



# gain social ground. stay safe.

As pharma companies begin participating more and more in social spaces such as Twitter and Facebook, small nuances begin to emerge. Sometimes compliance issues arise that you didn't even know were there.

And often, Intouch provides solutions before pharma companies even know they need it. Introducing ssshare.it – the first and only pharma-friendly URL shortener.

powered by



## FEATURES

## WHAT THAT MEANS FOR YOU

 Shorter, safer links

 Use links that fit in social posts and obscure your product name so you stay compliant

 Open graph tags

 Control images and copy that appear along with your links keeping you pharma-safe

 Interstitial disclaimers

 Route users through a customized disclaimer before any of your sensitive content can be viewed

 Reporting

 See the click-thru activity of any link

shorten your links.  
expand your reach.

Social networks like Twitter place limits on the number of characters that can be included in a post. The shorter the URL is in your post, the more likely it will be shared. That's why link shorteners are often used. And while this practice works well for many industries, in highly regulated pharma, it can pose a big risk.

When shortened links are posted on social networks, the full URL could be exposed when a users' cursor hovers over the short link. In addition, popular social sites sometimes grab random images for sharing at their discretion. The result? Either through the full URL or a random image, your product name could appear without the necessary safety information.

send your message.  
stay compliant.

ssshare.it protects you from this risk. It only allows social media platforms to post your preselected, approved content. And any links can be set to display an interstitial, offsite disclaimer prior to the user reaching the destination, keeping you safe and compliant.

### non-compliant tweet:

disease state  
+ brand name  
-----  
required ISI

**Rx Pharma Co.** @PharmaCo · Jul 18  
Interested in talking to your doctor about treatments for mild to moderate memory loss? <http://bit.ly/1nkbOut>  
**YouTube**  
**NoFocus**  
The official YouTube channel of NoFocus (Rememberine HCl).  
[View on web](#)

### compliant tweet:

ssshare.it prevents  
Twitter from generating  
preview information

**Rx Pharma Co.** @PharmaCo · Jul 18  
Interested in talking to your doctor about treatments for mild to moderate memory loss? <http://ssshare.it/YZ2r>

## contact

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### Want to learn more about ssshare.it?

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