

Case Study – Social Media

Company

Evonetix Ltd

Evonetix Ltd ('Evonetix'), is a company revolutionising gene synthesis with the aim of producing DNA at scale to enable many applications in the rapidly growing field of synthetic biology across a wide range of industries, from pharmaceuticals to industrial biotech, specialty chemicals, renewables, bioremediation, agriculture and potentially also digital data storage.

The Company's platform is based upon a novel silicon array and unique synergistic thermal control chemistry capable of synthesising oligonucleotides in parallel at each of 10,000 miniaturised reaction sites. The technology is compatible with both chemical and enzymatic gene synthesis and allows for exquisite control at each site of synthesis. It uses a process of error detection throughout assembly to yield high-fidelity long DNA molecules, including challenging sequences with high-GC content or repeats. Thus, Evonetix's approach permits massive parallelism in *de novo* DNA synthesis and enables high-throughput on-chip assembly of high-fidelity gene-length DNA at scale.

Objectives of the project/programme

Zyme has been working with Evonetix to support the Company with the development of a strategic PR and marketing plan. One element of this was a social media project to improve Evonetix's profile and to build awareness of the Company. As part of this project, the following steps were taken:

- Increase the number of 'followers' and 'following' to extend reach to potential customers, and increase commercial interest
- Increase engagement with social media posts through 'likes' and 'shares'
- Increase the number of social media posts on Evonetix's LinkedIn and Twitter profiles and educate key audiences on the Company and its technology
- Provide additional resource to monitor and maintain social media platforms

Zyme's approach

Our approach for the social media project included:

- Message development, in line with corporate objectives, including consideration of target audiences, customers, review of the competitive landscape and development of the proposition. Implementation of key messages across all marketing materials and social media content for consistency
- Reviewing existing platforms and development and implementation

of a social media guide to establish and build a following and help increase post engagement, including:

- Tools and advice for posting content on Twitter and LinkedIn
- Tailored list of accounts (publications, industry professionals and collaborators) to follow and include in posts
- Tailored list of hashtags to follow and include in posts
- Suggested list of groups and communities to join on LinkedIn
- Development of a social media engagement guide to advise employees on how to maximise the reach of posts
- Development of a strategic social media plan, integrated with the wider corporate PR plan and timings for other comms activities such as conferences, feature article opportunities, press releases, industry awards and development of PR materials. Zyme works closely with Evonetix to ensure the plan is reviewed regularly and kept up to date to coincide with social media activity
- Provision of a social media schedule to ensure regular posts on the Company's platforms, which includes:
 - Monitoring relevant profiles and alerting Evonetix to noteworthy announcements/posts to like/share
 - Drafting posts from relevant industry news stories, or from the Company's own news (press releases, conference attendance, industry award participation and articles)
 - Researching relevant hashtags and handles to include in posts to help increase impressions
 - Scheduling posts to coincide with other activities and to ensure regular profile activity
 - Routinely sending the schedule to Evonetix for approval, and subsequently posting on the Company's behalf
 - Regularly monitoring platform analytics and including figures in quarterly activity reports

Achievement highlights

Key achievements:

- Significant increase in followers over 6-month period:
 - Twitter followers increased by 104%

- LinkedIn followers increased by 65%
- Social media guide and an engagement guide to be used internally to maximise reach

Client comments

“We have been extremely impressed with the results achieved by Zyme in less than a year since first starting to work with them. We have developed a very effective working relationship that has led to significant progress being made across many fronts.”

Chief Executive Officer, Evonetix Ltd