



POWERING MOTION[®]



Global Social Media
Strategy and Playbook



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Global Social Media Strategy and Playbook

DJO[®] SOCIAL MEDIA PRINCIPLES AND PURPOSE



PURPOSE OF DJO'S SOCIAL PRESENCE

OUR PURPOSE ON SOCIAL MEDIA

is to connect to our patients as they move through our various stages of care, while providing our professionals with educational content, resources, and conversation channels for a broader and deeper understanding of the DJO offering.



B2B GOAL

To educate clinicians and healthcare professionals while driving B2B brand awareness.

- Generate B2B leads.
- Provide an outlet for professionals to connect and learn more about our solutions.



B2C GOAL

To connect with patients throughout the continuum of care by providing information and education.

- Generate B2C sales on our e-Commerce channels

DJO'S CORE SOCIAL PILLARS



ENCOURAGE POWERING MOTION® ACROSS ALL LIFE STAGES

Provide the resources necessary for both our B2B and B2C audiences to understand how the DJO product line can provide assistance through the continuum of care.



LEAD THROUGH PEOPLE- FOCUSED EDUCATION

Our primary goal is education, however, the recipient of that education may change.



CRYSTALIZE BRAND EQUITY TO ACHIEVE MARKET RELEVANCE

Become a thought leader in the orthopedic market.



FOSTERING PATIENT AND PROVIDER ENGAGEMENT

Provide platforms to build a community for our B2B and B2C audiences to share their experiences with us and our products.

THINK GLOBAL, ACT LOCAL



DJO® GLOBAL PAGE

The DJO® page sets the standard for DJO channel strategy, location direction, and general support.

The primary DJO pages will share more general DJO content and company updates that are applicable to the majority of local pages as well.

All local pages must be connected to the DJO main page and follow all local page requirements.



DJO® LOCAL PAGES

The various DJO® Local pages act as unique outlets for specific locations to maintain their own social presence, within the DJO standards.

Local pages should include localized content and verbiage to educate their specific B2B and B2C audiences, while building lasting relationships through one-on-one communication.

DJO® SOCIAL CHANNEL CREATION



WHAT IS THE PURPOSE OF A NEW DJO CHANNEL?

New channels should only exist to provide insights, education, and thought-leadership that would fall outside of the DJO main page. Whether this is location or product-vertical specific.



WHEN DOES DJO LAUNCH A NEW SOCIAL CHANNEL?

New social channels may be launched for various product launches, acquisitions, and geographical presence.

All new social channels must meet specific requirements.



WHEN DOES DJO MERGE SOCIAL CHANNELS?

Social channels may be merged for various product acquisitions, and geographical presence.

Channels will be merged when they do not meet specific requirements.

Learn more about this on page 23
"Merge Strategy"

PLATFORM SEGMENTATION



FACEBOOK

Target Audience:

Facebook targets both consumers and professionals as a relationship building, support, and education platform. These audiences can be segmented by creating Facebook Groups rather than new pages.

Audience: Patients, Consumers, Clinicians, Healthcare Professionals

Messaging:

Messaging here will vary per post as we will be communicating with multiple audiences.



INSTAGRAM

Target Audience:

Instagram should focus on our B2C audience. Our B2B audience may be covered through an Instagram highlight for general awareness.

Audience: Patients, Consumers

Messaging:

As a highly visual platform, this channel should only be used when we have access to high-quality visual assets. Copy should speak to a consumer in a friendly, approachable voice to remain front of mind as the consumer moves through the DJO continuum of care.



LINKEDIN

Target Audience:

LinkedIn is primarily our B2B audience, however, it may also be used for career recruitment.

Audience: Clinicians, Healthcare Professionals, Internal Personnel

Messaging:

LinkedIn should be educational. It's also the most "self-promotional" platform. Here our voice should be educational, to-the-point, and professional. LinkedIn may also be used for company culture and recruitment updates.



YOUTUBE

Target Audience:

YouTube works more like a search engine, meaning our audience will seek us out for relevant information. Primarily, this audience will be B2B but we may have some B2C consumers find our page.

Audience: Clinicians, Healthcare Professional

Messaging:

Descriptions on YouTube should utilize keywords for increased rankability. Long-form educational content, product commercials, company culture.



TWITTER

Target Audience

Twitter targets both consumers and professionals, however, it will be mainly focused on our B2B audience.

Audience: Clinicians, Healthcare Professional

Messaging

Twitter should be quick and to the point. We want to use this as a branded educational channel with content like press-releases, product launches, and more. Naturally, Twitter may become more customer support focused so community management is important here.

A close-up photograph of a doctor's hands holding a black smartphone. The doctor is wearing a white lab coat over a blue and white striped shirt. A blue stethoscope is visible around the doctor's neck. The text "INDUSTRY SOCIAL MEDIA LANDSCAPE AND COMPETITIVE REVIEW" is overlaid in white, sans-serif capital letters across the center of the image.

INDUSTRY SOCIAL MEDIA LANDSCAPE AND COMPETITIVE REVIEW

SOCIAL LANDSCAPE FOR OUR INDUSTRY

83%

of internet users or 93 million Americans have searched for health-related information online—ranging from mental health, disease management, immunizations, and more.

60%

60% of social media users trust the information shared by doctors and other health professionals.

<https://powerfulpatients.org/>

80%

of social media engagers are specifically looking for health information, and nearly half are searching for information about a specific doctor or health professional

88%

of physicians use the Internet and social media to research pharmaceutical, biotech, and medical devices.

<https://getreferralmd.com/>

81%

of hospitals said service lines expressed an interest in participating in the hospital's social media strategy

43%

of baby boomers are starting to leverage social media for healthcare related information.

119%

YouTube traffic to hospital sites has increased by 119% year-over-year.

<https://getreferralmd.com/>

COMPETITOR LANDSCAPE

The Stryker logo, featuring the word "stryker" in a bold, lowercase, sans-serif font with a registered trademark symbol.

KEY TAKEAWAYS

Stryker primarily uses social media for internal recruitment and sparingly uses self-promotional content. Their social channels lack clear audience identities due to consistent content posted between all platforms.

On Instagram and Facebook Stryker has multiple pages dedicated to segmenting content for employees/careers and product categories.

The Zimmer Biomet logo, featuring a stylized 'Z' inside a circle followed by the text "ZIMMER BIOMET" in a bold, uppercase, sans-serif font.

KEY TAKEAWAYS

Zimmer is heavily self-promotional on organic social - using their platforms to share credibility drivers (press releases, partnerships, etc.). However, Zimmer does have a good mixture of audiences - their content clearly speaks to both the consumer and professional audience across Facebook, Twitter, and even LinkedIn.

The Ossur logo, featuring a stylized 'O' with a small robot head inside, followed by the text "ÖSSUR" in a bold, uppercase, sans-serif font.

KEY TAKEAWAYS

Across all channels, Ossur focuses primarily on their prosthetics business and features their ambassadors under #TeamOssur which are Paralympians, athletes, or other active individuals with limb differences. Ossur uses their platforms for both professional and patient audiences, sharing patient testimonials and employee features on all platforms.

COMPETITOR LANDSCAPE

AFFILIATED PAGES

Stryker Careers: Facebook Instagram

Stryker Active

Stryker for Nurses

Stryker Surgical Technologies

Stryker Orthopaedic Instruments

Stryker Trauma & Extremities

Stryker Sports Medicine

Stryker Neurosurgical

Stryker Emergency Care

Stryker Joint Replacement

Stryker Spine

Stryker Endoscopy

Stryker Foot & Ankle

Stryker Neurovascular

Stryker ASC

AFFILIATED PAGES

Zimmer Biomet Brasil

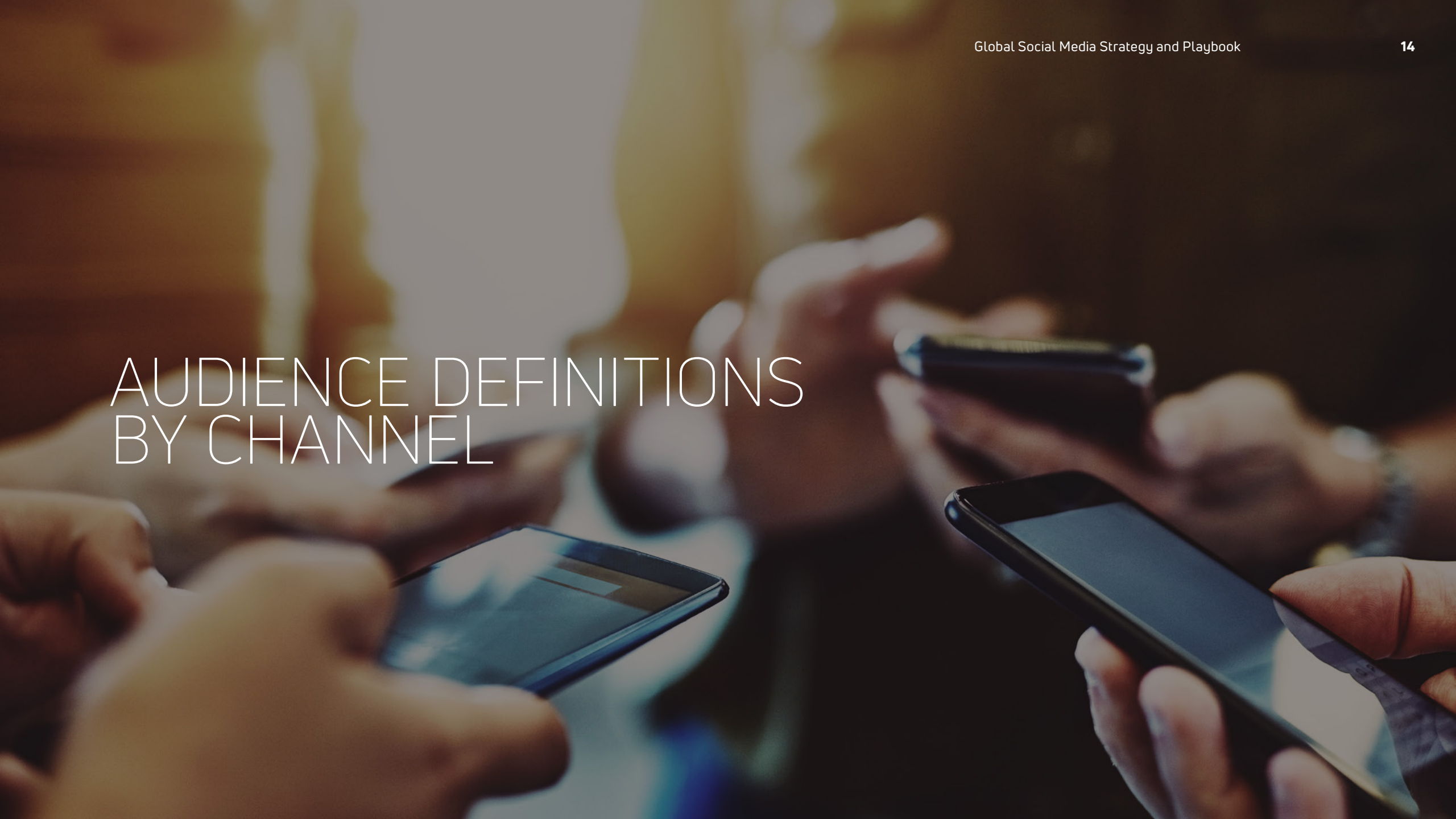
Zimmer Biomet Dental

Knee Creations

Zimmer Biomet Latino America

Zimmer Biomet EMEA

AUDIENCE DEFINITIONS BY CHANNEL



B2B AUDIENCE OVERVIEW

GOAL

TO EDUCATE CLINICIANS AND HEALTHCARE PROFESSIONALS AND DRIVE BRAND AWARENESS.

WHO IS OUR B2B AUDIENCE?

- Clinicians
- Healthcare Professionals

KEY PLATFORMS

- Facebook
- Instagram
- Twitter
- YouTube

HOW DO WE ATTRACT THIS AUDIENCE?

While many healthcare professionals have social media channels, they will more frequently use them for personal enjoyment.

Our B2B focused content needs to be educational and value-adding to build connections with our professional audience.

WHAT CONVERSATIONS ARE IMPORTANT?

Clinicians and healthcare professionals will be more receptive to content that pertains to industry news and ways they can improve their practice (e.g. cost reduction, improving patient outcomes, enhanced satisfaction, driving efficiencies and compliance, workflow optimization, etc.)

B2C AUDIENCE OVERVIEW

GOAL

CONNECT WITH PATIENTS THROUGHOUT THE CONTINUUM OF CARE BY PROVIDING CREDIBLE INFORMATION AND EDUCATION.

WHO IS OUR B2C AUDIENCE?

- Patients
- Consumers

Note: Patients may be within various life stages meaning we would have to speak to them differently.

KEY PLATFORMS

- Facebook Groups
- LinkedIn
- Twitter
- YouTube

HOW DO WE ATTRACT THIS AUDIENCE?

Our B2C audience needs to understand how our business relates to their needs—from a product standpoint, as well as where to access products/info.

Our social channels may be heavily used for research rather than audience building. In order to increase growth and engagement content needs to be entertaining and valuable.

WHAT CONVERSATIONS ARE IMPORTANT?

Our patient and consumer audience will value content that furthers their understanding of our product offering and recovery process (e.g. patient testimonials, product spotlights that provide key benefits, injury management education, etc.)

DJO PERSONAS



PATIENT

Who Is This Audience

Our patients are referred DJO products by our B2B audience. This audience is in the awareness or consideration phase rather than trying to buy a new product.

How Do They Interact On Social

- Use as a credibility driver to determine whether they trust and believe in the products
- Learn more about products they have been provided
- Share personal experiences with DJO products
- Read and write reviews on DJO products
- Primarily focused on Instagram and Facebook



CONSUMER

Who Is This Audience

Our consumers are in the market for a direct-to-consumer (DTC) product that DJO offers. They are in the awareness phase—working to figure out what product is the best solution for them.

How Do They Interact On Social

- Use as a credibility driver to determine whether they trust and believe in the products
- Learn more about products they are considering and make a purchase decision
- Ready and write reviews on DJO products
- Primarily focused on Instagram and Facebook



CLINICIAN

Who Is This Audience

Clinicians cover a wide scope of professions—doctors, surgeons, and more. They treat patients and educate consumers.

How Do They Interact On Social

- Seeking educational content around industry trends and product advancements
- Learn more about the industry and company (not only looking for company-specific information)
- Have detailed conversations with other professionals



HCP

Who Is This Audience

Healthcare professionals includes various trainers and therapists. Our healthcare professionals work more closely with our consumer audience.

C-suite decision makers are included in this audience group.

How Do They Interact On Social

- Seeking education on product uses and talk tracks
- Product uses and educational content

EXAMPLE: KEEPING PATIENTS MOVING THROUGH THE CONTINUUM OF CARE

STUDENT ATHLETE WITH KNEE PAIN

Uses consumer brace from sporting store.

PROGRESSIVE KNEE PAIN - AT HOME

Visits Doctor for more proactive and sustainable solutions - professional referred brace.

PROGRESSIVE KNEE PAIN - SURGERY

Consistent pain progression leads to surgery requiring surgical implants.

PROGRESSIVE KNEE PAIN - POST-OP

After the procedure, patient uses professional braces for post-op recovery.

FURTHERED PAIN RESULTING IN ARTHRITIS

Uses braces to protective support and to aid in daily pain.

TEEN /
YOUNG ADULT

ADULTHOOD

SENIOR

DJO FOLLOWS A PATIENT THROUGH VARIOUS PHASES OF INJURY AND RECOVERY.
WE POWER MOTION THROUGHOUT THEIR ENTIRE LIFE.

DJO AUDIENCE STRATEGY - PLATFORM



FACEBOOK

PATIENT: Uses for testimonials, product education, and resources. Customer Support platform.

CONSUMER: Uses for product reviews and product education. Uses the channel as an awareness (education) landing page.

CLINICIAN: Uses for thought-leadership and industry/product news. May use this platform for technical conversations with other clinicians.

HEALTHCARE PROFESSIONAL: Uses for product reviews and product education. May also be interested in the platform for industry/product updates.



INSTAGRAM

PATIENT: Uses this platform to build a long-term relationship with DJO. Uses for further product education.

CONSUMER: Uses this product to see product options available. Trust is built through content quality on this platform rather than reviews.



LINKEDIN

CLINICIAN: Uses this platform for thought-leadership and company updates. Involvement in technical industry conversations.

HEALTHCARE PROFESSIONAL: Uses this platform for thought-leadership and company updates. Involvement in technical industry conversations.

Note: This channel may also be used for an internal personnel audience



YOUTUBE

PATIENT: Uses sparingly for detailed product education.

CONSUMER: Uses sparingly for detailed product education.

CLINICIAN: Uses this platform to improve professional talk track surrounding DJO product offerings.

HEALTHCARE PROFESSIONAL: Uses this platform to improve professional talk track surrounding DJO product offerings.



TWITTER

PATIENT: Uses sparingly for company education and updates.

CONSUMER: Uses sparingly for company education and updates.

CLINICIAN: Uses for detailed technical conversations. Seeking less promotional topics and more industry conversations.

HEALTHCARE PROFESSIONAL: Uses for technical product information and quick educational content. Variety of self-promotional and research based topics.

GLOBAL MANAGEMENT STRATEGY



GLOBAL VS. LOCAL AUDIENCE STRATEGY

THINK GLOBAL.
ACT LOCAL.

LOCAL/PRODUCT PAGE ELIGIBILITY:

- Does the page have a unique purpose to exist?

What is the purpose of the channel? Is the purpose aligned with the DJO channel strategy?

- Minimum: 1000 followers after 6 months
- Minimum: 4 unique posts per month
- Minimum: Checked once daily
- Must follow DJO brand guidelines and have resources to support social needs.

SOCIAL PAGE REQUEST FORM

GLOBAL VS. LOCAL STRATEGY



FACEBOOK

PAGE CREATION: Activate as a location page under the DJO main page.

CHANNEL PURPOSES:

Support, community building, and education through visuals and articles

CONSISTENCY REQUIREMENTS:

- Cover Photo
- Profile Photo
- Page CTA Button



INSTAGRAM

PAGE CREATION: Must follow the handle structure of:

@djo.[location-name]

Example: @djo.germany

CHANNEL PURPOSES: Drive brand credibility through product education and information through visuals

CONSISTENCY REQUIREMENTS:

- Profile Photo
- Bio Link
- Bio Description
- Contact Options



LINKEDIN

PAGE CREATION: May be listed as a location or maintain own showcase page.

If activating as a location there will be no custom presence or content strategy. If activating as a page, must follow the URL structure of: @djo.[location-name]

Example: @djo.germany

CHANNEL PURPOSES: Credibility through industry articles, education, recruitment, company updates

CONSISTENCY REQUIREMENTS:

- Cover Photo
- Profile Photo
- Bio Link



YOUTUBE

PLAYLIST CREATION: All content must be uploaded to DJO Global profile in segmented geographic playlists.

CHANNEL PURPOSES: Educate on product offerings through long-form content, provide product support through videos

CONSISTENCY REQUIREMENTS:

- Custom Video Cover



TWITTER

PAGE CREATION: Must follow the handle structure of:

@djo.[location-name]

Example: @djo.germany

CHANNEL PURPOSES: Professional conversations, consumer support, education through articles

CONSISTENCY REQUIREMENTS:

- Cover Photo
- Profile Photo
- Bio Link
- Bio Description



INTEGRATING NEW BRANDS INTO DJO SOCIAL CHANNELS

MERGERS AND ACQUISITIONS: WHAT HAPPENS WHEN DJO BUYS A COMPANY?

EXPANDING THE DJO PORTFOLIO

GLOBAL PAGE ELIGIBILITY:

- All mergers and acquisitions should be folded into the pre-existing DJO social pages. There are few exceptions and limitations that apply:
- Does the page have a unique purpose or product that does not inherently align with current DJO products or audiences?
- Does the page have a robust following with healthy engagement on platforms that do not accommodate mergers?

Minimum: 1,000 followers and 1% engagement rate, not applicable for Facebook where the merge can take place.

**ALL PAGES
MAINTAINING A
UNIQUE EXISTENCE
ON SOCIAL MEDIA
MUST HAVE THEIR
HANDLE APPROVED
BY DJO.**

**ADMIN ACCESS
AND DIRECT LOGIN
CREDENTIALS MUST
BE PROVIDED.**

MERGER STRATEGY



FACEBOOK

PAGE CREATION: Merge page into master DJO Global page if product is aligned.

If maintaining separate presence, all DJO requirements must be met.

CHANNEL PURPOSES: Support & community building, education through visuals and articles



INSTAGRAM

PAGE CREATION: If fewer than 1,000 followers and if the product is aligned, the page should be removed with notice to followers to change to @djoglobal.

If maintaining separate presence, handle must be approved by DJO. Full access must be granted to DJO.

CHANNEL PURPOSES: Drive brand credibility through creative approach, product education and information through visuals



LINKEDIN

PAGE CREATION: If fewer than 1,000 followers and if the product is aligned, the page should be removed with notice to followers to change to @djoglobal.

If maintaining separate presence, handle must be approved by DJO. Full access must be granted to DJO.

CHANNEL PURPOSES: Credibility through articles and copy, recruitment, company updates



YOUTUBE

PLAYLIST CREATION: All content must be uploaded to DJO Global profile in segmented geographic playlists.

CHANNEL PURPOSES: Educate on product offerings through long-form content, provide product support through videos



TWITTER

PAGE CREATION: If fewer than 1,000 followers and if the product is aligned, the page should be removed with notice to followers to change to @djoglobal.

If maintaining separate presence, handle must be approved by DJO. Full access must be granted to DJO.

CHANNEL PURPOSES: Professional conversations, consumer support, education through articles and copy

CHANNEL CONTENT STRATEGY BY PLATFORM





WHAT DOES DJO USE FACEBOOK FOR?

DJO uses Facebook primarily as an education platform through text, images, and articles. As our most conversational yet educational platform, we should use a less technical tone than we would on Twitter or LinkedIn.

Facebook also acts as a support channel so active community management is a requirement.

WHO IS DJO SPEAKING TO ON FACEBOOK?

Facebook targets all of our key audiences: consumer, patient, clinician, and healthcare professional.

DJO does not use Facebook to share internal updates or for recruitment.

WHAT CONTENT DOES DJO POST ON FACEBOOK?

DJO posts broadly on Facebook due to the wide variety of target audiences, including:

- High-quality product and lifestyle images
- Non-branded engagement-based articles ex. Industry news, studies, etc.
- Press releases and public-facing company updates
- Product education
- Professional testimonials and patient reviews
- Blog posts and education resources



FACEBOOK GROUPS

WHAT DOES DJO USE FACEBOOK GROUPS FOR?

DJO uses Facebook Groups to syndicate information to specific professional audiences. Facebook Groups allow us to further target specific audiences sharing only information about products that are applicable to the specific group topic.

Facebook Groups should not be used for general information (rather this should be shared to the Facebook page). Facebook Groups should be private. Facebook Groups should not speak to multiple target audiences.

WHO IS DJO SPEAKING TO WITH FACEBOOK GROUPS?

Each Facebook Group should focus on one sub-audience of our core B2B audiences.

For example: Rather than speaking to all Healthcare Professionals—a Facebook Group should specifically speak to one vertical within that (for example: athletic trainers).

WHAT CONTENT DOES DJO POST WITHIN FACEBOOK?

Within our groups, the members should drive the majority of the conversation. DJO should moderate to provide answers to specific product questions.

DJO should sparingly post group wide. These posts should be limited to:

- Major industry updates
- Major product advancements + changes
- Inter-group relationships (i.e. asking all members to share their location and practice)
- Events (DJO hosted/industry)



WHAT DOES DJO USE INSTAGRAM FOR?

DJO uses Instagram as a credibility boosting platform for our B2C audiences. Due to the visual nature of Instagram, all content published here must be accompanied by a high quality visual graphic.

Instagram also acts as a support channel so active community management is a requirement.

WHO IS DJO SPEAKING TO ON INSTAGRAM?

DJO is speaking to our B2C audiences on Instagram: patients and consumers.

DJO does not use Instagram for technical conversations with our B2B audiences.

WHAT CONTENT DOES DJO POST ON INSTAGRAM?

Visual content quality is the most important aspect of a successful Instagram strategy for DJO.

- High-quality product images with accompanying educational captions
- High-quality, aesthetically appealing lifestyle content
- Custom branded graphics (must follow DJO branding guidelines)
- Sparingly may be used for company updates



WHAT DOES DJO USE LinkedIn FOR?

DJO uses LinkedIn as a brand awareness channel to educate our B2B audiences and share industry news. This platform allows us to position ourselves as an expert.

LinkedIn may also be used for internal purposes such as company updates, culture, and recruitment.

WHO IS DJO SPEAKING TO ON LinkedIn?

DJO speaks to our B2B audiences on LinkedIn: Clinicians and Healthcare Professionals.

DJO also speaks to current and prospective employees on LinkedIn as a company recruitment and culture tool.

WHAT CONTENT DOES DJO POST ON LinkedIn?

Content on LinkedIn is split between B2B and internal conversations. The breakdown can fluctuate based on page discretion.

- Company & product updates
- Press releases
- Educational blog posts
- Job openings
- Culture showcases
- Thought-leadership & industry news updates



WHAT DOES DJO USE LinkedIn SHOWCASE FOR?

DJO uses LinkedIn Showcase to syndicate information to specific professional audiences. LinkedIn Showcase pages allow us to further target audiences sharing only information about products that are applicable to the specific audience.

LinkedIn Showcase pages should only be used as location pages or business unit-specific pages. LinkedIn Showcase pages should only be used for our B2B audiences that have a strong presence on social media.

WHO IS DJO SPEAKING TO WITH LinkedIn SHOWCASE PAGES?

LinkedIn Showcase pages should only be used for our B2B audiences that have a strong presence on LinkedIn. Typically, Facebook Groups will be more appropriate for our professional audiences. Typically, only a LinkedIn Showcase or a Facebook Group (not both) should be utilized to share specific product or localized information with our B2B audiences.

WHAT CONTENT DOES DJO POST ON LinkedIn SHOWCASE PAGES?

DJO should use the LinkedIn Showcase page to garner conversation around specific product offerings and target audiences.

These posts include:

- Industry specific updates
- Localized updates + news
- Major product advancements + changes



WHAT DOES DJO USE YOUTUBE FOR?

DJO uses YouTube as an in-depth product education source. This information should typically be product-based with detailed descriptions of how the products work, benefits, and use cases.

YouTube should not be used for culture or entertainment videos.

WHO IS DJO SPEAKING TO ON YOUTUBE?

YouTube primarily speaks to our B2B audiences as an education source, however our B2C audience may seek out these resources for the specific products they are using.

From a B2C perspective, these individuals may be researching a product they were provided from their doctor, or a DTC product they intend to buy. Messaging for DTC products should be more generalized.

WHAT CONTENT DOES DJO POST ON YOUTUBE?

DJO should post product-based information to educate about usage and benefits.

Video descriptions on YouTube must be optimized for proper indexing and search results.



WHAT DOES DJO USE TWITTER FOR?

DJO uses Twitter as a multi-purpose channel. From company updates, product information, and customer support. Twitter should be used to share quick updates, while long form update should be shared on platforms like Facebook.

Twitter also acts as a support channel so active community management is a requirement.

WHO IS DJO SPEAKING TO ON TWITTER?

Twitter targets all of our key audiences: consumer, patient, clinician, and healthcare professional.

DJO may also use Twitter as a method to share culture, internal company updates and recruitment. Hashtags may be used to filter and segment this type of content.

WHAT CONTENT DOES DJO POST ON TWITTER?

DJO posts short form content on Twitter covering a wide variety of topics.

- Product education
- Company updates + press releases
- Recruitment updates
- General informational content
- Blog posts
- Support-based updates

BRAND VOICE AND TONE



BRAND VOICE



SMART AUTHENTIC EMPOWERING

An important key to consistent communication is the voice of the brand—how the brand speaks about itself and the benefits of its products, services, and solutions.

The healthcare market has many facets, many niches, and many audiences from clinicians to administrators to patients. With our messaging, we lead with smart, straightforward statements that evoke emotion and pique interest.

We strive to communicate clearly and succinctly without jargon or insider talk.

We stimulate our audience with story and invite them to learn more, and limit product feature-based language to the subhead or body copy.

We communicate to our variety of audiences in an authentic way with empathy and understanding.

Whether the audience is a clinician or a patient, we work to put ourselves in their shoes to identify and understand their challenges and guide them to how our innovative products and solutions work to solve those problems.

SOCIAL MESSAGING



DJO IS EDUCATIONAL BUT CONVERSATIONAL.

Consumer-focused channels like Instagram and Facebook should be our most relatable and least technical pages.

Twitter, LinkedIn, and YouTube can use more technical and professional language when speaking to our professional/B2B audience.



DJO SPEAKS IN FIRST PERSON.

DJO utilizes the we perspective and identity, unless referring to a specific product where we would call it by name.

Example: We recommend our DonJoy OA Nano



DJO BUILDS GENUINE RELATIONSHIPS.

DJO is welcoming and not exclusive. When possible, use first names in response to customers and partners.

DJO is trustworthy with the customer or partner's interests always at the forefront. We take all negative conversations off of social for one to one support.

RESOURCES

RESOURCES

GENERAL BEST PRACTICES

[Scheduling Tools](#)

[Tips & Tricks](#)

SURVEY/REQUEST FORM FOR LOCALIZED PAGES

[Justification for separate accounts](#)

[Requirements for content, following, etc.](#)

PAGE ACTIVATION

[Eligible Page Activation](#)

[Required Optimizations](#)

DEACTIVATION OF MISALIGNED ACCOUNTS

[Reporting](#)

[Reclaiming Access](#)

[Other Next Steps](#)

SOCIAL SELLING SOP

[Guidance on utilizing social media as a selling tool](#)

[Profile Optimizations](#)

[Tips for each platform](#)

HASHTAGS

[Optimized hashtags per BU](#)

[Recommendations vary for each platform](#)

FAQ RESPONSE GUIDE

[Reporting](#)

[Reclaiming Access](#)

[Other Next Steps](#)

For more information regarding social media,
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