



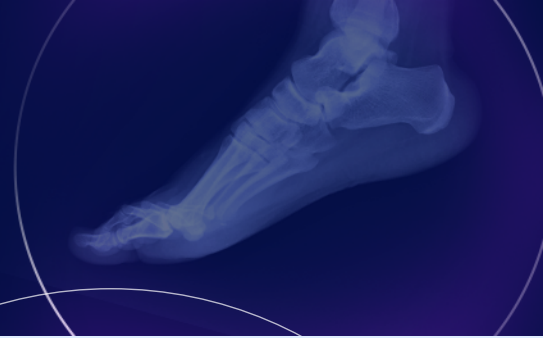
PODIATRISTS
MOVE THE WORLD

Partner Toolkit

Empowering schools, faculty, clinicians, and champions to share clear, research-backed messaging that helps prospective students understand podiatric medicine as a modern, high-impact medical and surgical career.

February 2026

» Table of Contents

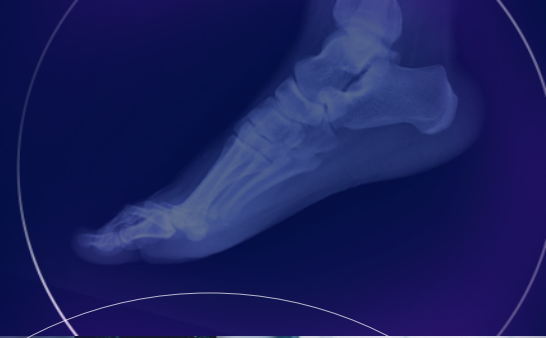


Introduction & Overview	3
Customizable Social Posts	4
Email/Newsletter Copy for Campaign Partners	8
Making it Your Own: Customize the Campaign	10
Campaign Messaging Framework	14
Brand Guidelines	17
Additional Resources & Support	20

› Toolkit Overview

Thank you for being part of the Podiatrists Move the World campaign.

We believe the next generation of podiatrists is already out there—motivated, thoughtful, and looking for a medical path that truly makes sense. Students today are asking different questions than they used to. They're thinking about **return on investment, quality of life, career stability, and real-world impact**—not just prestige or tradition. And many of them don't yet realize that podiatric medicine checks all of those boxes.



That's where **Podiatrists Move the World (Discover Podiatry)** comes in.

This campaign shines a light on podiatric medicine as a modern, high-impact surgical specialty—one that offers early surgical training, meaningful patient relationships, strong career satisfaction, and competitive earning potential. Through real voices, transparent information, and data-backed messaging, the campaign helps students see podiatric medicine clearly and confidently as a first-choice career path.

As the campaign builds momentum, this updated Partner Toolkit is here to help you extend that work. Inside, you'll find **ready-to-use social posts, video captions, email and newsletter copy, and web blurbs**—all designed to be easily shared across your channels.

Everything included is grounded in audience research and campaign performance insights, reflecting the messages and proof points that are resonating most with prospective students right now, especially around **career outcomes, lifestyle, and return on investment**.

Whether you're a podiatric medical school, faculty member, advisor, clinician, or champion of the profession, your voice plays a critical role. By sharing this content, you're helping more students understand that podiatric medicine isn't an alternative path, it's a smart, intentional one.

Thank you for being part of this growing movement and for helping the next generation discover what's possible.

Toolkit Contents

- › Social Media Posts
- › Video Captions & Sharing Guidance
- › Email & Newsletter Copy for Partners
- › Web & Resource Page Blurbs
- › Campaign Messaging Framework
- › Brand & Language Guidelines

Partner Instructions

- › Share from your school, organization, and/or personal or professional social media channels.
- › Use the campaign copy, graphics and videos assets provided, either verbatim or customized however you see fit.
- › Tag posts with @PodiatristsMoveTheWorld and/or #DiscoverPodiatry
- › Link to DiscoverPodiatry.org

Questions or Support

Contact mcabral@jpa.com

► Customizable Social Posts

Breaking Down the Earnings Potential

Below are three salary-focused post options. We recommend choosing one that feels most compelling to your audience and voice.

Platform: Facebook (can be adapted for LinkedIn, Instagram, and other needs)

Hashtags: #PodiatristsMoveTheWorld
#DiscoverPodiatry

Link: discoverpodiatry.org



Salary Post Option 1 (Headline-Driven)

Life-changing work. Rewarding pay. Podiatric surgeons earn \$220K–\$240K starting salary*.

*Source: Marit Health

[DiscoverPodiatry.org](https://discoverpodiatry.org)

#PodiatristsMoveTheWorld #DiscoverPodiatry



Salary Post Option 2 (Value Framing)

Podiatric medicine is one of the few medical careers where you can perform surgery, change lives, and build long-term financial stability.

Starting salary: \$220K–\$240K*.

*Source: Marit Health

[Learn more at DiscoverPodiatry.org](https://discoverpodiatry.org).



Salary Post Option 3 (Student-Centered ROI)

When students weigh medical careers, they're balancing passion, debt, timeline, and quality of life. Podiatric medicine delivers across all four—offering early surgical training, strong career satisfaction, and competitive earning potential from the start, including \$220K–\$240K starting salary*.

*Source: Marit Health

[DiscoverPodiatry.org](https://discoverpodiatry.org)

#DiscoverPodiatry

Slider/Gallery Post (for Facebook and Instagram, using multi-frame “gallery” posts)

Post Copy

Looking for a medical path that combines surgery, patient impact, and long-term stability?

Podiatric medicine offers all three—plus early surgical training, high demand, and a balanced medical career that pays off.

Explore the path at [DiscoverPodiatry.org](https://www.discoverpodiatry.org)

HOW TO USE THIS POST:

You're welcome to use just the main post copy when sharing this carousel. The individual slide captions are optional and meant only as added context if helpful.



Slider 1: Optional Slider Caption

A medical career with purpose, flexibility, and surgical precision.

Optional small subtext: Discover a path that helps patients—and works for your life.



Slider 2: Optional Slider Caption

1. Help Patients Move Again

Make a visible difference by restoring mobility and helping people return to active, pain-free lives.



Slider 3: Optional Slider Caption

2. Early Surgical Training

Gain hands-on surgical experience early, with a clear, structured path from training to practice.



Slider 4: Optional Slider Caption

3. High Demand. High Impact.

Podiatric surgeons are in demand across hospitals, clinics, and specialty care—making a real impact every day.



Slider 5: Optional Slider Caption

4. A Balanced Medical Career

Strong earning potential with long-term stability. \$220K–\$240K starting salary*.

Source: Marit Health



Social Posts: New Videos

Feed video: 1080 × 1080

Reels / Stories: 1080 × 1920



Video: Ari — Ask Me Anything

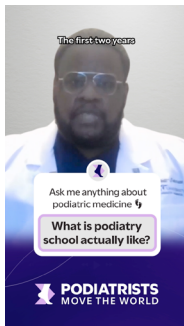
Short Caption (IG / Reels / Stories)

Still deciding your path in medicine? Midwestern second-year pod med student, Ari, answers the questions students actually ask— honestly and clearly.

👉 [DiscoverPodiatry.org](https://www.discoverpodiatry.org)

Standard Caption (LinkedIn / Facebook)

What is podiatric medicine really like—from training to lifestyle to long-term career options? In this Ask Me Anything video, second year Midwestern Pod Med Student, Ari, answers real student questions and shares why this path made sense for him. Learn more at [DiscoverPodiatry.org](https://www.discoverpodiatry.org) #PodiatristsMoveTheWorld #DiscoverPodiatry



Video: Kenny — Ask Me Anything

Short Caption

Thinking about a medical career? In this AMA video, third-year DMU pod med student, Kenny, shares what he wishes he'd known sooner about podiatric medicine. [DiscoverPodiatry.org](https://www.discoverpodiatry.org) #PodiatristsMoveTheWorld

Standard Caption

Choosing a medical career comes with a lot of unknowns. In this Ask Me Anything video, DMU third-year pod med student, Kenny, shares what he wishes students understood earlier—about training, impact, and career flexibility in podiatric medicine. Explore more at [DiscoverPodiatry.org](https://www.discoverpodiatry.org) #PodiatristsMoveTheWorld

Social Posts: New Videos



Video: Mariana — “Not Gatekeeping”

Short Caption

Mariana is not gatekeeping. She’s sharing what students deserve to know.
#PodiatristsMoveTheWorld

Standard Caption

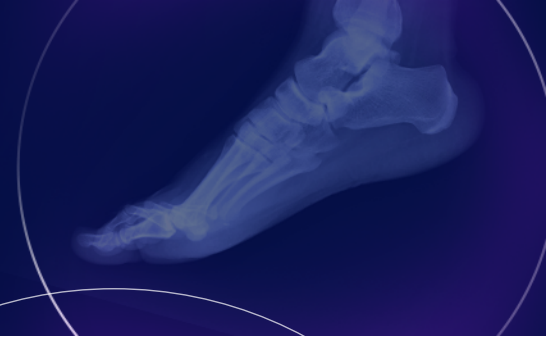
There’s a reason podiatric medicine is one of medicine’s best-kept secrets. Mariana is not gatekeeping—she’s sharing what students rarely hear about this path and why it works for people who want surgery, patient care, and career security. Coming straight from a second-year student at UTRGV’s School of Podiatric Medicine.

Discover more at DiscoverPodiatry.org

#DiscoverPodiatry

[Download Social Assets](#)

➤ Email/Newsletter Copy for Campaign Partners



The following are sample messages you can use in your email outreach. Feel free to customize with your institution's voice, branding, and contact info.

Email: ROI Focused

Subject: Surgery, Stability, and Satisfaction in Medicine: Podiatry is the medical career that pays off

Body:

Podiatric medicine is one of the few medical specialties that combines complex surgical care with strong financial outcomes. Podiatric surgeons earn \$220K–\$240K starting salary* and report some of the highest career satisfaction in medicine.

It's a career that offers purpose, stability, and long-term return on investment for students serious about their future in healthcare.

Salary data source: Marit Health

Learn more at [DiscoverPodiatry.org](https://discoverpodiatry.org).

Newsletter / Short Email Blurb

Podiatric medicine offers a focused path to a meaningful medical career—combining surgery, patient impact, and long-term stability. With starting salaries of \$220K–\$240K* and strong career satisfaction, it's a path more students should explore.

Source: Marit Health

[DiscoverPodiatry.org](https://discoverpodiatry.org)

Website / Resource Page Blurb

Podiatric medicine is a medical and surgical specialty focused on restoring mobility and improving quality of life. With early surgical training, strong career satisfaction, and starting salaries of \$220K–\$240K*, it offers a clear, rewarding path for students considering a future in medicine.

Source: Marit Health

Learn more at [DiscoverPodiatry.org](https://www.discoverpodiatry.org).

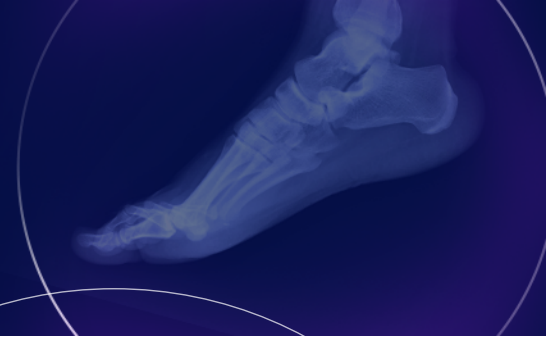
Longer Web Blurb

Podiatric medicine offers a focused path to a fulfilling medical career—combining surgery, patient relationships, and long-term stability. Doctors of Podiatric Medicine (DPMs) perform complex procedures, restore mobility, and play a critical role in patient health outcomes. With early surgical exposure, strong residency outcomes, and starting salaries of \$220K–\$240K*, podiatric medicine delivers both purpose and return on investment.

Salary data source: Marit Health

Explore the profession at [DiscoverPodiatry.org](https://www.discoverpodiatry.org).

› Making it Your Own: Customize the Campaign



The most effective posts feel personal—not copy-and-pasted. This campaign was designed to give you a strong foundation while leaving room for your voice, perspective, and experience. Use the copy in this toolkit as-is, or personalize it using one or more of the options below.

Video or Post Testimonial

Add a Personal “Why”, whether written as a post or creating a video (even cell phone videos work well!) Adding one sentence about why you support podiatric medicine can significantly increase engagement and trust.

Use one of these prompts to get started:

- › *I chose podiatric medicine because...*
- › *What I wish I knew as a pre-med student...*
- › *Why we encourage students to explore podiatric medicine...*
- › *What surprises most students about this path...*

Connect It to Your Role or Institution

Anchor posts to who you are and the students you work with.

Examples:

- › *As an admissions or advising team, we work with students who are balancing passion, outcomes, and long-term stability.*
- › *As clinicians, we see firsthand the impact podiatric medicine has on patients’ lives.*
- › *As educators, we want students to understand all of their options before making big decisions.*

Pair Campaign Copy With Your Own Visuals

You're encouraged to pair campaign messaging with your own photos or videos, such as:

- › Campus or clinic environments
- › Student or faculty spotlights
- › OR, lab, or mentorship moments

Authentic, professional visuals often perform best and help students imagine themselves in the field.

What to Keep Consistent

To maintain clarity and credibility across the campaign:

- › Use “podiatric medicine” and “Doctors of Podiatric Medicine (DPMs)”
- › Keep salary references sourced (Source: Marit Health)
- › Avoid language such as “guaranteed” or “easy”

Create a Short Video

Short, informal videos can be especially effective. Consider recording a 15–30 second clip using one of the prompts below:

- › *What I wish I knew before choosing podiatric medicine*
- › *Why podiatric medicine is a hidden gem in healthcare*
- › *What I tell students who ask me about this path*
- › *Why this career has been worth it for me*

Phone-recorded videos are perfectly acceptable—authentic and conversational works best. Other suggestions include:

- › Keep videos under 30 seconds when possible
- › Speak plainly and conversationally
- › Focus on clarity over polish
- › Always link or drive to DiscoverPodiatry.org

1. Host Your Own “Ask Me Anything”

Podiatric medicine is still a hidden specialty for many, which means you’re probably fielding a lot of questions. And chances are, you’ve answered many of them before. Partners are encouraged to create short posts or videos that answer the **most frequently asked questions** they receive about podiatric medicine.

How to Do It

- › Think about the top questions you’re asked by students, colleagues, or others in your life
- › Choose 2–3 questions to answer in one post or short video
- › Answer them clearly and conversationally, as if you were speaking directly to a student, whether by filming a short video of yourself, or sharing a thoughtful written post

Prompts to Get Started

- › *Why did you choose podiatric medicine?*
- › *How does podiatric training compare to other medical paths?*
- › *When do students start getting surgical experience?*
- › *What does work–life balance actually look like?*
- › *What surprised you most about this career?*

2. Break the “Gatekeeping” Moment:

Podiatric medicine is often described as one of healthcare’s best-kept secrets. Partners can help change that by openly sharing the parts of the profession students don’t always hear about.

No Gatekeeping: Share the Hidden Gem: Use this prompt to spotlight what you believe makes podiatric medicine such a strong—and often overlooked—career path.

Post prompt options:

- › *No gatekeeping: the biggest hidden gem of podiatric medicine is _____.*
- › *One thing no one told me about podiatric medicine...*
- › *What I wish someone had explained to me earlier about this path*

3. Create Your Own “Day in the Life”

The campaign’s Pilot Test Program “Day in the Life” video performed especially well—and some podiatrists organically created and shared their own versions. We encourage partners to continue building on this momentum by creating similar content in their own voice. Show students what podiatric medicine looks like beyond the highlight reel.

Ideas include:

- › A typical clinic or OR day
- › Balancing patient care, surgery, and life outside of work
- › Moments of mentorship, teaching, or teamwork

Video prompt options:

- › *A day in my life as a podiatrist*
- › *What my schedule actually looks like*
- › *The part of my day students are always surprised by*

TIP: Short, phone-recorded videos (15–30 seconds) are encouraged and often perform best.



› Campaign Messaging Framework

When students think about medical school, it's easy to feel overwhelmed wondering about matching, timing, debt, burnout, and whether they'll actually get to do the kind of work they care about.

We created [Podiatrists Move the World](#) to help break through that confusion.

This campaign centers on four core pillars, highlighting things students told us they care most about when deciding their future in medicine. These messages reflect what they're really asking: *Will this be worth it? Will I make an impact? Will I have a life?*

Let's make it easy to say yes!

Podiatrists Move the World: Campaign Positioning

1

A Clearer, Faster Track to Surgical Practice

For students who know they want to be in the OR, podiatric medicine offers something rare in the medical world: a clearly defined path to practice.

- › A near 100% residency match rate for qualified applicants across all 11 DPM schools, compared to significantly lower match rates in MD/DO surgical specialties.
- › A three-year surgical residency with hands-on training built directly into the program, rather than after general training, reducing the wait to specialize.
- › A direct path to specialized care, including trauma, sports medicine, diabetic limb preservation, and more.

2

Work-Life Balance & Career Control

Students today want careers that challenge them, but not at the expense of everything else. Podiatric medicine stands out as an opportunity to build a meaningful surgical career while still having a life outside the OR.

- › Flexible schedules and practice settings. Podiatrists can structure their practices to fit their lifestyle, with fewer on-call demands than many MD/DO surgical specialties.

- › Lower burnout compared to other surgical specialties, in part due to predictable hours and autonomy over caseload.
- › Opportunities to work in hospitals, private practices, multidisciplinary groups, academic settings, and more.

3

Immediate Patient Impact

Podiatric medicine is one of the few surgical careers where the results are often visible right away. It's a career where you see your impact, sometimes before the patient even leaves the room.

- › Visible, tangible results for patients. DPMs often help patients walk again, prevent amputations, or return to sports—sometimes in a single visit.
- › Direct improvement in mobility and quality of life. For example, DPMs play a critical role in managing chronic conditions like diabetes, through wound care and limb preservation.
- › Strong patient relationships and continuity of care. High patient satisfaction and long-term care relationships are common in podiatric medicine.

4

Supportive Community

One thing that stood out in student feedback was just how much the culture of podiatric medicine matters. While the career path itself resonated, so did the idea of joining a close-knit community of peers, mentors, and professionals who will support you from day one through every step of your career.

- › Students benefit from smaller class sizes and close faculty relationships that foster mentorship.
- › Residency placement is less competitive and more structured, reducing stress and encouraging collaboration over competition.
- › A strong professional network extends from school through practice, reinforced by alumni support and advocacy groups.

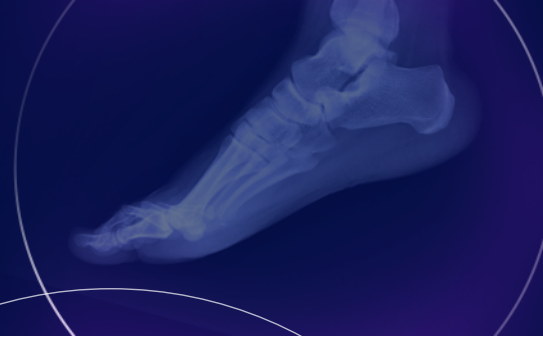
Voice & Tone Guidance

We are communicating with students who have worked hard and are facing one of the biggest decisions of their lives. There is often uncertainty, emotion, and a lot of unknowns in the process. Our goal is to meet them where they are, with clarity and empathy, and help them feel confident exploring a path they might not have considered—that could be the right fit.

- › **Sound like a mentor.** Speak with warmth and credibility, like someone who’s been there and genuinely wants to help.
- › **Keep it clear.** Avoid jargon and overly technical terms. Use language that feels accessible, not academic.
- › **Center the student.** Focus on their questions, their goals, and what they need to know to feel confident in their decision.
- › **Highlight support.** Reassure them that this isn’t a path they’ll walk alone. Emphasize structure, guidance, and a sense of community/belonging.
- › **Show what’s possible.** Paint a picture of the future they could have and how podiatric medicine can help them get there.

DO SAY	DON'T SAY
<p>“Podiatric medicine” It reinforces the full scope of the field</p>	<p>“Podiatry” Avoid as shorthand unless in casual, visual-only uses</p>
<p>“Doctors of Podiatric Medicine (DPMs)” — Establishes professional status</p>	<p>“Physicians” Avoid unless quoting; use “doctors” or “surgeons” instead</p>
<p>“Near 100% residency match rate for qualified applicants” Accurate and encouraging</p>	<p>“Guaranteed residency” Can be misleading</p>
<p>“Hands-on surgical training starts early” Emphasizes a key differentiator</p>	<p>“You’ll be in the OR right away” Avoid oversimplifying timeline or process</p>
<p>“A rewarding, in-demand medical career” Reflects purpose and job outlook</p>	<p>“It’s easier/cheaper than MD/DO” Avoid diminishing rigor or value</p>
<p>“A flexible, supportive path to practice” Highlights structure and mentorship</p>	<p>“No competition” or “No stress” This path still requires dedication and work</p>

› Brand Guidelines



Logo

The Podiatrists Move the World logo focuses on clean geometry and simplistic typography. The lockup must be used without modification to maintain brand integrity and consistency. Care should be taken to provide enough contrast for lockup legibility. Always be sure to use approved logo files, and never attempt to redraw or re-create any part of the logo as each element has been carefully configured.

The logo is available in two color variations. The full color logo is the preferred option to be used on light backgrounds; the white logo can be used on colored backgrounds.



Full Color Logo



White Logo

[Download Logos](#)

Minimum Clear Space

The minimum clear space around the logo is equal to the height of the “P” in Podiatrists. To create the greatest impact, allow even more space around the lockup. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.



How Not to Use Logo

Changing the logo in any way will weaken its impact and detract overall brand recognition. Avoid using or adapting the logo in the ways exemplified below.



Do not change colors of the logo.



Do not stretch, skew, or distort

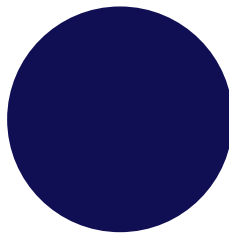


Do not change the logo fonts

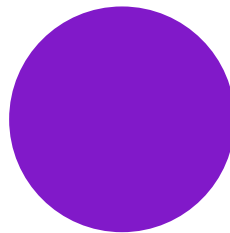


Do not add effects like drop shadows

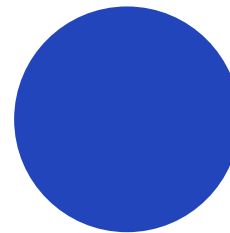
Colors



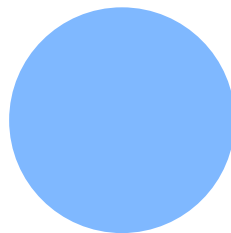
RGB: 17, 15, 83
CMYK: 100, 100, 29, 39
HEX: #110F53



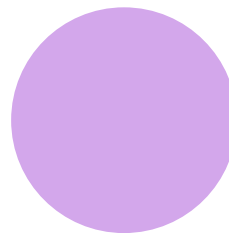
RGB: 129, 25, 201
CMYK: 65, 85, 0, 0
HEX: #8119C9



RGB: 34, 69, 187
CMYK: 90, 79, 0, 0
HEX: #2245BB



RGB: 127, 184, 255
CMYK: 44, 19, 0, 0
HEX: #7FB8FF



RGB: 211, 167, 235
CMYK: 19, 36, 0, 0
HEX: #D3A7EB

Typography

For headlines and subheads:

Adelle (Available through Adobe Fonts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Download Font](#)

Battambang (Free alternative available through Google Fonts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Download Font](#)

For subheads and body copy:

Utile (For body copy, subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Download Font](#)

Poppins (Free alternative available through Google Fonts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Download Font](#)

► Additional Resources & Support

There will be additional assets available in upcoming months, including printable materials and event/clinic signage.

Please reach out to mcabral@jpa.com with any questions or additional material requests.

