



Global Corporate Channels

Social Media Strategy



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**

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**

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 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



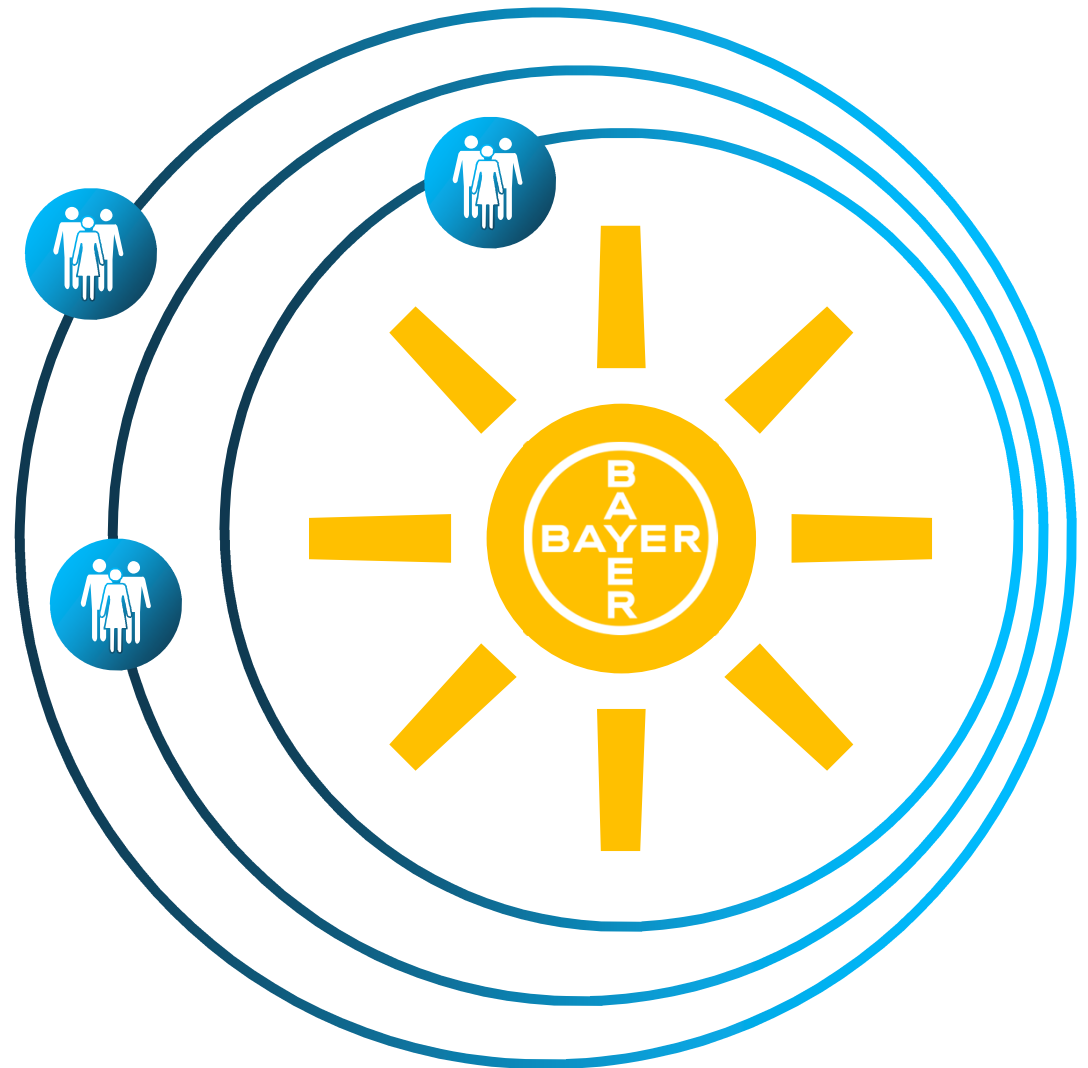
Acting model in the past 10 years

How we've seen Bayer



But the reality is different

...



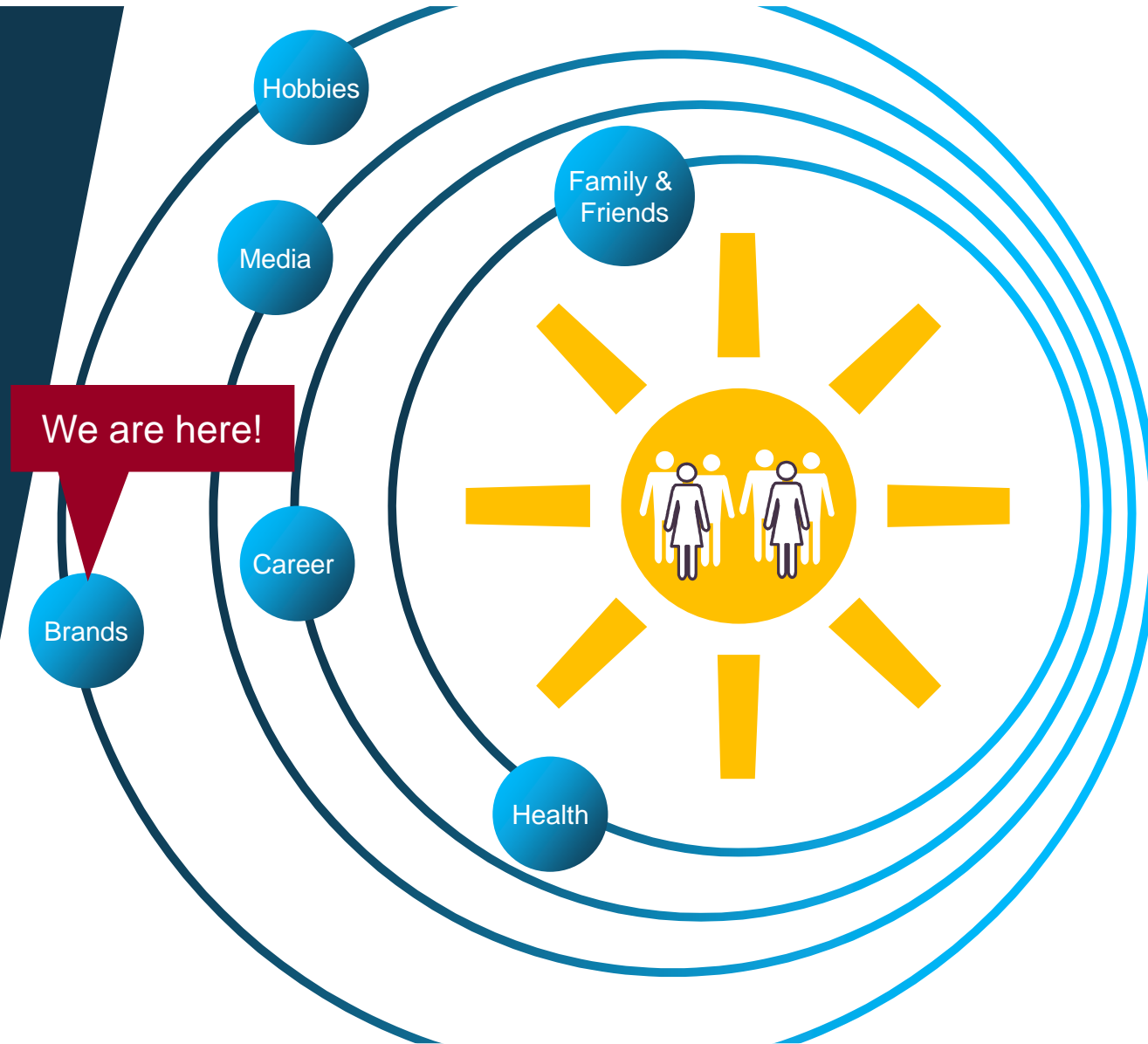


Customer centricity is key

We are only a satellite!



To understand the customer, we have to listen...





*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 TARGET GROUP

Heiko: The Blue Collar Employee



Age 52
Job Title Production Worker
Residence Leverkusen
Marital Status Married, 1 Child
Income Middle

Needs

- Recognition: Wants to be appreciated by his employer.
- Loyalty and affiliation: Wants to identify himself with his workplace and tasks. Desires the feeling to be a part of the Bayer company – and has a huge interest in local corporate and employee Bayer news.
- Absentminded: Likes to be entertained during his leisure time.

Topics and interests

- Soccer and Sportschau are his highlights during the weekend.
- He enjoys watching comedy shows, movies and sitcoms.
- Heiko is a craftsman, at home he builds everything by himself.



Media Usage



Source: Facebook Audience Insights

THE TARGET GROUP

Dr. Kunlin Wei: The Key Opinion Leader



Age 36
Job Title Professor
Residence Peking
Marital Status In a relationship
Income High

Needs

- Public self-portrayal: Dr. Wei wants to show that he is not just a super brain – he is also a person of interest. He wants to self-display his life and his status in society.
- Create a hype for own brand and differentiate from others: He likes to be the only science professor who is not just intelligent, but sexy and famous.
- Dialogue with companies: He seeks the exchange with spokes-persons of companies to improve the awareness for his person and to enter into cooperation.

Topics and interests

- Interested in science and psychology topics.
- Besides that he is intrigued in fashion and media topics and occasions to attend TV shows.



Media Usage



Source: Dr. Wei

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

Employees & Talents

Maresh: The White Collar Employee

Heiko: The Blue Collar Employee

David: The Young Talent

Focus to be put on internal engagement / awareness + HR positioning

The Public



Magret: Main Street

Nicole: The Millennial

The Coopers – Educated Middleclass



Customers / End-users,

Peter: The Agriculturalist

Bill: The Farmer

Silvia: The Patient

et cetera...

Focus via Divisional Channels

Journalists



Pascal: The Public Press

Victoria: The Trade Press

NGOs

Cathy: The NGO

Peter: The NGO

Mainly monitoring / community management

Influencer



Dr. Kunlin Wei: The Key Opinion Leader

LeFloid: The Über-Influencer

Lara: The Micro-Influencer



Primary target group



The Coopers – Educated Middleclass

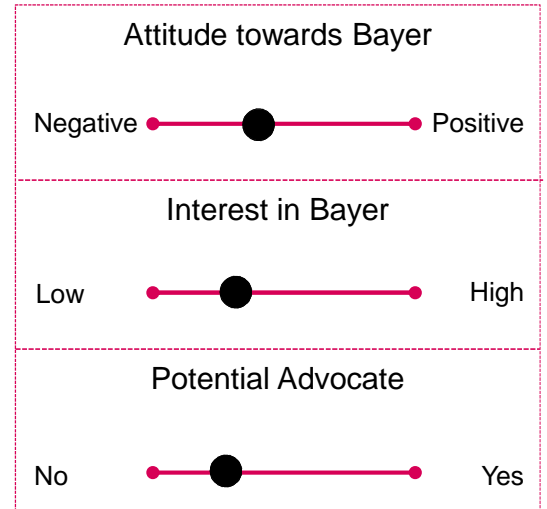


Needs

- 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



Sources:
Best4Planning,
Pew Research Center,
Pewinternet.org

Media Usage





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

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

II. Visuality

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

III. Community Management

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?*



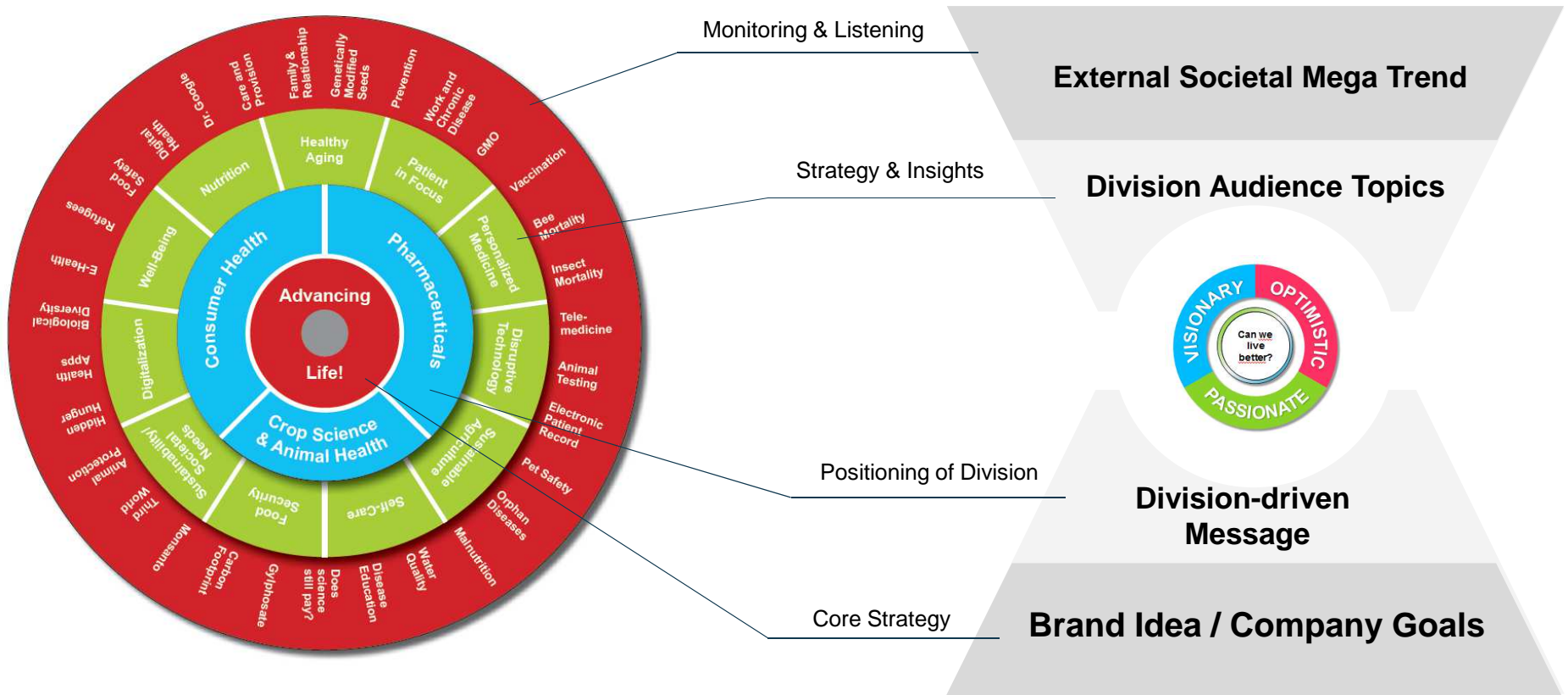
Time to listen





The Global Corporate Content Wheel

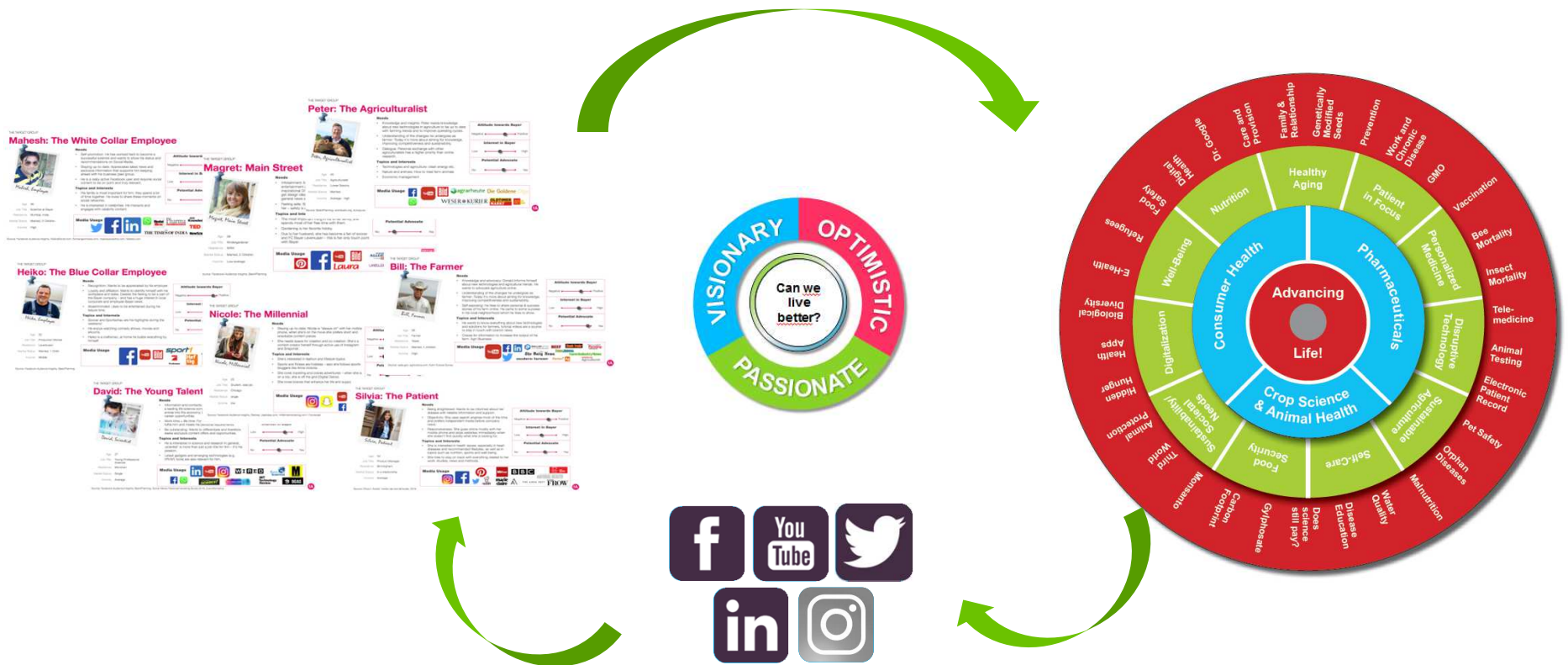
How the Bayer content cosmos works





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





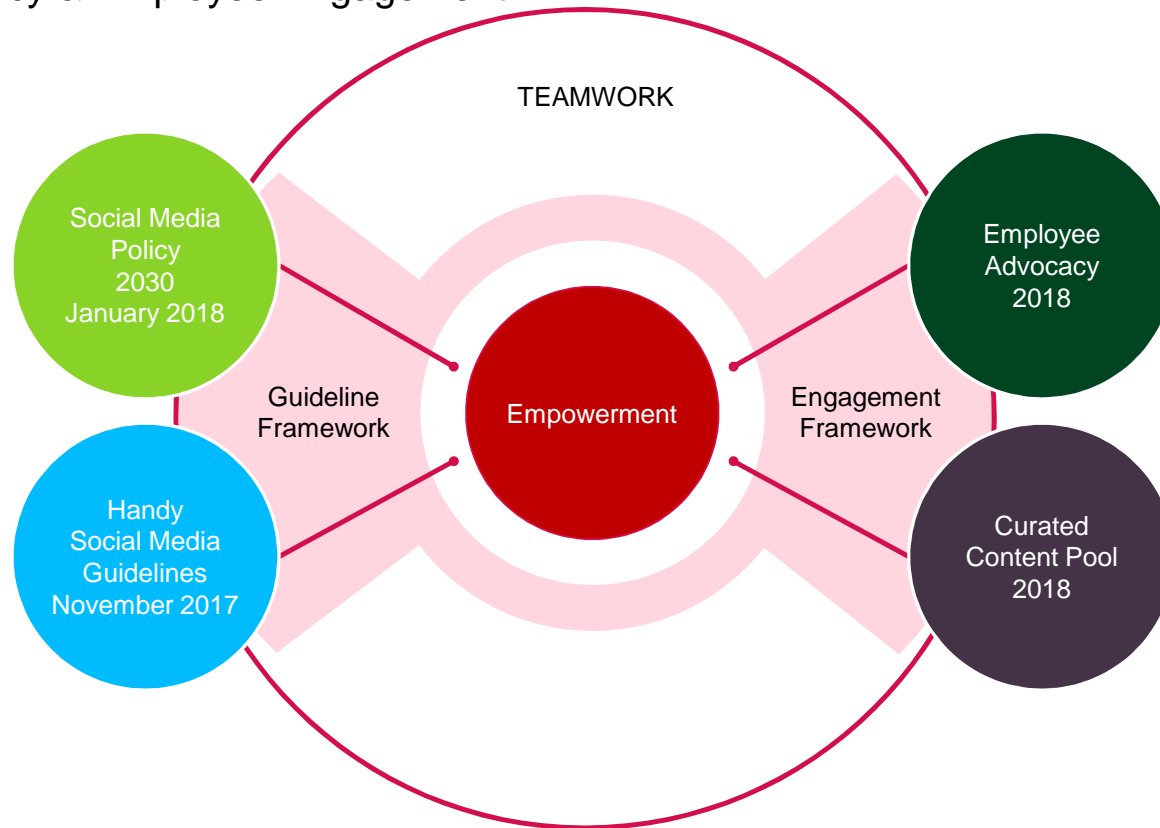
Empowering All of Us

- **Social Media Policy**
- **Tools**



The Connection between Policies & Their Execution in 2018

Social Media Policy & Employee Engagement





More information:

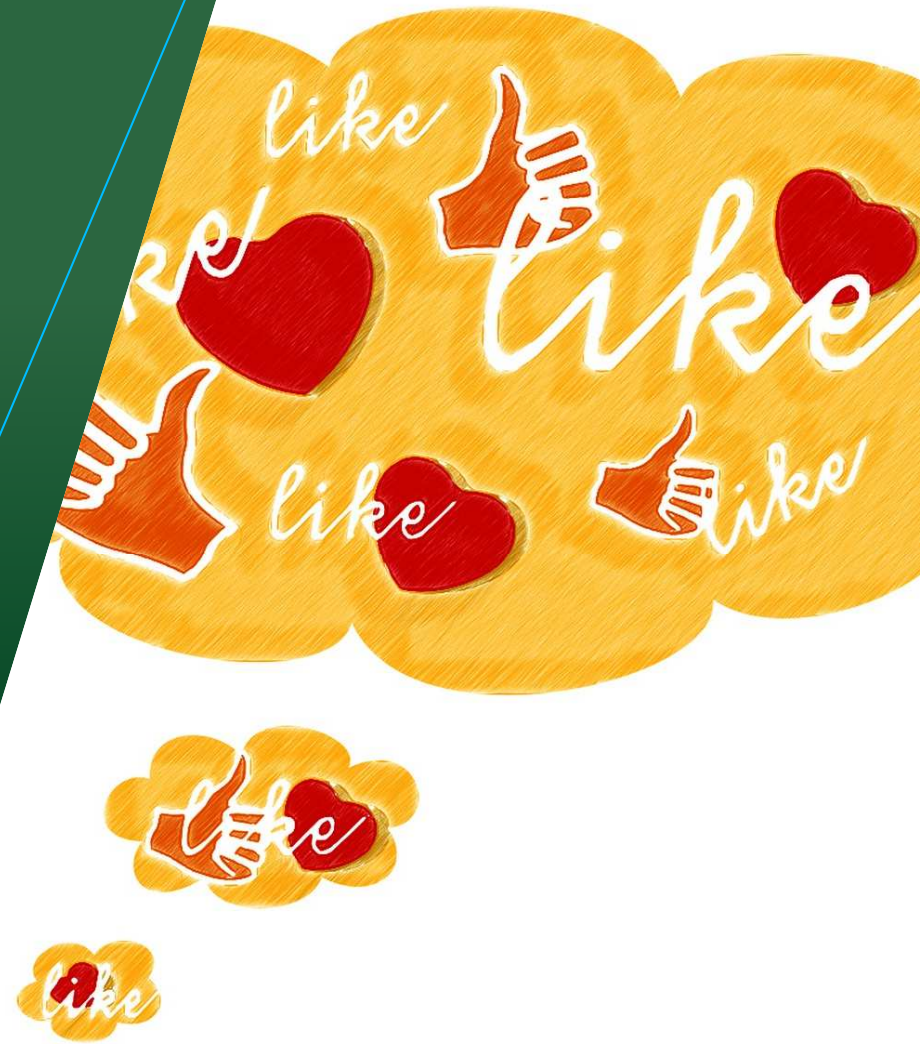
**„Social Media Usage“ Policy /
MARGO 2030, to be released
in January 2018**

*Guidelines for
Employees in
Social Media*



5 Golden Rules for Employees

*Get actively
involved*





5 Golden Rules for Employees

*Communicate
like in real life*





5 Golden Rules for Employees

Observe all laws and regulations





5 Golden Rules for Employees

*Ask for support in
dealing with
critical comments*





5 Golden Rules for Employees

*Use your time
wisely*





Tool Recommendation

Use Sprinklr to Manage Social Content & Workflows



Alternative:
Sysomos

Campaign Details

Owner: General Marketing Status: Approved
Starts from: 01/01/2015 Ends on: Not Specified
Goals: Increase Brand Awareness

Campaign Statistics

382	100	260	2,387
Publish Count	Engagement	Clicks	Reach

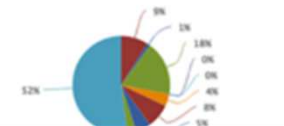
Engagement over time



Engagement by Type

430	Likes	1.1 per post
530	Comments	1.1 per post
40	Shares	1 per post

Engagement by Channel





And if you have questions:

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



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

