

Digital Helpbook

HARTMANN



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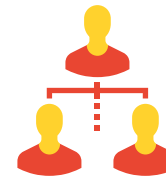
LinkedIn user guide

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FAQs

Here at HARTMANN UKI, we aim to deliver an omnichannel marketing approach. This means that no matter how a customer chooses to engage with us, whether it's via our websites, social media, a phone call, email or face to face, they'll have the exact same experience.

Our internal communication channels:



TRAINING
Product training,
ICT.



ONLINE CHANNELS
Salesforce.com,
Yammer, Connect.



EMAIL



PRINTED COMMUNICATION
Product brochures,
instructions for use.



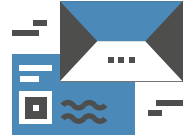
VERBAL COMMUNICATION
Meetings, Skype, phone calls.

ONLINE CHANNELS

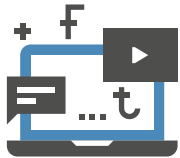
These are our available digital marketing channels



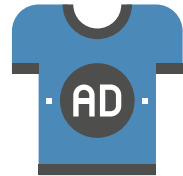
WEBSITES



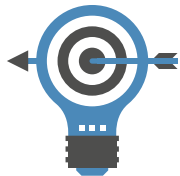
EMAIL
MARKETING



SOCIAL
MEDIA



SPONSORED
ADVERTS



TRIGGERED
EMAILS



CUSTOMER
SURVEYS



E-NEWSLETTER



PPC & ONLINE
ADVERTS

OFFLINE CHANNELS

These are our available traditional
non-digital marketing channels



PUBLIC
RELATIONS



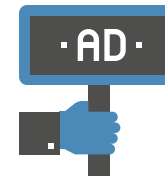
DIRECT
MAIL



PRINTED
MATERIALS



FOCUS
GROUPS



JOURNAL
ADVERTS



WORD OF
MOUTH



SALES TEAMS



EVENTS

HARTMANN Corporate Website

www.hartmann.info

The corporate website is the digital 'shop window' for the HARTMANN Group and is often the first interaction our customers have with HARTMANN.

The corporate website not only provides an extensive overview of our areas of specialism and product portfolios but conveys our company values and who we are as a business.

Visitors to the site can access product information and videos, read the latest news and developments from the group and read articles, testimonials and clinical papers.

HARTMANN Direct Website

www.hartmandirect.co.uk

HARTMANN Direct is our continence care ecommerce platform where incontinence sufferers can purchase products, whether they're recently diagnosed and looking for advice, or a Home Delivery Service patient who needs to top up with additional products.

Through this website, we're providing access to patients and sufferers to purpose designed medical products to help manage incontinence, whether for themselves or someone they care for.

The website also contains an Advice Centre with articles on incontinence, health and lifestyle all authored by our Nurse Advisors in the Continence Management team, providing vital resources for sufferers on specific healthcare topics.

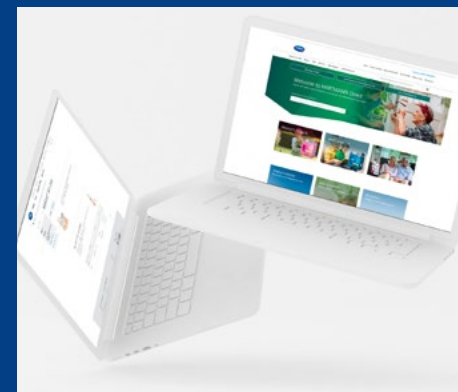
HARTMANN Preference Centre

The HARTMANN Preference Centre is an online website where customers can register to receive the latest email marketing communications from HARTMANN and maintain control of their individual preferences.

HARTMANNmarketing.com has been designed to grow our email marketing database post GDPR whilst strengthening our customer relationships, increase awareness of the HARTMANN brand and support sales growth business wide.

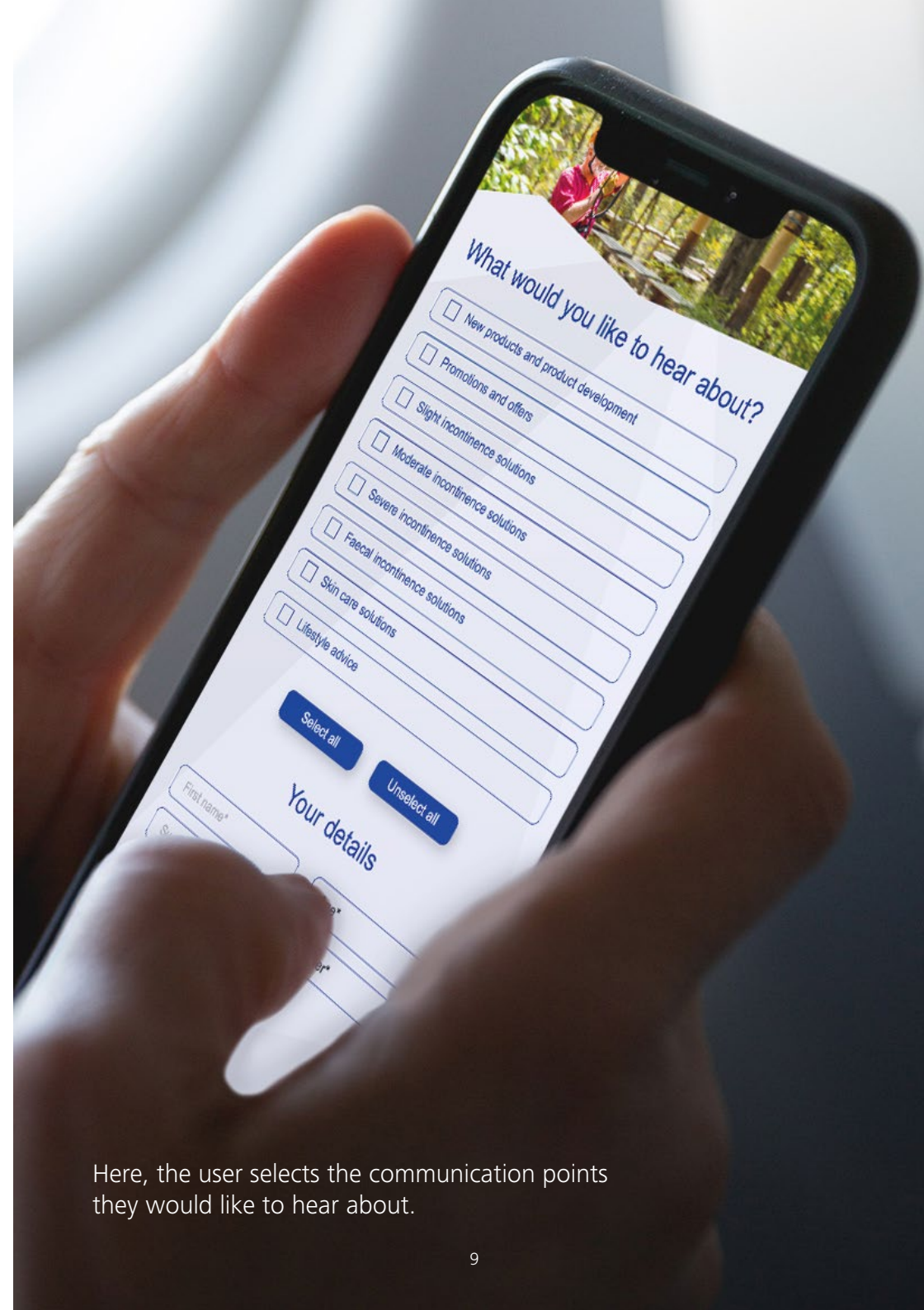
Customers are first in line to hear important announcements and the latest news when giving consent to receive marketing from HARTMANN.

The communication our customers receives is via HARTMANNmarketing.com. Every customer has the option to tailor their communication preferences and only receive the information that is important to them.



HARTMANN Preference Centre

The flow below demonstrates the steps taken to give our sales team a new business lead and help support sales targets.



Here, the user selects the communication points they would like to hear about.

Facebook channels



/HARTMANN DIRECT

Solely UKI managed account

HARTMANN Direct continence management channel for sufferers and carers of people with incontinence.

fb.com/hartmanndirect

Audience

People living with incontinence – a person experiencing a loss of urine from their bladder or unable to control bowel movements.

Family Carer of a person living with incontinence – anyone who cares, unpaid, for a friend or family member.

Professional Carer of a person living with incontinence – paid professional carer worker or care assistant.



/HARTMANN UKI Healthcare Professionals

Solely UKI managed account

Wound Management and Continence Management channel with content for Healthcare Professionals

fb.com/hartmannhealthcareprofessionals

Audience

All Healthcare Professionals who are involved in wound healing and continence management.

Facebook active users



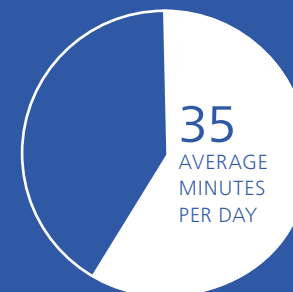
2 BILLION
MONTHLY ACTIVE USERS

AGE

of internet users who use Facebook



TIME



LinkedIn channel



/HARTMANN GROUP

Global account with local country access to post UKI content.

Wound Management and Continence Management focused channel.

linkedin.com/company/hartmann-group

Audience

Worldwide audience consisting of employees, prospective employees, continence management and wound management HCPs and influencers.

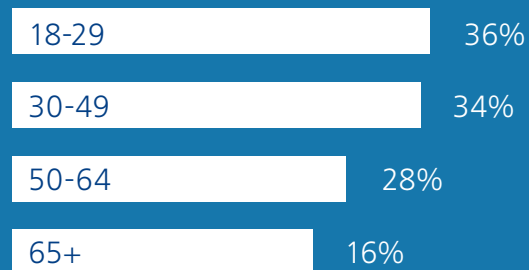
LinkedIn active users



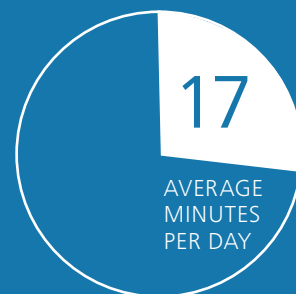
106 MILLION
MONTHLY ACTIVE USERS

AGE

of internet users who use LinkedIn



TIME



Twitter channel



@Hartmann_Group

Global account with local country access to post UKI content, although not a platform the UKI focus on currently due to resource.

Wound Management and Continence Management focused channel

twitter.com/hartmann_group

Audience

Worldwide audience consisting of employees, prospective employees, continence management and wound management HCPs and influencers.

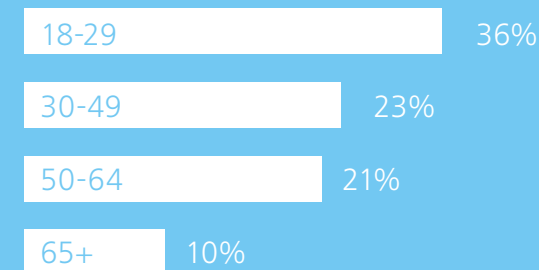
Twitter active users



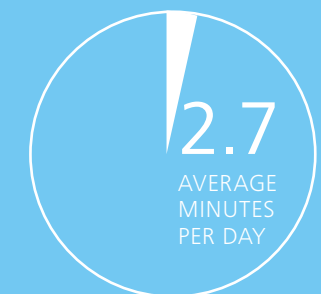
317 MILLION
MONTHLY ACTIVE USERS

AGE

of internet users who use Twitter



TIME



Instagram channel



@Hartmann_Group

Global account with no local country access.

Channel focused on promoting the HARTMANN GROUP brand by revealing HARTMANN's caring and people focused personality.

[instagram.com/hartmann_group](https://www.instagram.com/hartmann_group)

YouTube channel



HARTMANN UK

Solely UKI managed account.

Wound Management and Continence Management focused channel used to host video resources.

[youtube.com/HARTMANNUK](https://www.youtube.com/HARTMANNUK)

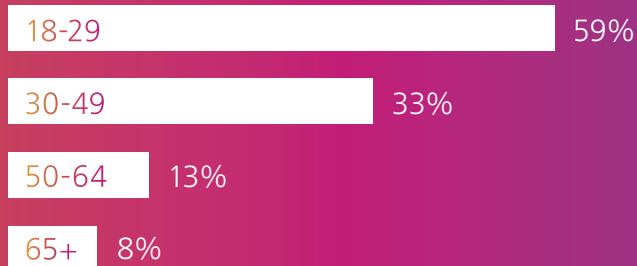
Instagram active users



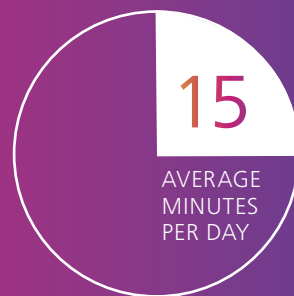
800 MILLION
MONTHLY ACTIVE USERS

AGE

of internet users who use Instagram



TIME



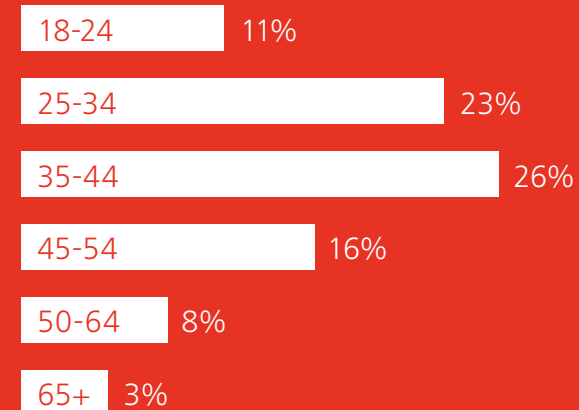
YouTube active users



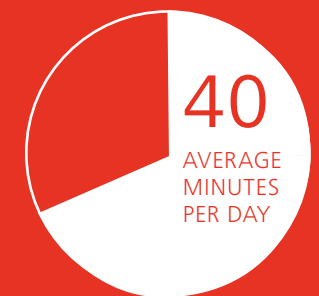
1 BILLION
MONTHLY ACTIVE USERS

AGE

of internet users who use YouTube



TIME



SOCIAL MEDIA GUIDELINES



Facebook, Twitter, LinkedIn, Instagram, WhatsApp, Tumblr, Pinterest, Periscope... there are and always will be new social media tools and platforms emerging and they are and will be changing all the time. However, at their core, they are similar to traditional ways of communication in that they help build common understanding while providing a platform to exchange information and engage in dialogue.

What is different with social media is its **high speed, level of interactivity** and **global access** to any information that is published. That is why it requires thoughtful consideration when participating and corporate guidance for appropriate use of the channels.

These social media guidelines have been developed to help empower us as HARTMANN UKI employees to participate in this new way of communications and guide our participation in social media.

Adhering to HARTMANN's values, following the HARTMANN Code of Conduct and all other policies, HARTMANN encourages its employees to explore and engage in social media channels on a level at which they feel comfortable. The best advice is to approach digital communications in the same way we do traditional communications – by using sound judgement and common sense. In case of questions please contact your manager in the first instance or the UKI Digital Engagement Manager.

1 Be conscious about mixing your personal and business lives.

Online, our personal and business personas are likely to intersect. There is no barrier between external parties and our personal and business profiles within social media. HARTMANN respects the free speech rights of all of its employees but we all must be aware that patients, customers and competitors as well as colleagues may have access to the online content we post. Keep this in mind when publishing information online that can be seen by more than friends and family, and know that information originally intended just for friends and family can be forwarded on to other people and to other platforms.

We are not allowed to use the HARTMANN logo in our personal profile/cover pictures on social media channels – this is to protect our brand and avoid any confusion between official and private accounts. But we should remind ourselves that even when we just appear with our personal accounts, we might be perceived as HARTMANN by external stakeholders.

2 You are responsible for your actions.

Our activity on social media may remain searchable and retrievable for a long time to a broad audience.

Anything we do might have an influence on people and/or businesses and its consequences are ultimately our responsibility. This does not mean that we should stay away from any activity but use common sense and sound judgement to use social media properly. Accordingly, as an obvious rule, we must avoid posting unlawful or illicit content.

3 Follow HARTMANN Code of Conduct.

Adhere to our Code of Conduct and other applicable policies. Our code of conduct applies to all employees of HARTMANN GROUP.

4 Mind the 'global audience'.

Even if we are posting on a "local" platform, and to a private user group, the information may still be accessed globally. This is particularly important in our regulated business. While our message may be accurate in some parts of the world, it could be inaccurate or violate regulations in others.

HARTMANN operates globally. We therefore have stakeholders, customers and business partners from many cultural, ethnical and national backgrounds. Be mindful that different cultures have different values, and statements that are deemed acceptable or even funny in one culture may be considered offensive in others. Act in accordance with the law and avoid any statements that could be considered insulting or negative towards any cultural, ethnical, religious or national group.

5 Be careful when talking about HARTMANN.

Only share publicly available company information on social media. Engage only in discussions where you are comfortable and knowledgeable about the topic. If you are unsure if something is appropriate to post, contact the UKI Digital Engagement Manager before posting. In addition, always consider privacy and data protection regulations as well as competition law and other legal restrictions & regulations – in doubt, contact the UKI Digital Engagement Manager.

Sharing of a HARTMANN UKI post is safe to do as it is public information and already approved content once shared. You **MUST NOT** provide any medical advice on behalf of the company using social media.

6 You should disclose that you work for HARTMANN.

If we are engaging in any discussions related to the company, company activities and/or our industry, we should disclose that we work for HARTMANN in our social media profiles. This applies particularly when joining any closed groups, especially if joining as a HCP, it is important to be clear you are a HARTMANN employee.

7 Be a "scout" for compliments and criticism.

From time to time, we may come across negative posts about HARTMANN and its brands, or see third parties trying to spark negative conversations. In this case, avoid the temptation to react yourself.

If you see negative remarks about HARTMANN that you believe are important please screenshot the content and inform the UKI Digital Engagement Manager and **DO NOT** respond to negative comments.



FACEBOOK USER GUIDE

How to create a Facebook account

Visit www.facebook.com

Go to the 'Create account' section. Here you can enter all of the relevant details which are requested.

When creating your account make sure that you enter your details correctly. Keep track of the email you have used to register along with the password.

If you forget your password, you can request a password reset, which will be sent to the email address you have registered with.

Once you have entered all the relevant information click the 'Sign up' button, from here an email will be sent to you asking you to validate your account. From here you simply click on the link provided and your Facebook account will be set up.

First name

Surname

Mobile or email address

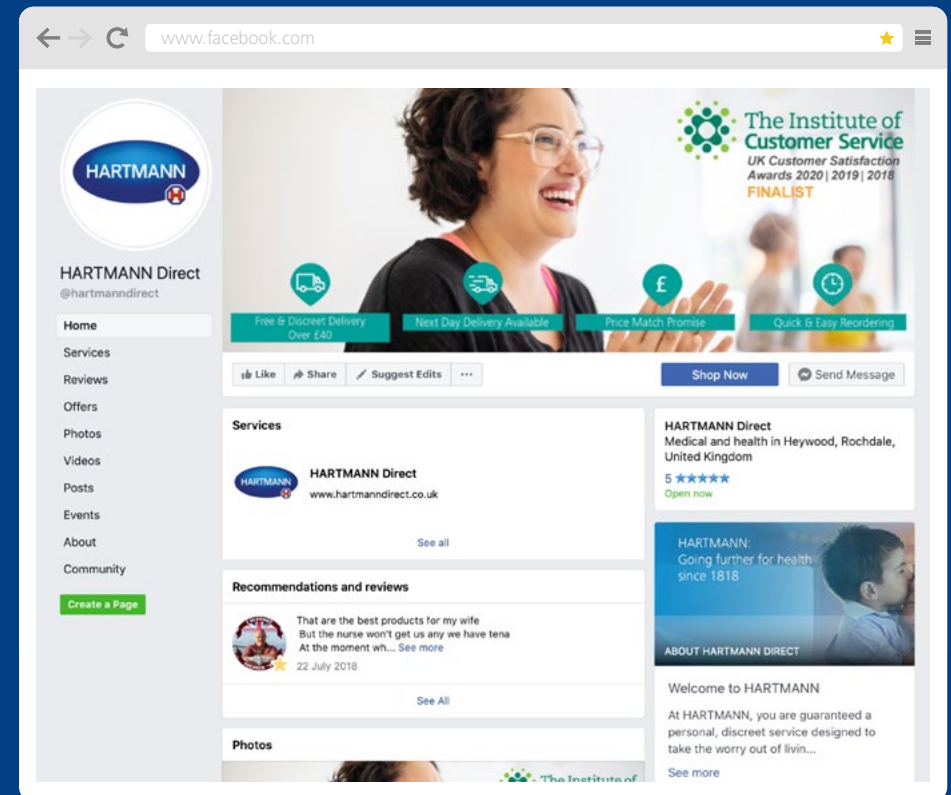
1 Nov 1994

Find the HARTMANN Direct page

Search 'HARTMANN Direct' in the search bar at the top of the page

HARTMANN

The HARTMANN Direct page looks like the image below, here you can find all the content that we share.



How to share content to your account

If you find something of interest, which you would like to share to your personal profile, you can click on the 'Share' button. When you click on this a drop-down menu will appear in which you are given the chance to:

Share now – share the post without any comments or captions.

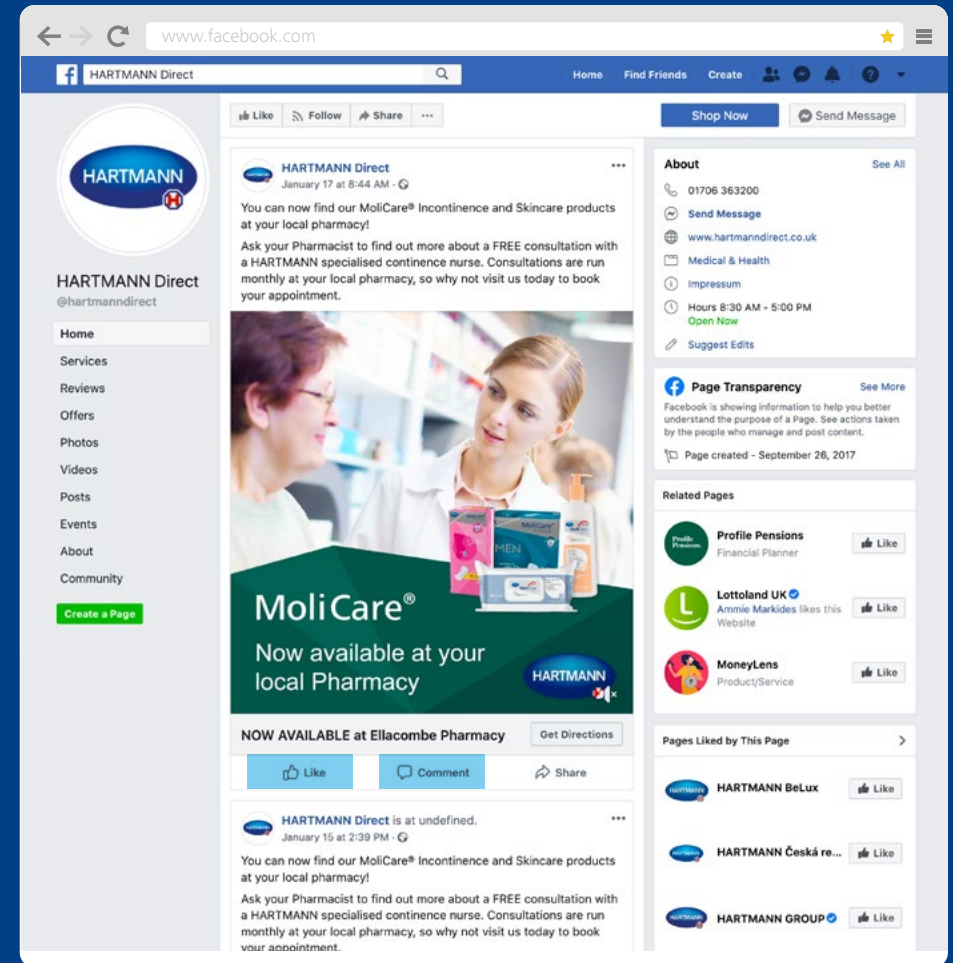
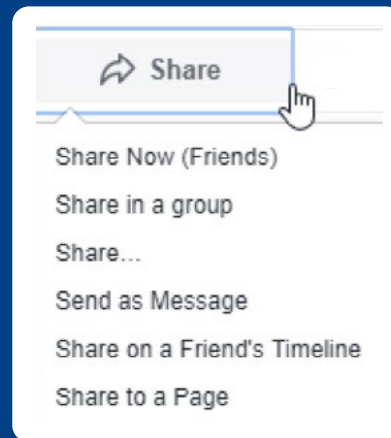
Share in a group – this allows you to share the post to a messenger group of your choice.

Share – this enables you to share the post with the addition of some comments or a caption.

Send as a message – this lets you send the post directly as a message to one or more people.

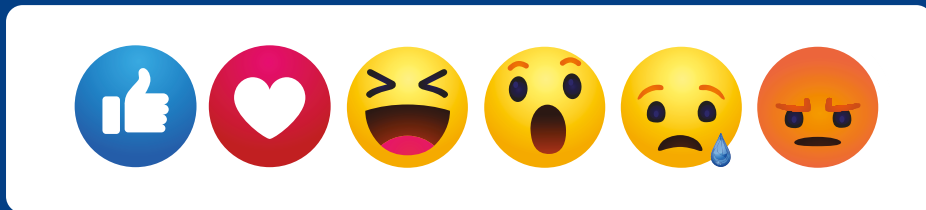
Share on a friend's timeline – this allows you to post directly to someone's profile.

Share to page – this allows you to share directly to a page of your choice.



How to like/react to posts

If you hold down the 'like' button by clicking on it and holding, this box will pop up. These are called 'Reactions'. Reactions can be left on a Facebook post and are a great way to show how you feel about something. If you like something, leave a like, if something makes you angry, leave an angry react. A general rule of thumb for 'reacting' to posts is to choose what you react with sensibly, i.e don't leave a 'haha' or a 'love' react on something which is very serious. Just be mindful that this is a business page.



LINKEDIN USER GUIDE

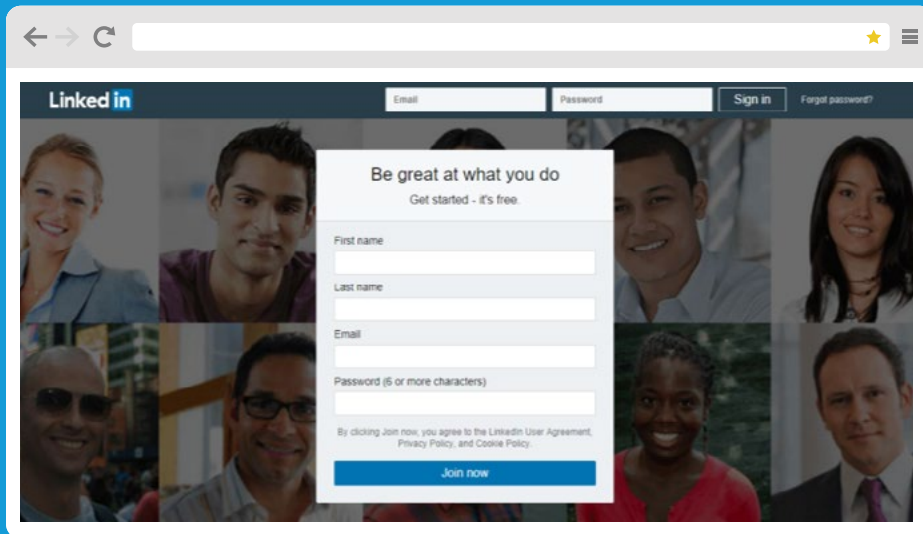
How to create a LinkedIn account

Visit www.linkedin.com

Go to the 'Create account' section. Here you can enter all of the relevant details which are requested.

When creating your account make sure that you enter your details correctly. Keep track of the email you have used to register along with your password.

In the case that you forget your password, a new one will be sent to the email address you have registered with, so this is important to remember.



The screenshot shows the LinkedIn 'Create account' form. At the top, there are fields for 'Email' and 'Password' with a 'Sign in' button and a link for 'Forgot password?'. Below this is a large banner with the text 'Be great at what you do' and 'Get started - it's free.' The form fields include 'First name', 'Last name', 'Email', and 'Password (6 or more characters)'. At the bottom, there is a 'Join now' button and a small disclaimer: 'By clicking Join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.'

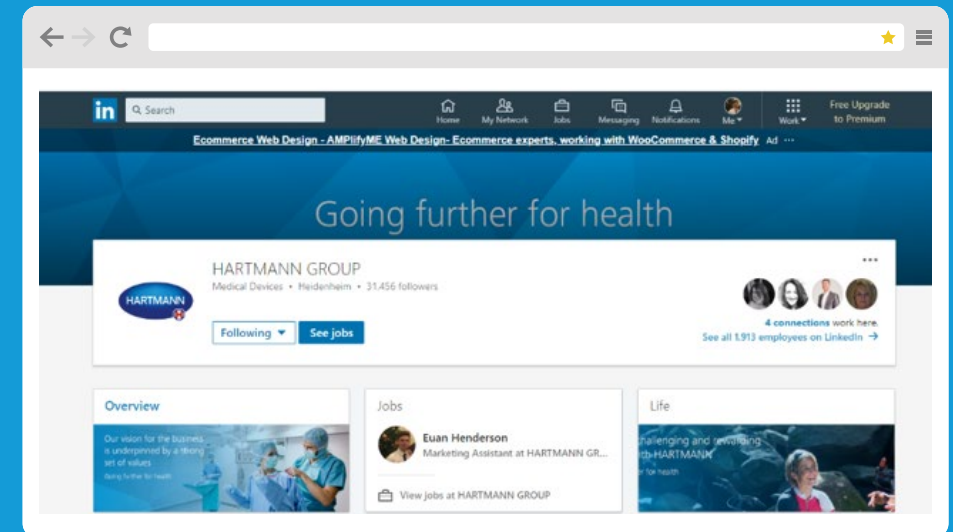
Once you have entered all the relevant information, click on the 'Join now' button. By doing this your account will be set up. You will have to verify your email address, this is usually sent to you through an email, once you receive this follow the link provided to finalise activating your account.

How to find the HARTMANN GROUP LinkedIn page



At the top of the page is the 'Search bar'. Here you can type in the page or name of the person you are looking for. Type in 'HARTMANN GROUP' to go straight to our HARTMANN GROUP page, where you can find all the content we share.

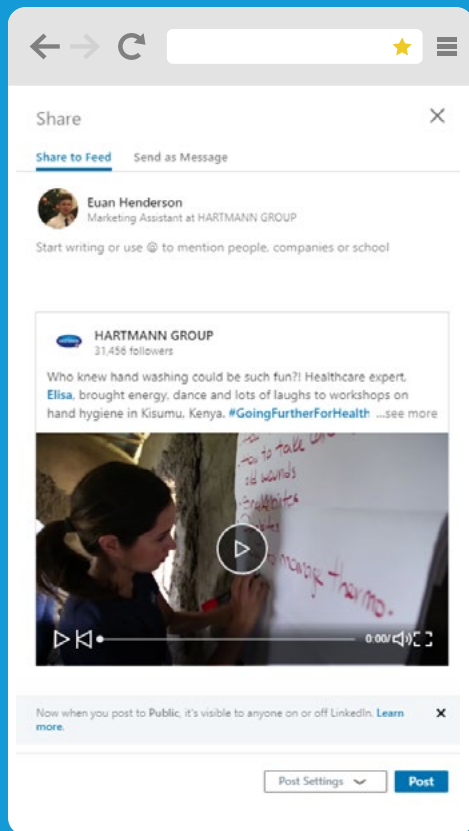
It will look like this:



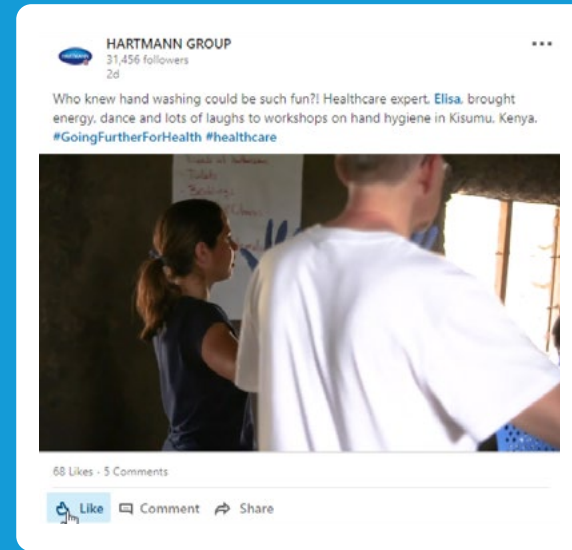
How to share content to your account

If you find something of interest, which you would like to share to your personal profile, click on the 'Share' button. When you click on this, a box will appear where you can type any comments you may want to add. To highlight content to colleagues/friends, this can be further aided through the use of the 'mention' function by typing the '@' symbol followed by the relevant name of the person you want to mention.

Once you have typed any of the information you wish to add, you click on the 'post' button to share it to your feed.

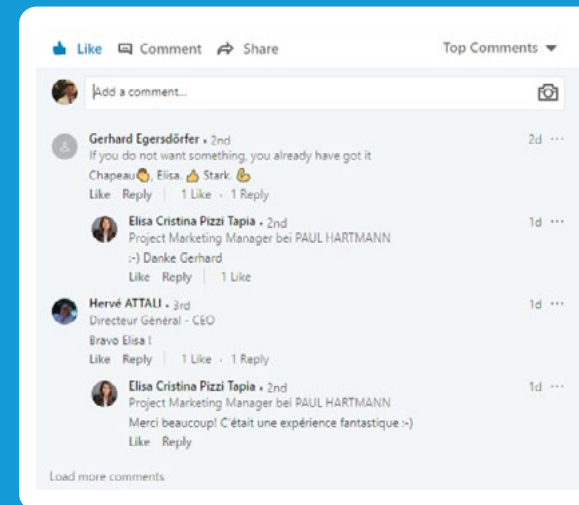


How to like content



To 'like' a post on LinkedIn, simply click on the 'like' button.

Once you have 'liked' the post, the thumbs up will turn blue. This also enables you to leave a comment on the post.





How can YOU support digital?

Every employee can support the digital strategy helping to grow our business. Our digital channels provide a quick and easy platform to spread messages to large audiences and target specific groups of individuals based on their location, profession, age, gender or interests.

Some of the ways in which we can all use digital for business include;

- Promote local events and help to drive attendance
- Raise awareness of new formulary listings and contracts
- Provide product information in a solution orientated way presenting end user benefits
- Generate requests for sales visits or product samples
- Signpost users to buy products from Pharmacies or online

If you would like to request digital support for an initiative you're working on in your area, please complete and send your Marketing Request Form to the Marketing Team at marketing-uk@hartmann.info.



www.hartmann.info

www.hartmandirect.co.uk

FAQ

Does following the HARTMANN page on Facebook or LinkedIn enable them to see my private page?

No. Following the page does not enable HARTMANN to see your private page or posts - business pages cannot see private content. By following the page, you will receive updates posted by HARTMANN.

Does following the HARTMANN GROUP page on LinkedIn enable them to see my private page?

No. This is the same as Facebook. Businesses cannot see your private content. By following the page, you will simply receive updates posted by the HARTMANN GROUP.

What if I don't want other people to see my page, connect with me or send me a Friend Request?

You can control what other people can see about you on your profile and limit who can connect with you or send you Friend Requests within the Privacy settings of your account.

What if I want to leave Facebook?

You can close your account at any time by deactivating your account, your profile and page will be completely removed from Facebook.

