



## Bayer Use Overview

**Purpose:** A channel to make connections, have easy interactions, and highlight original scenes of Bayer through vibrant, rich imagery and compelling storytelling.

**Strategy:** Bring innovation, science, our company and its people to life by telling stories through **original**, inspiring and visually stunning photos and videos and engage in a dialog with our community. Photos should meet brand guidelines and have Bayer look and feel **with minimal** outright branding on content (i.e., no logos); Limit use of graphical treatment over images to help humanize the company and have less corporate look and feel. Image selection is critical on this channel.



### Copy Length

Recommended:  
<125 characters so entire caption shows up in feed, but option to experiment with longer text for storytelling;



### Frequency

1-4x per week feed posts (reco: 2-3 out of 4 are reels)  
Stories: 5-7x per week, 2-7 cards per day) is best practice



### Format Types

Posts: Original images, graphics or videos with artistic angles

Stories: Push for interaction within stories. Use quizzes, polls, clickable stickers, etc. graphics should not be neat but not overly produced or corporate looking. Also, use stories to drive to a new post in the feed.



### BayerAG Audience

**Top Countries:**  
Brazil (21%), U.S. (9%) India (7%),  
**Gender:**  
Males (51%); Female (48%)  
**Top Age Ranges:**  
18-24 (10%)  
25-34 (46%)  
35-44 (28%)



### Hashtags

Use 3-5 hashtags per post  
Use 1-3 hashtag per story  
Select a variety of high use as well as mid to lower use, specific hashtags that are relevant to the image or video



### Mention Approach

Add location where image was taken if/when possible; Tag individuals in images if/when possible



### Community Engagement

Strategic hashtag use, strategic calls to action (if any), polls, Q&As, quizzes



### Look, Feel and Tone

Use images and language that **inspire**, connect with and move people. It's important to match copy tone with the tone of the image. The look and feel of the images should match Bayer's branding but also be artfully and wonderfully composed, with human elements when possible, interesting angles, details, and stunning imagery. Opt for natural, clean and not overly edited imagery.



### KPIs

Post to be measured by likes, comments and video view rate  
Stories to be measured by swipeup rate, tap-through rate, retention rate



### Highlights

Save stories in highlights when content matches an existing field and is a piece of content that should live on. Periodically re-evaluate highlight categories to determine if/when any should be removed/updated. Highlight groups should only be created for core topics and should align with content strategy. Currently, we feature: Sustainability, Health, Innovation, Events, Society and Agriculture