Guidelines for content on BayerNet

BayerNet – Editorial Guide

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How we write news articles for BayerNet

Helping you tell our story

// We would like users to find reading news articles on BayerNet as **easy and pleasant** as possible. That is why we have created this style guide.

// The aim is to develop a **uniform style of writing** that readers can readily identify. This will allow us to communicate our messages and to convey the image of a modern and innovative company.

Writing in the same style will help us strengthen the feeling of being part of One Bayer. Thus, please make sure that your texts are in line with the guidelines provided here.

Three simple steps to good writing

Sell your story – Show the relevance

Writing a good story: A three step approach

Do not publish "restricted" or "secret" content!

Step 1: Plan the story

// *What is the story about:* Consider what you want your readers to think, feel and do? What is your message? What do you want to achieve?

// *Who do you want to reach:* Keep in mind who your readers are. Ask yourself: Does the topic relate to our values, strategy or is it of personal relevance to employees?

// *How can you grab your readers' attention:* Knowing the content and your readers, choose the best format for your story (see slide 8-9).

Step 2: Structure your text *(see next slides)*

// Use a catchy headline

// Key information should be in the abstract

// Keep it as short as possible (< 3,000 characters)

// Use additional elements like info boxes or quotes (if they help get the message across)

Step 3: Proof, edit and adjust

// Is the content understandable and necessary?

// After finishing the text, check for correct spelling and grammar (4-eye principle)

// You are not allowed to publish documents on BayerNet that are classified as "restricted" or even "secret". Putting content on BayerNet means making this content public – also externally.

Catch the reader's attention: Headlines

Write good headlines

Writing a good headline: Important rules	Examples

// **Sum up the story in brief**
  // Try not to use more than 60 characters

// **Choose function over style**
  // Headlines should tell the reader why to read on

// **Be concrete and arouse curiosity**
  // Let the readers know what the news article is about

// **Avoid abbreviations**
  // Write them out as some readers may not know them

// **Headline:** "New work is a part of our corporate culture"

// **Headline:** "5 tips for working at home"

// **Headline:** "How artificial intelligence is revolutionizing therapies"

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In a Nutshell: The Abstract

Write good abstracts

1. Keep it informative

// Get to the point: tell the reader what the news article is about

2. Keep it short

// Use a maximum of 400 characters

3. Grab attention

// Capture the reader's interest straight away, e.g., by making it personal, using emotion, asking questions or starting with a surprising fact

You can use a different abstract for the search results list to the one shown on the page. This is entered under "meta-abstract" in the page settings (see slide 22)

Examples

// **Headline:** "New work is a part of our corporate culture"
Abstract:
New work culture at Bayer: how do we want to work together? How can we meet the needs of individuals and work situations? Charly Chef, Head of Global Human Resources, provides some answers.

// **Headline:** "5 tips for working at home"
Abstract: Whether you are new to working remotely or just looking to level up, these tips can help you stay productive and maintain a balance.

// **Headline:** "How artificial intelligence is revolutionizing therapies"
Abstract: Meet Albert — our new digital colleague working in our Bayer labs around the world.

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Choose a suitable format

Keep in mind the different kinds of communication

// News Article

// News Articles are best suited to content such as news, profiles of colleagues, policy information, mission statements, stories and reports

// Interviews

// This format is most effective as a one-to-one or with several people. Interviews can be varied in form: Written, audio or video. A good interview format is "Three questions to…"

// Listicle

// A journalistic short form, which deals with current habits of media use and uses a list as its structure. It is ideal for instructions, procedural best practices, introductions to new methods or describing results (e. g. Top Ten Reasons Bayer Was Voted Best Employer).

// Letter

// Letters are the most personal form of communication. They are essential for explaining important topics from the view of the top management.

You can find some best practice examples
of pages on the following slides

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Best practice

News Article

Headline makes clear what the article is about

Offer information in a quote that is not already available in the main text

The content owner should be prepared to respond to comments and questions

Abstract is not too long, the ideal length is two to four lines

Image uploaded in good quality and in 3:2 ratio (820 x 547 px)

Don't overload the article with too many links

The 25 – 50 – 25 grid is the standard layout for news articles

An info box can offer further information

New App Helps Farmers Increase Yields

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Farmer reviewing data in a corn field

Rodrigo Santos
Head of the Crop Science Division

"Sed consequat, leo eget bibendum sodales, augue velit cursus nunc, quis gravida magna mi a libero."

Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet.

Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna.

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Further Information
Digital Farming
Read more →

What is digital farming?

Digital applications like Climate FieldView™ enable farmers to collect and analyze billions of data from their fields to help make better, more informed decisions that can also improve harvests. Aerial drones are even equipped with special imaging technology that can reveal when plants are impacted by various degrees of crop stress before it's visible to the naked eye. In-field soil sensors enable farmers to monitor detailed soil conditions such as moisture and nutrient levels—all in real time.

Apps give farmers valuable information about their crops.

Find out more here.

Philip Light | 3/22/2023 2:41:03 PM

Rate | Share | Printlist

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Best practice

Interview

Include an image and maybe a short biography of the interviewee

Questions are set in bold typo

Answers are set in regular typo

Matthias Berninger: "We can really make a difference"

What effects does climate change have on health and agriculture? And what contribution can Bayer make to combating climate change? We discuss these topics with Matthias Berninger, Head of Public Affairs, Science and Sustainability.

Matthias Berninger

Matthias has been the Head of Public Affairs, Science & Sustainability since 2019.

He studied chemistry and political science in Germany. Throughout his career, he has worked at the intersection of public policy and business.

Matthias, which sustainability targets has Bayer set itself for 2030?

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What progress has been made so far?

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What impact can we make to improving health?

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How is Bayer tackling the major challenges in the field of nutrition?

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Thank you for providing these insights, Matthias.

Sustainability at Bayer

Success Stories
Read more →

Best practice

Listicle

Full-width images can offer variety

Sub-headlines with numbers give structure to the story

Alternate image formats and positions

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What else to keep in mind

Bayer Guidelines

Be prepared to answer comments and questions

// **Monitor and answer readers' questions.** The content owner shown at the bottom of the article will receive E-Mail notification when a comment is posted.

// **Note the netiquette rules for BayerNet.** If a comment does not comply with them, you could:

   // Speak to the user who posted the comment and explain that they should either reformulate it or delete it themselves

   // Post a comment referring to the netiquette

   // Escalate it to Global Communications to have the comment removed
   (if first two options have no effect)

You can find the BayerNet netiquette rules here.

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Editorial Guidelines

Content Spaces & Pages

Requirements for content spaces & pages

Inform & show relevance

A content space is a 'sub-intranet', i.e., a cluster of pages representing a department or a location. In other words, content spaces target a specific audience defined by organizational or geographical boundaries. **A content page** is a part of a content space, 'sub-page'. The following requirements apply to a content space and a content page.

Goals: Before you create content, consider what your communication goals are for your content.

Target group: Consider which target groups you want to address. Take the perspective of the readers.

Content: Prepare content in a varied way, e.g., using highlight figures, quotes, bullet points, images, or videos.

Depth of detail: Reduce your content to the bare essentials - the most important information should always be at the top.

Keywords: Use important keywords in the headlines & abstract to classify the content for the readers and to increase the findability in the internal search.

Mobile preparation: Make sure that the content is also easy to read on mobile devices. Avoid long headlines and text blocks (without paragraphs) or too large, detailed graphics.
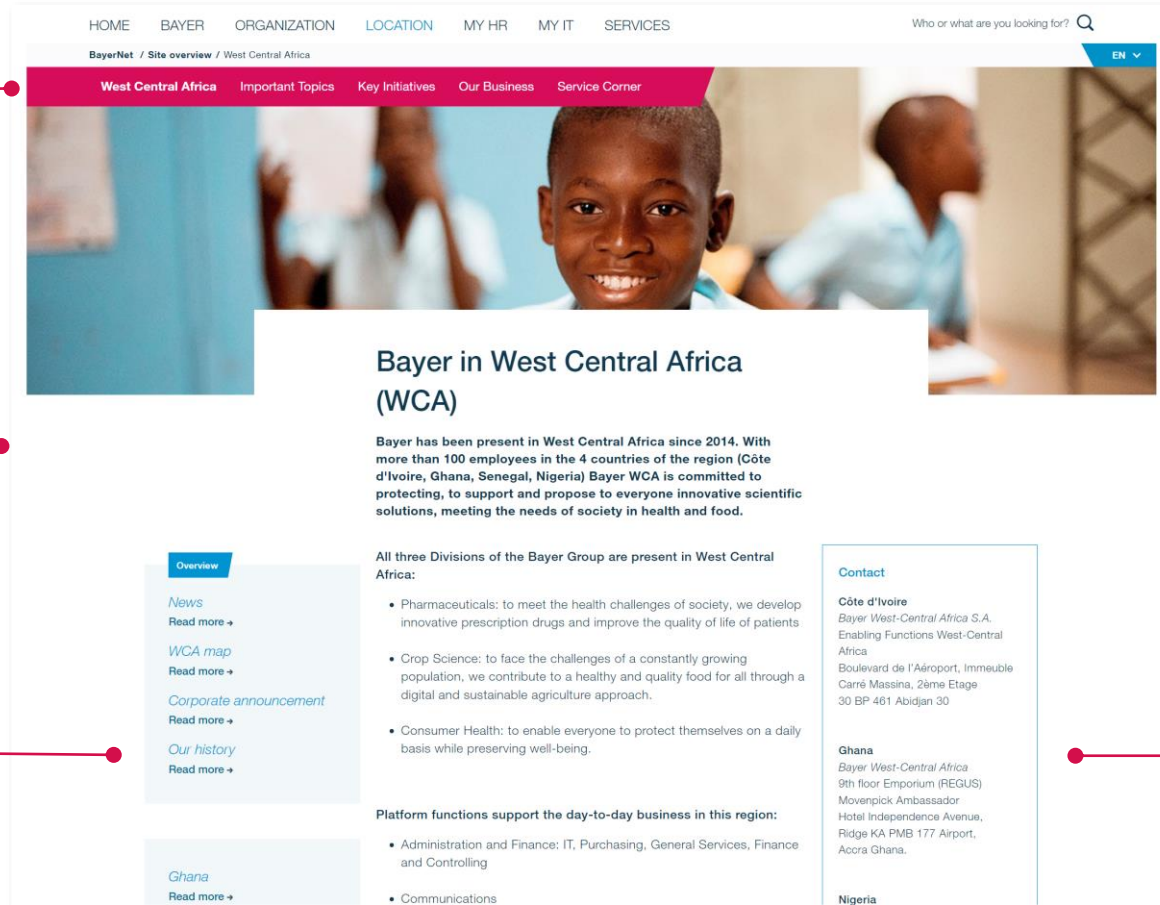
Best practice

Content Space

Content spaces include a pink navigation. Carefully structure the navigation.

The homepage uses a special template, which is set up for you when the content space is created

Include useful links to the news overview, announcements etc. for the content space

Hero image uploaded in good quality

Give a brief description of the business unit or location

Include contacts

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Best practice

Content Page

Use the wider column for main content and more narrow sidebar columns for quotes and links.

Avoid unwanted style information in text you copy/paste (e. g. from Word).

Do not edit font sizes or colors using the rich-text editor.

Use the accordion and tab components for long content.

Do not pile up too many components in the left and right margins.

Avoid sidebars that are longer than the main content section.

Use background colors sparsely.

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Editorial Guidelines
Speaking Style, Tonality & Wordings

Guidance for Speaking Style & Tonality

What to keep in mind

Make it accessible: Everyone in your audience should be able to read and understand your communications easily. This means:

// **Use active, not passive voice: Subject – verb – object**

  // *Example:*
  Bayer has published a Style Guide for editors on BayerNet.

  Instead of:
  A Style Guide for editors was published by Bayer on BayerNet.

// **Avoid modal verbs**

  // e.g., can, should, must

// **The tone of voice informative, inspirational, optimistic and passionate**

  // Write in a journalistic style, not in an academic style

// **Comprehensible and precise writing**

  // Write short sentences (between 40 and 55 characters/about 8 to 11 words), above a length of about 20 words, the comprehensibility decreases rapidly

// **When possible, avoid technical language and foreign words**

  // Explain technical and foreign words

// **Avoid jargon and acronyms**

  // Use simple words that everyone will understand

// **Use American English**

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Inclusive Language & Gender Sensitivity

What do we need to consider?

// **At Bayer we pay attention to our verbal identity**

  // By implementing inclusive language, we represent all the people and cultures we serve as an international company, fully recognize the Bayer community worldwide

  // We, as a global company, need to communicate in a way that includes (and can be easily understood by) as many people as possible

  // Here are some principles of inclusive language: use gender-neutral terms (see below); focus on people not disabilities or circumstances; avoid generalizations about people, regions, cultures and countries; and avoid slang, idioms, metaphors and other words with layers of meaning and a negative history

// **Help us to establish and consolidate gender sensitivity**

  // Seek neutral equivalents to words with "man-/-man" as a component, i.e., "spokesperson" instead of "spokesman"

  // Use gender-neutral terms, i.e., "businessman" instead of "businessperson", "freshman" instead of "first-year student"

  // Try to avoid using gender-marked pronouns and possessives such as he/she, his/her

  // When addressing a non-binary person or those who do not wish to implicate a gender in their title, use the gender-neutral honorific "Mx."

  // Address women on a formal basis with "Ms." rather than "Mrs." as the former can refer to any woman regardless of her marital status

// **Consider your audiences´ cultural association with the chosen words**

  // Is it appropriate to use the word in the given context?

More information is to be on the IdentityNet.

Guidance for Better Wording

Avoid:	Use:	Explanation
"the company"	"Bayer" or "we"	Less abstract, easier to relate to, more inclusive
"process"	"development"	More personal, implies a lack of rigidity
"perform"	"put into action"	More active and autonomous
"drug"	"medicine"	Implies helpfulness, has no reference to illicit drugs
Titles (academic and company)	Only use them when you mention the person for the first time in the text.	

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Optimization for Search Engine

Help the search engine find your content

How to optimize your content for the Bayer search engine

Many users use the search in BayerNet to look for content. You can **help them find your content by taking some time to optimize it for the search engine**.

The search engine will search all the content in BayerNet. However, it gives greater priority to the headline, abstract and the meta key words entered on each page. Consider the following:

// **Focus on writing good headlines and abstracts**

    // It is important to write a good headline and an abstract that includes a summary of what the page or the news article is about. You can also use a different abstract for the search results list to the one shown on the page. This is entered under "meta-abstract" in the page settings.

// **Use meta keywords**

    // Think about the terms (and synonyms) users will use to search for your content. If the search term matches one of the terms included in your headline, abstract, or meta key words, it will increase the chance of your page being shown near the top of the results. Enter several key words in the "meta keywords" section of the page settings for all language versions of the page.

More information is to be found <u>here</u>.

Visual Guidelines

Good Photos Show What Bayer Stands for

How to choose the right image (1/2)

// **Capture subjects in spontaneous, reporting style** – mid-gesture looking natural and comfortable in their work environment with colleagues.

// You'll find lots of approved images in the **Bayer Media Pool** in the **IdentityNet**.

// If you take the photo yourself, use **natural light**. Avoid in-built and on-camera flashes and wide-angle lenses that create foreground distortion.

// Images should **never appear staged or static**. Cropping images can add a dynamic feel. Colors should look bright but natural. Avoid images that contain mostly grey and neutral tones.

// Here are some more tips to help you choose and create images that communicate our brand promise:

1. Does the photo show a positive and authentic attitude to life?
Note: Be sure that health sector images do not appear to promise perfect health.

2. Are our people authentic and likeable?
If you are showing Bayer employees, always use real ones – never stock photographs. Look for expressive people full of character and show them doing what they naturally do – not staged activities. Always capture their unique personality and reflect our diversity as a company.

3. Do our sites and facilities look innovative?
Use dynamic images with carefully chosen subject matter and interesting compositions. Plan ahead to secure the best time to take the shot.

4. Avoid simple photos of groups and workshops
A picture of ten people standing in a row is boring, as are photos of people sitting at a desk during a workshop. Avoid images like these. Think how you can plan and prepare an interesting motif.

More information is to be found in our Design Guidelines. A wide range of images on different topics is available in the IdentityNet.

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Good Photos Show What Bayer Stands for

How to choose the right image (2/2)

General tips	Get your readers interested: A good caption

General tips

// **Always get permission**
Everyone shown must give written consent to publication. If children are shown, their parents must consent to publication.

// **Names and titles**
All photo captions should include the first and last names of any people pictured (where applicable) as well as the location and the occasion.

// **Good quality**
Use a good-quality camera with an image resolution of 1200px/72 dpi.

// **Portrait**
Use a spontaneous style for portraits. Capture the subject mid-gesture – not still. Never static or staged.

// **Project relevance**
The photo should be relevant to the project. At the same time, the images should not seem unnaturally staged or posed.

Get your readers interested: A good caption

// **Describe something new**
Give your readers information they cannot get from the pictures.

// **Complement the image**
The reader should see the picture, read the caption, and want to learn more.

// **Do not repeat information**
Captions should not repeat information given in the headline or abstract.

// **Use the present tense**
This gives the image a feeling of relevance and immediacy.

// **Drop unnecessary words**
Articles (e.g., 'the') are not needed here, same for words like: 'above'.

// **To identify people, simply write 'from left…'**
Including 'to right' wastes space and is unnecessary.

// **Only name relevant people**
Often, you may only need to name one person, e.g., if a large group is shown. Start by describing the image, then identify who is relevant.

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