



#DiscoverArthrex  
Social Media Campaign  
November 30, 2016



# #DiscoverArthrex

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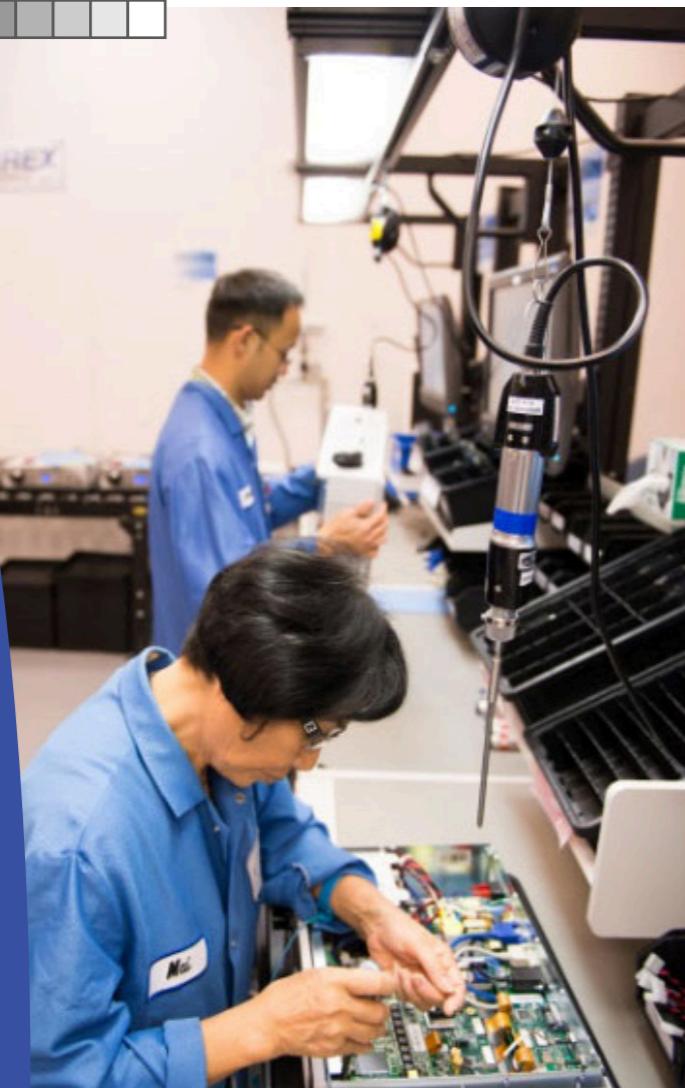
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# Situational Analysis

Arthrex is a global medical device company and leader in new product development and medical education in orthopedics. A strategic plan is needed to build on Arthrex's #DiscoverArthrex employee recruiting campaign that was launched to drive brand awareness and recruit top talent to Southwest Florida.

According to its website, Arthrex has a mission of "helping surgeons treat their patients better," and has pioneered the field of arthroscopy while developing more than 9,500 innovative products and surgical procedures.

Advances like these are instrumental in transforming the world of minimally invasive orthopedics, worldwide; which is why Arthrex needs to continue recruiting top talent that can help achieve these advances.

## The Campaign

If the #DiscoverArthrex campaign is revamped and implemented on social media as well as throughout Arthrex's other channels of communication, then applicants with the skill set Arthrex is searching for would be easier to find and more inclined to apply for jobs here in the Southwest Florida region.

## **"Helping surgeons treat their patients better."**

### **Current Situation**

While Arthrex has a remarkably low employee turnover rate (less than two percent annually), it's always looking for new talent and employees. Since 2009, Arthrex employment growth has doubled in the U.S. and is projected to continue to grow. The positions Arthrex is looking to fill are biomedical technologists, biomedical engineers as well as various skilled manufacturing and information technology jobs.

### **The Issue**

#DiscoverArthrex is a recruiting tool used to reach out to potential employees and show the positive aspects of the company and what it's like to work there from the perspective of current employees. According to the company's website, the campaign is used "to drive brand awareness to Arthrex and SWFL to recruit top talent." After some research, we discovered that there was a very low response rate to this hashtag and was used only once on Instagram and Twitter, by the same employee.

Our goal is to bring more attention to the #DiscoverArthrex campaign through our tactics and recruit new employees to Arthrex and the area.





# Strengths, Weaknesses, Opportunities, Threats

## SWOT ANALYSIS OF ARTHREX



### Strengths

- Employee Culture and Benefits
- Employee turnover rate
- Location
- One of Fortune's 100 Best Company to Work For
- Awards and Recognition
- Community Involvement



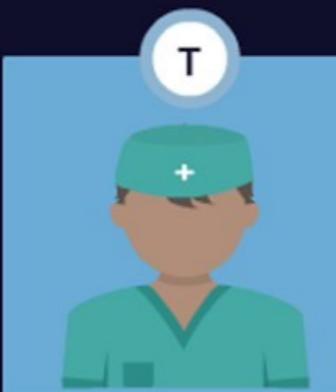
### Weaknesses

- Awareness of the location
- Awareness of the company
- Awareness of job opportunities
- Specialized jobs are hard to fill
- Low social media activity using [#DiscoverArthrex](#)



### Opportunities

- Maintaining Fortune 100 status
- Getting people to move to Southwest Florida
- Spreading awareness of the company and jobs available



### Threats

- Competition
- Including the recent competitive corporate headquarters that have relocated to SWFL and are recruiting new talent.



## Primary Research

We conducted a pre-campaign survey to discover the best way to connect with our target audience. We surveyed 120 applicants ages 18 to 55. This survey included questions about what is most important to potential employees in a career, if they were willing to relocate and other basic demographics.

Our research revealed that more than half (56.7 percent) of applicants are willing to relocate for a job. From the 120 responses, we learned that the most important aspect when searching for a job is benefits offered by the company (71.7 percent), followed reputation by (50.8 percent).

The purpose of these surveys will be to discover who is taking it, what they're looking for in a potential job. This includes what Arthrex offers and if they have ever heard of Arthrex.

> 2,500  
U.S.  
employees

> 100  
Current  
Employment  
Opportunities

> 2%  
Turnover  
Rate

## Secondary Research

We heard a presentation by Arthrex's communication team at Florida Gulf Coast University on September 7, 2016. From the team we learned about the organization's purpose and goals to attract top talent to Southwest Florida to fill positions through social media campaigns.

To understand our target audiences' attitudes and their knowledge of Arthrex, we visited websites and social media. We found that the organization utilizes different job-seeking websites including LinkedIn, Glassdoor, and Careerbuilder.

Throughout our research, we also learned that Arthrex is one of Fortune "100 Best Companies to Work For" for the second consecutive year.





## Publics

Publics include current employees who they communicate with on a daily basis through emails, memos, meetings, etc. As well as the community that surrounds Arthrex, physicians, and the local media in Southwest Florida.

## Primary Audience

Arthrex is trying to hire hard to fill positions including biomedical technologists and biomedical engineers, as well as skilled manufacturing and information technology jobs.

The **primary target audience** would be young families and professionals from ages 30-40 because Arthrex needs experienced candidates for the positions.

Since the primary demographic in Naples is considered to be family oriented professionals, we hope this will encourage potential employees and their families to consider moving to Southwest Florida.

## Secondary Audience

The **secondary target audience** would be recent college graduates and young professionals between the ages of 22-30.

The low employee turnover rate at Arthrex is due to the employee culture, benefits and location. We believe these attributes will attract recent graduate to Naples and encourage them to stay in the area while they grow professionally within Arthrex.

# Goals & Objectives



**Goal:** To attract top talent to the Arthrex headquarters in Southwest Florida and fill biomedical technologists, biomedical engineers as well as various skilled manufacturing and information technology positions.

**Objective:** To fill established and hard to place positions through a social media campaign including 10 YouTube videos, 5 weekly Facebook posts and daily Twitter posts by March 2017.

**Objective:** To increase the number of young applicants for Arthrex by 10% by March 2017.

**Objective:** To increase awareness about Arthrex and its benefits by 15% to the target audience by March 2017.

**Objective:** To generate interest in Arthrex from an increase in page visits to social media followings and shares through the #DiscoverArthrex hashtag by 30% by March 2017.



# Strategies & Tactics

**Strategy 1:** Maintain social media accounts to connect with our audience and provide information about Arthrex employment, culture and benefits.



**Tactic 1:** Update the two-way communication on Twitter and Facebook accounts while using the #DiscoverArthrex hashtag.

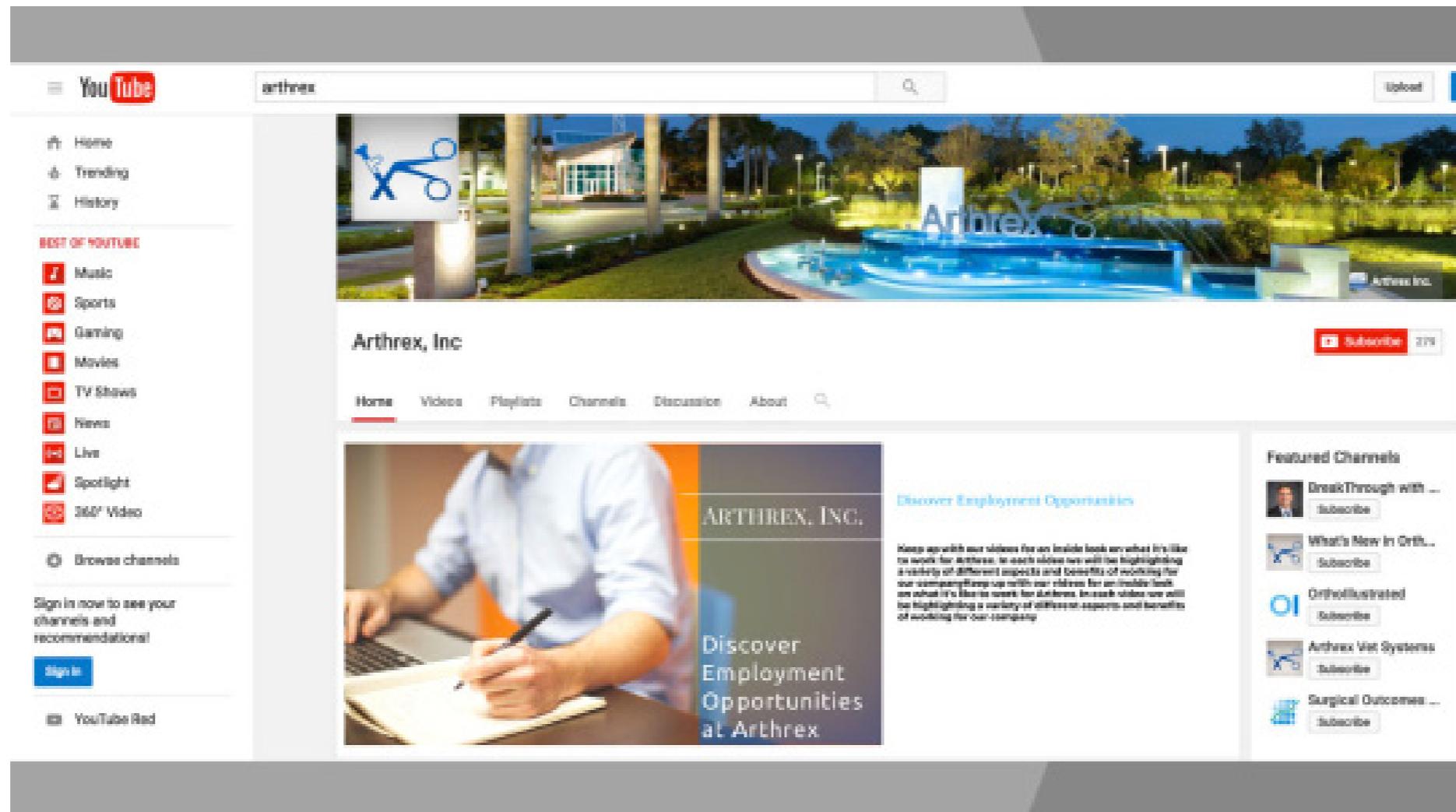


**Tactic 2:** Promote the Arthrex website by providing links on social media posts, which will provide them with more information about Arthrex employment.



# Strategies & Tactics

**Strategy 1:** Maintain social media accounts to connect with our audience and provide information about Arthrex employment, culture and benefits.



**Tactic 3:** Record a series of 10 YouTube videos for “Arthrex, Inc.” about employment at Arthrex. Each YouTube video will be promoted via social media channels.



# Strategies & Tactics



**Strategy 1:** Maintain social media accounts to connect with our audience and provide information about Arthrex employment, culture and benefits.

Private · Hosted by Gabriella Demello-Silva

✓ Going · Invite · ...

Friday, February 17, 2017 at 12 PM

Arthrex  
1370 Creekside Blvd, Naples, Florida 34108

Show Map

Invited by Gabriella Demello-Silva

Come discover Naples, Florida and take an exclusive tour of Arthrex headquarters. You'll have a chance to interact with some of our staff, preview the campus and learn a little bit more about what we do. Please remember to RSVP through this page if you are interested.

Write Post · Add Photo / Video · Create Poll

Gabriella, Shannan and 2 other friends are going

86 going · 23 maybe · 120 invited

INVITE FRIENDS

+ Add friends to this event

Jane Smith · Susie Jones

Use Caption:

1. Join Arthrex on a tour of our facility on Friday, February 17 at noon. #DiscoverArthrex

2. Interested in working for Arthrex? Come visit the Arthrex headquarters on Friday, February 17 at noon. #DiscoverArthrex

**Tactic 4:** Develop social media posts and create an event on Facebook that will encourage potential employees to attend a tour at the Arthrex headquarters in Naples, Florida.



# Strategies & Tactics



**Strategy 2:** Promote more to specific jobs that are needed such as biomedical technologists, biomedical engineers, various skilled manufacturing and information technology jobs.

**Tactic 1:** Promote through social media including Twitter, Facebook, and YouTube about the specific jobs that are needed while using #DiscoverArthrex.



Use Caption:

1. Apply today to be a part of our thriving team at Arthrex! Curious about which positions we have open? Just follow the link below to learn more about the opportunities we offer.

<http://bit.ly/2fk80LL>

**Tactic 2:** Actively seek out recent graduates or students close to graduating from engineering and biomedical fields through job fairs and/or job postings online using Careerbuilder, Glassdoor, Indeed, LinkedIn, and Monster.



# Strategies & Tactics



**Strategy 3:** While promoting jobs and #DiscoverArthrex, use social media to show the advantages in living in Southwest Florida to appeal to potential employees.



Use Caption:

1. Nothing beats the food, shopping and the beaches of Naples, Florida. Except maybe the benefits at Arthrex. #DiscoverArthrex
2. Why should YOU be in Southwest Florida? Come find out when you #DiscoverArthrex.

**Tactic 1:** Give background of Arthrex but also of the Naples community of Southwest Florida appealing to young families and young professionals

**Tactic 2:** Show that Southwest Florida is a growing professional area and potentially use another hashtag to promote not only Arthrex but also SWFL.



# Strategies & Tactics



**Strategy 3:** While promoting jobs and #DiscoverArthrex, use social media to show the advantages in living in Southwest Florida to appeal to potential employees.

**Tactic 3:** Engage current employees to be company advocates. Social media posts including Twitter, Facebook, and YouTube can feature employees as resources to encourage people to apply.

**EMPLOYEE SPOTLIGHT**

**JOHN SMITH**

John's Arthrex Experience:

*"There is really no other place like Arthrex."  
"The community is great and the location isn't so bad either!"*

Biomedical Engineer

Use Caption:

John Smith: This week Arthrex is highlighting our very own John Smith. John works as a Biomedical Engineer and has been with us for the past four years. "I love working for Arthrex because it provides me with a great working environment and amazing benefits for my family and I."



# Strategies & Tactics



## Strategy 4: To establish partnerships with the community of SWFL.

**Tactic 1:** Partner with the Greater Naples Chamber of Commerce: to spread awareness of SWFL, the opportunities/attractions in Naples and the Chamber can share Arthrex job opportunities. This partner can join forces with our campaign and create promoting materials; flyers, newsletters, social media posts. #DiscoverArthrex and #DiscoverNaples in one social media campaign.





# Timeline



239 Solutions felt it was important to create an overall timeline that included ways to prepare for events, videos and social media content leading up to the start of our social media campaign. We also created an editorial calendar for scheduling purposes to ensure consistency and an easy way to track posts on social media. This timeline allows Arthrex the ability to prepare for the social media postings and to make sure #DiscoverArthrex is being executed correctly to achieve goals targeting our primary and secondary audience.



Arthrex should start by partaking in research to help decide on the goals for its campaign at least six months in advance. From there, Arthrex can begin planning any major events including the Arthrex tour, tentatively planned in our campaign for February 17th, and begin looking for potential employees and referrals to invite. When preparing for social media posts, drafting videos for YouTube and searching for employees to highlight, it's vital to start gather this information around three to two months out. Once you meet the one month deadline, this is the moment to start handling the last-minute arrangements and compiling all the information needed for the upcoming month.

About a week or two in advance of the tour date, Arthrex should post any last-minute details for people who have already RSVP'd. This is the time to be posting every day to ensure that there is no confusion and create a constant reminder. Five to two days before the event is the moment to provide your guests with specifics such as where to park and where to sign in. This is when posting on the social media platforms should be at the highest and most frequent point. Remember to reply to any outside posts that users have created in response to the event and any questions. Interaction is important to remember when maintaining social media accounts and participating in two-way communication.

While the tour or event is happening, remember to keep people who could not attend up-to-date with pictures or critical information they might have missed. After the event, give a recap of what happened and thank everyone involved and those who attended. Arthrex already has a well-established following on social media.

## Pro-tip:

After every event write thank you notes and re-cap the event and mention the next available event.

When using #DiscoverArthrex to inform others of employment opportunities, remember that this could reach new audiences beyond those who have followed Arthrex. It's crucial to provide opportunities for social media users to share posts because it will reach a broader network and expand Arthrex's audience. Arthrex should update all social media accounts daily to keep their potential applicants in the loop and to spread awareness of Arthrex through the online community.



# Social Media Editorial Calendar



Our campaign is greatly based on the #DiscoverArthrex campaigns' use of social media channels. In order to accomplish our goal of attracting top talent to Arthrex headquarters in Southwest Florida, there should be a social media schedule to ensure that #DiscoverArthrex is being utilized to its full potential. It's important that Arthrex includes a monthly timeline to ensure consistency and ability to reach the target audience. The calendar guideline can be used during any month and includes suggestions for daily posts, which are described in the tactics such as employee spotlights, #DiscoverNaples and promoting open job descriptions.

<b>Month</b> <b>Year</b>						
#DiscoverArthrex Campaign				Social Media Editorial Calendar		
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	#DiscoverArthrex 1 <sup>st</sup> Youtube video in series released	Tuesday's are #DiscoverNaples, highlight Naples on Twitter and Facebook	Create event on Facebook to invite users to tour Arthrex on "Seeking Employees Day!"	Post Job descriptions on online job websites (Glassdoor, LinkedIn, etc.)	Employees share their #DiscoverArthrex moment every Friday	Share highlights of the week at Arthrex on social media
7	Share Youtube video on Facebook and Twitter	#DiscoverNaples post on social media	Share Facebook event and send out reminder of invite	Share job postings on all Social Media	#DiscoverArthrex Employee highlights, share stories on Twitter and Facebook	Share highlights of the week at Arthrex on social media
14	#DiscoverArthrex 2 <sup>nd</sup> Youtube video in series released	Share promotional materials from Naples Chamber #DiscoverNaples	Encourage employees to promote Facebook event with friends or referrals	Share job postings on all Social Media	#DiscoverArthrex Employee moment, share stories on Twitter and Facebook	Share highlights of the week at Arthrex on social media
21	Spread Youtube video through Facebook and Twitter	#DiscoverNaples highlights on Twitter and Facebook	Share Facebook event on social media on the last day to RSVP	Attend a job fair or conference once a month (on any date)	#DiscoverArthrex Employee moment, share stories on Twitter and Facebook	Share highlights of the week at Arthrex on social media
28	#DiscoverArthrex 3 <sup>rd</sup> Youtube video in series released	#DiscoverNaples post on social media	"Seeking Employees Day!" tour of Arthrex campus			



# Budget



In order to execute our vision for this external campaign, 239 Solutions felt that only three things were needed; a social media intern, an Adobe membership and Hootsuite subscription.

<b>Budget</b>				
<b>Item/Description</b>	<b>Quantity</b>	<b>Unit Price</b>	<b>Amount</b>	
Social Media Intern working 25 hours a week for 6 months (per hour)	1	\$12.00	\$7,200	
Hootsuite Subscription (per month)	6	\$35.00	\$210.00	
Adobe Membership (per month)	6	\$50.00	\$300.00	
		<b>Total:</b>	<b>\$7,710</b>	
<b>Item/Description</b>	<b>Quantity</b>	<b>Unit Price</b>	<b>Amount</b>	
Social Media Intern working 25 hours a week for 6 months (per hour)	1	\$12.00	\$7,200	
Hootsuite subscription (per month)	6	\$100.00	\$600.00	
Adobe Membership (per month)	6	\$50.00	\$300.00	
		<b>Total:</b>	<b>\$8,100</b>	

In order to figure out the amount for a social media intern, 239 Solutions multiplied months by four, which is the amount of weeks per month, and multiplied the number of 24 by 25 since the intern would work 25 hours each week for 24 weeks.

From there, we arrive at the number 600, which is the total amount of hours the intern would work in six months and we multiply the number by \$12, the amount the intern is being paid. Making a grand total of \$7,200 for an intern.



# Budget

**Photography**  
US\$ **9.99**  
/mo

Annual plan, paid monthly ▾

- Lightroom CC and Photoshop CC
- All the essentials to organize, edit and share photos on your desktop and mobile devices
- Your own portfolio website
- [Learn more](#)

**BUY NOW**

**Single App**  
US\$ **19.99**  
/mo

Choose an app ▾

- Your choice of one creative desktop app like Photoshop CC or Illustrator CC
- Your own portfolio website, premium fonts and 20 GB of cloud storage

**BUY NOW**

**MOST POPULAR**

**All Apps**  
US\$ **49.99**  
/mo

Annual plan, paid monthly ▾

- The entire collection of 20+ creative desktop and mobile apps including Photoshop CC and Illustrator CC
- Your own portfolio website, premium fonts and 20 GB of cloud storage

**BUY NOW**

We believe Arthrex should utilize an Adobe monthly membership unless there is another program currently being used at Arthrex headquarters. It would be beneficial for Arthrex to use all Adobe applications that come with the \$50.00 per month package. These programs would allow the intern to expand their creative ability while still promoting the company to potential employees.

Hootsuite is a program that allows businesses and organizations to manage and keep track of their social media accounts. Hootsuite offers four plans to get started with this campaign.

We believe the two plans that would make the most sense are the Team and Business plans. We decided on these two plans because we wanted to give Arthrex the opportunity to decide how to delegate any tasks involving the tactics we have given.

**Business**  
**\$99.99/mo**  
Per user  
Billed annually

**Request a Demo**

**Starting at 5 users**

For socially sophisticated small agencies and businesses to be more effective in driving ROI with social

**Team**  
**\$34.99/mo**  
Per user, billed annually, or \$49.99/mo per user, billed monthly

**Free 30-Day Trial**

**Up to 5 users**

For small business marketing teams to be more productive in managing social media through a single dashboard



# Evaluation



**Objective #1: To fill established and hard to place positions through a social media campaign including 10 YouTube videos, 5 weekly Facebook posts and daily Twitter updates highlighting Arthrex employees by March 2017.**

Social media is the biggest way to reach out to young professionals and recent college graduates. The first objective and tactic look to generate interest of not only Arthrex but of Southwest Florida through all social media platforms. 239 Solutions hopes to revamp the #DiscoverArthrex hashtag and create two-way communication on Arthrex's main forms of social media such as Facebook and Twitter.

Promoting links on every social media post will direct the viewer to more information on Arthrex and its job opportunities. Getting the word out via community events is crucial because it will help spread the job opportunities to even more people and show the companies involvement in neighboring communities. 239 Solutions believes that a series of videos promoting Arthrex and the city can greatly increase its employment rates to the target audience. We would measure the number of posts on social media channels including Facebook, Twitter and YouTube by March 2017. We would also measure the outcome by counting the number of hard to place positions that were filled by March and the amount of applications received since starting the campaign.

**Objective #2: To increase awareness about Arthrex and its benefits by 15 percent to the target audience by March 2017.**

This objective gives a specific target number, 239 Solutions would like to reach by March 2017. We believe this is an obtainable number to reach in order to increase Arthrex's employment opportunities to its desired audience. Posting on social media about Arthrex jobs and employee life is the main priority. However, 239 Solutions also looks to post about Southwest Florida and the city of Naples. Young professionals do not seem to want to move to this particular area so by providing information about the city, it is believed that it will increase the desire to relocate.



# Evaluation

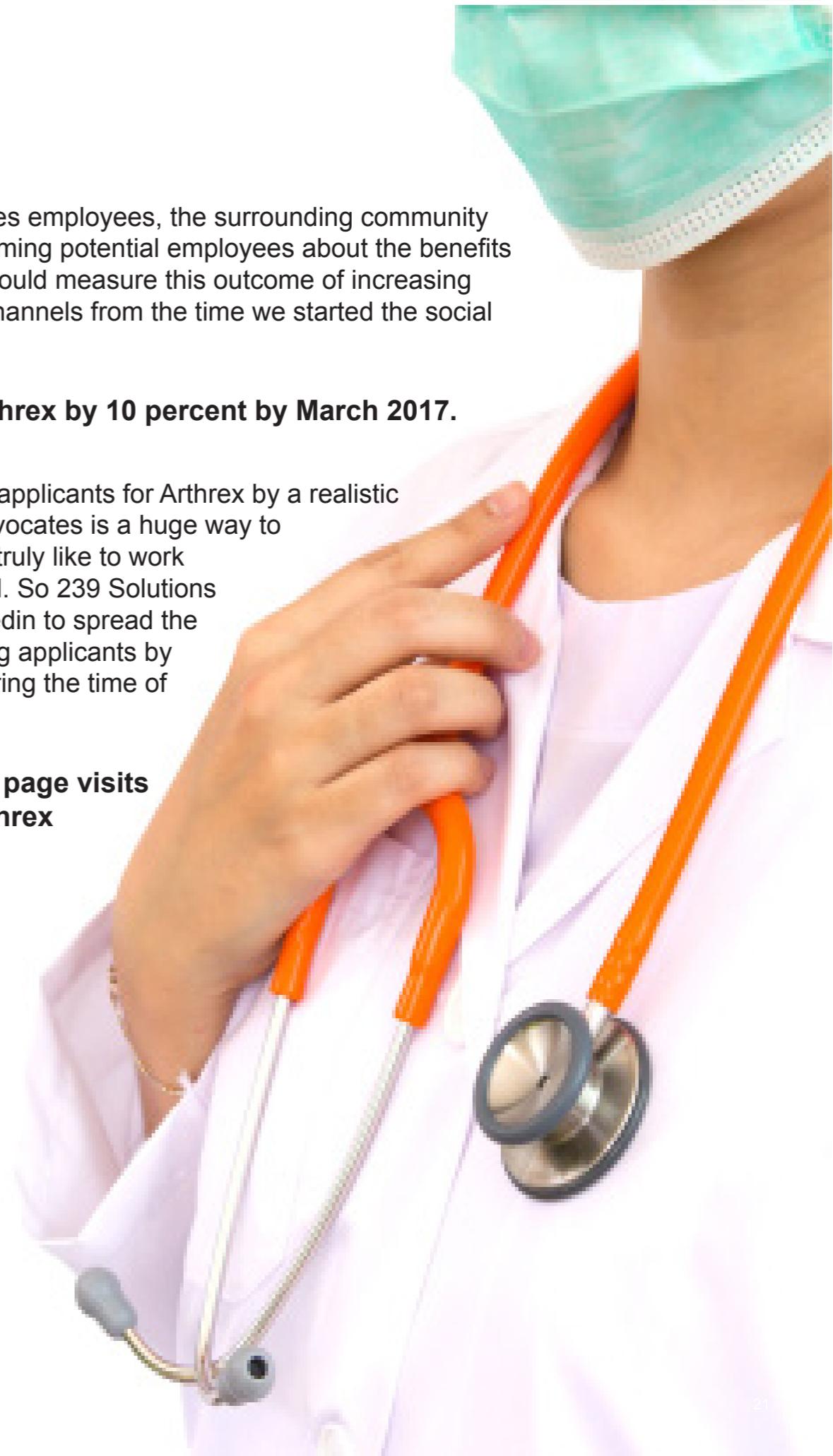
One of the target audiences is professionals ages 30-40 but the publics includes employees, the surrounding community and the local media that Arthrex communicates with on a daily basis. By informing potential employees about the benefits of working for Arthrex, we hope this will lead to increased applications. We would measure this outcome of increasing awareness by 15 percent by the increase of followers on the social media channels from the time we started the social media campaign to March 2017.

## **Objective #3: To increase the number of young applicants for Arthrex by 10 percent by March 2017.**

Similar to the second objective, we hope to increase the actual number of applicants for Arthrex by a realistic 10 percent by March of 2017. Using current employees to be company advocates is a huge way to promote to the secondary target audience and to give insight on what it is truly like to work for Arthrex. Arthrex is looking to hire new employees in the biomedical field. So 239 Solutions plans to use job sites such as Careerbuilder, Glassdoor, Indeed, and LinkedIn to spread the word of opportunities for Arthrex. We would measure this increase of young applicants by noting the increase of applications from our secondary target audience during the time of the social media campaign until March 2017.

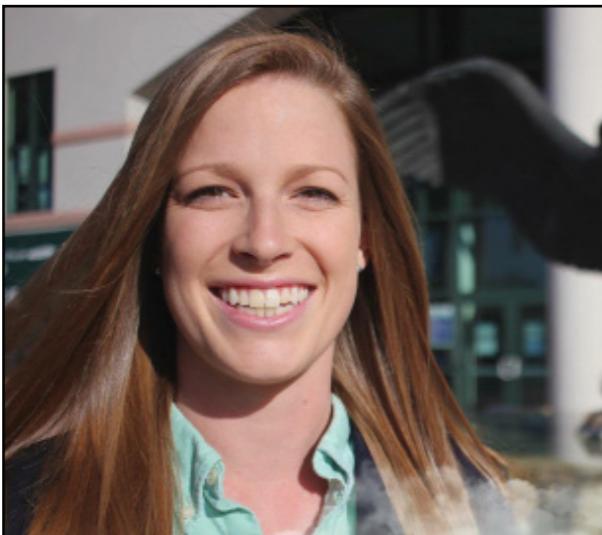
## **Objective #4: To generate interest in Arthrex from an increase in page visits to social media followings and shares through the #DiscoverArthrex hashtag by 30% by March 2017.**

Using social media is the biggest way to spread the awareness of Arthrex. Although Arthrex has a good following on social media, 239 Solutions believes that revamping the #DiscoverArthrex hashtag can increase views and impressions by 30% by March 2017. Young professionals are considered active users of social media. By utilizing the hashtag on all of the posts, it will make Arthrex more visible and attract a higher amount of activity to its accounts. We would suggest measuring these results by using programs such as Hootsuite and Facebook Analytics to follow the impressions, track the increase of followers as well as the usage of #DiscoverArthrex by March 2017.





# 239 solutions



**Catie Evans** is a senior at Florida Gulf Coast University. She is expected to graduate in Fall 2016 by pursuing a major in communication with a concentration in public relations. After graduation, Catie wishes to become a consultant for the Kappa Delta Sorority. Catie is currently the president of Kappa Delta at FGCU, and a senator for the College of Arts and Sciences. Catie keeps the room bright by staying positive with a smile on her face.



Originally from Atlanta, Georgia, **Caroline Haney** is currently a senior majoring in communication with a concentration in public relations and a minor in marketing at Florida Gulf Coast University. Upon graduating in spring 2017, Caroline is hoping to pursue a career in corporate communication in the southwest region.



Hailing from Tampa, Florida, **Raychel Briggs** is a senior graduating with a communication degree from Florida Gulf Coast University in Fall 2016. With a passion for graphic design, travel, and strong coffee, Raychel hopes to secure a job in the higher education sector upon graduation and become part of a marketing and communications team.



**Harrison Hall** is a senior communication major at Florida Gulf Coast University. He will graduate in December 2016 and plans to go into public relations management in the sports industry after college. He enjoys anything on the water and being outdoors.



**Gabby Silva** is originally from Ft. Lauderdale, Florida and is a senior at Florida Gulf Coast University. She is graduating in spring 2017 earning a degree in communication with a concentration in public relations. In the future, she hopes to work within corporate PR in southeast Florida.





# Appendix



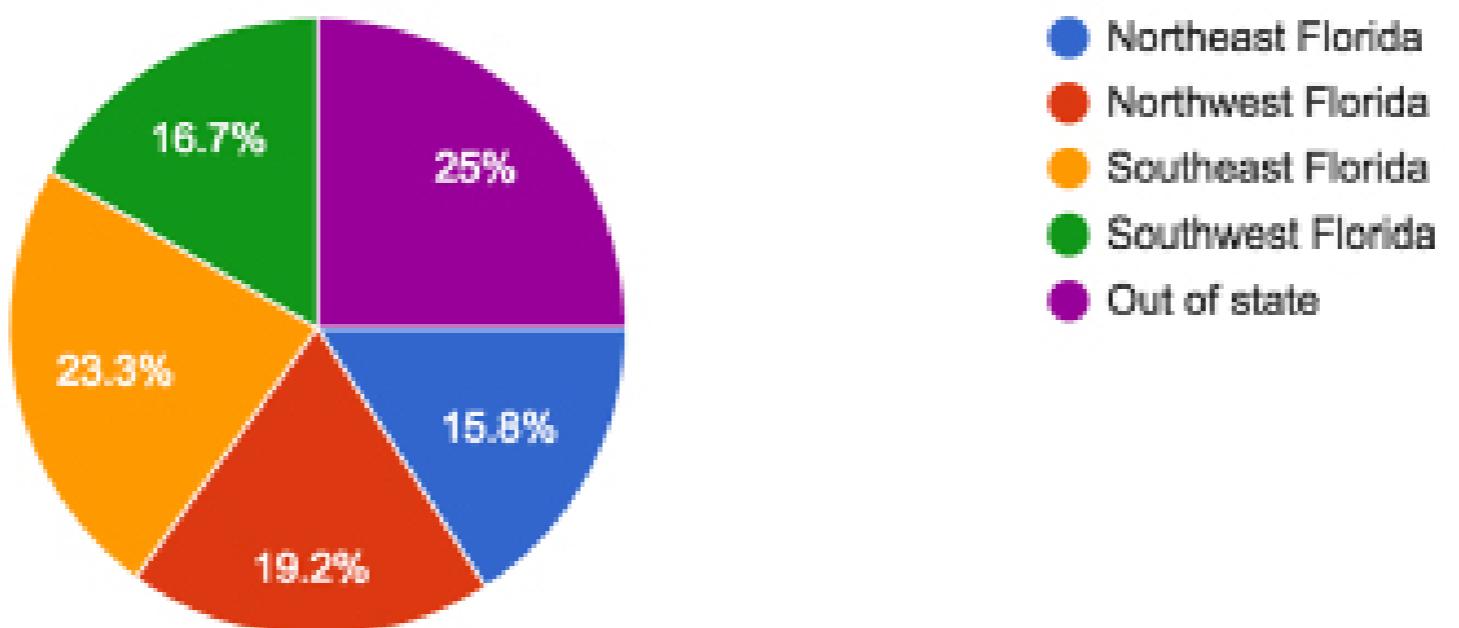
## Survey Questions

1. Where are you from?
  - Northeast Florida
  - Northwest Florida
  - Southeast Florida
  - Southwest Florida
  - Out of State
  
2. What is your age?
  - 18-25
  - 26-35
  - 36-45
  - 46-55
  
3. Are you willing to relocate to Naples, Florida?
  - Yes
  - No
  
4. What are you looking for in a job?
  - Location
  - Family Oriented
  - Benefits
  - Company's Reputation
  
5. Have you ever heard of Arthrex?
  - Yes
  - No

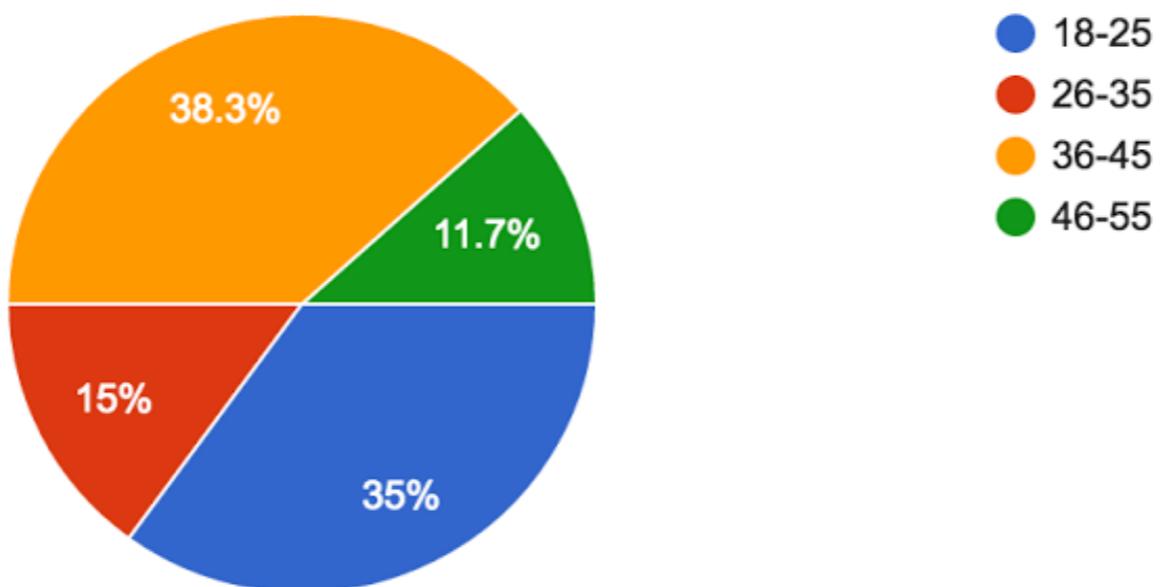
# Appendix

## Survey Results

Where are you from? (120 responses)



What is your age? (120 responses)

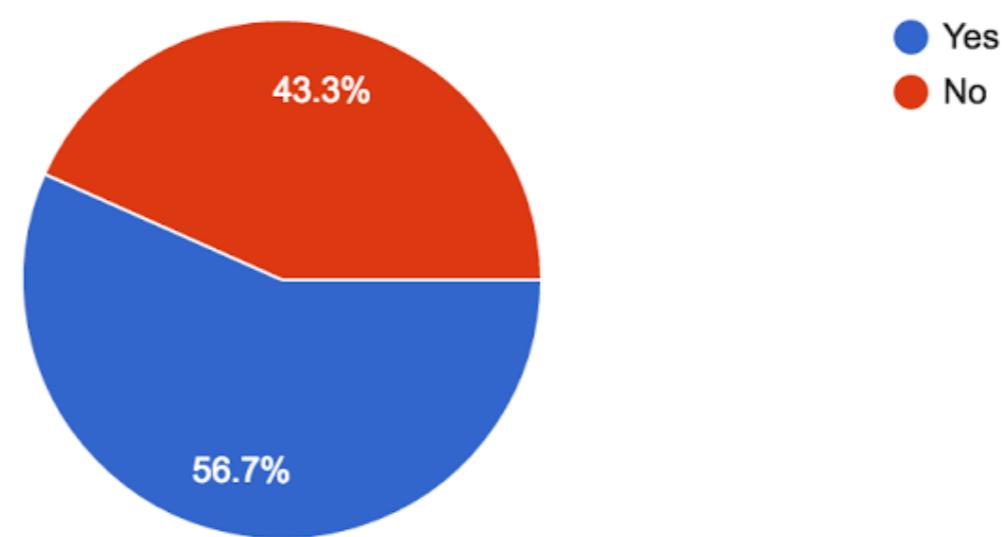




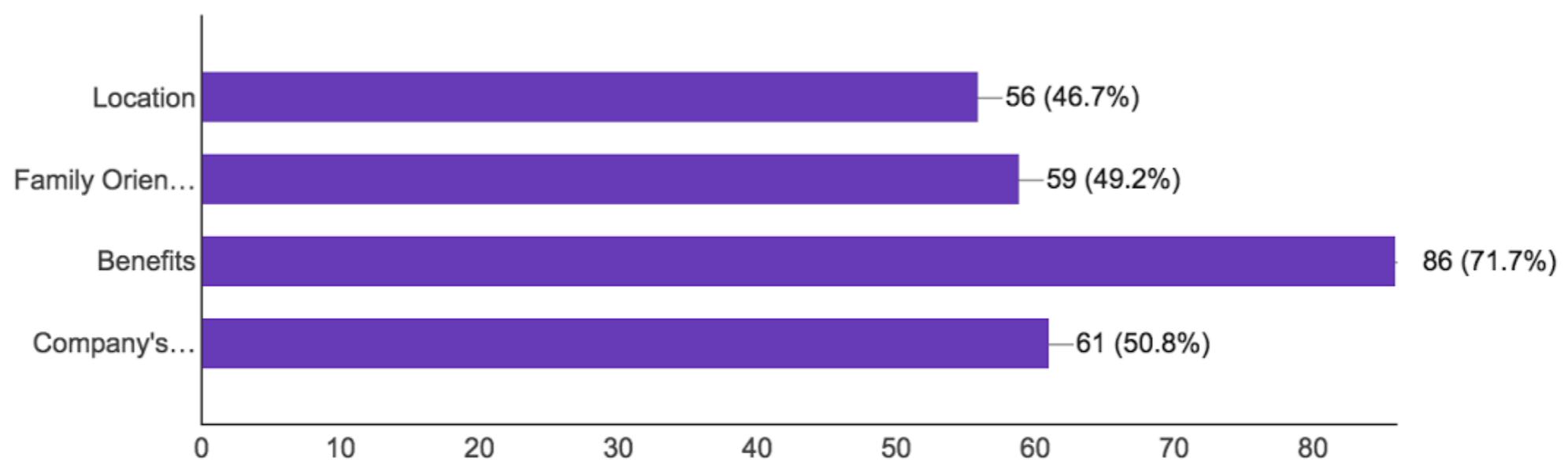
# Appendix

## Survey Results

Are you willing to relocate to Naples, Florida? (120 responses)



What are you looking for in a job? (120 responses)



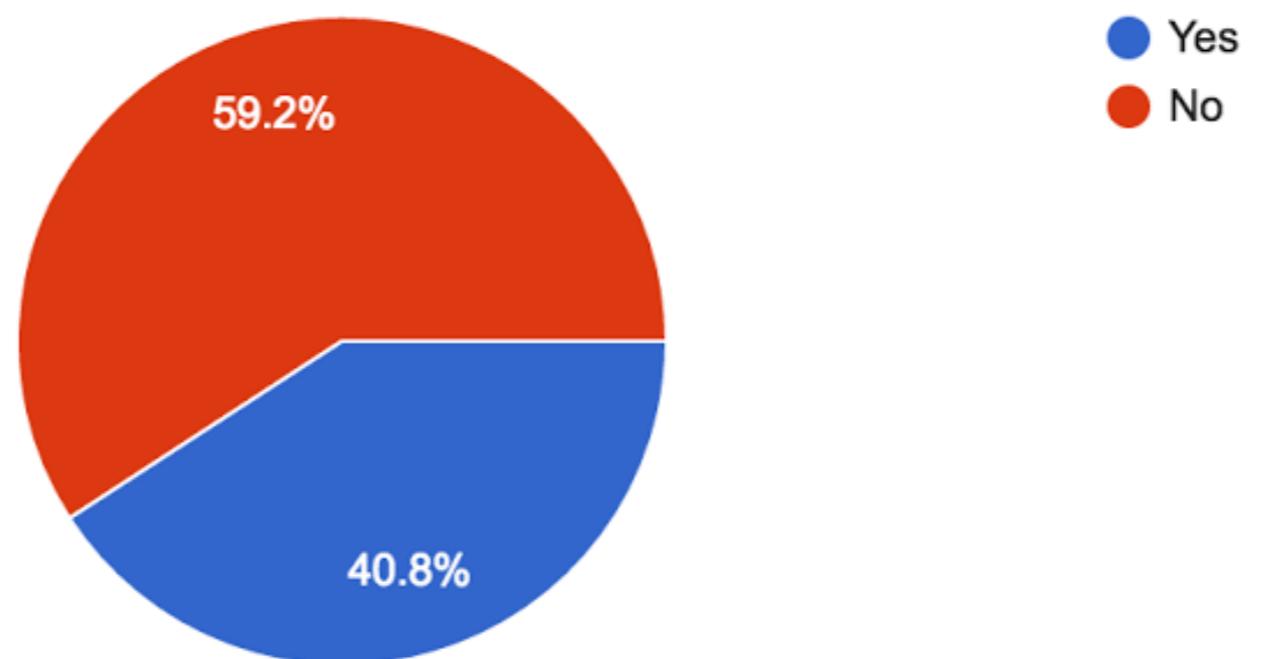


# Appendix

## Survey Results



Have you ever heard of Arthrex? (120 responses)





# Sources



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