

SOCIAL MEDIA GUIDE



Do I have to?
What is company policy?
What is best practice?
What if I need help?

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We'd like to encourage you to start engaging with Teckentrup and ABC Doors on social media. This is in no way a mandate, please don't feel under any pressure - If you don't want to, that's absolutely fine! This is a guide to best practice should you wish to get involved.

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Your liking, commenting and sharing will boost visibility, helping us reach more customers and informing the customers we already have. Put simply, the more likes, comments and shares a post gets, the more people see the post. You'd be helping our social media team to reach more people with just one or two clicks or by quickly typing a comment!

Please read the following guide for best practice social media engagement to make sure you're representing us in a professional and helpful manner. It's very quick and easy!

IMPORTANT!



Be professional...

When engaging with Teckentrup & ABC Doors on social media you are representing your company and existing/potential customers will see what you have commented - it is a public platform and **anyone** can read your comment. Yes, social media is a social place for connecting with people, but when commenting on a company post, it's important to be polite, helpful and professional, just as you would be at work.

It's also important to be aware that you may be legally responsible for the content you post, so respect brands, trademarks and copyrights.



Be respectful...

No offensive language of any kind will be tolerated and if any comments are made that are inappropriate, they will be removed. This works both ways - should a member of the public engage with you inappropriately on our company page, it will be removed.

We also ask that you **do not engage with anyone who is being abusive or offensive**. Please immediately make the social media team aware and it will be removed.



Be responsible...

If you're unsure about anything when liking, commenting or sharing a company post, please do not hesitate to ask for help. **If you're not sure, do not post!** Employees are trusted to make ethical choices and are responsible for using their best judgment to reach out for help when necessary. Talk to Simon Bridges if you have any questions - s.bridges@teckentrup.co.uk

Here's what you can do:



Following/Liking Company Pages

First and foremost, make sure you're following our company social media pages! Simply head to Facebook, Twitter or LinkedIn and start searching for Teckentrup UK or ABC Doors or click on the icons below to be taken to each page direct. The more followers, the better!

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Liking

Liking is easy and quick! Whenever Teckentrup or ABC Doors share an update on social media, simply hit the like button.

Liking a post means it appears in your feed showing all your followers/friends/links that you have liked the post. A very simple way to help us reach a larger audience and impossible to get wrong!



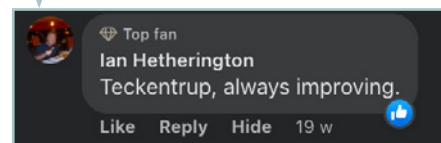
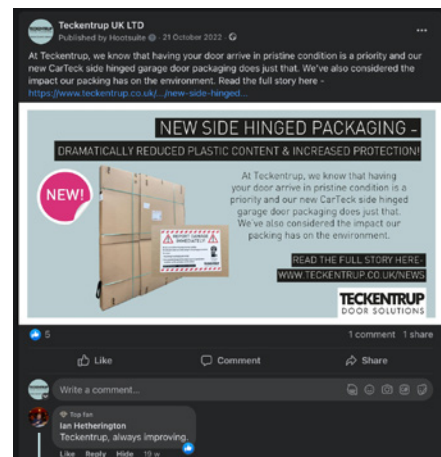
Commenting

Leaving a comment is another great way to help boost the visibility of a post.

Just the same as liking, this will make the post appear in your feed, highlighting to people that you have commented.

Adding a quick comment about why you think the information is valuable or that one of our installed products looks great is all that is required. Keep things concise and professional.

Here's a good example:



Sharing

Sharing a post is the best way to help increase visibility.

Sharing will 'share' the post onto your personal page for your followers/friends/links to see in their feed and also if they visit your profile.

It doesn't matter if your profile is public or private, you can still share our company post!

There are two options when sharing a post - you can share without adding a comment or you can add a short sentence to accompany the post. Again, this should be concise and professional.

...And that's all there is to it!

Talk to Simon Bridges if you have any questions.
Email s.bridges@teckentrup.co.uk

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