



# ANODYNE

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PAIN & WELLNESS SOLUTIONS

SOCIAL MEDIA USAGE GUIDE

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This document is designed to establish how the Anodyne brand is communicated both internally and externally to ensure consistency across all Mediums, as well as outline the proper ways to use social media.

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WHO WE ARE

Anodyne Pain & Wellness Solutions has a two-pronged approach to a single goal, which is to manage pain using non-surgical, non-opioid therapies and treatments to properly address the underlying factors causing pain.

The resulting objective is to enable our patients to enjoy physical activities while enjoying everyday life with as little pain as possible, with the ultimate goal of having no pain at all.

Our team of highly skilled physicians are board-certified in pain management, anesthesiology, neurology, sleep medicine, and headache medicine. Along with behavioral therapists, nurses and a variety of staff members, they work cohesively to develop and deliver a unique and successful treatment plan for each patient in our care.

OUR BRAND

# Brand Philosophy

The word Anodyne means “serving to alleviate pain” or “something that soothes, calms, or comforts.”

The Anodyne brand should be synonymous with alleviating pain. It is our primary goal when treating our patients, and should be at the core of everything we do and how we communicate.

Anodyne’s philosophy is to isolate the cause not to treat the symptom. We create a wellness plan that addresses immediate and specific issues while creating a long term plan to improve the health and well being of our patients by treating the actual problem. We treat the underlying problem, and we do it naturally, using no prescription medications while trying to avoid surgical procedures whenever possible.

# LOGO

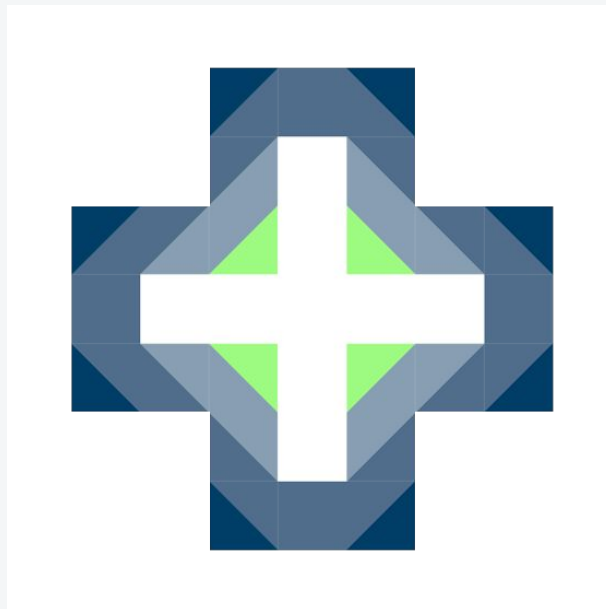
The Anodyne logo is the primary brand expression, and should be used as a visual manifestation of the brand's ethos. This section outlines usage of the primary wordmark and icon. This is the logotype and icon, which should be used as the primary brand mark across print and web.





# LOGO

This is the Anodyne icon, used as a secondary brand mark for app icons, mobile icons, favicons, and other smaller scale applications.



# LOGO

The scale of the logo is important to consider. Ensure that the logo is not applied below the minimum pixel widths as outlined.



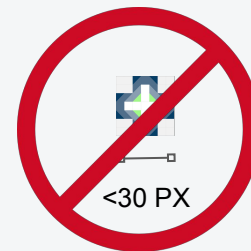
200 PX



30 PX



100 PX



<30 PX

# LOGO

The logo should always be treated with respect, maintaining white space and distance so that it never feels crowded.



TYPOGRAPHY

# TYPOGRAPHY

The typographic system for Anodyne brand communication is elevated, open, and premium to reflect the qualities of the brand it represents.

The system is simple enough to maintain clarity and consistency, and sophisticated enough to represent complex sets of data. Proxima Nova is the primary typeface used for headlines, subheadlines, and high level brand communication.

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Proxima Nova**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

LETTERHEAD

# Corporate Identity Suite

A business card or letterhead is often the first impression one receives of a brand, and Anodyne's should appear elegant, clean and modern.



**Dr. Samuel Kent Clark**  
Clinic & Chiropractic Director  
director.nashville@anodynepain.com

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# Rack Brochures



## ANODYNE IS LEADING THE WAY FOR THE TREATMENT OF ACUTE & CHRONIC PAIN

What we have seen, through the traditional healthcare model, is the suppression of symptoms which provides the illusion of relief and comfort for the patient. Meanwhile, the underlying cause of their symptoms continue to wreak havoc across their body.

Our clinic picks up where the traditional healthcare model leaves off to ensure our patients' bodies have all the tools necessary to effectively neutralize the underlying cause of their symptoms, without harmful medications and surgeries.

### CONDITIONS WE TREAT

#### Acute & Chronic Pain

- Headaches & Migraines
- Neck Pain
- Elbow Pain (Tennis & Golfer's Elbow)
- Hip Pain
- Low Back Pain
- Knee Pain
- Sacroiliac Dysfunction
- Spinal Injuries (Including Disc Injuries and Degeneration)
- Shoulder Pain (Including Rotator Cuff)
- Carpal Tunnel Syndrome (CTS)
- Fibromyalgia
- Sciatica
- Iliotibial Band Syndrome
- Piriformis Syndrome (A burning, tingling or numbness in the buttox or leg)
- Plantar Fasciitis

#### Peripheral Neuropathy

- Numbness
- Tingling
- Burning
- Intense Cold
- Balance Problems
- Discomfort in the hands or feet

### TREATMENT OPTIONS

#### Regenerative Medicine

- Platelet Rich Plasma (PRP)
- Pulse Electro-Magnetic Frequency (PEMF) Machine

(\*) Insurance providers, including Medicare, may provide coverage for our Acellular Recruitment Therapy. Call for insurance review. Exclusively Provided in Middle Tennessee by Anodyne Pain & Wellness Solutions Clinics

#### Natural Neuropathy Treatment

- Natural Supplementation
- Vibration Therapy
- Light Therapy
- Pulse Electro-Magnetic Frequency (PEMF) Machine

#### Specialized, Non-Surgical Spinal Decompression

- Cervical Techniques
- Lumbar Techniques
- Herniated Disk Therapies
- Pulse Electro-Magnetic Frequency (PEMF) Machine

#### Physical Therapy

- Joint Mobilization Techniques
- Soft Tissue Mobilization Techniques
- Muscle Energy Techniques
- Patient Specific, In-home Therapeutic Instructions

#### Chiropractic Services

- Chiropractic Examination
- Instrument Adjusting
- Pettibone Analysis
- Patient Specific, In-home Therapeutic Instructions

#### Nurse Practitioner Services

- Allergy Testing for Immunotherapy
- Durable Medical Equipment (Bracing)
- Trigger Point Injections
- Small Joint Injections
- Large Joint Injections
- Prescription services (non-opioid)

#### Urgent Care Services

- Ear, Nose & Throat Treatments
- Gastrointestinal Treatments
- Neurological Treatments
- Endocrine Treatments
- Cardiovascular Treatments

#### Third Party Disclaimer

(\*) The Acellular Recruitment Therapy (ART) treatment described in this brochure uses minimally manipulated amniotic fluid provided by Russell Health, Inc. ART is not considered a standard of care for any condition or disease. ART attempts to utilize minimally manipulated amniotic fluid comprised of amniotic fluid components intended for homologous use to supplement tissue. These statements have not been evaluated by the FDA. Results may vary. See complete disclosure at russellhealth.com.

### MEET THE MEDICAL TEAM

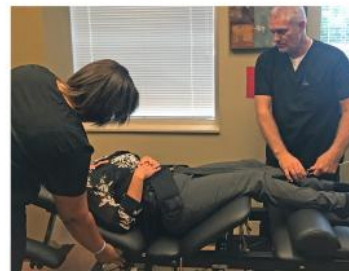
Chiropractic & Clinic Director:  
Dr. Samuel Kent Clark, D.C.

Medical Oversight Doctor:  
Dr. John Wood, M.D., F.A.C.P.

Nurse Practitioner:  
Teresa Triantafyllu, MSN, APRN, FNP-BC

Chiropractor:  
Dr. Sherrie H. Papa, D.C.

Physical Therapist:  
Rachna Shah, P.T.



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Phone: 615-771-8552 [www.anodynepain.com/nashville](http://www.anodynepain.com/nashville)  
[appt.Nashville@AnodynePain.com](mailto:appt.Nashville@AnodynePain.com)

Visit our website for more detailed treatment descriptions



# COLOR

This minimal palette should be used only for pure brand communication.

Combinations of colors can be used in two color gradients to add a feeling of motion.

## WHITE

RGB 0 / 0 / 0  
CMYK 0 / 0 / 0 / 0  
HEX FFFFFFFF

## DARK BLUE

RGB 23 / 61 / 101  
CMYK 96 / 64 / 13 / 29  
HEX 173D65

## LIGHT BLUE

RGB 128 / 146 / 166  
CMYK 53 / 31 / 15 / 1  
HEX 8092A6

## GREEN

RGB 180 / 248 / 144  
CMYK 29 / 0 / 43 / 0  
HEX B4F890

PURPOSE

At Anodyne, our goal is to improve your quality of life by effectively treating your chronic pain without the use of opioids, while improving your function and mobility to get back to the activities that you enjoy most.

We treat the problem rather than masking it. We do not believe in providing temporary relief while the underlying problem can actually get worse over time, eventually leading to surgical procedures which could have been avoided.

TRANSITION PHASE

# Anodyne Awareness Phase

- As a new practice is joining the Anodyne network, we require that they do not use the words Stem Cell or Stem Cell Therapy on their marketing materials.
- Regenerative Medicine or Regenerative Therapy are to be used instead
  - Of course, once you have a patient or prospect on the phone, and they are asking if your location uses Stem Cell Therapy it is fine to answer in the affirmative.
- When a new location first announces it's a member of Anodyne network, we don't want current patients to think they've changed their name, so we use this sentence:
  - Current practice name, an Anodyne Pain & Wellness Solutions Practice
  - Ie: East West Health, an Anodyne Pain & Wellness Solutions Practice.

# Anodyne Lead Phase

- When a location is transitioning from the Awareness phase to the Lead Generation phase (typically 4-6 weeks) we can use the term Anodyne of Muncie because at this point they've heard the name Anodyne from the awareness phase of the campaigns.
- At this point the current Facebook page has not been redirected to the Anodyne version of a FB parent child location page. So, both names are still out there, but their current community has seen many co-branded organic social media posts, so we are preparing them for a name change at some point in the future.

HOW WE USE SOCIAL

Anodyne's social platforms are to be used to bring awareness to the use of non-opioid and alternative medical approaches to deal with chronic pain relief.

In doing so we have set up the following guidelines to help approach the brand's efforts to be consistent across all platforms and locations.



# Anodyne FB Campaign Types

- Reach and Awareness
  - Putting your content in front of as many people as possible within your target demo while also raising Brand Awareness
- Traffic Campaigns
  - Optimized to serve ads to users most likely to click through and spend time on your landing page
- Conversion Campaigns
  - Ads optimized to target people most likely to take valuable actions on your website, app or in Messenger, such as adding payment info, or submitting a form on your website.
- Lead Ads
  - Quick and seamless method to record a person's contact information such as name, phone number, and email address for future re-engagement or direct follow up from your staff.
- Custom Audience and Lookalikes
  - Create custom audience of target demos based on age, gender, geography, relationship status, interests etc.
  - Mirroring various segments of custom audiences or email lists to find and target similar users with Lookalike Campaigns.
- Carousel Ads
  - Ads to showcase multiple products/services/benefits all in one ad
- Canvas Ads
  - More visually engaging ad type that opens within Facebook and combines images, photos, text, carousel and other ad types
- Facebook Video (up to 2x/month)
  - Cost effective and widespread reach used to gain consumer attention that we can use to create a Custom Audience

# Anodyne Instagram Campaign Types

- A more visual platform with ad targeting that utilizes many of the same advertising methods as Facebook.
  - Reach, Traffic and Conversion campaigns.
- Instagram Stories creative placements

# Anodyne Google Campaign Types

- AdWords Search
  - Utilizing user intent, keywords and hyper-targeted campaigns to drive leads on Google
- Remarketing Ads
  - Displaying ads across the web to users who have previously been to your website
- GMail Ads
  - Targeting keywords and competitor domain URLs to serve ads in user email inboxes
- YouTube Campaigns
  - Video ad campaigns targeted to user interests and demographics

# Anodyne Audience

As a general rule of thumb per FB guidelines, audiences have to be 18+ and must not assert or imply personal attributes like age, gender, race, religion, physical health, or financial status, among other protected attributes. At Anodyne our target audience ranges from Ages 30-65+ including all males and females.

# SOCIAL GUIDELINES

# Social Media Style

- Images, Videos, Articles
  - Pain & Wellness
  - Chronic Pain Relief
  - Alternative Medical Approaches
  - Local Medical Teams
- Voice and Tone
  - Helpful
  - Reassuring
  - Informational
  - Progressive
- Attribution
  - Use “via @XX” to cite sources
- Emoji Use
  - Don’t use emojis
- Hashtag Usage
  - Use hashtags on Instagram
  - Find & use relevant hashtags for the category
  - Reply to messages pro

# Facebook Guidelines

Facebook has a number of advertising policies that determine the reach and efficiency of ads served on their platforms. To maximize the advertising dollars you spend on Facebook, keep in mind the following guidelines, and visit [www.facebook.com/policies/ads](https://www.facebook.com/policies/ads) for more information:

- Image Text Rule
  - Facebook reduces the reach of ads that feature too much text overlayed on the image (or the thumbnail if it's a video) as a way of fighting spammy content
  - You can check whether your image/thumbnail will be penalized by visiting:  
[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)
- Targeting Restrictions
  - Ads for health and fitness products can only be targeted to people 18 years and older
  - Ads must not assert or imply personal attributes like age, gender, race, religion, physical health, or financial status, among other protected attributes

# Facebook Best Practices

In addition to formal advertising policies, other factors have been proven to affect the performance of ads on Facebook. Below are some of the best practices we've learned from creating content for Facebook over the years:

- Videos generally outperform still images on Facebook. Try to add movement or animation to your posts whenever possible, or utilize the animated posts created and provided.
- Video content should generally be under one minute in length to capture and retain the audience's attention. Make sure the first few seconds is visually arresting so you can “hook” your audience.
- Any videos featuring voice-over should be uploaded to Facebook with accompanying captions, as the majority of Facebook users watch videos with the sound turned off.
- Our best-performing content often features strong visuals, quick-read humor, and a powerful CTA.
- Keep text short and sweet. Facebook may not display the full block of text if your post is too long, and your audience will likely swipe away if they don't immediately get the message of your ad.
- Don't ask your audience to “like” your post or “follow” your page as Facebook deems this spammy behavior and will reduce the reach of your content.

# Image Guidelines

Photography should be used very deliberately to convey the right balance of medical training, experience and professionalism and warmth to convey a personalized level of care. Photos should never include medications or prescriptions, but rather focus on other methods of alleviating pain.

The next slides are examples of previous campaigns and how we are using social media to reach our audience through each campaign type. Please be aware of the following characteristics:

- Style and types of photographs
- Message the photograph conveys
- Choice of words



# HOW WE USE PHOTOGRAPHY

# ACCEPTABLE PHOTOGRAPHY

Notice how the images have doctors taking notes or touching patients to identify pain. These images are useful to get Anodyne's philosophy across to our audience.



# UNACCEPTABLE PHOTOGRAPHY

These photos are unacceptable for many reasons.

- Drugs are present
- Doctors are handing drugs to patients
- There is no consulting present
- Images that have drugs are absolutely not allowed in any marketing efforts for Anodyne.



# AD AND OFFER EXAMPLES

## OFFER STYLES

Notice how in each of the next sets of photos that they all align with the brand's philosophy to gain awareness and showcase what Anodyne does.





NON SURGICAL,  
NON-OPIOID  
ALTERNATIVES

BEGIN YOUR  
PATH TO  
BETTER HEALTH



**ANODYNE**  
PAIN & WELLNESS SOLUTIONS

CUSTOMIZED  
PLANS TO  
REDUCE PAIN

OFFER  
STYLES

## OFFER STYLES



Get a Consultation about:

Regenerative Medicine

Advanced computerized diagnostics

Atlas Orthogonal Chiropractic

Cervical and lumbar decompression


Cold laser therapy





OFFER  
STYLES



## OFFER STYLES





**Anodyne of Nashville**  
4 hrs · 🌐

Come in for a free pain evaluation consultation, including a Muscular & Skeletal exam. Anodyne of Nashville specializes in nonsurgical, non-opioid Pain Relief.



**Nonsurgical Solutions for  
Acute and Chronic Pain** [\[Contact Us\]](#)

All 4 images:





East West Health

Sponsored

...

There is a solution for acute & chronic neuropathy pain nearby—click to claim this special offer. Receive a 16-point neuropathy exam and review of findings, a \$249 value, now just \$49! Act now, this offer expires on Friday, August 16th.



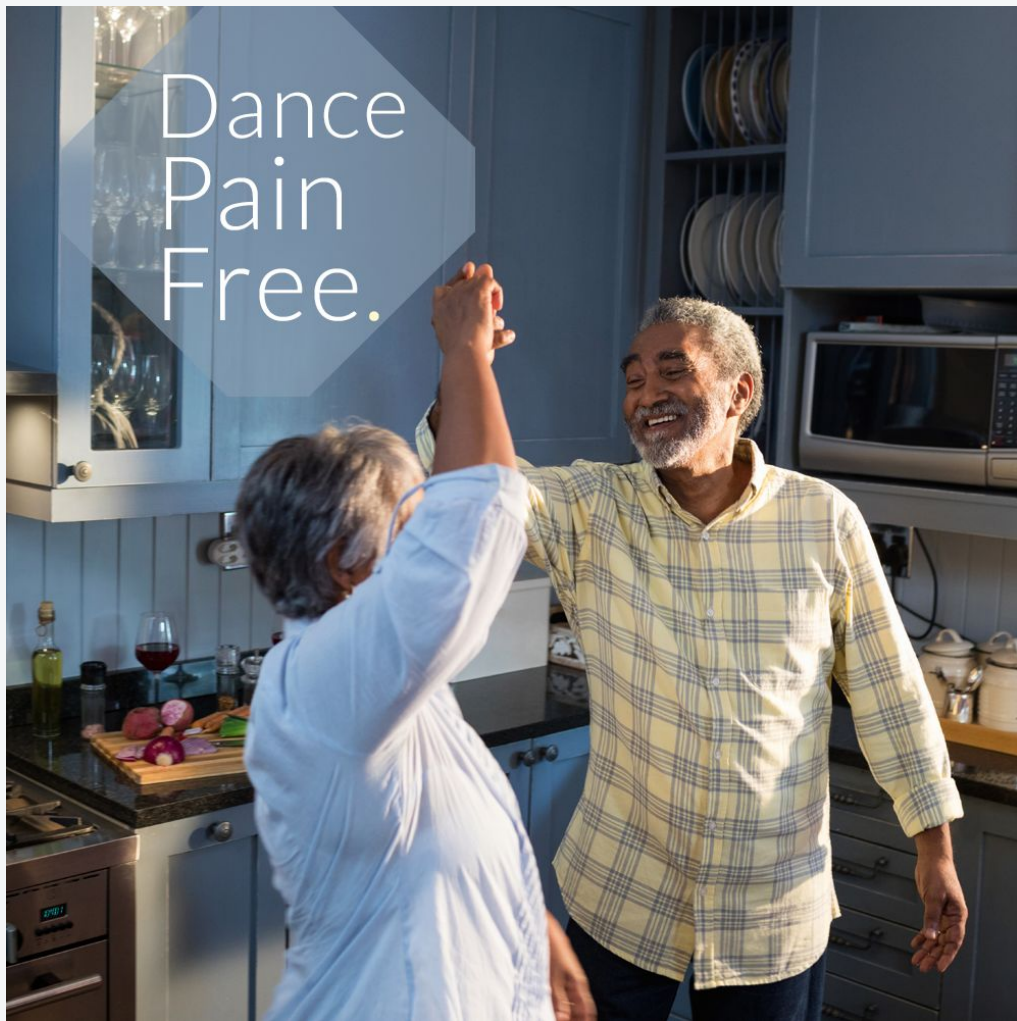
16 POINT  
NEUROPATHY  
EXAM FOR  
JUST \$49.



Special \$49 Offer for a  
Neuropathy Exam

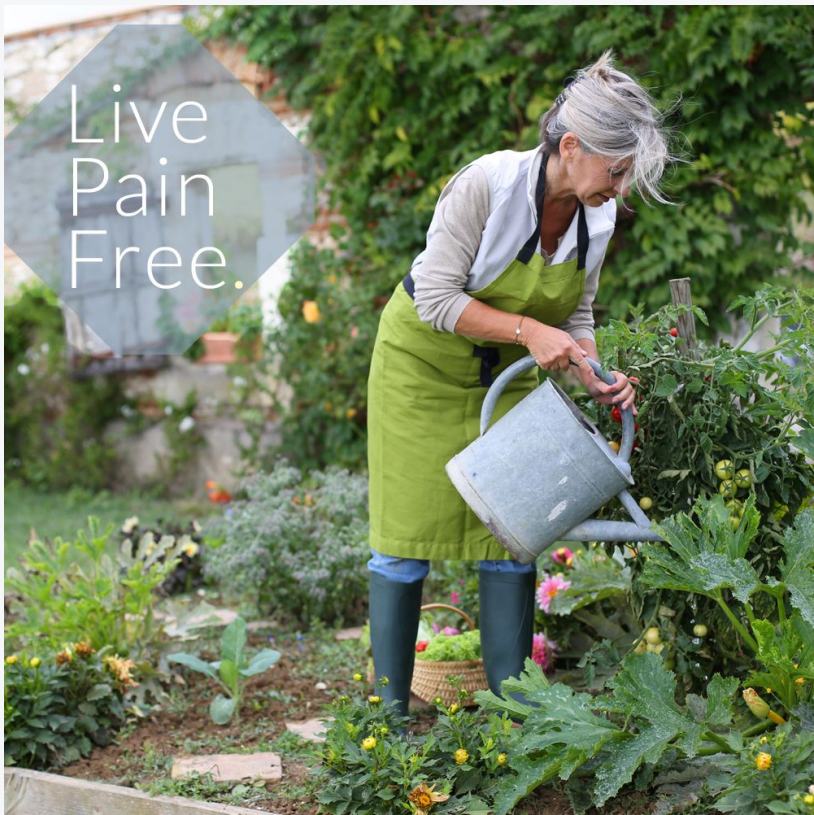
[sign up]

OFFER  
STYLES



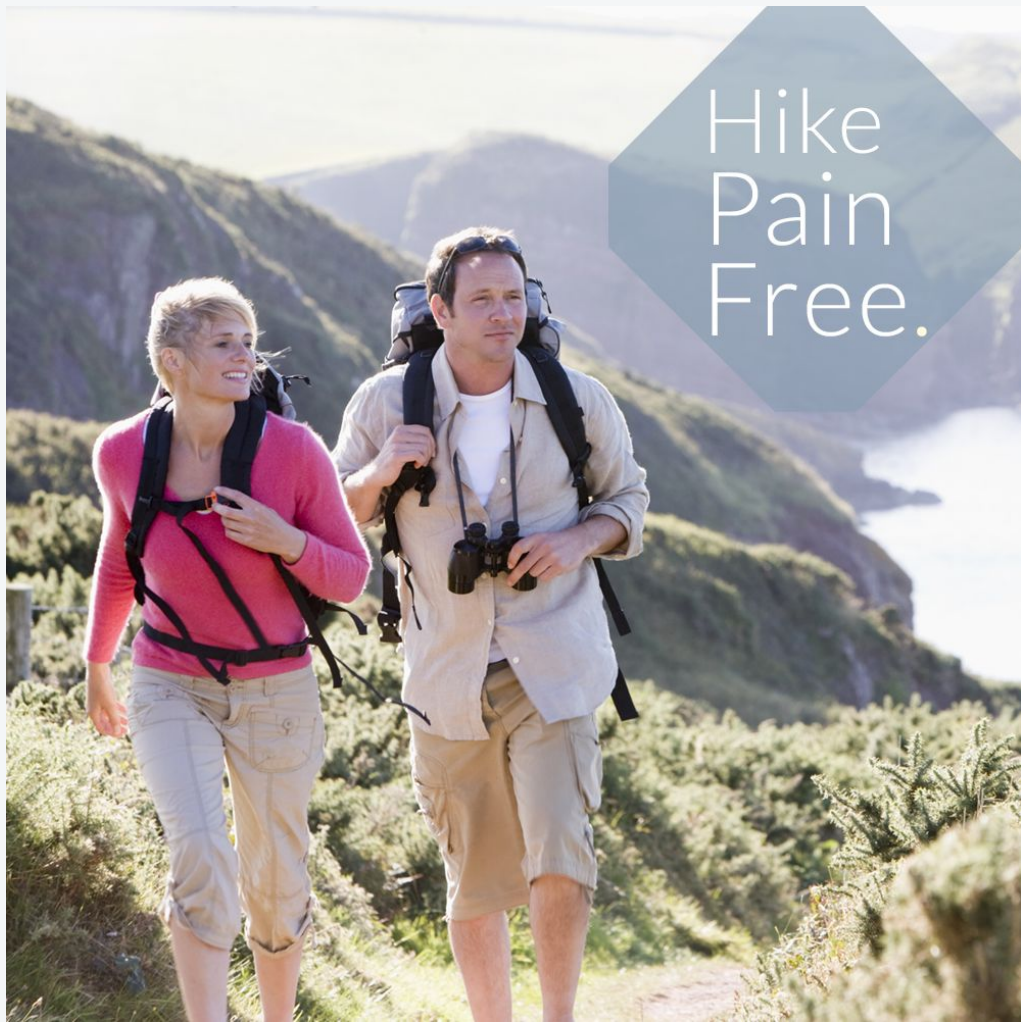
ORGANIC POST STYLES





Live  
Pain  
Free.


ORGANIC POST STYLES




Hike  
Pain  
Free.


PREVIOUS POSTS


# Example organic posts with copy:

 **Anodyne Pain & Wellness Solutions** ...  
Posted by Hootsuite  
Saturday at 10:30 AM · 🌐


A pinched nerve occurs when too much pressure is applied to a nerve by surrounding tissue. This can be caused by stress, repetitive work, hobbies, sports, and/or injury. Untreated pinched nerves can cause chronic pain, permanent damage, tingling and numbness in the arms, legs and finger tips. Treat your pain before it worsens and get back to doing the things you love.







 **Anodyne Pain & Wellness Solutions** ...  
Posted by Hootsuite  
August 2 at 10:01 AM · 🌐

Ignoring pain can often worsen the original cause. Wherever your pain is coming from, don't dismiss or ignore it. Visit us today, where we can help you determine and treat the root cause of your pain.





 **ANODYNE**  
PAIN & WELLNESS SOLUTIONS

 **Anodyne Pain & Wellness Solutions** ...  
Posted by Hootsuite  
Friday at 10:02 AM · 🌐

About two decades ago the regenerative medicine industry began to emerge and it's therapies have become largely popular in current medicine as doctors look to avoid surgical and opioid methods for treating pain. Stay up to date on what the future of regenerative medicine looks like by clicking the link below.

<http://ow.ly/hGkQ50vjPua>



 About this website

SHAPE.COM  
**These New Medical Developments Could Help Reduce Opioid Use**

 **Anodyne Pain & Wellness Solutions** ...  
Posted by Hootsuite  
August 7 at 10:40 AM · 🌐

Opioid addiction is one of leading causes of death in the United States. Anodyne Pain & Wellness Solutions is committed to using non-opioid, non-surgical solutions to alleviate pain.



 **ANODYNE**  
PAIN & WELLNESS SOLUTIONS

CONTACT

# Contact

Social media is in a constant state of change. With so much change, questions and new ideas will continually emerge.

If you have any inquiries regarding Anodyne social media, and to submit Anodyne ads for approval please contact:

Paul Cornacchini | Creative Director  
[p.cornacchini@tentacle360.com](mailto:p.cornacchini@tentacle360.com)





# ANODYNE

PAIN & WELLNESS SOLUTIONS

THANK YOU!

[ANODYNEPAIN.COM](http://ANODYNEPAIN.COM)