

Requirements of Social Media Overview

This document represents a small summary of things to consider when implementing social media within your region or business unit, including platform habits and resource requirements, as well as some of the tools provided for content management. The documents found within the Brand Library, such as the Social Media Guidelines, will dive more in depth of the many aspects of social to consider and that are required by Brink's Global Marketing. It is also important to remember that social media is not a small venture and should be leveraged within a broader digital marketing strategy, and in alignment with business goals and objectives. Brink's Global Marketing will supply the tools, guidelines, and support for you to launch, with the responsibility for ongoing execution being held within the region/business unit itself.

LinkedIn

Business/Professional Platform Strengths:

Business Overview, Recruiting, & Ad Services

Post Frequency:
2-3 Posts per Week

Internal Time Needed:
3 Hours per Week

Paid Ad Budget:
\$8 per 1000 Impressions

Facebook

General Consumer Market Platform Strengths:

Business Overview, Messenger, & Ad Services

Post Frequency:
2-3 Posts per Week

Internal Time Needed:
3 Hours per Week

Paid Ad Budget:
\$6 per 1000 Impressions

Twitter

Consumer/Service Platform Strengths:

Customer Service, Personality & Brand, Conversation

Post Frequency:
3-5 Posts per Day

Internal Time Needed:
7 Hours per Week

Paid Ad Budget:
\$9 per 1000 Impressions

*If the time seen does not seem reasonable, looking into an external and local agency may be beneficial. For more information, please contact the global marketing team. Budgets for agencies will vary depending on platform, marketing, and local needs. Budget for paid ads will also vary depending on platform, size, and page strength.

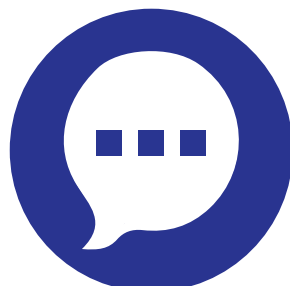
Page Creation

Decide & understand a direction on platform, page, and content strategy.

Group email & page foundation will be coordinated with the global marketing team.



Fill out Social Media Inquiry Form, & global marketing will reach out to discuss further



Construct & legally review all necessary page and early (week 1-6) content.



Through your group email, as set up by the global team, will also be a Monday.com board to be utilized for social media content scheduling. This resource will help to plan the necessary content for your pages, as well as organize amongst the channels and content categories. Alongside, the global team will be able to have clarity over the region's plans, and be available to help from within the platform using automated actions such as the help requested status. Alongside your board will also be an ability to see both your calendar and the global calendar view, so you can see both corporate and other regions' planned content to better help your content and scheduling rollouts. For further information, please reference the Monday.com User Guide.

Content Calendar Scheduled

	Channel	Content Category ...	Status	Legal Reviewed?	Publish Date
New Item	LinkedIn	Product/Service	Help Requested	Yes	
Post 1: The oldest ice cream maker alive shares his secrets	Facebook	Holiday	Scheduled	Yes	Dec 25, 2020
Post 2: Pros and cons of eating ice cream in the winter	Twitter	Thought Leadership	Help Requested	Working on it	Dec 18, 2020
+ Add					

Content Published

	Channel	Content Category ...	Status	Legal Reviewed?	Publish Date
Post 3: Top 10 ice cream spots in town	Twitter	Other	Published		Dec-17-2020
+ Add					

List of Features

- Content Scheduling
- Calendar View
- Global Calendar Integration & View
- Automated Legal Review Reminder
- Automated Support Request
- In Platform Communication
- Form for External Use
- Multiple Organizational Displays

Brand Library

<https://customerportal.brinksinc.com/en/web/brinks-resource-library/branding-marketing/social>.

Here you will find all relevant documents to social media for your disposal, as well as our request forms for further help or to provide further information to the global team. If you do have a question, please consult all documents in the brand library prior to filling out the appropriate form.

- Requirements of Social Media Overview
- Social Media Playbook
- Social Media Style Guidelines
- Expectations of Social Media Management
- Social Media Legal Policy
- Monday.com User Guide
- Social Media Platform Request Form
- Social Media Onboarding Survey
- Global Marketing Consultation Form
- Legal Review Submission Portal Procedure

***Please note that legal review is also required for all content being posted on social media. Please reference the legal portal and the legal review submission portal procedure document for further help.**