

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

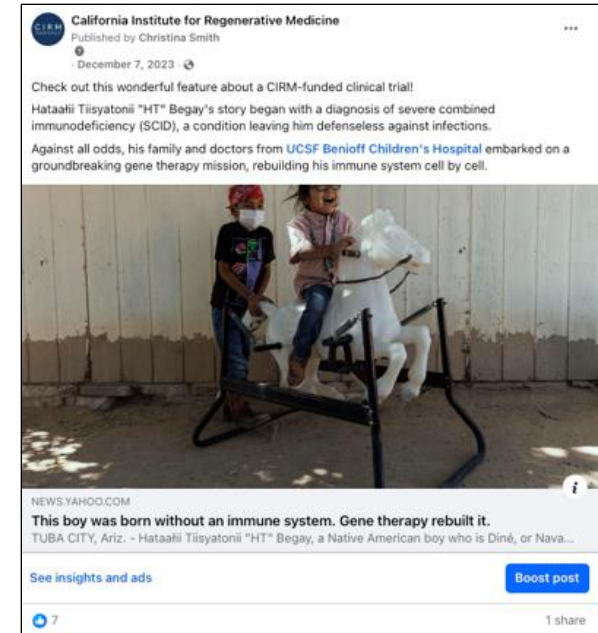
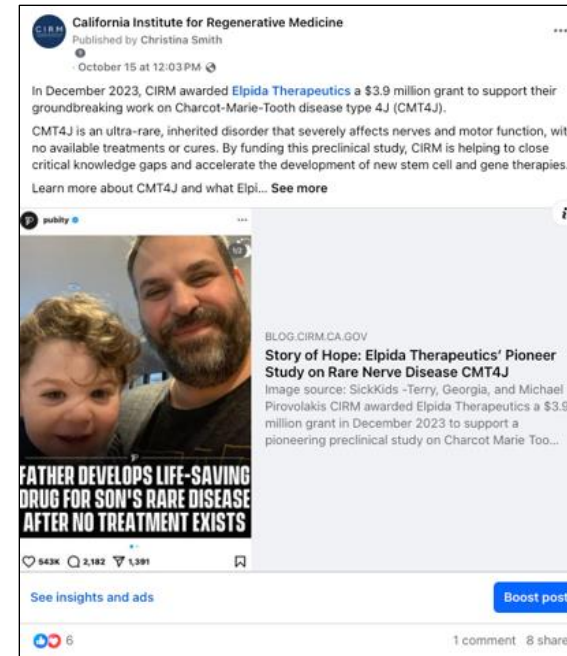
- July 2022: 14,489
- October 2024: 14,999— **Increased by 3.5%**

Threads Followers

- Followers: 503— **Account launched in Dec. 2023**

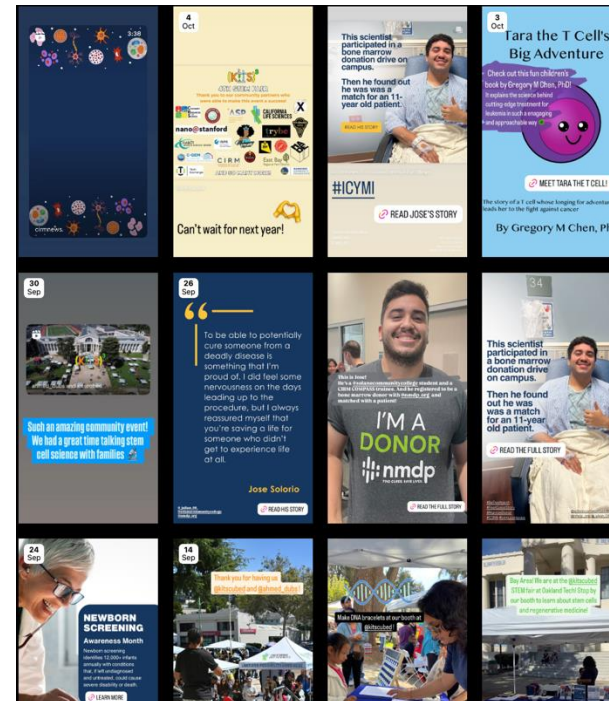
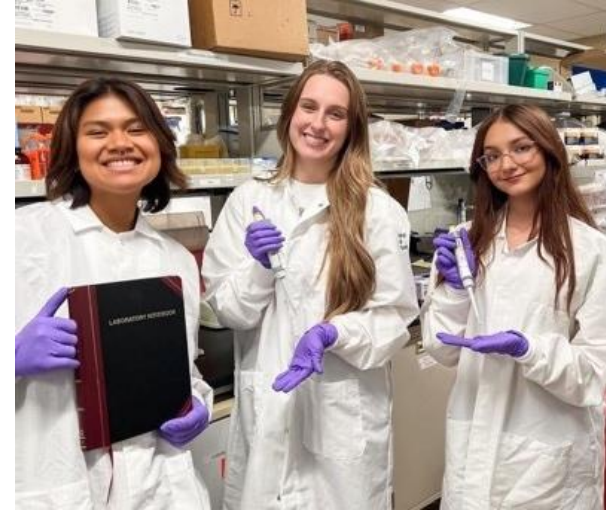
Facebook

- 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




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.

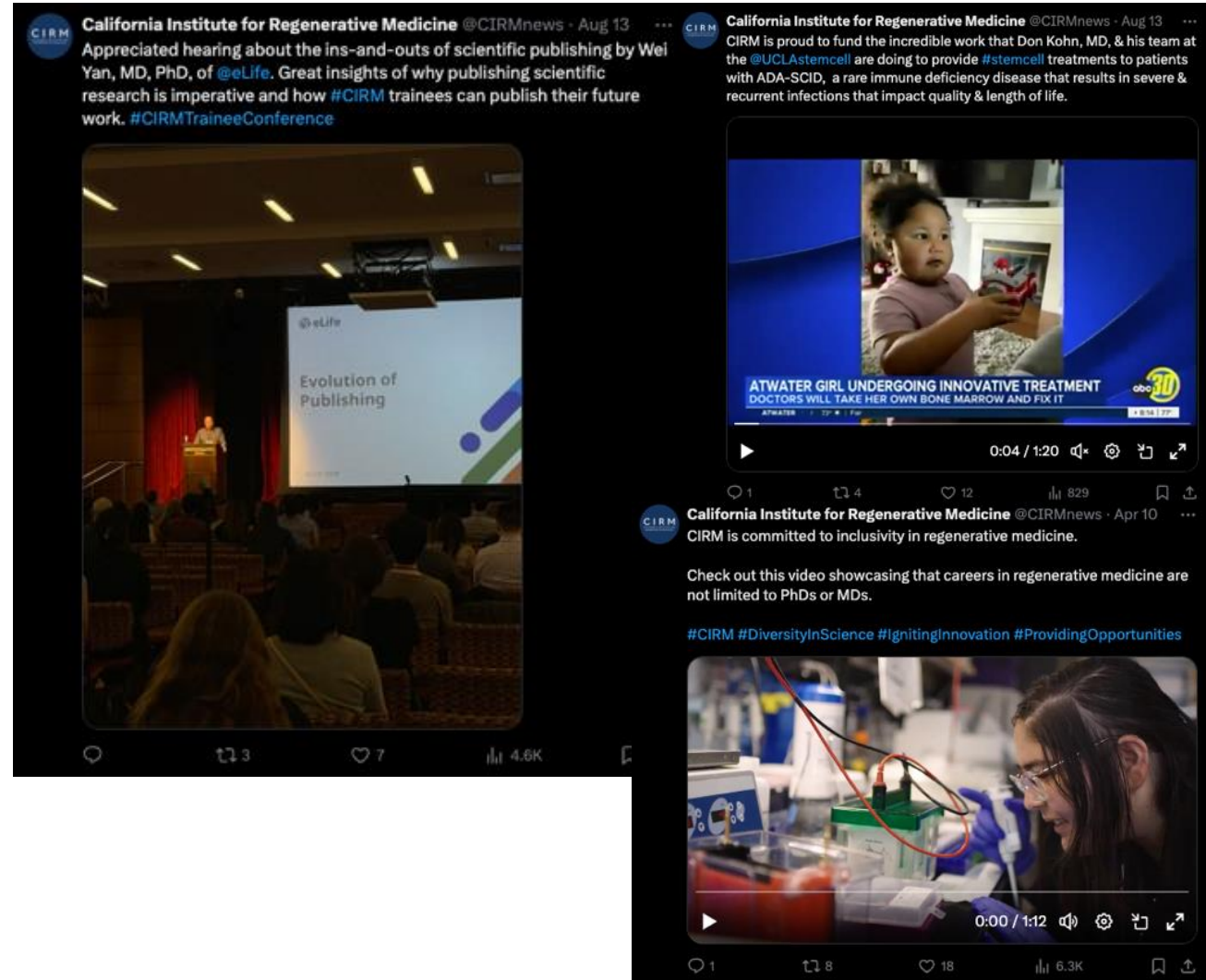

Neurona Therapeutics Raises \$120M to Advance Groundbreaking Pipeline of Regenerative Cell Therap...
 neuronatherapeutics.com




 137

4 comments · 11 reposts

X (formerly)

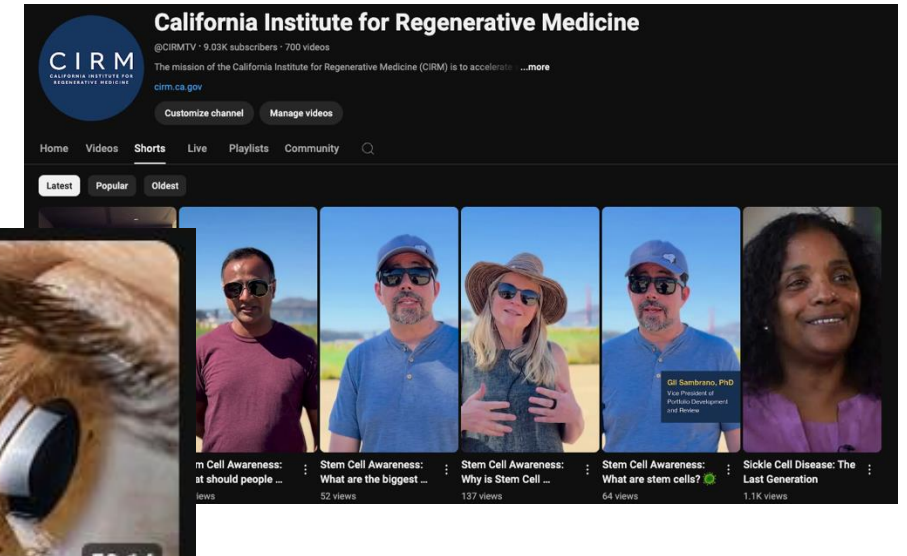
- Audience consists of regenerative medicine professionals, journalists, and scientists
- News updates
- Thought leadership insights on biotech or healthcare industry advancements
- Infographics and short videos
- Quick informative event content (ie: live tweets)



YouTube

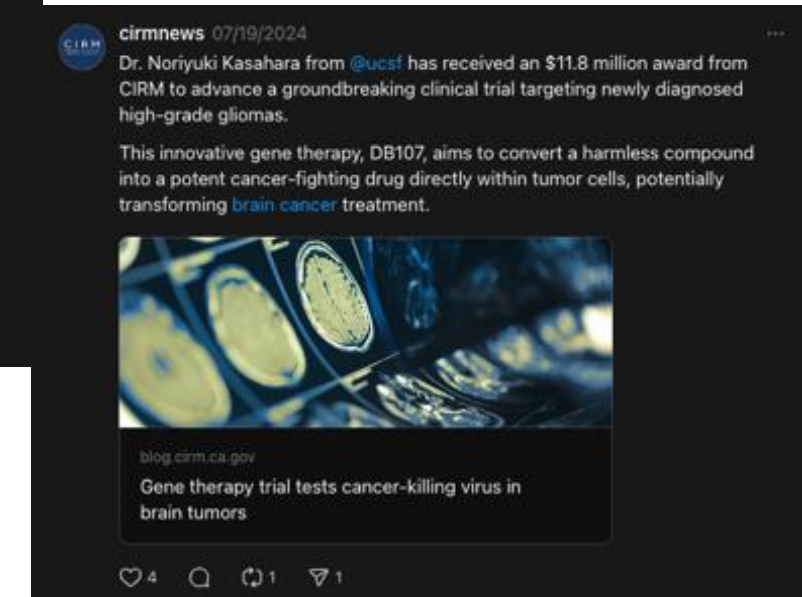
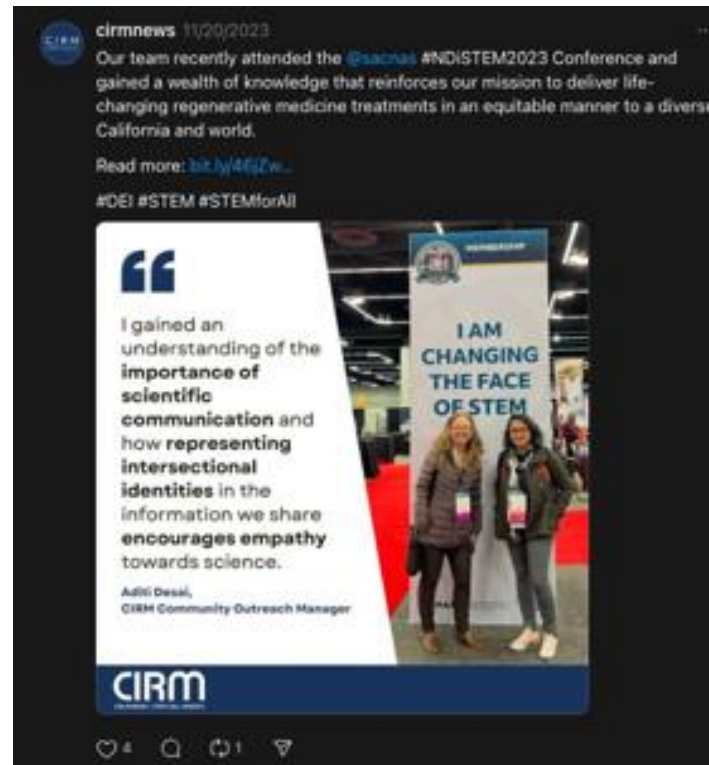


- Diverse audience in age-range
- Interviews, webinars, and educational content perform well
- YouTube Shorts—quick video bites that offer quick regenerative medicine facts



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



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

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

1/4

1. Awareness

Key Strategy

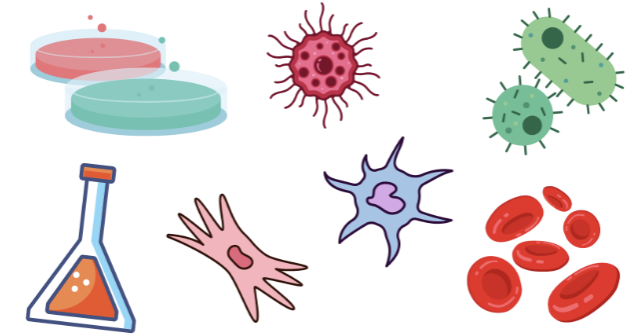
Leveraging events to increase CIRM's brand awareness

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

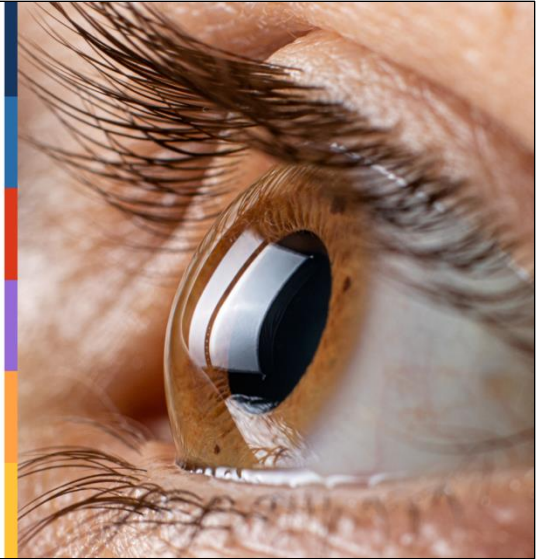
Utilize digital and social channels to host more online forums and webinars.

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



SPARK Igniting Innovation Social Media Challenge



IGNITING INNOVATION The research pitch challenge

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 CEO Cory Nicholas on Neurona Therapeutics' Recent RMAT Designation

blog.cirm.ca.gov

Abba Creasey and 69 others

1 comment • 6 reposts

Opportunities & Considerations



Opportunities

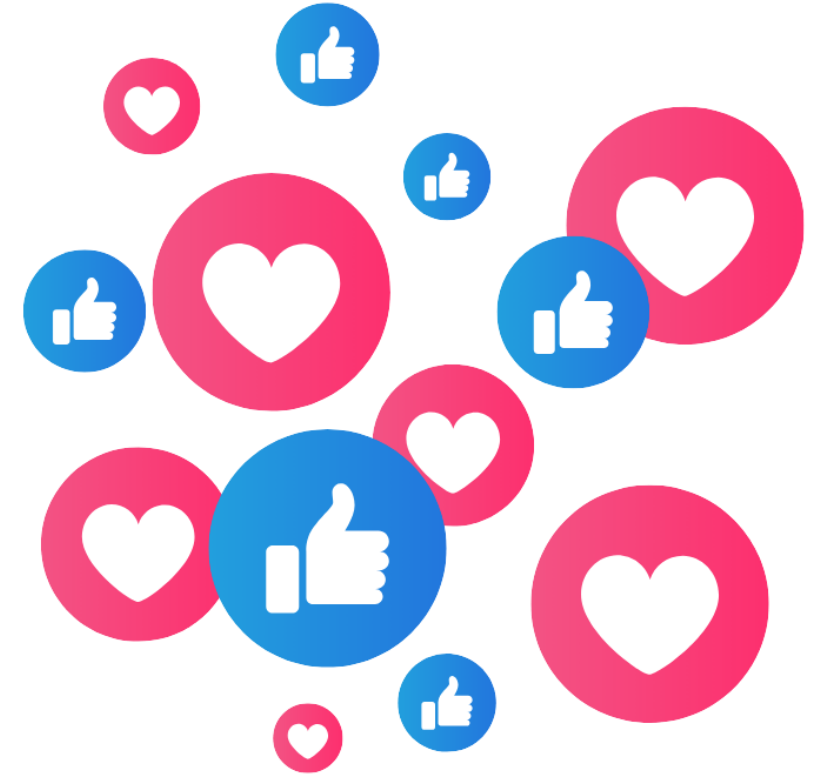
- Social Listening Tools
- Threads
- Boosting video content (Shorts, Reels, etc.)

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!