



Handling of reports from Social Media containing safety, efficacy and quality information in Bayer Animal Health

Target audience: “All”, LDSRs, Digital Champions, Owners of Social Media

I. Definition

Adverse Event (AE): Any observation, whether or not considered to be product-related, that is unfavorable and unintended and that occurs after any use of a Veterinary Product; off-label and on-label uses. The observation may be reported from any source (e.g. veterinarian, pharmacist, farmer, animal owner, media, lawyer, authorities) and by any means.

Extraordinary Event (EE): An extraordinary event refers to an avalanching occurrence of negative statements on Bayer Animal Health or one or more of its products in social networks, blogs or comment functions on Internet sites, These are mostly related to safety, efficacy or quality information, but could also be independent of such. Each event has to be evaluated on a single-case basis regarding criticality of its content and potential spread.

III. Timeline

BAH-sponsored social media channels need to be monitored at least every working day for messages/posts/comments containing safety, efficacy and quality information and/or EEs with BAH products. Regular safety, efficacy or quality information is handled according to the applicable SOPs.

II. What to do

All required information on reports from Social Media containing safety, efficacy and quality information will be found here:

(Please contact LDS unit or gppv.bah@bayer.com if access is not possible)

// [BAH-RD-SOP#0295 and attachments for details](#)

// [Guideline Handling Extraordinary Events \(EE\)](#)

[Global Stand-By – General Reactive Statement](#)

[Contact List - Handling extraordinary events in social media at BAH](#)

[Contact List - Bayer Animal Health Social Media contacts](#)

[Contact List - Bayer Local Drug Safety Representatives and Deputies](#)

Reference:

[Margo Corporate Policy Social Media Usage](#)
[Policy No. : 2030 \(Version 2\)](#)