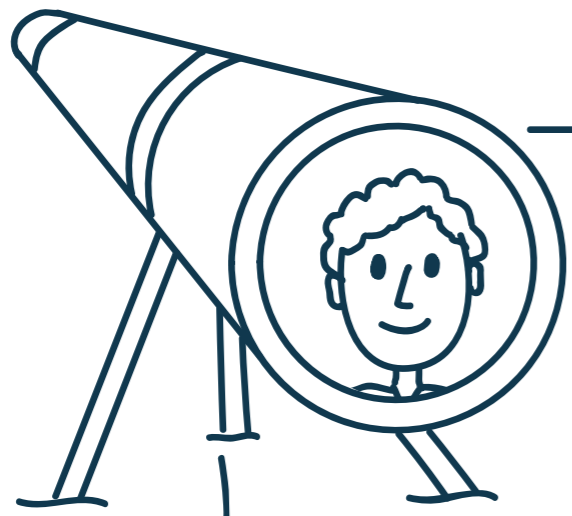




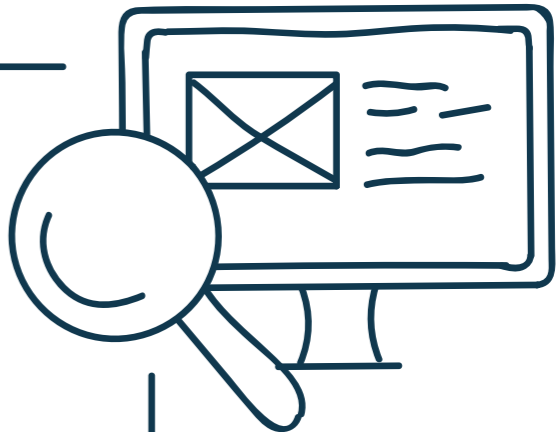
1. ANALYZE THE STATUS QUO

2. DEFINE YOUR SOCIAL MEDIA GOALS



3. IDENTIFY YOUR TARGET AUDIENCES AND GET TO KNOW THEM

4. IDENTIFY RELEVANT TOPICS FOR BAYER AND YOUR TARGET AUDIENCES



5. FIND SUITABLE SOCIAL MEDIA CHANNELS

6. THINK ABOUT RESSOURCES NEEDED



7. MEASURE YOUR SUCCESS AND OPTIMIZE CONTINUOUSLY