

## Össur 2023 Social Media Social Media & Influencer Program Research

### **TikTok:**

#### **1. Milly Pickles**

[https://www.tiktok.com/@millypickles?\\_t=8ZzWna0SCfm&\\_r=1](https://www.tiktok.com/@millypickles?_t=8ZzWna0SCfm&_r=1)

### **Overview:**

395.7k Followers

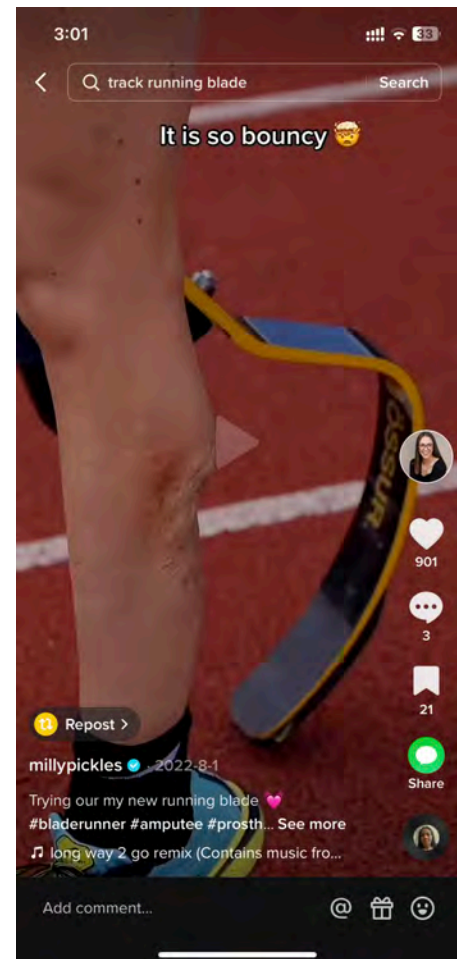
“Para-athlete, content creator, and motivational speaker”

### **General Content:**

- Her TikTok content consists of her daily life, daily thoughts, and her journey with prosthetic legs.
- Videos of her talking about fitness made up a big portion of her content since she is a para-athlete.
- She shares a lot of videos of her working out and partnering with JD Sports and Under Armor.
- She usually focused on how working out has made her more confident and stronger both physically and mentally.
- She shares a lot of her workout routine for reference.
- She loves sharing her experiences of trying new sports, including Yoga, Skiing, Skating, and Judo.
- She films videos introducing her fans to how prosthetic legs are made and fitted by a prosthetist.
- Her prosthetic leg-related videos are fun and easy to watch without making everything seem "heavy and painful".
- She talks about getting pain in her normal leg and how she treated it with the assistance of a physical therapist.
- She films honest videos about her “pain management”, and how she takes care of herself when phantom pain and pain in her human legs occur.
- She made a video mentioning how making the paddle of her car customized to the left-hand side costs her a lot more money. She expresses her concern about being a disabled person actually costing them more money, and points out the fact that disabled people "didn't choose to be disabled".
- She became the ambassador of Legs4Africa, a non-profit organization that recycles prosthetic leg parts and sends them to Africa for people who need prosthetic legs.
  - As an ambassador, she made 4 videos related to Legs4Africa. She showed people how prosthetic legs are recycled and advocated for more donations.

## Össur Related Content

- Her blades and walking legs are from Össur, and she mentioned it several times in her videos.
- She showed the legs she donated, and all three legs are from Össur.
- She shared several times how comfortable it is to run in an Össur blade. (she said that “I just did 4 kilometers and I literally didn’t feel pain, I can’t believe it.”
  - (<https://www.tiktok.com/t/ZTRtenhsg/>))
- She mentioned Össur in her captions but doesn't usually directly name the brand in her videos.



## 2. Amy Purdy

[https://www.tiktok.com/@amypurdygurl?\\_t=8a5FogC1nWo&\\_r=1](https://www.tiktok.com/@amypurdygurl?_t=8a5FogC1nWo&_r=1)

### Overview:

556.7k followers

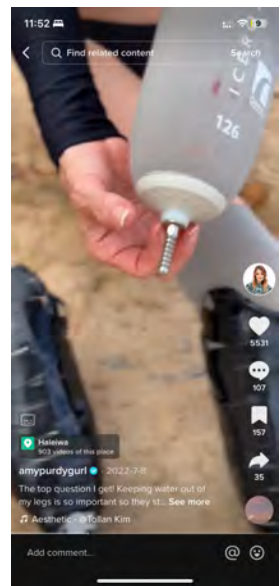
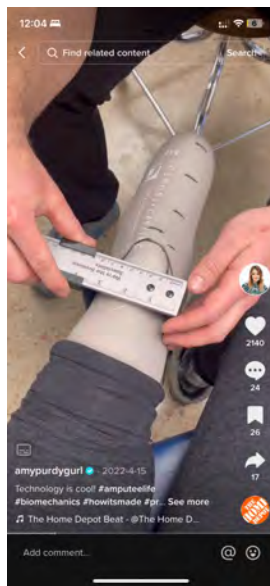
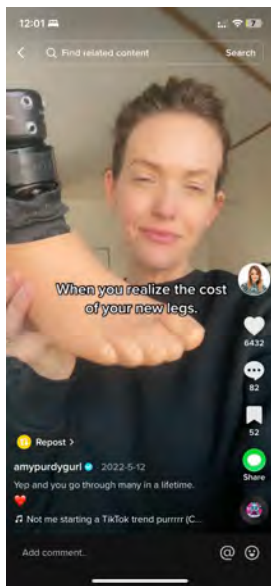
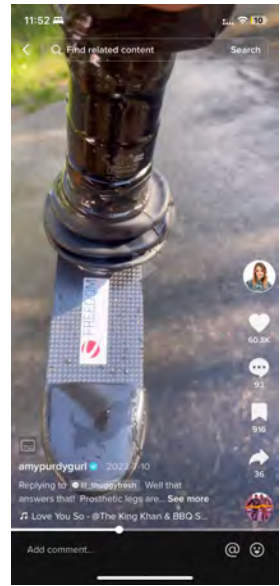
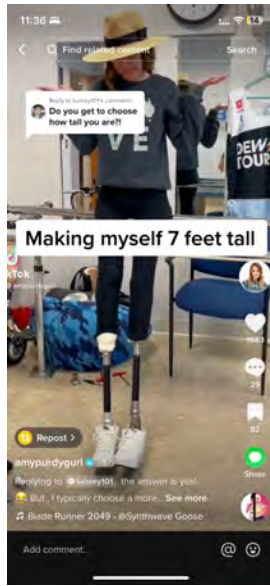
“Paralympian, NY Times Best Selling Author, Speaker, Dancer”

### General Content

- Amy Purdy's TikTok content features a large portion of inspirational speech content since she is a motivational speaker herself.
- She shares the story of her amputation journey and shows her vulnerability to her fans.
  - (she went through the amputation procedure due to bacterial meningitis, and two years ago, she had to go through the procedure and surgeries again due to injuries in her leg.)
- She greatly appreciates her family and friends in her videos, especially her dad who donated a kidney to her.
- She doesn't show much of her workout routine despite being a three-time Paralympic medalist.
- She showed how prosthetic legs are made, including what materials are used, how they get the mold of her leg, and how the leg is adjusted to be comfortable to walk in.
  - (<https://www.tiktok.com/t/ZTRnb7GKw/>)
- She shares the moment of her walking for the first time after two years of recovery.
  - (<https://www.tiktok.com/t/ZTRnbHdLt/>)
- She shares a lot of facts about prosthetic legs in her videos, including the cost and lack of insurance coverage.
  - (<https://www.tiktok.com/t/ZTRnb7GKw/>)
- A lot of her videos have a humorous tone, sharing jokes and things only amputees can do.
  - (<https://www.tiktok.com/t/ZTRnbtNsR/>)
- She has only one product placement video in 2021 for Stanley's magnetic tape measure.
- Her comment sections have a lot of fans who are also amputees, and they resonate with her content.

### Össur Related Content

- The Össur logo is shown a lot in her videos, especially in her video about getting new prosthetic legs or having them adjusted.
- When she shows the close-up of her prosthetic socket, feet, or legs, the Össur logo can also be spotted.



### 3. Footless Jo

[https://www.tiktok.com/@footlessjo?t=8aCxiNbmb4l&\\_r=1](https://www.tiktok.com/@footlessjo?t=8aCxiNbmb4l&_r=1)

#### Overview:

740.8k followers

Youtube and Advocate. Below-knee amputee whose content focuses on disability and mental health awareness.

#### General Content:

- Below-knee amputee who underwent an amputation procedure in 2018 due to chronic pain in her ankle injury. She was told that an ankle replacement would only delay the amputation for another 1 to 1.5 years.
- Debuted as a YouTuber during her recovery from amputation.
- The video “How I Said Goodbye to My Ankle” went viral on the internet and has over 8 million views
- Generally upbeat and light content, but shows frustration and struggles of being an amputee openly in her videos
- Part of Levitate sports community and uses the Levitate running blade
  - She said to the camera in one of the @levitate.sport videos: “By being able to share my stories, I’ve been able to meet so many people who have done the same thing for me and been a huge source of inspiration for me, and so I feel really lucky that I kind of found the community by creating the content and I love it.”
- Shows the daily struggles of being an amputee and the “behind the scene” moments as a disabled person in her videos instead of just the inspirational highlight moments. (<https://www.tiktok.com/t/ZTRngNauQ/>)
- Emphasizes the need for transparency and shows how prosthetic legs may not fit right and require constant checking for sore spots and bruises.
  - In the comment section, there is one person who commented that “Thank you for your transparency, as a person with a disability, you help me feel seen”.
- Talks about the need for a wheelchair and making her home wheelchair friendly
- Shares scary experiences, such as not being able to take the prosthetic leg off (<https://www.tiktok.com/t/ZTRngD5bQ/>)
- Talk openly about the mental health issue as an amputee.

#### Össur Related Content:

- In her videos, she doesn’t mention the brand of her prosthetic legs or foot, except she did mention how she got her Levitate Blade.

- However, the Össur logo shows up frequently in her video since she wears an Össur socket.

#### **4. Kayla Maria G**

[https://www.tiktok.com/@kaylamaria.g?\\_t=8aFDFHkfGsY&\\_r=1](https://www.tiktok.com/@kaylamaria.g?_t=8aFDFHkfGsY&_r=1)

##### **Overview:**

154.9k followers

“Bionic, Model, Dance, Afro-Latina & Limb Difference”

##### **General Content:**

- Her videos mainly show highlight moments of her dancing, working out, or modeling without a prosthetic arm.
- She also has some videos showing her prosthetics and the problems she has with her prosthetic arm.
- In one video, she promotes the Unlimited Tomorrow 3D-printed socket.
  - (<https://www.tiktok.com/t/ZTRnKLf7d/>)
- In another video, she complains about not being able to hold her drink without squeezing it
  - (<https://www.tiktok.com/t/ZTRnwoU33/>)
- She also talks about how her hands can get stuck on handles easily in another video.
  - (<https://www.tiktok.com/t/ZTRnwcSav/>)

##### **Össur Content:**

- In her videos, her Össur socket appears frequently.
- One of the videos shows the process of getting her new prosthetic arm and doing her first push-up with it (<https://www.tiktok.com/t/ZTRnKJqC5/>).
- However, she didn't show whether her prosthetic arms are from Össur.

## Össur 2023 Social Media Social Media & Influencer Program Research

### Reddit:

#### 1. Subreddit: r/amputee

<https://www.reddit.com/r/amputee/>

#### Overview:

7.1k active members (5.5k in 2022)

The subreddit “r/amputee is designed to be a safe place for amputees, their family members, friends, and caregivers to feel welcome and safe to discuss anything amputee related.”

### General Content:

#### 1. Seeking Help from the Amputee community:

- Most posts on the r/amputee subreddit focus on seeking help for the amputee community
- New amputees who just underwent amputation surgeries often ask for advice on prosthetics and how to overcome trauma.
  - [https://www.reddit.com/r/amputee/comments/10vxwt8/advice\\_welcome/](https://www.reddit.com/r/amputee/comments/10vxwt8/advice_welcome/)
- Some post titles are “Need Advice” or “I need some help and advice.”
  - Under these posts, Redditors express their support by telling their own inspiring stories, sharing their tips and advice, and showing what the person may need to face after the procedures.
- Positivity is often shown by mentioning how amputation and prosthetics saved their life
  - “I would take a prosthetics leg rather than keeping the broken bones and gnarled meat.”
- Besides general advice, some posts also seek mental health assistance.

#### 2. Daily Problems Advising:

- Asking for advice on working out related questions is popular in the r/amputee community.
  - [https://www.reddit.com/r/amputee/comments/10oxiqh/working\\_out/](https://www.reddit.com/r/amputee/comments/10oxiqh/working_out/)
- People share their routines and tips on working out in posts.



- Frequently asked questions are about prosthetic fitting problems, including socket alignment, new leg fitting, and new feet/blades for sports.
- Other fitting problems include socket ruin pants/clothes
- Phantom pain/itch is also a common topic
  - Posts seek advice on phantom pain relief and the timeline for progression.
  - [https://www.reddit.com/r/amputee/comments/10vaxbk/phantom\\_pain\\_advice/](https://www.reddit.com/r/amputee/comments/10vaxbk/phantom_pain_advice/)
- The r/amputee subreddit is a place for people to share and ask questions about daily experiences.
- Topics discussed include body grooming, dating, smoking weed, fingerprinting, and paranoia/overthinking
- Parents ask questions for their kids who went through amputation procedures, including questions about children's books regarding amputations and Barbie dolls with prosthetics.
- Inventions and art pieces related to amputation are shared among the community.
- [https://www.reddit.com/r/amputee/comments/10o203u/i\\_made\\_this\\_to\\_help\\_my\\_cousin\\_what\\_d\\_you\\_think\\_i/](https://www.reddit.com/r/amputee/comments/10o203u/i_made_this_to_help_my_cousin_what_d_you_think_i/)

### **3. Non-Amputee Visitors:**

- The r/amputee subreddit is visited by people looking for research participants.
- It is also visited by people looking for actors/actresses for film or inspirations for their books or school projects.

Besides amputees, there are also people visiting the subreddit looking for research participants, actors/actresses for film, or inspirations for their books or school projects.

### **Össur Related Content:**

- Most Össur related posts in the r/amputee subreddit are related to prosthetics fitting
- Some posts mention issues with Össur products, such as clicking after several years of use.
  - [https://www.reddit.com/r/amputee/comments/yulu6e/leg\\_troubleshooting\\_ossur\\_reflex\\_rotate/](https://www.reddit.com/r/amputee/comments/yulu6e/leg_troubleshooting_ossur_reflex_rotate/)



- One of the posts mentioned their Össur Flex Rotate leg started to click after several years and ask whether other people have experienced the same thing
- Prosthetics in the community offer advice and answer questions about Össur products.
- Some amputees ask about other people's experiences with specific Össur products when looking for new prosthetics.
- Össur is often mentioned in the comment sections of posts asking for prosthetics recommendations.
- Össur accounts could potentially answer these questions and offer advice.

## **2. Subreddit: r/Prosthetics**

<https://www.reddit.com/r/Prosthetics/>

### **Overview:**

5.5k active members (4.7k in 2022)

The subreddit r/Prosthetics is a more dedicated space for prosthetics-related discussions.

### **General Content:**

#### **1. Orthotists & Prosthetists**

- Prosthetist-related posts make up a large portion of the r/Prosthetics subreddit.
- Many students ask questions about residency programs, school applications, graduation and job placement, orthotics exams, and prosthetic technician training.
  - [https://www.reddit.com/r/Prosthetics/comments/zwzm2t/residencyjob\\_placement/](https://www.reddit.com/r/Prosthetics/comments/zwzm2t/residencyjob_placement/)
- The subreddit has a large portion of prosthetist users.
- Posts asking for prosthetist profession-related resources are common.
- Prosthetists share their ideas for prosthetics artwork, decorations, and aesthetic fabrics in the subreddit.

#### **2. Prosthetist/Clinic Recommendations**

- Prosthetics recommendations are a common topic for posts in the r/Prosthetics subreddit. People often seek recommendations for new legs, feet, arms, or pieces of prosthetics for specific activities like cycling, climbing, and running.
  - [https://www.reddit.com/r/Prosthetics/comments/zm1w1l/running\\_blade\\_for\\_off\\_road\\_suggestions/](https://www.reddit.com/r/Prosthetics/comments/zm1w1l/running_blade_for_off_road_suggestions/)
- In the comment sections of these posts, people share their experiences with different products.
- Prosthetist and clinic recommendations are also common topics for posts.
- People often ask for recommendations for good prosthetists in specific regions.
  - [https://www.reddit.com/r/Prosthetics/comments/102fvw3/good\\_prosthetist\\_is\\_southern\\_nj\\_bka/](https://www.reddit.com/r/Prosthetics/comments/102fvw3/good_prosthetist_is_southern_nj_bka/)
  - One of the posts is looking for a good prosthetist in southern NJ.

### **3. Practical Problem-Solving:**

- The r/Prosthetics subreddit also has many posts asking for help.
- Compared to posts in r/amputee, posts have mainly focused on problem-solving, instead of seeking emotional support.
- People ask for advice on ingrown hair, shoe size fitting, prosthetics cleaning, insurance and, etc.
  - [https://www.reddit.com/r/Prosthetics/comments/yzxqcv/tips\\_for\\_cleaning/](https://www.reddit.com/r/Prosthetics/comments/yzxqcv/tips_for_cleaning/)
- People who are not amputees visit the subreddit for research participation, inspiration for 3D animations, prosthetists to interview, and promoting prosthetics-related funding donations.
  - [https://www.reddit.com/r/Prosthetics/comments/z6sjgx/survey\\_on\\_support\\_app\\_for\\_amputees/](https://www.reddit.com/r/Prosthetics/comments/z6sjgx/survey_on_support_app_for_amputees/)

### **Össur Related Content:**

- Össur, and Össur products are usually mentioned in posts that are asking for prosthetics recommendations, and experience sharing  
([https://www.reddit.com/r/Prosthetics/comments/101jtl3/time\\_for\\_a\\_new\\_foot/](https://www.reddit.com/r/Prosthetics/comments/101jtl3/time_for_a_new_foot/)).