

The background of the entire page is a dark blue color with a faint, repeating pattern of a molecular structure. The structure consists of interconnected spheres (atoms) and rods (bonds), creating a complex, crystalline lattice. The spheres are slightly larger and more prominent than the rods, and the overall effect is that of a microscopic or scientific visualization.

HOLOGIC[®]



The Science of Sure

Social Best Practice Guide

PURPOSE

A channel-specific best practice guide for social media content creation aimed at driving consistent, engaging and effective content.

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"> • 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"> • 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"> • 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"> • 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>



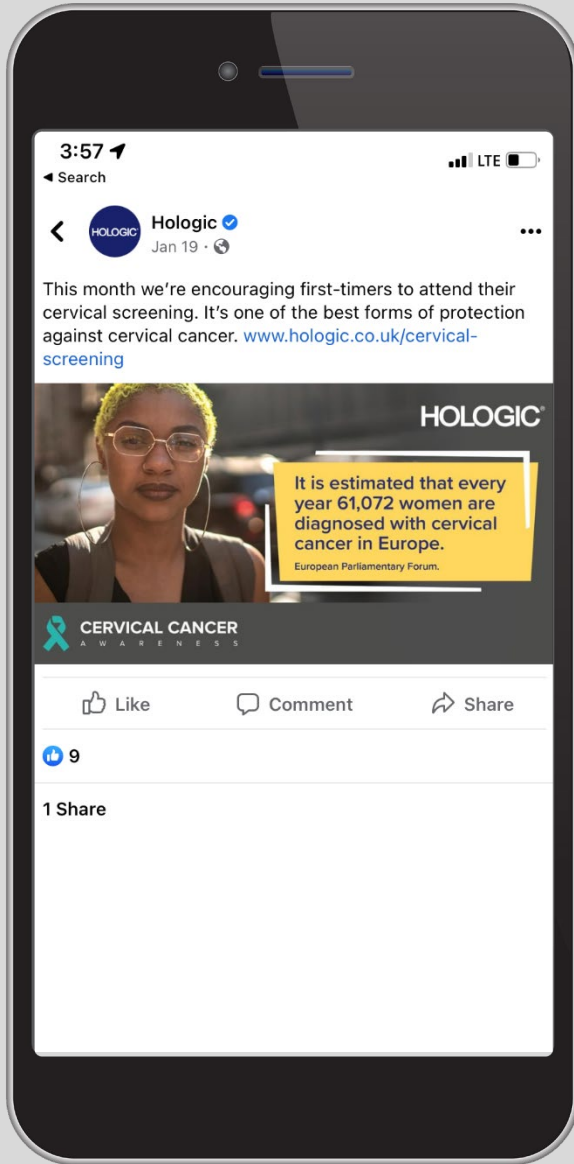
Every Platform has a Different Role to Play

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"> 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"> Medical professionals 	<ul style="list-style-type: none"> Women’s Health 101 Health Equality Patient Stories 	<p>Campaign -based</p>





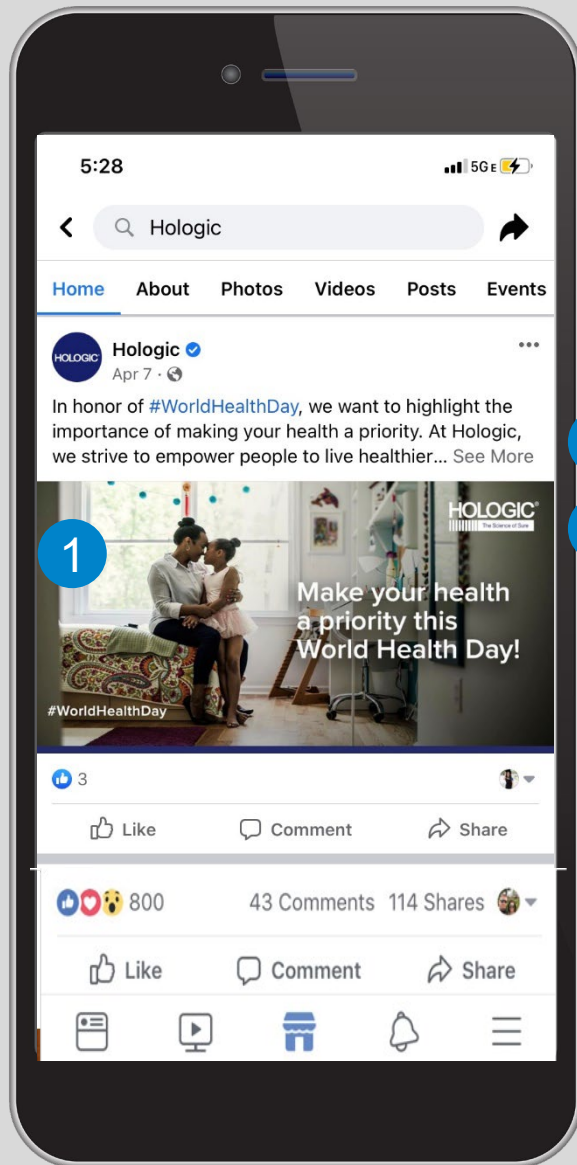
Best Practices: Publishing Principles

CONTENT SHOULD BE CREATED TO ADHERE TO SOCIAL EYE-MAPPING:

1. Prioritize the image, which captures users in feed and where the eye goes first
2. Images should be branded and critical information should appear on the image itself, keeping the 20% rule in mind
3. Post copy should be succinct and action-oriented
4. Logo should remain consistent as profile image to be associated with each post

Remember, the majority of people will view your content on a **mobile device** – so we must take a mobile-first approach.

Best Practices: Visual Hierarchy



IN ORDER OF HOW CONTENT IS DIGESTED:

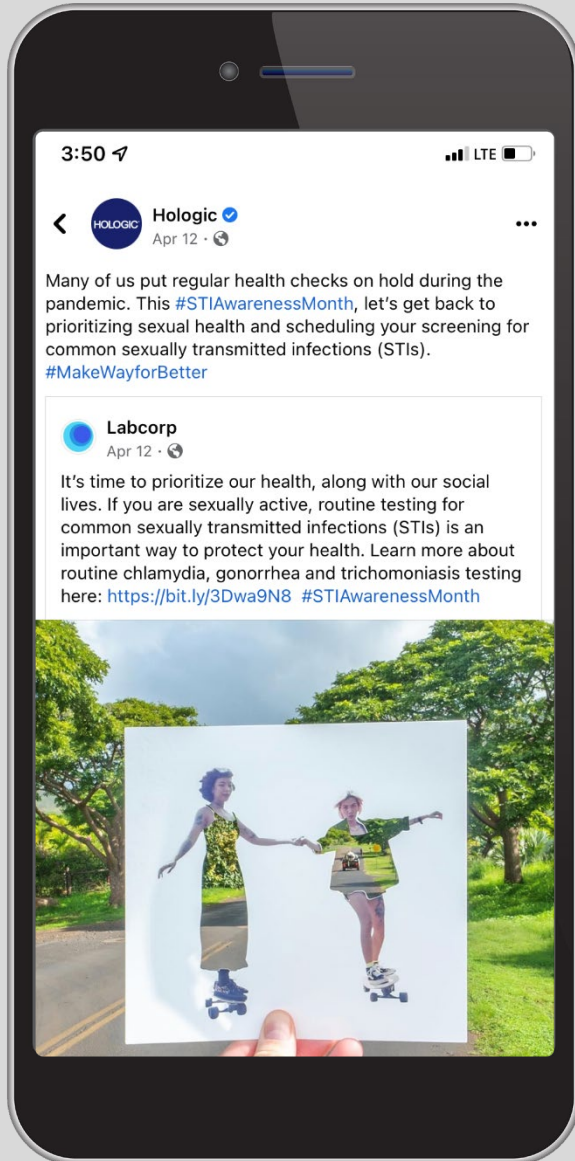
1. **Visual:** provides an instantaneous entry point into content and brings subtext to life
2. **Branding:** should be present in every piece of content
3. **Post Copy:** refers to the visual or adds value but should not be redundant; should be succinct

Best Practices: Sharing Content

Shared content, such as medical studies, positive press, accolades, etc. that are published by other entities should be shared using these techniques:

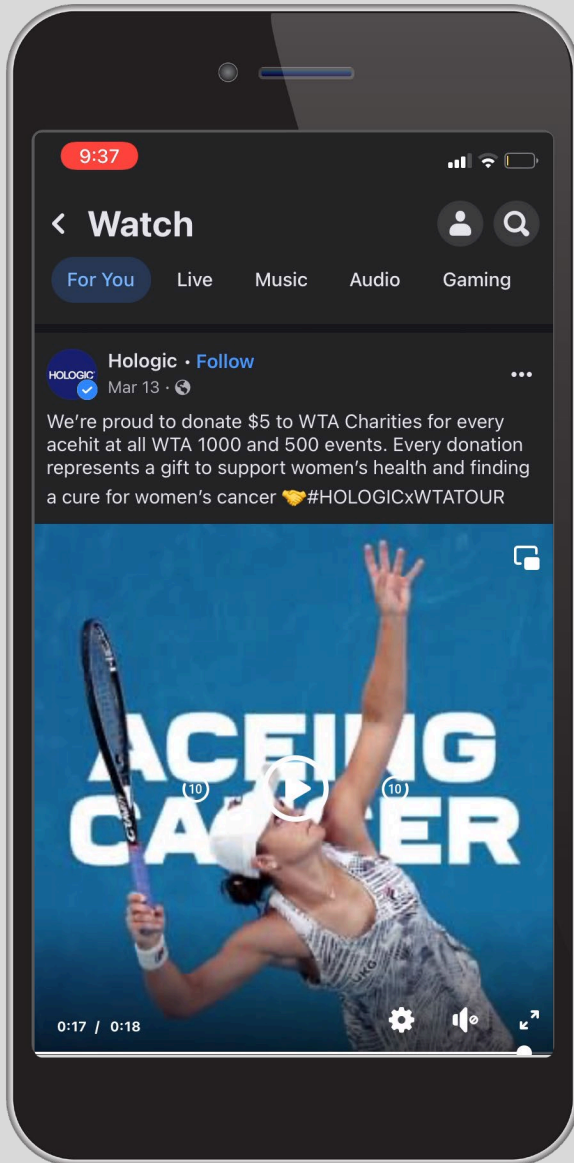
Does the content meet the filters for the corporate brand identity and narrative? If so:

- Share the post in the voice of Hologic and include a mission-based statement in copy and if possible
- Tag the specific publisher in your post copy



SOCIAL MEDIA BEST PRACTICES





Facebook: Best Practices



Facebook is the largest social networking site that makes it easy for brands and consumers to connect and share with family and friends online.

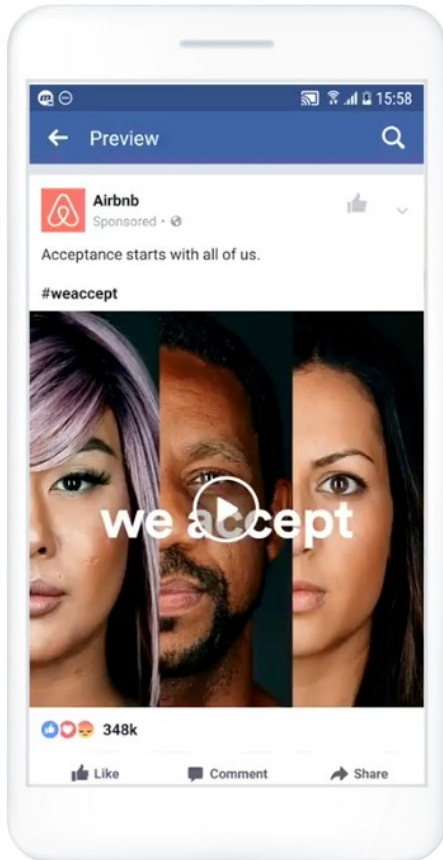
FACEBOOK'S UNIQUE QUALITIES:

- Presents an entirely visual platform
- Provides opportunities to:
 - Reach hyper-targeted segments
 - Activate advocacy base
 - Create a two-way dialogue
 - Share long-form videos, multi-image posts / units
 - Promote action-oriented activities driving to website, other owned content or earned coverage

THINGS TO CONSIDER WHEN ON FACEBOOK:

- Do not use hashtags on Facebook when sharing another publisher's content
 - Hashtags on Facebook do not boost visibility, and people do not search on Facebook by hashtag
- Choose a Facebook post type and paid amplification based on what you're trying to do, including:
 - Link ad to drive to a website
 - Image or 3-second animation for awareness
 - Sign-up form for lead generation
 - Carousel to show off different parts of your brand
 - Video for deep engagement

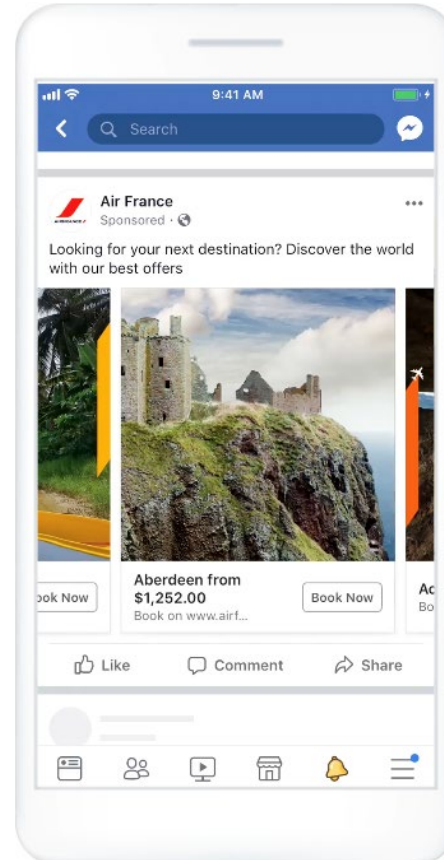
Formats



VIDEO



PHOTO



CAROUSEL



LINK

Formats represented here are available via organic and paid publishing. CTA buttons featured are only available in paid products. A full list of ad products can be found [here](#).

Creative Specs & Recommendations



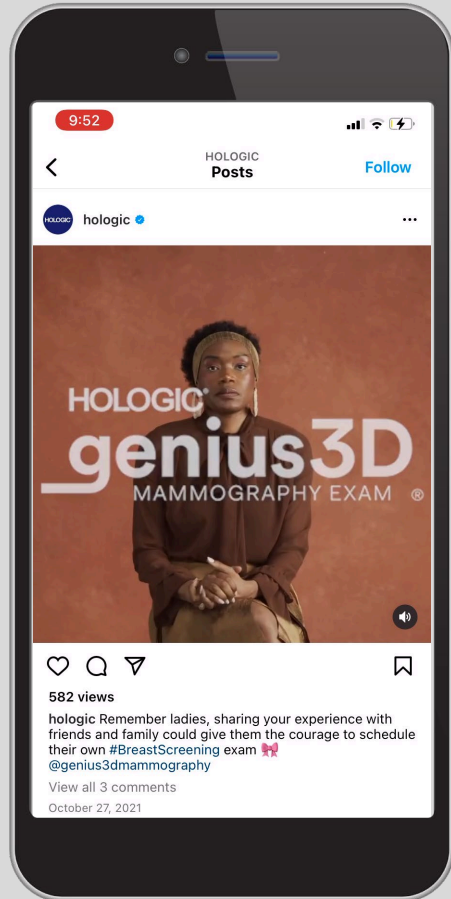
UNIT	IMAGE	TEXT
FACEBOOK		
Photo	<ul style="list-style-type: none"> • Size: 1080 x 1080 pixels • Image ratio: 1.9:1 	<ul style="list-style-type: none"> • Text: Truncated after 125 characters • Headline: 27 characters • Link Description: 27 characters • Your image should not include more than 20% text
Video	<ul style="list-style-type: none"> • Aspect ratio: <ul style="list-style-type: none"> - Landscape aspect ratio is 16:9. - Portrait aspect ratio is 9:16 (if video includes link, aspect ratio is 16:9). - Mobile renders both video types to aspect ratio 2:3. 	<ul style="list-style-type: none"> • Text: 125 characters • Headline: 40 characters • Link Description: 30 characters
Carousel	<ul style="list-style-type: none"> • Size: 1080 x 1080 pixels • Image ratio: 1:1 	<ul style="list-style-type: none"> • Primary Text: 125 characters • Headline: 32 characters • Description: 18 characters

SOCIAL MEDIA BEST PRACTICES





Instagram: Best Practices



Instagram is a photo- and video-sharing platform designed to help consumers and brands tell a visual story through creative content.

INSTAGRAM'S UNIQUE QUALITIES:

Supports brand awareness objectives with:

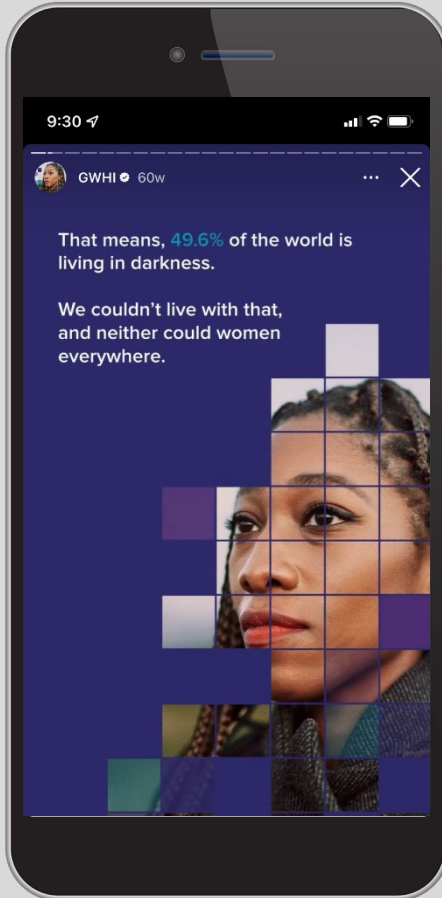
- Lifestyle, portrait and scenic photography
- Short videos
- “Boomerang” videos (looping 1-second videos)
- “Stories” with icons and location tags

THINGS TO CONSIDER WHEN ON INSTAGRAM:

- Highly visual with a community that is very receptive to more unconventional, edgy photography with limited text on the image
- Establish a strong artistic aspirational aesthetic that is cohesive across posts
- Use location tags and meaningful hashtags that allow for easy searches and to build connections that bridge the gap of geographic location and time
- There is no direct linking allowed on Instagram captions; however, Hologic has set up a “link in bio” option if the divisions would like to share links



Instagram Stories: Best Practices



Stories is an immersive creative format that enables people on Facebook, Instagram and Messenger to view and share everyday moments through photos and videos that disappear (unless saved) within 24 hours.

INSTAGRAM STORIES UNIQUE QUALITIES:

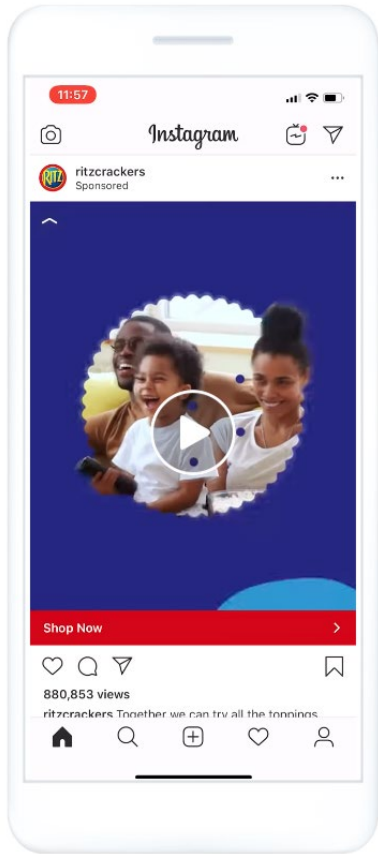
Supports brand awareness objectives with:

- Has unique text and sticker features that allow brands to include a location, click-able hashtag or sticker related to content.
- Has engaging features that could remain anonymous or 1:1 between brand and user.
- “Boomerang” videos (looping 1-second videos)

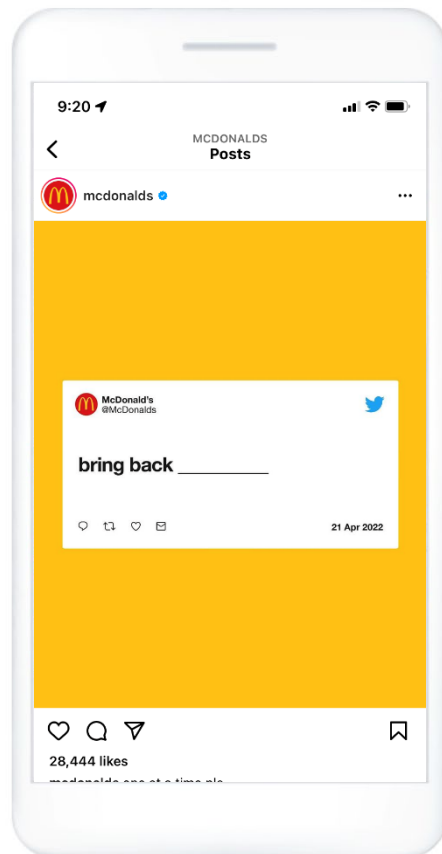
THINGS TO CONSIDER FOR INSTAGRAM STORIES:

- **Keep attention with speed:** People consume Stories content much faster than other mediums.
- **Create content for Stories-first:** Content in a 19:6 format/vertical is best for using on Stories
- **Enhance with motion:** Content with motion typically performs better given the quick nature of Stories.
- **Pair text with a focal point:** Centrally located text helps relay the message efficiently to users.

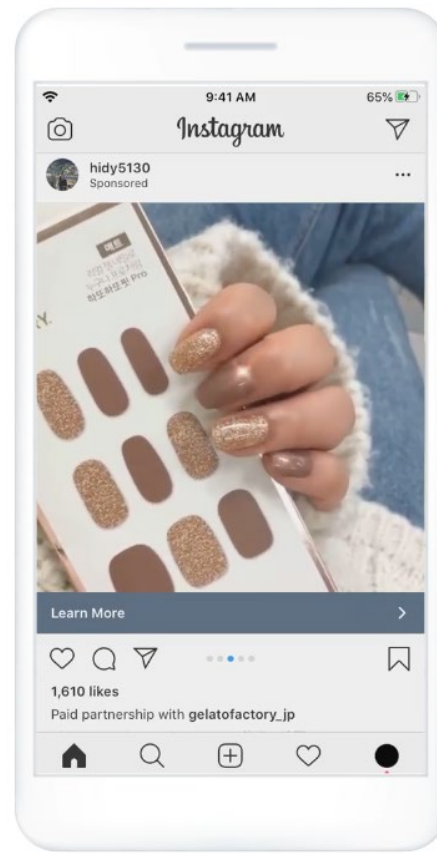
Formats



VIDEO



PHOTO



CAROUSEL



LINK



REELS

Formats represented here are available via organic and paid publishing. The link placement will vary, with paid assets featuring the link associated with the image. A full list of ad products can be found [here](#).

Creative Specs and Recommendations

UNIT	KPIs	IMAGE	TEXT
INSTAGRAM			
Photo	<ul style="list-style-type: none"> • Likes • Impressions • Reach 	<ul style="list-style-type: none"> • Image ratio: 1:1 • Minimum Width: 500 pixels • Minimum Aspect Ratio: 400 x 500 • Maximum Aspect Ratio: 191 x 100 	<ul style="list-style-type: none"> • Text: 125 characters • Headline: 40 characters
Video	<ul style="list-style-type: none"> • Views • Likes • Impressions • Reach 	<ul style="list-style-type: none"> • Ratio: 1:1 (for desktop or mobile) or 4:5 (for mobile only) • Minimum Width: 120 pixels • Minimum Height: 120 pixels • Length: 1 second to 241 minutes 	<ul style="list-style-type: none"> • Text: 125 characters • Headline: 27 characters • Description: 27 characters
Carousel	<ul style="list-style-type: none"> • Likes • Impressions • Reach 	<ul style="list-style-type: none"> • Image ratio: 1:1 • Min. number of cards: 2 • Max. number of cards: 10 • Min. resolution: 600 x 600 pixels • Max. resolution: 1080 x 1080 pixels • Max. size: 30MB per image 	<ul style="list-style-type: none"> • Text: 125 characters • Headline: 32 characters • Description: 18 characters • Landing Page URL: Required

Creative Specs and Recommendations

UNIT	KPIs	IMAGE	TEXT
INSTAGRAM			
Instagram Story	<ul style="list-style-type: none"> • Likes • Impressions • Reach 	<ul style="list-style-type: none"> • Ratio: 9:16 • Resolution: At least 1080 x 1080 pixels • Maximum File Size: 30MB • Minimum Width: 500 pixels 	<ul style="list-style-type: none"> • Text: 125 characters

SOCIAL MEDIA BEST PRACTICES





Twitter: Best Practices



Twitter is the place users go to learn what’s happening in the world in real-time – whether it’s music, sports, politics, news, food or everyday moments.

TWITTER’S UNIQUE QUALITIES:

- The constant activity and candidness of Twitter allows for brands to quickly and succinctly develop a voice
- Provides opportunities to:
 - Build relationships and engage with advocates
 - Break news and real-time company or industry updates
 - Comment on and cover live events
 - Join conversations with other brands, patients or communities

THINGS TO CONSIDER WHEN ON TWITTER:

- Avoid images with heavy text
- Keep videos to 15 seconds or less
- Consider using event or awareness hashtags (limit to 1-2) to show up in relevant conversation

Twitter: Best Practices



KEEP IT SHORT

- Focus on one specific message for the most impact
- Longer messages should link to a website or blog
- Account for at least 23 characters for a link
- Hashtags account for the 280-character count as well

USE BRANDED VISUALS IN YOUR TWEET

- Add personality by including a branded image, video or GIF
- Twitter users are three times more likely to engage with tweets that contain videos and photos

INCORPORATE RELEVANT HASHTAGS

- Hashtags expand your reach and allow you to tap into trending conversations
- Use no more than two hashtags per tweet
- Hashtags should reflect keywords relevant to your business

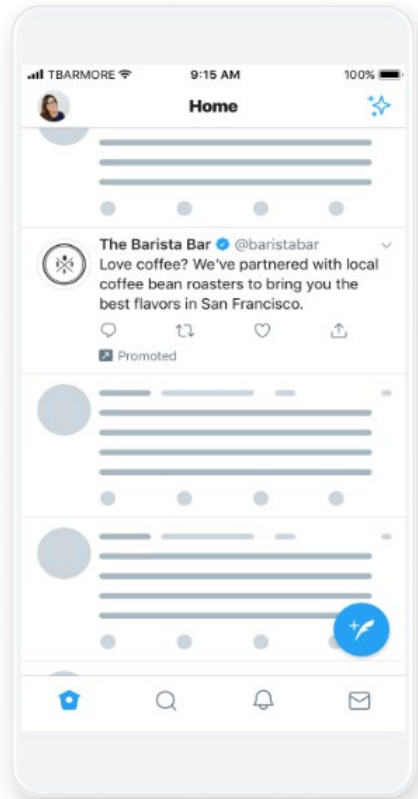
ASK QUESTIONS AND RUN POLLS

- Questions allow you to engage with your audience and elevate their opinions in the conversation
- Post open-ended questions or polls to survey on specific responses
 - Use responses to inform future content

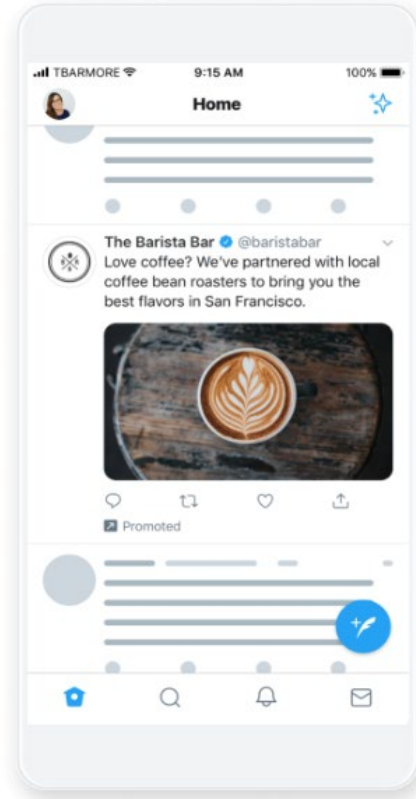
CURATE AND CONNECT WITH RETWEETS AND REPLIES

- Maintain a robust presence via retweeting and replying to relevant content
- Positive customer feedback, helpful articles, and messages that align with your business's authentic voice can all be impactful content to retweet
- Don't forget: your retweets reflect back on your business and should align with your purpose and values

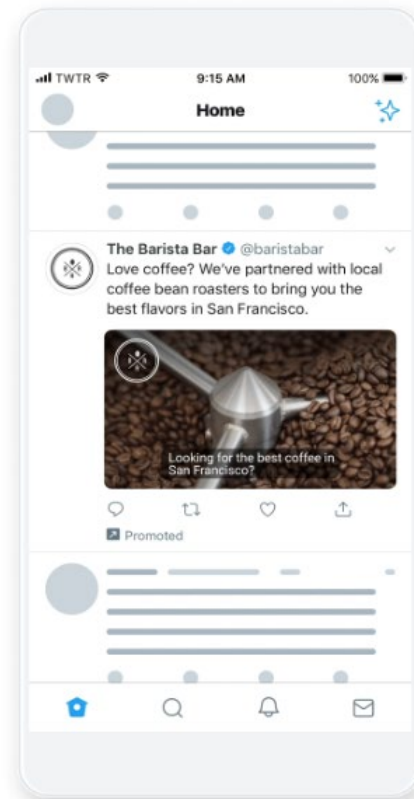
Formats:



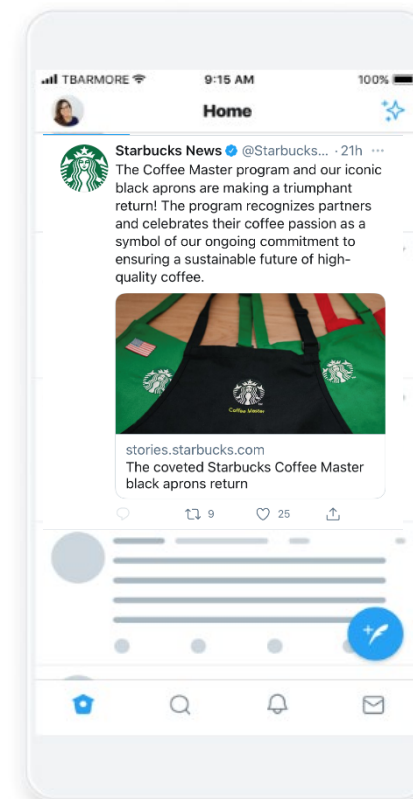
TEXT



PHOTO



VIDEO



WEBSITE CARD

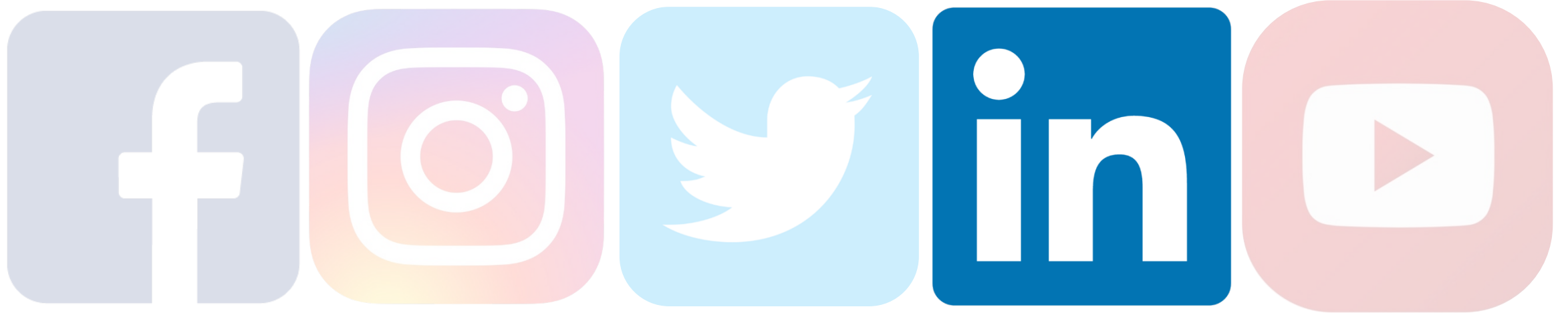
Formats represented here are available via organic and paid publishing. A full list of ad products can be found [here](#).

Creative Specs & Recommendations



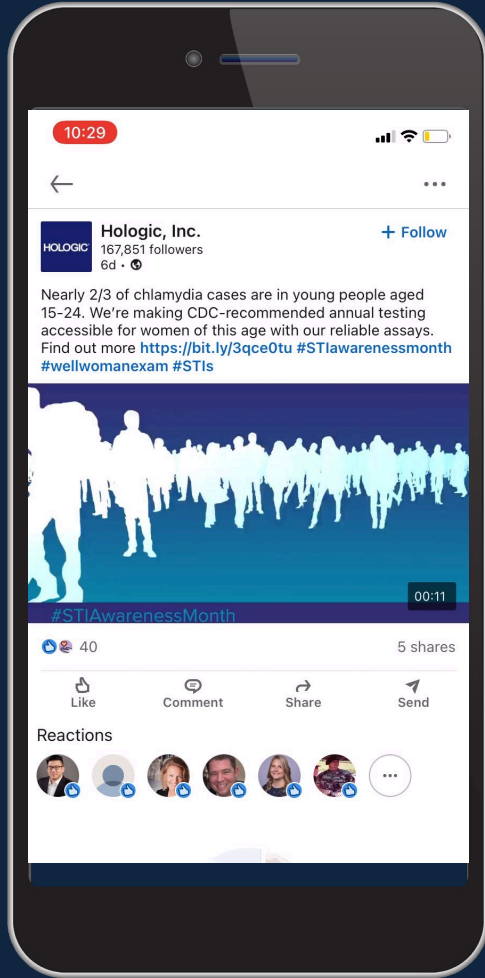
UNIT	KPIs	IMAGE	TEXT
TWITTER			
Photo	<ul style="list-style-type: none"> • Likes/Retweets • Impressions • Reach 	<ul style="list-style-type: none"> • Min. size: 600 x 335 pixels • Optimal size: 1200 x 675 • Aspect ratio: 16:9 • Max. file size: 15 MB (organic), 3 MB (paid) 	<ul style="list-style-type: none"> • Max. length: 280 characters (organic), 257 characters (paid, 23 characters are used for link)
Video	<ul style="list-style-type: none"> • Views • Likes • Impressions • Reach 	<ul style="list-style-type: none"> • Max. size: Under 1GB strongly recommended for optimal performance • Recommended aspect ratio: 16:9 • Max. length: 2 minutes and 20 seconds • Recommended frame rate: 29.97FPS or 30FPS • File type: MP4 or MOV 	<ul style="list-style-type: none"> • Max. length: 280 characters (organic), 257 characters (paid, 23 characters are used for link) • Title (under video) length : 70 characters • Description (under video) length: 200 characters
Website Card	<ul style="list-style-type: none"> • Clicks • Impressions • Reach 	<ul style="list-style-type: none"> • Image size: 800 x 418 pixels for 1.91:1 aspect ratio, 800 x 800 pixels for 1:1 aspect ratio (Max. 3MB) • Aspect Ratio: 1.9:1 	<ul style="list-style-type: none"> • Max. length: 257 characters (paid, 23 characters are used for link) • Website title length: 70 characters <ul style="list-style-type: none"> - Note: device/app settings could truncate titles beyond 50 characters

SOCIAL MEDIA BEST PRACTICES





LinkedIn: Best Practices



LinkedIn is niche platform for sharing your company's professional identity.

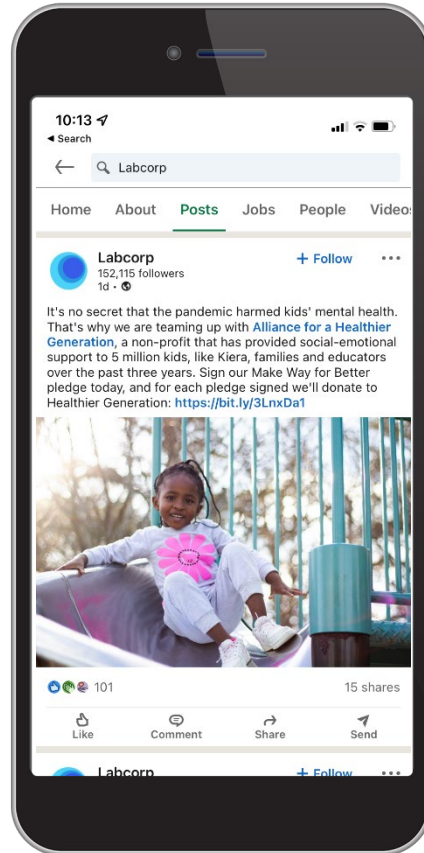
LINKEDIN'S UNIQUE QUALITIES:

- At its core, LinkedIn is a networking tool
- The platform is evolving into a centralized hub for business content
- LinkedIn offers the opportunities for brands to enhance thought leadership about their respective industries
- Users expect all News Feed content to be relevant to their professional career
 - They visit LinkedIn to learn about career trends and better understand an industry or company's profile
- Provides opportunities to:
 - Target a unique, hyper-targeted audience
 - Drive awareness and action on the world's largest professional network

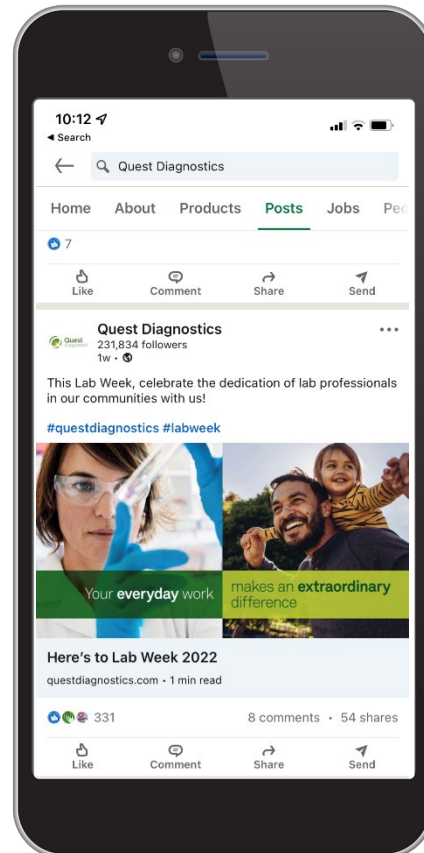
THINGS TO CONSIDER WHEN ON LINKEDIN:

- Keep content short and noteworthy (150 characters or fewer)
 - Include compelling statistics or quotes lifted out of a larger piece of content
 - Include a CTA (helpful advice [here](#))
- Prioritize posts with rich media
 - Format graphics for conversions – include CTAs to encourage click-throughs
 - Include text within your videos to accommodate silent viewing

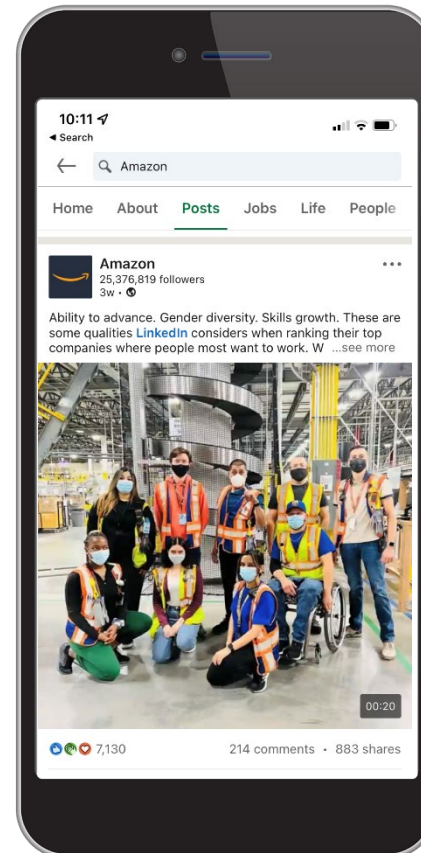
Formats:



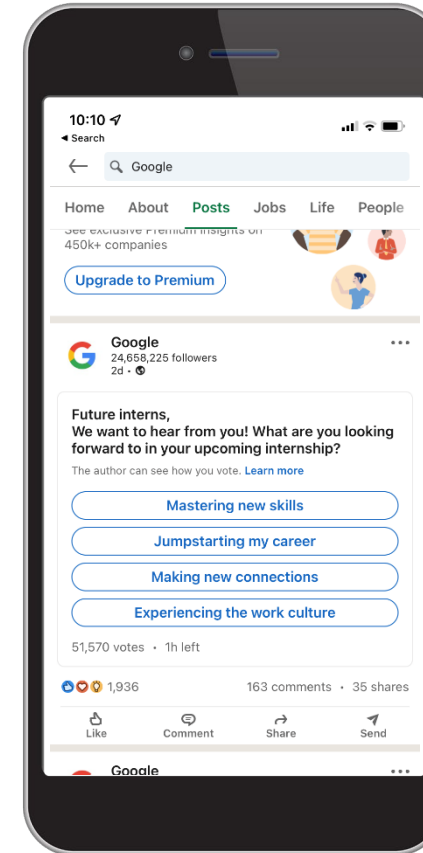
PHOTO



LINK



VIDEO



POLL

Formats represented here are available via organic and paid publishing. A full list of ad products can be found [here](#).

Creative Specs & Recommendations

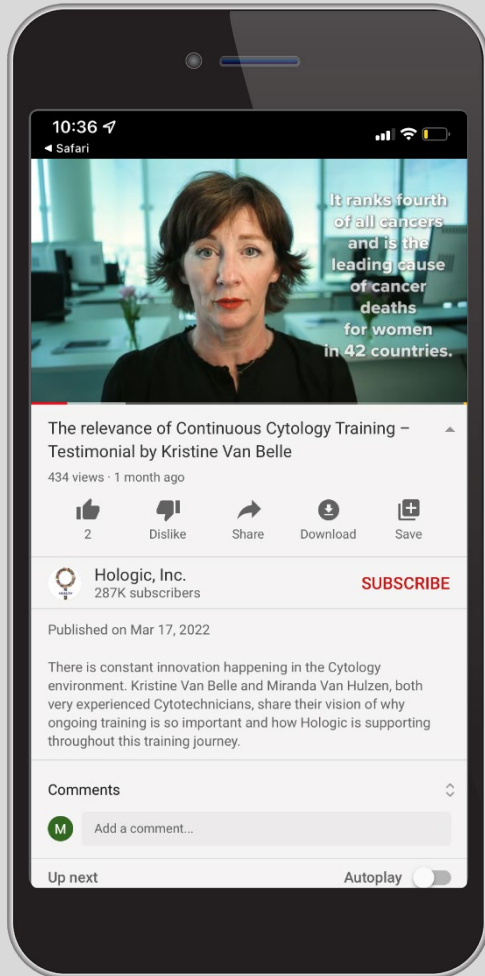


UNIT	KPIs	IMAGE	TEXT	NOTES
LINKEDIN				
Photo/Link	<ul style="list-style-type: none"> Clicks Views Impressions Reach 	<ul style="list-style-type: none"> Size: 1200 x 627 pixels, more than 400 pixels in width Image ratio: 1.9:1 	<ul style="list-style-type: none"> Max. length: <ul style="list-style-type: none"> Introductory text: 150 characters Headline: 70 characters Link Description: 30 characters 	<ul style="list-style-type: none"> All URLs must have the "http://" or "https://" prefix URLs longer than 23 characters are shortened by the LinkedIn shortener
Video	<ul style="list-style-type: none"> Views Impressions Reach 	<ul style="list-style-type: none"> Size: 1200 x 627 pixels Aspect ratio: 1:2:4 to 2:4:1 Max. size: 5 GB Max. length: 10 minutes YouTube, Vimeo, and SlideShare URLs are supported, animated gifs are not accepted unless in MP4 format and more than 3 seconds long. 	<ul style="list-style-type: none"> Max. length: <ul style="list-style-type: none"> Introductory text: 150 characters, including URL Title: 70 characters 	<ul style="list-style-type: none"> Videos will silent autoplay in the feed once member scrolls to them. Note: Lead Gen Forms do not support video.

SOCIAL MEDIA BEST PRACTICES



YouTube: Best Practices



YouTube is the perfect platform for storytelling and housing a versatile bank of video content.

YOUTUBE'S UNIQUE QUALITIES:

Supports brand awareness objectives with:

- Long-form videos
- Video series
- Owned branded content
- Building a community of subscribers

THINGS TO CONSIDER WHEN ON YOUTUBE:

- YouTube is the second biggest search engine, - search optimization is very important in determining ranking and visibility. Videos should include:
 - Keyword-optimized titles and descriptions
 - Relevant topic tags
- Curate an organized community with intuitive playlists
- Establish consistency with video content types in order to cultivate a community that subscribes to the channel
- Content should often be educational in nature, as many users arrive on YouTube after googling answers to specific questions.

Creative Specs & Recommendations



UNIT	KPIs	IMAGE	TEXT
YOUTUBE			
Video	<ul style="list-style-type: none"> • Views • Impressions • Reach 	<ul style="list-style-type: none"> • Aspect ratio:16:9 • Min. resolution: 1920 x 1080 pixels 	<ul style="list-style-type: none"> • Title: copy: 70 – 100 characters • Description copy: 5,000 characters max – include most important information and relevant key words in the first 157 characters.

THANK YOU