



HOLOGIC[®]



The Science of Sure

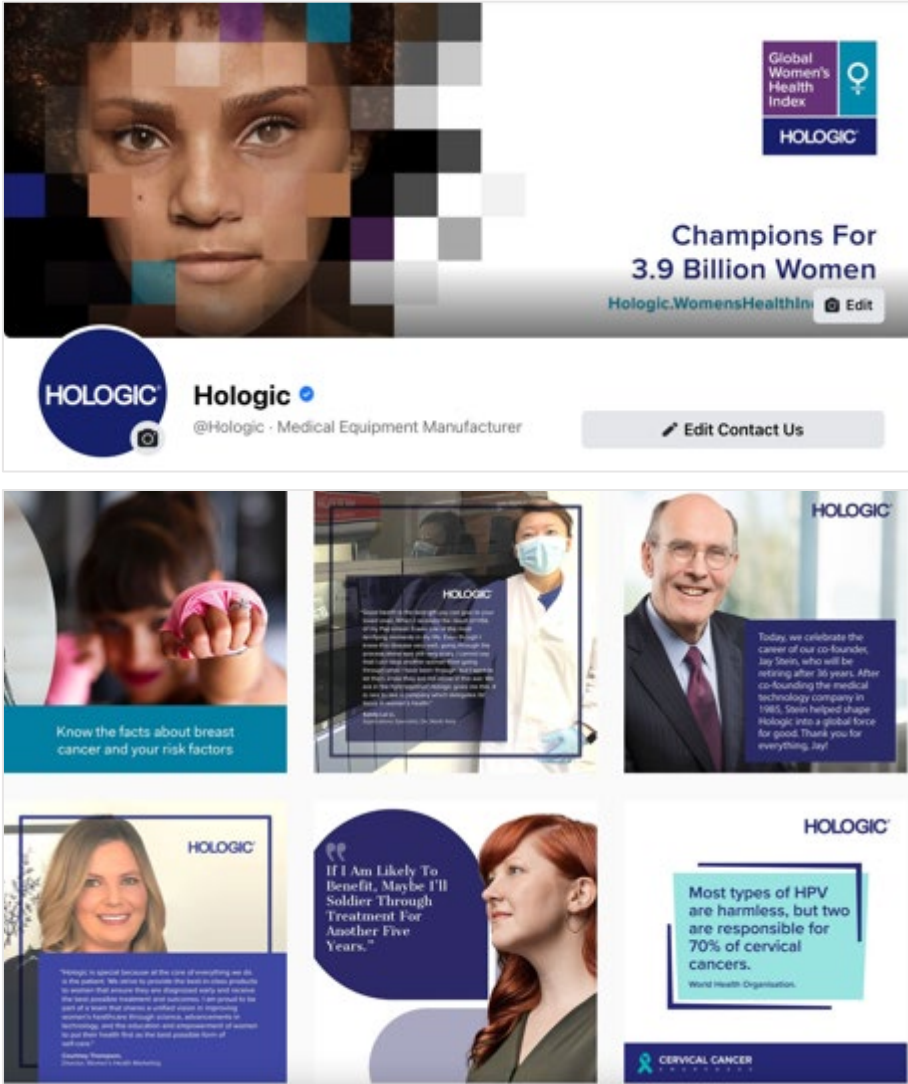
Corporate Social Strategy Refresh

PHASE 2 REVIEW

Welcome!

This document is meant to serve as a roadmap for a more purposeful and strategic approach to social across Hologic's Facebook, Instagram, Twitter and LinkedIn profiles.

Defining and aligning on our goals, audiences and content pillars is the first step that will allow us to plan further in advance, organize divisional content, track progress against our KPIs, and most importantly, ensure that every post on our social channels embodies Hologic's Purpose, Passion and Promise.



Refreshing Our Corporate Social Strategy

Everything We Do is Rooted in...

OUR PURPOSE

To enable healthier lives everywhere, every day.

OUR PASSION

To become global champions for women's health.

OUR PROMISE

To bring The Science of Sure alive through product quality, clinical differentiation, customer relationships and our team's talent and engagement.

Defining Our Purpose on Social

Purpose. Passion. Promise.
Our **PURPOSE**—to enable healthier lives everywhere, every day—is driven by a **PASSION** to become global champions for women’s health. We succeed by fulfilling our **PROMISE** to bring *The Science of Sure*® alive through product quality, clinical differentiation, customer relationships and our team’s talent and engagement.

+

Our Social Audience
Patients and caregivers, healthcare professionals, and Hologic employees

=

Our Social Purpose
Build awareness of and trust in Hologic as a global champion of women’s health

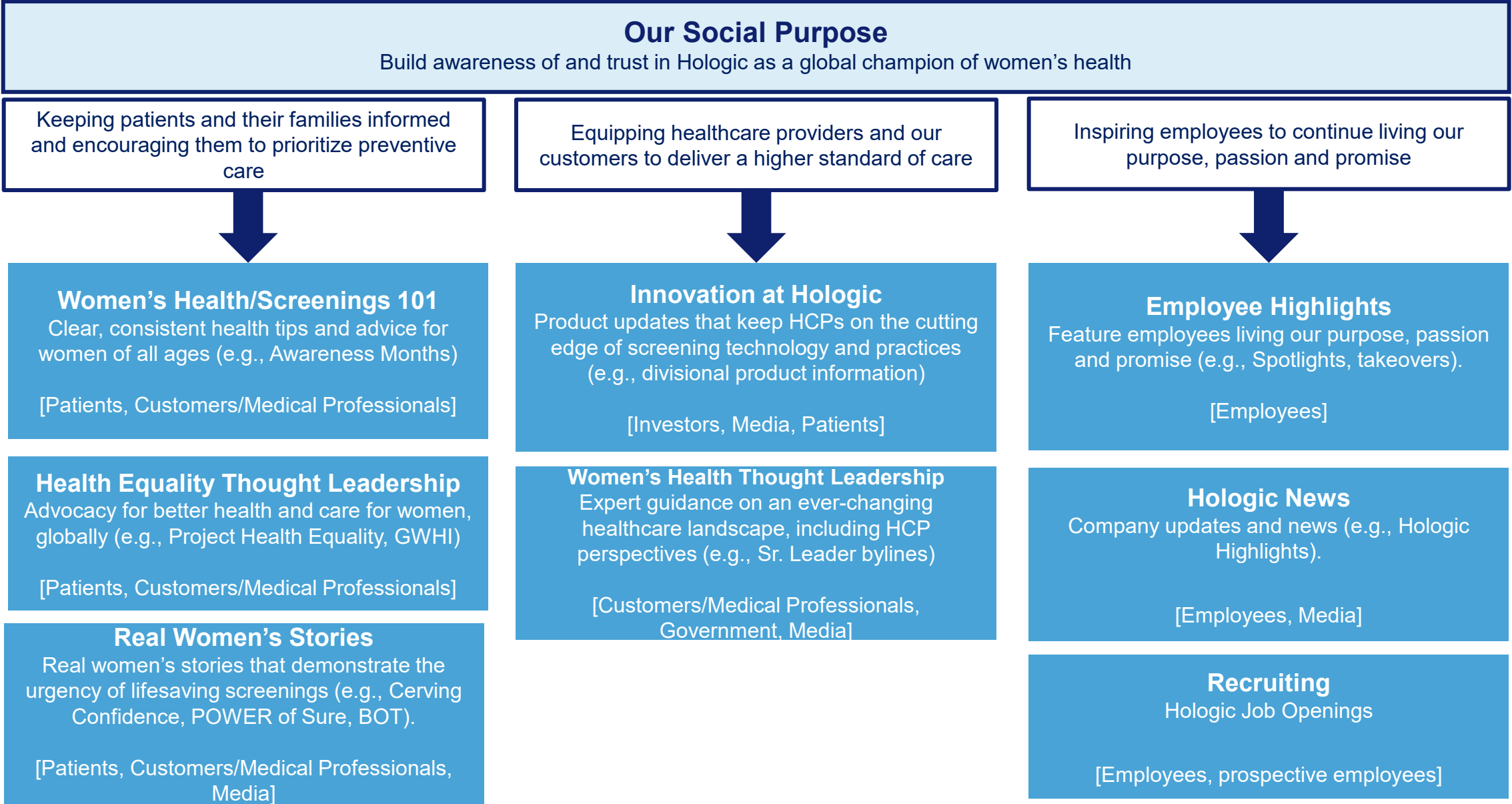
How We’ll Bring Our Social Purpose to Life

Keeping patients and their families informed and encouraging them to prioritize preventive care

Equipping healthcare providers with information and tools to help them deliver a higher standard of care

Inspiring current and potential employees to live our purpose, passion and promise

Our Content Pillars Support Our Social Purpose



Every Platform Has a Different Role to Play: Facebook and Instagram



CHANNEL ROLE	AUDIENCE	CONTENT PILLARS	WE SHOULD POST
<p>While many Hologic employees and medical professional can be found on Facebook, users come here to connect with friends and family rather than to look for education or thought leadership.</p> <p>Facebook will serve as the public face of Hologic for a broad consumer audiences.</p>	<p>Primary</p> <ul style="list-style-type: none"> • Consumers <p>Secondary</p> <ul style="list-style-type: none"> • Customers/Medical Professionals • Employees <p>Tertiary</p> <ul style="list-style-type: none"> • Investors • Policymakers 	<p>Primary</p> <ul style="list-style-type: none"> • Women’s Health 101 • Health Equality • Patient Stories <p>Secondary</p> <ul style="list-style-type: none"> • Employee Spotlights 	<p>3-5X / week</p>
<p>Feed</p> <p>The Instagram feed functions primarily as emotional and visual storytelling for a primarily consumer audience. Our Instagram feed is where we can highlight powerful patient stories and purpose-driven content.</p> <p>Stories</p> <p>Our Stories can house our more casual and fleeting consumer facing content, such as behind the scenes moments or partner reshares.</p>	<p>Primary</p> <ul style="list-style-type: none"> • Consumers <p>Secondary</p> <ul style="list-style-type: none"> • Customers/Medical Professionals 	<ul style="list-style-type: none"> • Women’s Health 101 • Health Equality • Patient Stories 	<p>Feed</p> <p>3-5X / week</p> <p>Stories</p> <p>5-10X / week</p>



Every Platform has a Different Role to Play: Twitter and LinkedIn



CHANNEL ROLE	AUDIENCE	CONTENT PILLARS	WE SHOULD POST
<p>Where users come for news, trending topics, thought leadership and real-time event coverage.</p> <p>Twitter is the channel where we'll share updates about everything happening at Hologic for our professional audiences, as well as selective consumer-facing content.</p>	<p>Primary</p> <ul style="list-style-type: none"> • Customers/Medical Professionals • Employees <p>Secondary</p> <ul style="list-style-type: none"> • Consumers <p>Tertiary</p> <ul style="list-style-type: none"> • Investors • Policymakers 	<p>Primary</p> <ul style="list-style-type: none"> • Innovation at Hologic • Women's Health Thought Leadership • Hologic News <p>Secondary</p> <ul style="list-style-type: none"> • Women's Health 101 • Health Equality • Patient Stories 	<p>5-10X / week</p>
<p>Where users come to network, job search, and advance their career skills.</p> <p>LinkedIn will be our primary platform for sharing industry thought leadership, company news well as employee engagement and recruiting.</p>	<p>Primary</p> <ul style="list-style-type: none"> • Customers/Medical Professionals • Employees and prospective employees <p>Secondary</p> <ul style="list-style-type: none"> • Investors • Policymakers 	<ul style="list-style-type: none"> • Innovation at Hologic • Healthcare Thought Leadership • Employee Spotlights • Hologic News • Recruiting 	<p>3-5X / week</p>



Every Platform has a Different Role to Play

Youtube and TikTok



CHANNEL ROLE	AUDIENCE	CONTENT PILLARS	WE SHOULD POST
<p>Where users can watch, like, share, comment and upload their own videos.</p> <p>YouTube offers a way for us to share long-form videos and use the power of video for educational purposes by providing our audiences with longer content that cannot be shared on other platforms.</p> <p>Utilize platform improve the findability of video content with search optimized titles, descriptions and keywords.</p>	<p>Primary</p> <ul style="list-style-type: none"> Customers/Medical Professionals <p>Secondary</p> <ul style="list-style-type: none"> Consumers <p>Tertiary</p> <ul style="list-style-type: none"> Investors 	<ul style="list-style-type: none"> Innovation at Hologic Women’s Health 101 Health Equality Patient Stories 	<p>As developed - working up to 2x per week</p>
<p>TikTok is the fastest growing social media platform of all time, making the shortlist as one of the most downloaded apps globally for the past three years.</p> <p>The platform utilizes short-form video and targets young audiences. Its fast-paced nature keeps users engaged for relatively long periods of time.</p> <p>Platform may be used on campaign-based frequency – Current discussions around utilizing for Sexual Health campaigns.</p>	<p>Primary</p> <ul style="list-style-type: none"> Consumers <p>Secondary</p> <ul style="list-style-type: none"> Customers/Medical Professionals 	<ul style="list-style-type: none"> Women’s Health 101 Health Equality Patient Stories 	<p>Campaign - based</p>



Our Voice on Social Aligns to Our Brand Voice

The Hologic brand voice is...

PASSIONATE AND ENGAGING

We're proud of what we do, and it shows not only through our work, but also in the compelling way we express ourselves through our brand.

CONFIDENT AND AUTHORITATIVE

We're sure of ourselves without being boastful. We know our stuff and show it by including supporting data and other references where appropriate.

INNOVATIVE AND DRIVEN

We're never satisfied but always trying to improve, enhance, reimagine and reinvent how healthcare is delivered.

HONEST AND INFORMATIVE

As a science-driven company, we only say what we know to be true, and never embellish, speculate or omit crucial information.

FOCUSED AND PURPOSEFUL

While we develop products that benefit both men and women, we are especially focused on those that improve women's health.

COMPASSIONATE AND CARING

Patients are first and foremost people, and we reflect that understanding by being empathetic, thoughtful and respectful of them and their healthcare journeys.

Governance and Editorial Strategy:
Bringing our Strategy to Life Day-to-Day

Content Intake Form

Evolving content request process to ensure strategic alignment.

Hologic Social Media Ad-Hoc Content Requests												
Date	Time EST	Section	Content Pillar	Category	Audience	Objective	Tweet	Facebook	LinkedIn	Instagram	Characters Remaining (TWITTER)	Associated Media
		<i>Your Division or Section: Cervical Sexual Digital Diagnostics Breast Surgical Biotheranostics Corporate</i>	<i>In Which Content Pillar does this post fit? Please Select One Women's Health/Screenings Health Equality Patient Stories Innovation at Hologic Thought Leadership Employee Highlights Hologic News Recruiting</i>	<i>Are these posts part of a partnership or promoting an event? Please Select One Partnership, Medical Conference, Product Knowledge, Recruiting, Employee Engagement, Other</i>	<i>Who is the intended target audience for these posts? Please Select One Customers/Medical Professionals, Patients, Employees, Investors, Policymakers</i>	<i>What is the objective of these posts? Please Select One Engagement, Traffic, Video Views, Awareness, Other</i>	<i>Recommended Content Pillars: Innovation at Hologic Thought Leadership Hologic News Recommended Audiences: Primary: Customers/Medical Professionals, Employees Secondary: Consumers Tertiary: Investors, Policymakers Note - Cannot exceed 280 characters</i>	<i>Recommended Content Pillars: Women's Health/Screenings Health Equality Patient Stories Recommended Audiences: Primary: Consumers Secondary: Customers/Medical Professionals, Employees Tertiary: Investors, Policymakers</i>	<i>Recommended Content Pillars: Innovation at Hologic Thought Leadership Employee Spotlights Hologic News Recruiting Recommended Audiences: Primary: Customers/Medical Professionals, Employees (prospective and current) Secondary: Investors, Policymakers</i>	<i>Recommended Content Pillars: Women's Health/Screenings Health Equality Patient Stories Recommended Audiences: Primary: Consumers Secondary: Customers/Medical Professionals, Employees Note - Please do not include links in in-feed IG posts; Stories may include link as a sticker</i>	<i>Note - If over character count maximum, please revise. Can you remove any unnecessary hashtags, add abbreviators or make the message more concise? All hashtags and URLs are included in the character count.</i>	<i>Graphic Best Practices: Please save images using the proper convention: Date_Time_Channel_CreativeName (EX: 1_22_3pm_FB_CervicalHealthAwareness) On-image copy should be brief and large enough to be easily legible on mobile Instagram Stories should be a 9:16 aspect ratio whenever possible (though we can reshare feed posts in different aspect ratios when needed) Organic Twitter images and videos should always be a 1.91:1 aspect ratio Videos and images on Facebook and Instagram should be a 1:1 aspect ratio</i>
<i>Date</i>	<i>Time EST</i>	<i>Your Division</i>	<i>Post Content Pillar</i>	<i>Post Category</i>	<i>Post Audience</i>	<i>Post Objective</i>	<i>Post Copy</i>	<i>Post Copy</i>	<i>Post Copy</i>	<i>Post Copy</i>	271	<i>Image or Link</i>

- To ensure content requests meet requirements for posting, we will implement a new content intake form, highlighting best practices and recommendations for each channel.
- All ad-hoc content requests will be expected to be submitted using this template, with each section filled out fully 2 business days in advance of the desired posting date and time.

Key Considerations:

- While we will try to accommodate short term requests, we cannot guarantee that posts will go up at the requested day and time if received after this time.
- All posts must go through the corporate social team for a POV on content (e.g., posting cadence, channel and creative).

Content Category Tagging

Make content performance easy to access and evaluate

- Category tagging will be key to analyzing performance of content within each division.
- When sharing content, the divisions will be expected to include the category of the proposed content in our updated intake form.
- Categories will include **Division, Content Pillar, Category, Audience, and Objective**. These categories will then be tagged with each post in Hootsuite to ensure content performance is easy to access and evaluate.

Hologic Social Media Ad-Hoc Content							
Time EST	Section	Content Pillar	Category	Audience	Objective	Tweet	
	Your Division or Section: Cervical Sexual Digital Diagnostics Breast Surgical Biotheranostics Corporate	In Which Content Pillar does this post fit? Please Select One Women's Health/Screenings Health Equality Patient Stories Innovation at Hologic Thought Leadership Employee Highlights Hologic News Recruiting	Are these posts part of a partnership or promoting an event? Please Select One Partnership, Medical Conference, Product Knowledge, Recruiting, Employee Engagement, Other	Who is the intended target audience for these posts? Please Select One Customers/Medical Professionals, Patients, Employees, Investors, Policymakers	What is the objective of these posts? Please Select One Engagement, Traffic, Video Views, Awareness, Other	Recommended Content Pillars: Innovation at Hologic Thought Leadership Hologic News Recommended Audiences: Primary: Customers/Medical Professionals, Employees Secondary: Consumers Tertiary: Investors, Policymakers Note - Cannot exceed 280 characters	
Time EST	Your Division	Post Content Pillar	Post Category	Post Audience	Post Objective	Post Copy	

Urgent One-Off Content

Further define process and criteria for accommodating content requests outside of submission window.

Is this something timely that must be published in the next week?

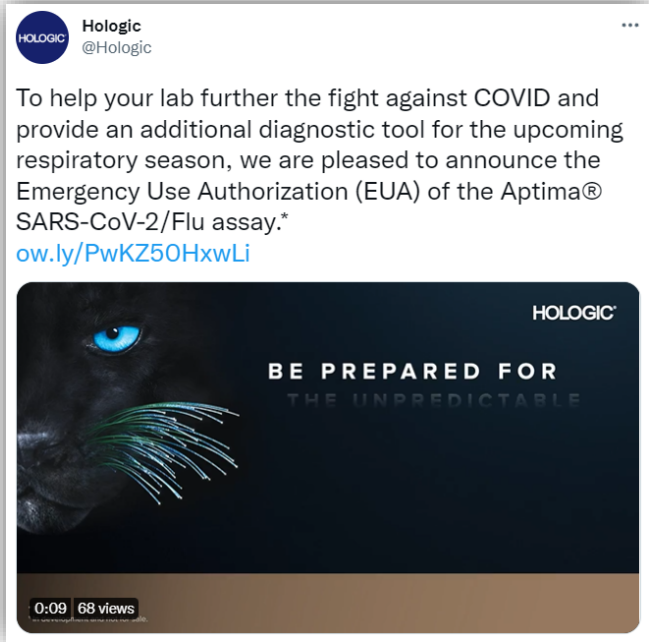
Does it align with the content focus for the next week?

Can it align with the Corporate Social Content Pillars?

If so, Hologic social team can work to accommodate it within existing content calendar.

The Rationale for Organic Content Considerations

Prioritize content that historically performs well on our Corporate channels while utilizing paid to satisfy niche communication needs.



Engagement Rate:

0.9%

Promotional, product-specific posts generally don't have a broad appeal organically, generating lower engagement rates. This content is often successful when supported by paid to target more niche audiences.



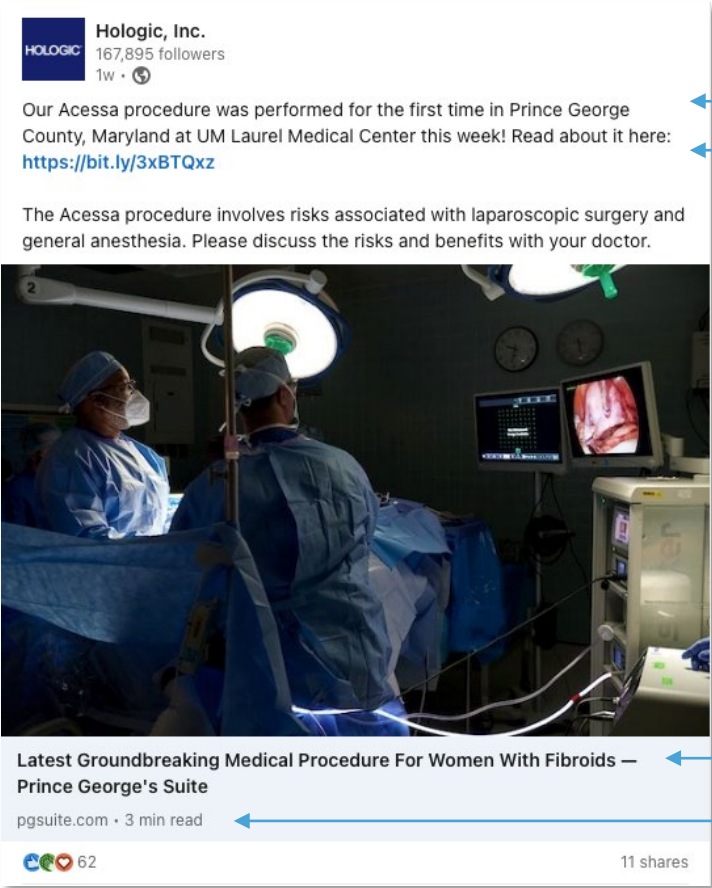
Engagement Rate:

5.4%

Posts highlighting Hologic employees and corporate partnerships are more successful organically and generate interest among broader audiences.

Reframing Posts To Fit New Content Pillars

Content pillars are not intended to prohibit content, but instead evolve tone and framing.

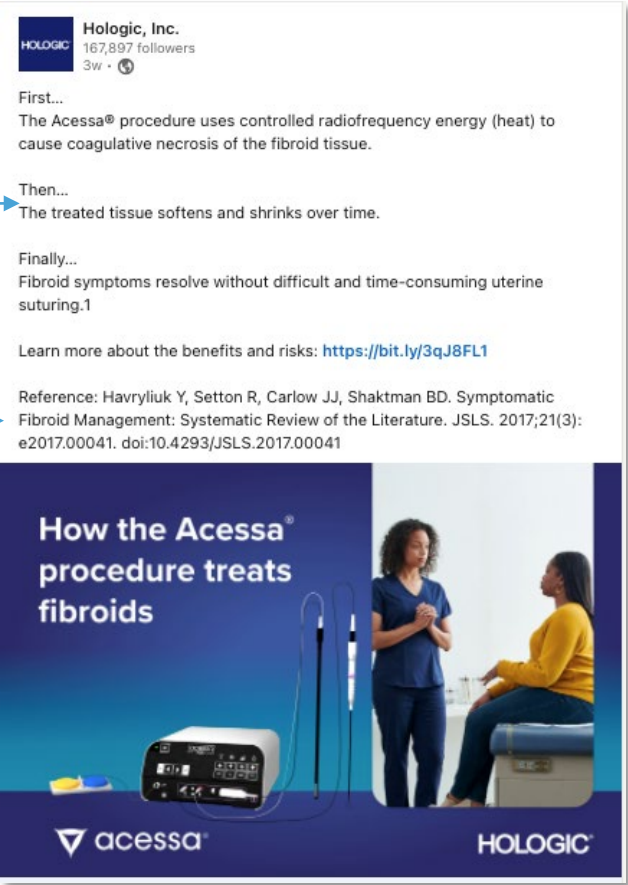


← Conversational tone

← Educational CTA

← Timely update that emphasizes Acesa's leadership and innovation in the category.

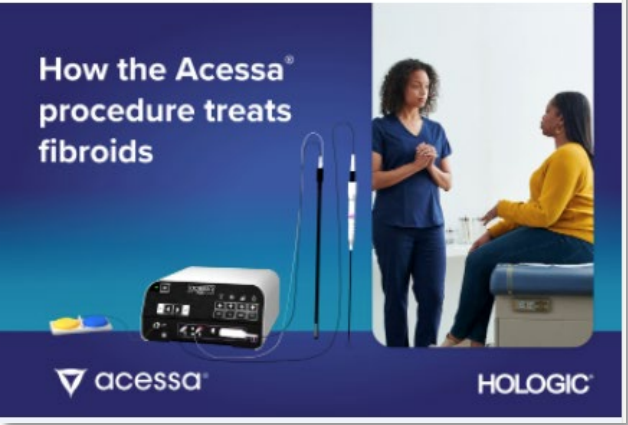
← Drives to related media coverage to build authority.



→ Promotional tone

→ Lead-based CTA

→ Drives to product page as opposed to thought leadership, case observation, etc.



Social Advertising Calendar

Offer a birds-eye view of social advertising plans across teams. Housed on Box for Hologic divisions and agencies to update and reference. **Goal being to avoid multiple parties targeting the same audience on the same platform at the same time with paid ad campaigns.**

<u>Upcoming Paid Launches</u>	Expected Paid Flight	Paid Platforms	Target
Cervical			
ASCP Webinar	TBD	LI	Pathologists, OBGYNs
USPSTF Research Report ("Sponsored Event Research")	TBD	LI	Pathologists
Cerving Confidence: Final year 1 Ciara social post	3/28-4/4	IG	Use targeting that we used for the previous Cerving confidence campaign from last year
Corporate			
Project Health Equality '22 Content	3/17-	FB, IG	Female consumers, include LatinX segment (e.g. spanish language, Latin Music interest)
Digital Diagnostics			
Genius: Tease/Launch/Sustain	Est. September	LI, TW	Lab customers, clinical researchers, cytologists, pathologists, OB GYN, GYNs
Genius: Bridge	TBD	Native, LI	OBGYNs, pathologists, cytologists
Sexual			
ASHA NCC	3/18-	LI	Primary target: Pediatricians, OB/GYNs Secondary: Primary Care, Family Medicine
STI Awareness Month	4/1-4/30	LI	HCPs, Lab techs
Umbrella Diagnostics			
CMV Launch	TBD	LI	Lab Specialists, Lab Technicians, Lab Asistants, Lab Managers, Lab Analysts, Lab Supervisors, Medical Lab Technicians
Biotheranostics			
BCI MD Video	TBD	TBD	OBG/YNs

Measurement & Reporting: Tracking Effectiveness and Optimizing Performance

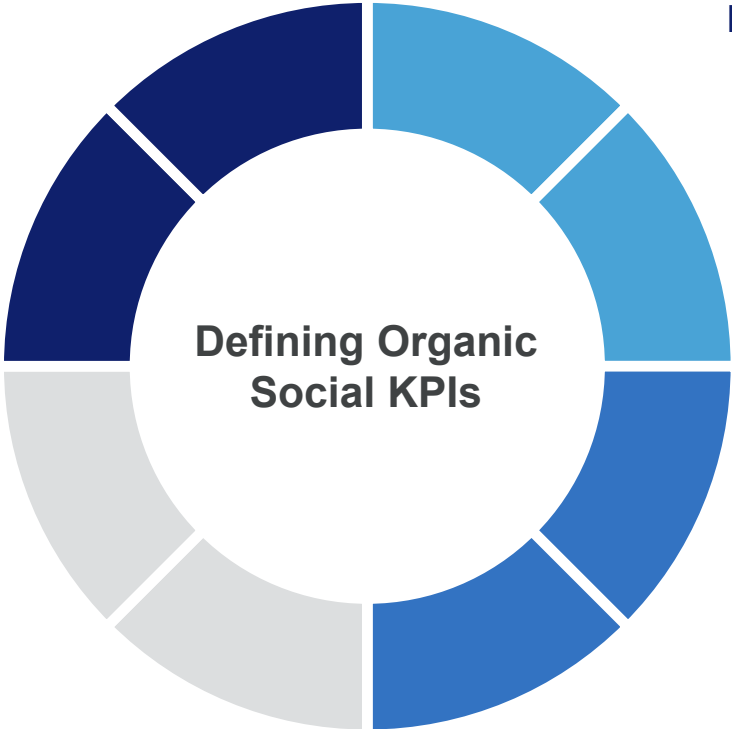
How Social Can Serve Multiple Objectives

Delivering on Hologic Corporate Social Strategy

- Proactively and consistently link social and content planning to an objective and KPI to inform overall strategy and track overtime
- Primary and secondary KPIs are outlined to minimize variability in measuring success and optimization efforts
- Each social post should be held accountable to one planned action and KPI
- Activate consistent tagging protocols for each division to derive content category learnings
- Ensure hypothesis development at the outset to ensure testing yields valid learning agenda findings

Awareness

Engagement



Advocacy

Action

Presenting Insights and Opportunities

How key findings will be presented as part of bimonthly editorial planning

Content Performance Highlights

Share insights on top and bottom performing content, qualitative insights from social engagement, and relevant performance by content category and division.

Learning Agenda Findings

Offer key findings based on pre-determined learning agenda focus areas of relevancy, channel, audience and creative.

Testing Results

Review findings from planned content tests and propose new testing opportunities for the next content calendar.

Opportunities & Optimizations

Based on performance observations highlight key opportunities for optimization and new content opportunities to elevate performance.

Next Steps

Immediate Next Steps

- Development of additional working templates for social images
- Links to to be shared to all updated documentation and resources

Appendix

Paid Media Approach

The Importance of Paid

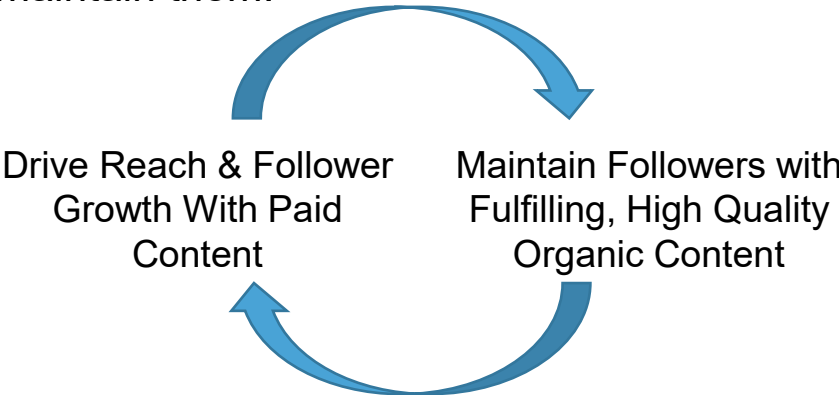
A consistent and thoughtful approach to our organic social content is key to reinforcing the Hologic brand for existing followers and their social connections who may see Hologic content based on a friend's like, comment or share

But without complimentary paid support, your best content still may not see the light of day:

Average Reach: Organic-Only Posts*



An effective social strategy makes use of both of organic and paid social to extend reach of your brand's content as well as attract new followers and maintain them.






*Source: [Ignite Social](#)

An Always On Paid Approach

We recommend focusing paid efforts on the below platforms based on cost effectiveness, content engagement and precision targeting capabilities.

Selection of organic content for paid promotion should be done thoughtfully – organic content falling in the below content pillars should be monitored for organic engagement and recommended for promotion accordingly.

	CHANNEL PAID ROLE	PRIMARY AUDIENCE	PAID CONTENT PILLARS	RECOMMENDED POST PROMOTION FREQUENCY
	Storytelling and driving traffic. Cost efficient - drives awareness. Effective at driving clicks off-platform (articles, etc.)	<ul style="list-style-type: none"> Patients/Consumer 	<ul style="list-style-type: none"> Women’s Health 101 Health Equality 	2 per month
	Visual storytelling – via video or static images – driving awareness, cost efficiently, and on-platform engagement.	<ul style="list-style-type: none"> Patients/Consumers 	<ul style="list-style-type: none"> Women’s Health 101 Health Equality Real Women’s Stories 	2 per month
	While not as cost efficient, the CPM/CPC markup is justified by access premium audiences via hyper-specific professional-based targeting	<ul style="list-style-type: none"> HCPS- Healthcare Professionals, Lab technicians, opinion leaders 	<ul style="list-style-type: none"> Healthcare Thought Leadership (Priority) Innovation at Hologic (Secondary) 	2 per month

*Recommended posts per month can shift between platforms (e.g., no content for LinkedIn in a certain month, promote more posts on FB/IG)