



Checklist: Steps to set up a social media channel for Bayer

// 1. Objective: What do I want to achieve?

You need to be clear about what you want to achieve with your social media channel(s) and activities. Set yourself goals that are concrete and measurable, e.g. creating awareness for a specific topic.

// 2. Target group: Whom do I want to reach?

The better you know your target audience(s) and their needs, the better you will be able to tailor your social media presence and content to them.

// 3. Which channel fits my objectives?

Choosing a suitable social media channel to implement your strategy depends in large parts on where you can reach your target audience and what you are trying to achieve. Be aware that each network has its own character.

// 4. Global/Local standards you need to know

When setting up a new social media channel, you should ensure that all legal requirements are complied with – from IT standards and the naming of your channel to including a masthead, a comments policy and a data privacy statement. Be aware of the specific regulations that may exist for different Bayer divisions / business units.

// 5. Distribute work internally & externally

Successful social media channels require clear responsibilities in terms of time, budget and manpower. It is important to appoint admins and ensure channel access is granted. Partner with your local Procurement team to hire all-round or specialized agencies for support.

// 6. Create a Data Privacy Statement

There are tools to help you create a Data Privacy Statement for your app, website or social channel.

// 7. Social channels need to be registered in [MIRA](#)

<https://mira.intranet.cnb>

// 8. Social media content might require approval from regulatory, legal or communications departments.