women look online for wellness information [5]
- **Social media has had some type of influence on nearly 40% of recent hospital or urgent-care center patients, with more than half of 25-to-34 year olds reporting they are influenced by it** [6]
- Over 90% of women aged 25-34 search for health information online [7]
- **In online communities for moms, children's health issues are the leading topic of interest (91%)** [8]
- 44% of moms use social media for word-of-mouth recommendations on brands and products [9]
- **On Facebook, 52% of women have "friended" a brand** [10]
- 34 percent of health searchers use social media resources to delve into health-related topics, with Wikipedia, online forums and message boards the most important individual tools [11]

## The Buzz on Bloggers

### New FTC Guidelines: Engaging Your Female Consumers Online After Dec. 1st



Recently, the Federal Trade Commission (FTC) issued revised guidelines regarding the use of endorsements and testimonials in advertising by online publishers. The revisions, effective December 1, 2009, will require full transparency and disclosure from online media when endorsing a product on blogs or on other social media channels, such as tweets or Facebook posts.

Blogs are a key touch point for female consumers. Zeno Group's Digital Lifestyle practice recommends taking the following actions when engaging with bloggers to ensure that your brand maintains a good relationship with online media, but also adheres to the guidelines set in place:

- Monitor the online space for mentions of your brand and follow up with bloggers who provide inaccurate information
- Include a relationship disclosure note with every product sample and follow up to ensure the relationship is disclosed in all future communications
- Educate the bloggers you work with on what the new guidelines mean and how to adhere to them



## Follow us on Twitter! @zenogroup

This month, we'll be tweeting live from the FDA hearing on social media guidelines and the internet for Rx products!

1. Pew Institute Research (June 2009)
2. Manhattan Research, ePharma Physician v. 8.0 (2008)
3. BlogHer Social Media Study (2009)
4. Pew Institute Research (June 2009)
5. Burst Media Survey (2007)
6. Ad-ology Media Influence on Consumer Choice Survey (2009)
7. Burst Media Survey (2007)
8. Baby Center "21<sup>st</sup> Century Mom Report" (2009)
9. Baby Center "21<sup>st</sup> Century Mom Report" (2009)
10. ad:tech Chicago & Q Interactive (2009)
11. iCrossing report, *How America Searches: Health & Wellness* (2008)



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**Interested in Hearing More?**  
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