Global Corporate Channels

Social Media Strategy

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August 2017

Key Finding: Mind Shift from Push to Pull Communication Needed!

Overall
- No regular posting times
- Only little connection between channels
- More than one language within one channel is not advisable (switch from EN content to GER content)
- No visible content strategy on what is globally and only locally relevant and what is exclusive division content

Community
- Untapped potential in the areas of dialog, interaction and engagement
- No visible strategy for communication with users (whom to answer, whom to ignore, how do we talk to users, etc)

Content
- Too general, not tailored to specific target audience
- No recurring formats and content series to keep content recognizable
- Posts seem to follow more than one goal which is suboptimal (ideal: one goal per post)
- Quality (photos, graphic elements, videos) insufficient and inconsistent
- Posts often too long and include too many hashtags & links
- Content often not suitable for specific social media channels/ copy/paste from other sources & not tailored to the channels

Content Marketing
- No visible retweet strategy
- Untapped potential in using creative hashtags
- No usage of trending topics and hashtags to be more relevant
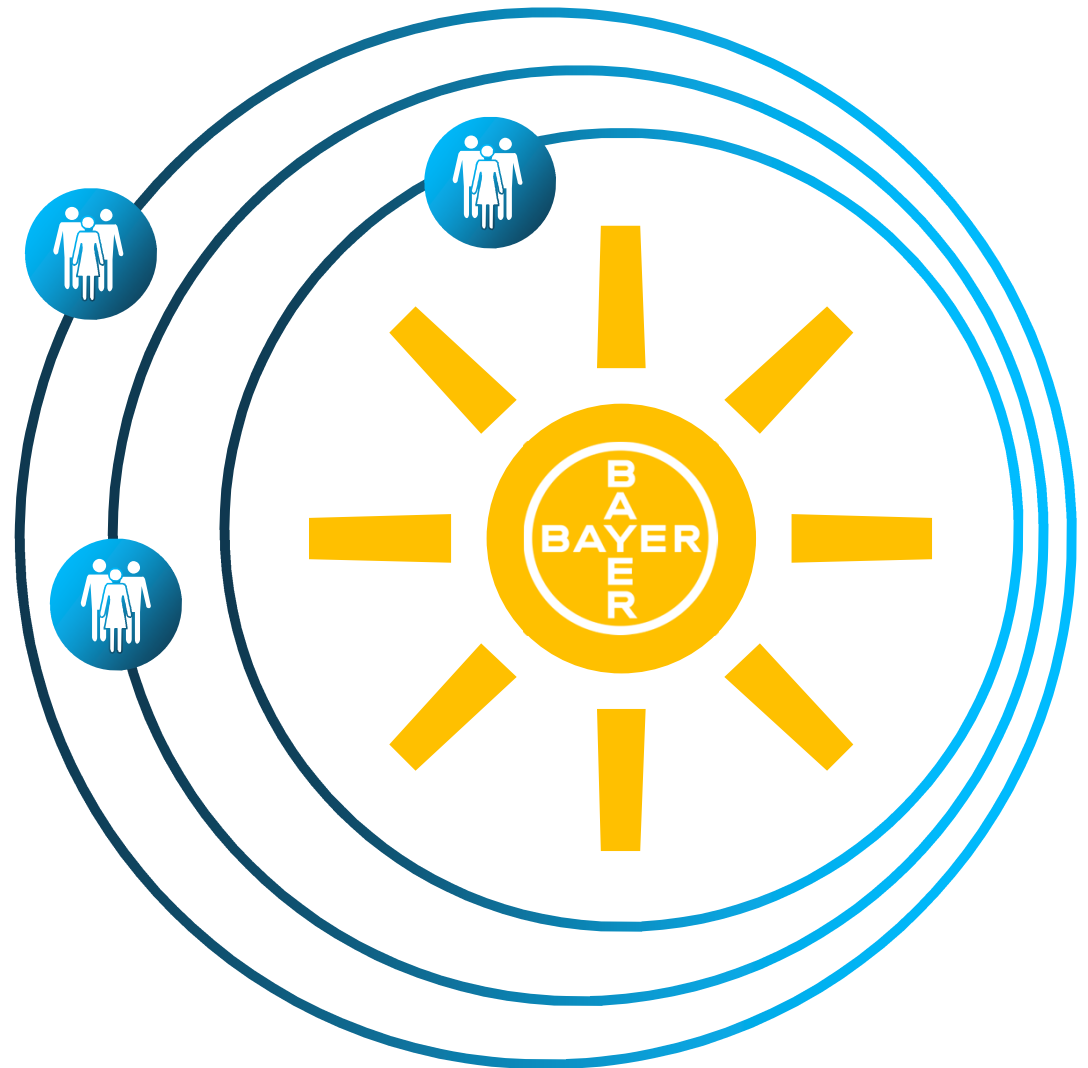- Untapped SEO potential for video titles on YouTube

STRATEGY NEEDED

Acting model in the past 10 years

How we've seen Bayer

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But the reality is different

…

Customer centricity is key

We are only a satelitte!

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To understand the costumer, we have to listen…

Hobbies

Media

Family & Friends

We are here!

Career

Brands

Health
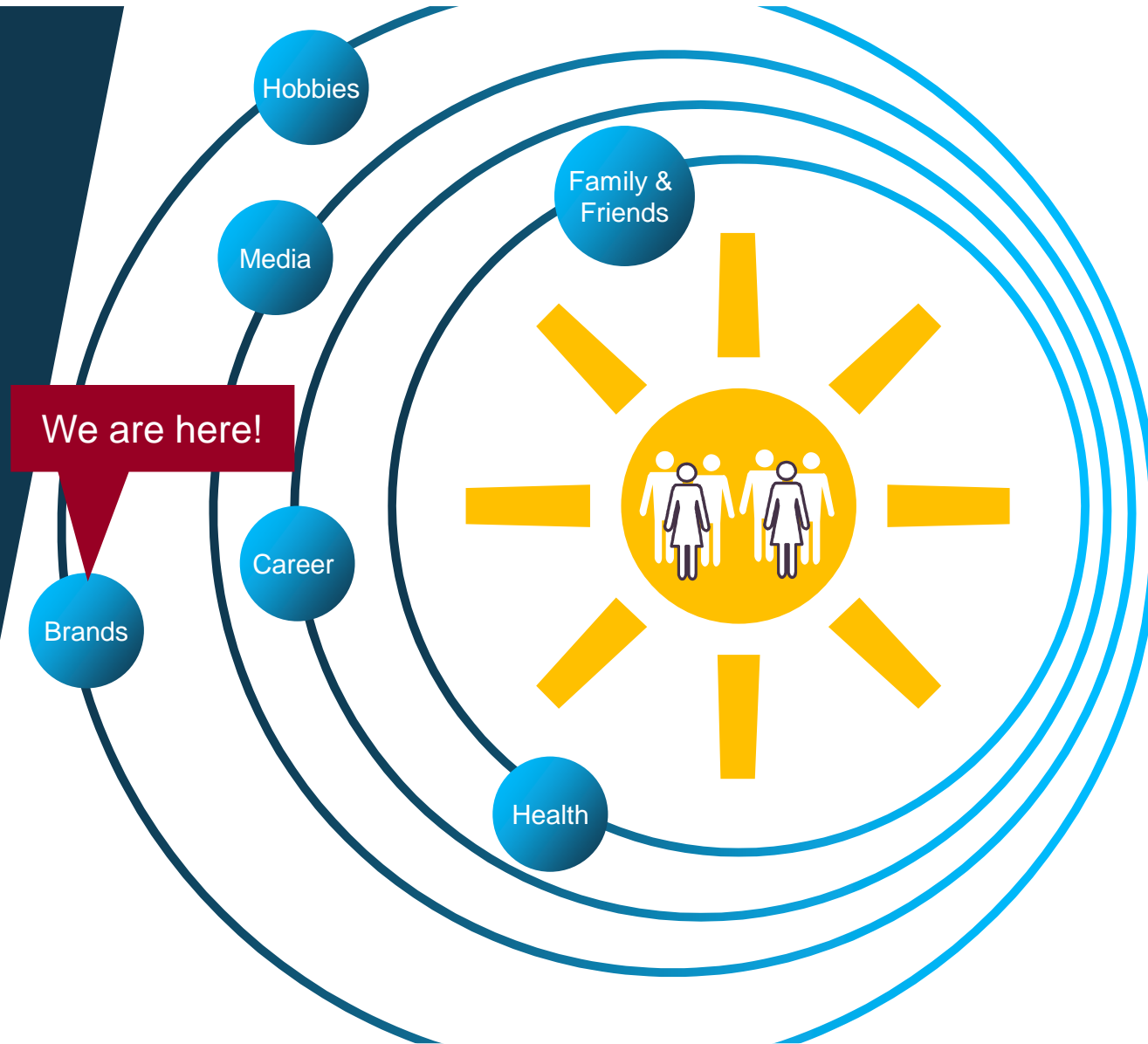
How do we find out who our target audiences are and what they're interested in?

Persona Sets

How to Gain Insights about Target Audiences

The persona: is depicted as a specific person but is not a real individual. It is synthesized from various observations and allows to get a deep understanding of audiences' needs, interests and mindset or attitude towards a company.

The method: General **demographic information** and **consumer behavior** are researched via **quantitative social listening tools**[*] and studies of consumer research associations[*]. Possible mindsets and attitudes are investigated via qualitative social scans.

Working with Personas: Allows to sharpen content formats and messages, choose relevant audience touch points and trigger preferable perceptions.

Personas of Our Global Social Media Channels

Prioritization for Content Strategy

Primary target group
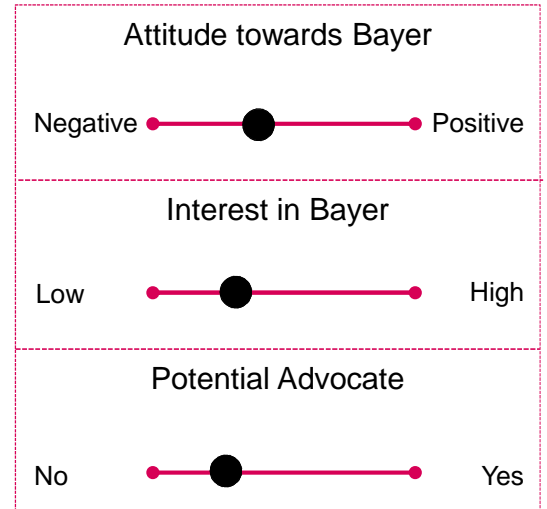
The Coopers – Educated Middleclass

Needs

- Safety and internet security: The Coopers inform themselves through the internet and classic media. They are careful with their personal data.
- Background stories and reliable sources: They want to know what's going on in the world. They are picky with the selection of sources that must be trustworthy and intellectual.
- Recommendations: When they read online news they are willing to give and read reviews and recommendations.

Topics and Interests

- Personal health, healthy environment
- Politics, news, economics and jobs
- Education, culture and literature
- Travelling

The Coopers, Educated Middleclass

Attitude towards Bayer

Negative ●————●————● Positive

Interest in Bayer

Low ●————●————● High

Potential Advocate

No ●————●————● Yes

Media Usage

Facebook · BBC NEWS · The New York Times · TIME · abc · NATIONAL GEOGRAPHIC · YouTube · SZ · ARD.de · THE SPECTATOR · The Economist · CHEFKOCH.DE · FOCUS · Newsweek

Social Touchpoints at a Glance

Target Groups and Preferred Social Media Channels

Employees & Talents	The Public	Clients	Journalists	NGOs	KOLs
Twitter	Twitter	Twitter	Twitter	Twitter	Twitter
Facebook	Facebook	Facebook		Facebook	Facebook
LinkedIn		LinkedIn	LinkedIn		LinkedIn
Instagram	Instagram	Instagram			Instagram
YouTube	YouTube	YouTube		YouTube	YouTube
Whatsapp	Whatsapp	Whatsapp	Whatsapp	Whatsapp	Whatsapp
	Pinterest	Pinterest			

Basis: The new brand persona

Who is Bayer on Social Media?

How the New Brand Defines the Way of Social Behavior

3 Pillars to Work on

I. Content

II. Visuality

III. Community Management

VISIONARY

OPTIMISTIC

PASSIONATE

Can we live better?

We provide social content that inspires and encourages people to thrive. Every content piece should meet these requirements.

We present ourselves with an imagery that proves our core values. Brand principles and CI guidelines guarantee one voice in text and images.

In our social conversations we stay true to Bayer's brand belief and prove our values in every talk on every day.

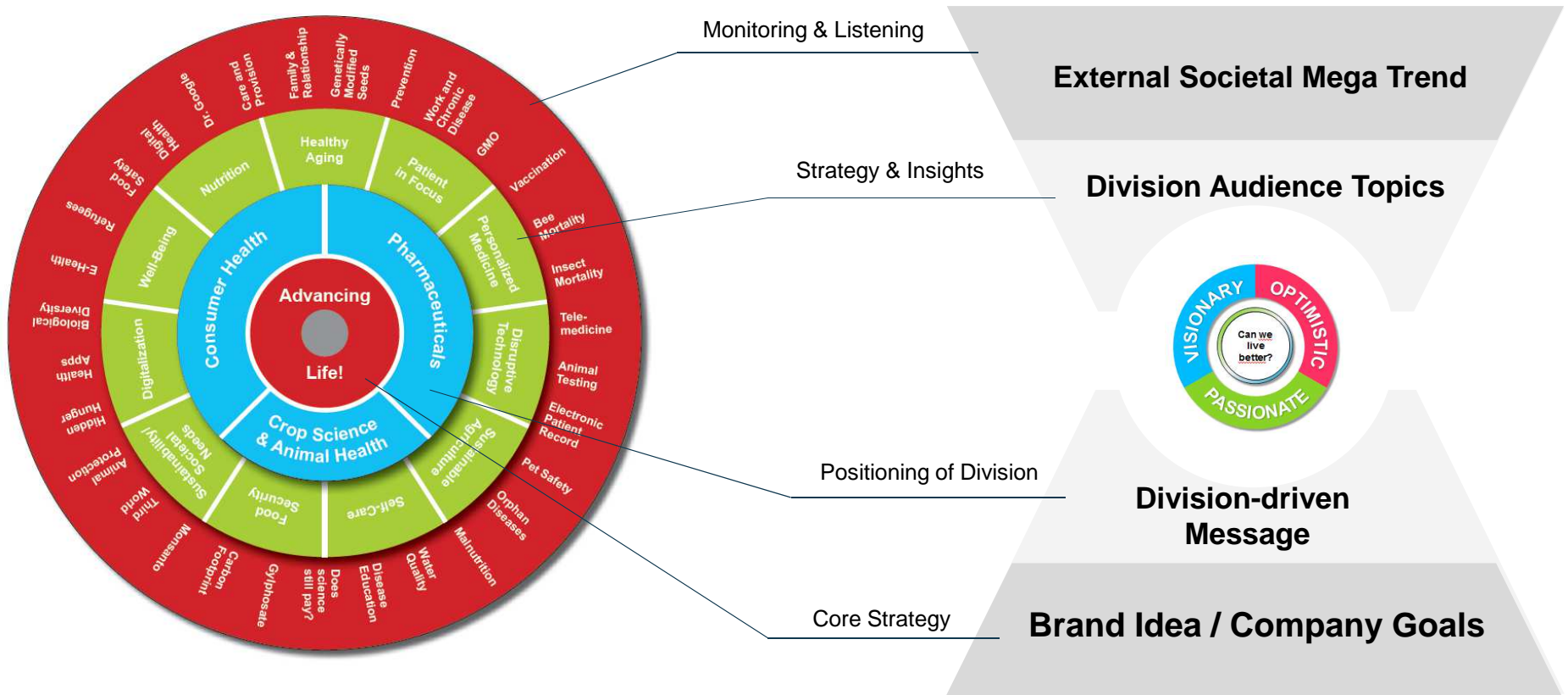We know who our audiences are and where they are, but …

What do they care about?

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Time to listen

The Global Corporate Content Wheel

How the Bayer content cosmos works

Monitoring & Listening → **External Societal Mega Trend**

Strategy & Insights → **Division Audience Topics**

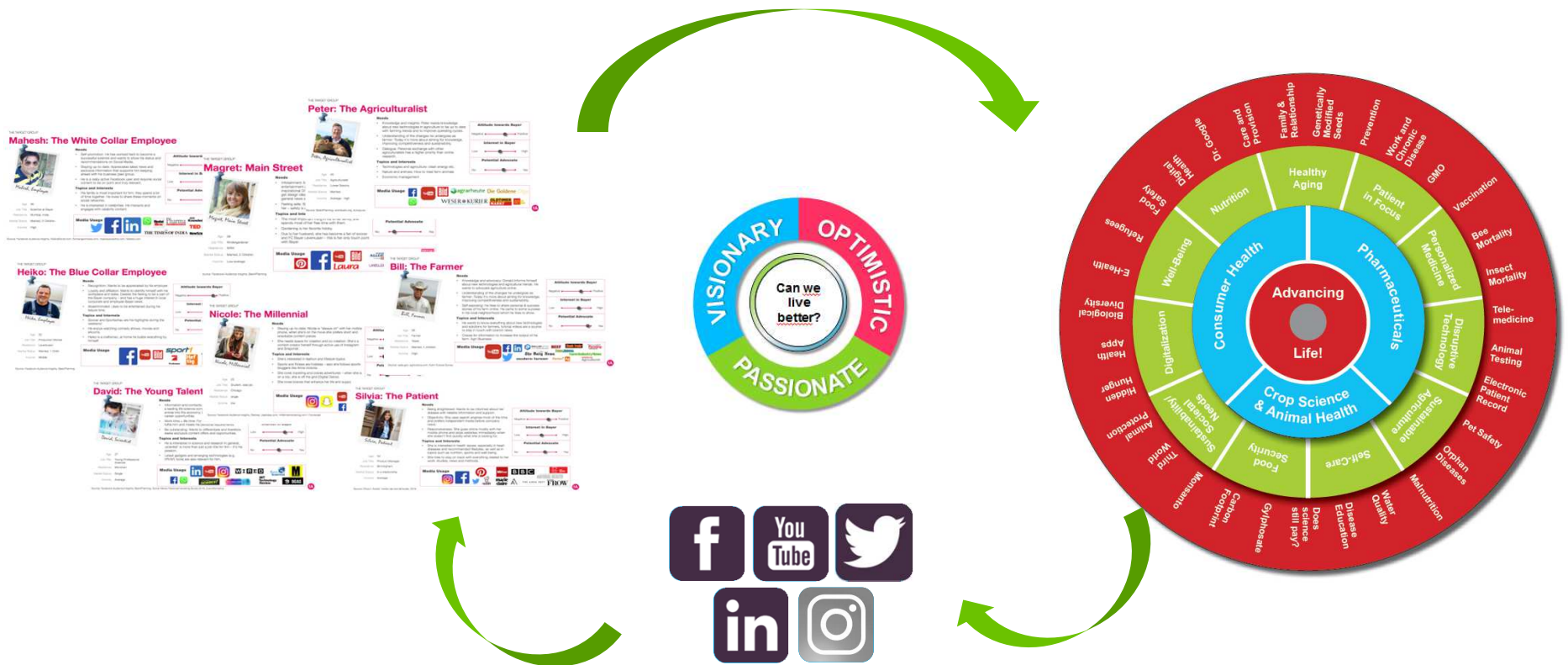Positioning of Division → **Division-driven Message**

Core Strategy → **Brand Idea / Company Goals**

Strategic Approach at a Glance

Find your topics, know your target audiences, know who *you* are, create relevant content, use the mechanisms of the channels
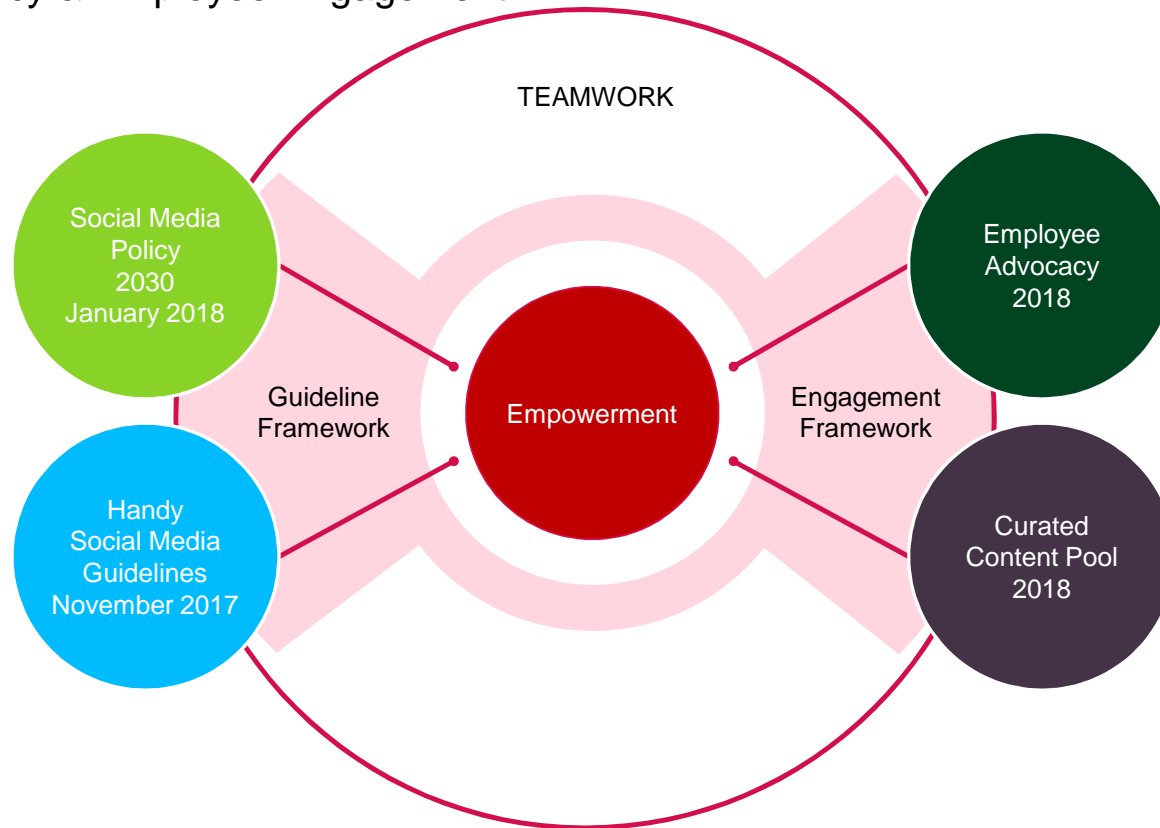
Empowering All of Us

- **Social Media Policy**

- **Tools**

The Connection between Policies & Their Execution in 2018

Social Media Policy & Employee Engagement

TEAMWORK

Social Media Policy 2030 January 2018

Employee Advocacy 2018

Guideline Framework

Empowerment

Engagement Framework

Handy Social Media Guidelines November 2017

Curated Content Pool 2018
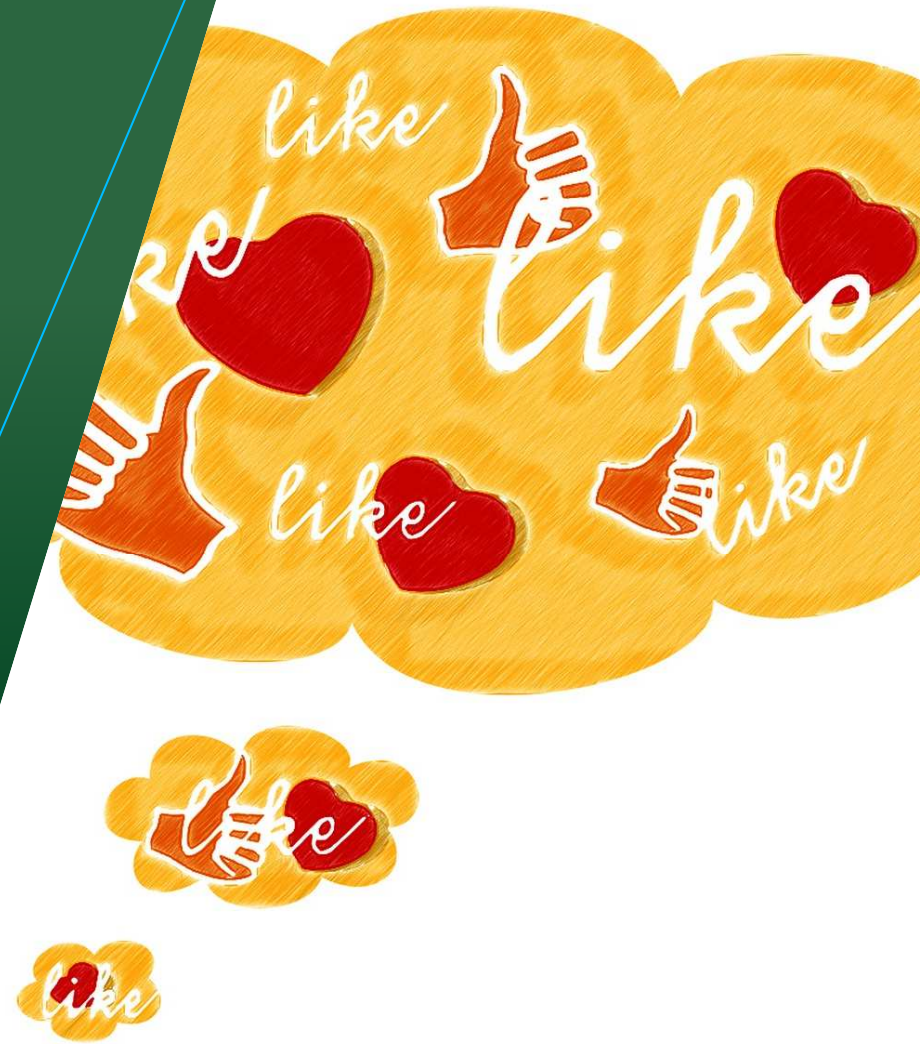
More information:

**„Social Media Usage" Policy /
MARGO 2030, to be released
in January 2018**

*Guidelines for
Employees in
Social Media*

5 Golden Rules for Employees

Get actively involved

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5 Golden Rules for Employees

Communicate like in real life

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5 Golden Rules for Employees

Observe all laws and regulations

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5 Golden Rules for Employees

Ask for support in dealing with critical comments

5 Golden Rules for Employees

Use your time wisely

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Tool Recommendation

Use Sprinklr to Manage Social Content & Workflows

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Alternative: Sysomos
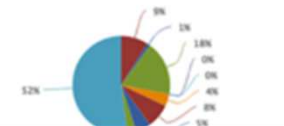
And if you have questions:

Give us a call & join our Digital Communications Community on Connections!

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- **Christophe Kampa**
- **Janine Langlotz**
- **Markus Brandl**