



Social Media Guide

Revised 2021

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Social Media Basics

1.01 | Importance

“These platforms are where Brink’s can establish and share its expertise, offer helpful insights, and gain overall brand awareness.”

Social media can be a valuable tool for Brink’s regions and business units to utilize. When incorporated into a broader digital marketing strategy, it can work directly with other digital marketing platforms to provide value in brand awareness and business growth.

Social media is made up of free platforms (when used organically; see section 1.03 regarding organic social media) that allow Brink’s to communicate directly with current and potential customers. These platforms are where Brink’s can establish and share its expertise, offer helpful insights, and gain overall brand awareness. Additional benefits and opportunities when using social media include:

Additional benefits and opportunities when using social media include:

1. Increasing website traffic
2. Promoting new products and services
3. Sharing helpful content
4. Establishing Brink’s as a thought-leader
5. Staying top of mind with current and prospective customers
6. Managing reputation
7. Real-time understanding of follower behavior

1.02 | Channel Guidelines

“Brink’s Global Marketing recommends focusing on a mix of the four most globally-common social media platforms - *Facebook, LinkedIn, Instagram and Twitter.*”

It’s important to note there are many other platforms available across the globe. Should there be an additional platform of interest for your region or line of business, please consult with Brink’s Global Marketing to discuss.

Why is using a mix of social media platforms important?

- Each platform is optimized for a certain type of content, and with different forms of content also come varying audiences. For example, some people would rather look at an image than read a detailed post. Therefore, if you have a captivating image you’d like to share that doesn’t need a long caption to go with it, posting on Instagram instead of Facebook may be a better fit since Instagram is geared toward image-based content.
- Social media platforms offer different points of contact for users. A single customer or prospect may be on multiple platforms and Brink’s can provide them with various forms of content, or a single user may only be on one platform and would miss out on Brink’s content if Brink’s didn’t utilize that specific platform.
- Posting content on multiple platforms gives the opportunity to reach a larger audience as different demographics use separate platforms. It’s important to note that because each social media platform is different, you shouldn’t post the same exact message on all of them. For example, if you wanted to share a business announcement on social media, the messaging would be written slightly differently on Facebook than for LinkedIn. The overall concept may be the same, but because LinkedIn and Facebook serve different purposes and are geared toward different audiences, the actual message should vary accordingly.
- Some demographics to consider are age, gender, job title, job seniority, industry, life stage, etc.

Tying social media to Brink’s business objectives

Brink’s social media posts and accounts should always have the overarching goal of aligning with your Brink’s regional or business unit objectives. While social media can have a less formal approach than other corporate mediums like email or blog posts, all content should in some way relate to Brink’s and/ or its products and services, and relevant news and business topics. All posts do not, however, need to promote Brink’s products and services (see section 9.02 Posting Specifics for more details).

1.03 | Paid vs. Organic Social Media

Organic posts:

- This is the content posted on your social channel feeds
- There is no cost for posting these images/videos/posts
- Organic posts are measured by their organic reach, which is the number of people who see your post through unpaid distribution
- Organic reach is typically made up of page followers, their connections, post shares, and anyone searching or following a used hashtag
- Organic post reach and engagement are very important to every social media platform as it assists in building relationships and earning trust with current and prospective customers who are page followers
- Organic reach can be increased through post engagement, post shares, and utilizing hashtags (on Instagram, Twitter, and LinkedIn)
- Organic reach percentages differ between platforms, but are typically low. Therefore, organic posts alone may not accomplish your goals when compared to boosted/promoted posts or paid advertisements

Organic Example



Social Media Basics

Boosted/promoted posts:

- A boosted or promoted post is a previously posted organic post on your Facebook or Instagram page that you can apply money to in order to boost it to a targeted audience
- This will increase the reach (see section 4.09, Pulling Results, for more details) of your organic content and is typically utilized to gain post exposure and engagement
- “Boosted” is the phrase associated with Facebook posts.
- “Promoted” is the phrase associated with Instagram posts
- Boosted/promoted posts will look similar to ads as they will have the word “Sponsored” under the page title
- A post is typically boosted/promoted if it is informational or helpful enough to share to a larger audience, but doesn't fit into a larger social advertising campaign
- A boosted post increases the reach of a physical post that is currently on Brink's Facebook or Instagram page
- Boosted posts have a minimum budget of \$1 per day, but larger budgets will result in increased results

See more detail in section 3 - Advertising

- A social media advertising campaign is a coordinated marketing effort to assist with Brink's goals on a social media platform
- This is the process of creating a series of advertisements that are shown to a specific target audience on social media
- A typical social media campaign will consist of multiple ads that tend to be more promotional about Brink's and its offerings
- These ads will not appear on feeds of Brink's social media pages and will only be visible to the targeted audience within their newsfeeds
- The goal of these ads vary but can be to increase page followers, brand awareness, clicks to the website, new customers or leads, and purchases
- To fully utilize social media ads, a larger budget is required as compared to boosted/promoted posts

Paid and Boosted Example





Social Media Platforms

2.01 | Facebook

What is it?

- Founded in 2004, Facebook is a social networking site that allows users to share comments, photos, and links to news and web content, chat live, and watch short-form video
- Facebook is known as the “king” of social media
- 59% of internet users have a Facebook profile

What type of content does well on Facebook?

- Text posts, images, articles/website links, short-form videos

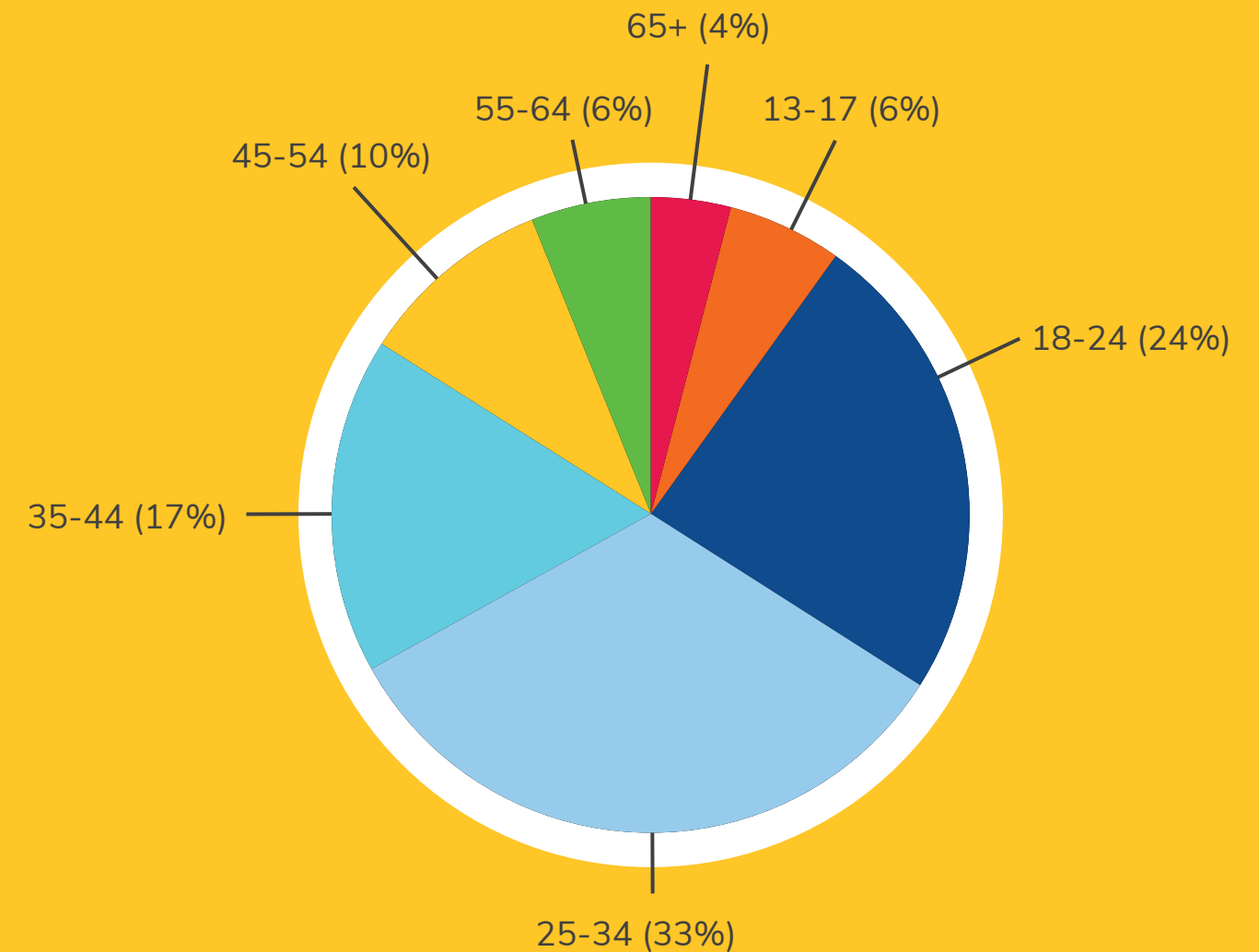
What should Brink’s expect from Facebook?

- Customers often use Facebook as a source of information when researching a company
- Easily share information about your business like address, website, contact information and a bio
- The audience may be interested in posts about new product launch, industry news, or current events
- For best results, 2-3 posts per week are recommended
- Compared to other platforms, expect to see increased impressions and engagement with organic Facebook posts

Who’s on Facebook? (as of May 2021)

- 2.8 billion accounts
- 74% of users visit daily
- 1.19 billion female, 1.51 billion male
- 90% of daily active users are outside the U.S./Canada
- 80 million business pages

Ages (as of May 2021)



2.02 | LinkedIn

What is it?

- Founded in 2003, LinkedIn is a social website for professionals to network, share knowledge, or apply for jobs at or learn about various companies
- Job applications per second: 55
- 92% of B2B marketers use LinkedIn in their digital marketing mix

What type of content does well on LinkedIn?

- Job listings, blogs, company news, professional content

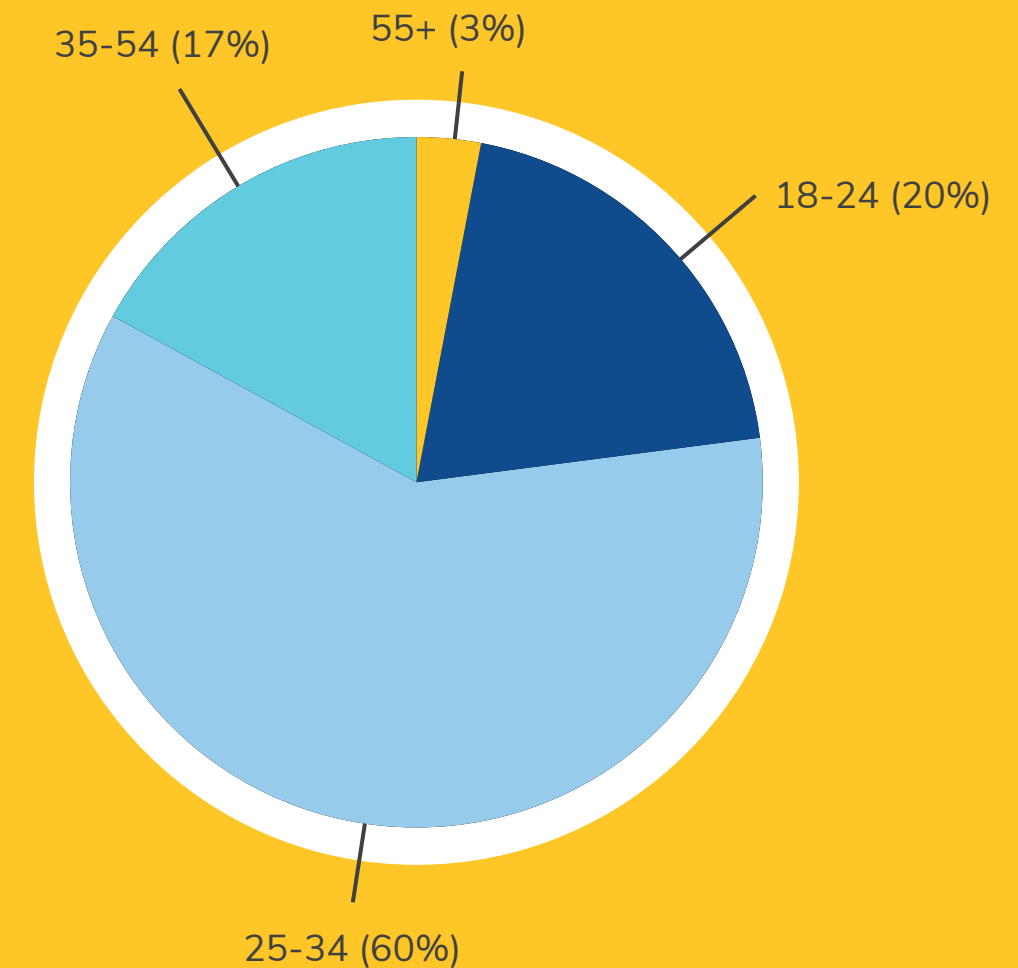
What should Brink's expect from LinkedIn?

- LinkedIn is a business-oriented social media platform
- The professional audience could be very interested in Brink's new products, job openings, or educational information
- LinkedIn accounts for over 50% of all social traffic to business-to-business blogs and website
- For best results, 2-3 posts per week are recommended
- Compared to other platforms, expect to see increased link clicks with organic LinkedIn post

Who's on LinkedIn? (as of May 2021)

- 766 million accounts
- More than 70% of users are outside the U.S. • 51% of users have a college degree
- 63 million are in decision-making positions • 10 million C-level executives
- 30 million company profiles

Ages (as of May 2021)





2.03 | Instagram

What is it?

- Launched in 2010, Instagram is a social media mobile app with an emphasis on visual sharing
- The first image-based social media platform
- Owned by Facebook

What type of content does well on Instagram?

- Images and short-form videos

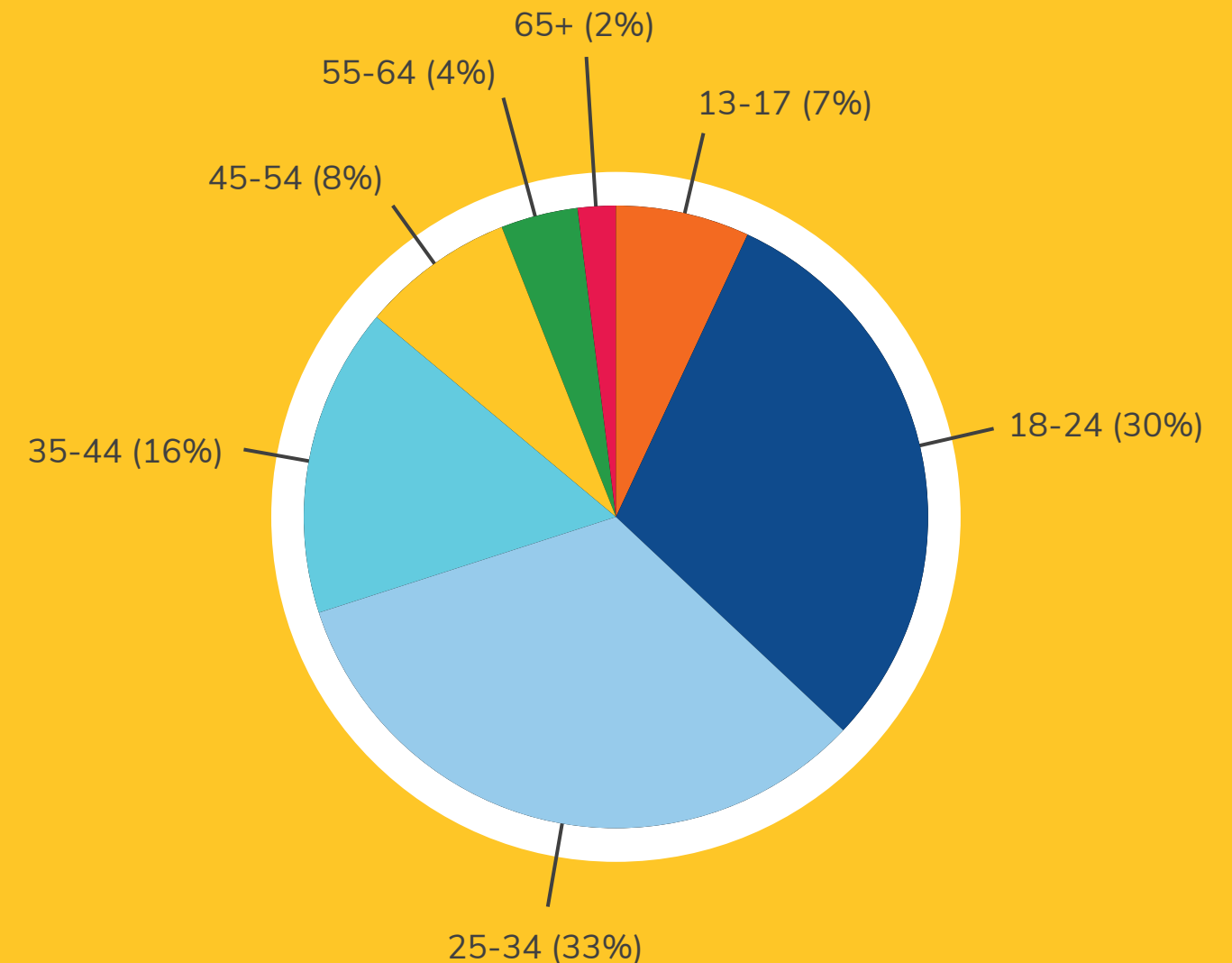
What should Brink's expect from Instagram?

- Gen Z and Millennials see Instagram as a way for brands to showcase new products, promotions, and allows them to shop products
- Instagram is known for reaching a younger (18-24) audience, but there are actually more active users in the 25-34 age range
- 200+ million users visit at least one business profile daily
- For best results, 1-2 posts per day are recommended
- Compared to other platforms, expect to see increased post engagement and organic reach with organic Instagram posts

Who's on Instagram? (as of May 2021)

- 1 billion accounts
- Globally 293 million users are between 18-24 / Globally 338 million users are between 25-34
- 72% of the gen z population
- 25 million businesses

Ages (as of May 2021)





2.04 | Twitter

What is it?

- Launched in 2006, Twitter is a social site where users consume news and communicate i short messages
- 280 characters maximum per tweet
- 85% of small-to-medium sized businesses use Twitter as a tool for customer service
- Twitter is the preferred social channel for consuming new

What type of content does well on Twitter?

- News, blog posts, and GIFs

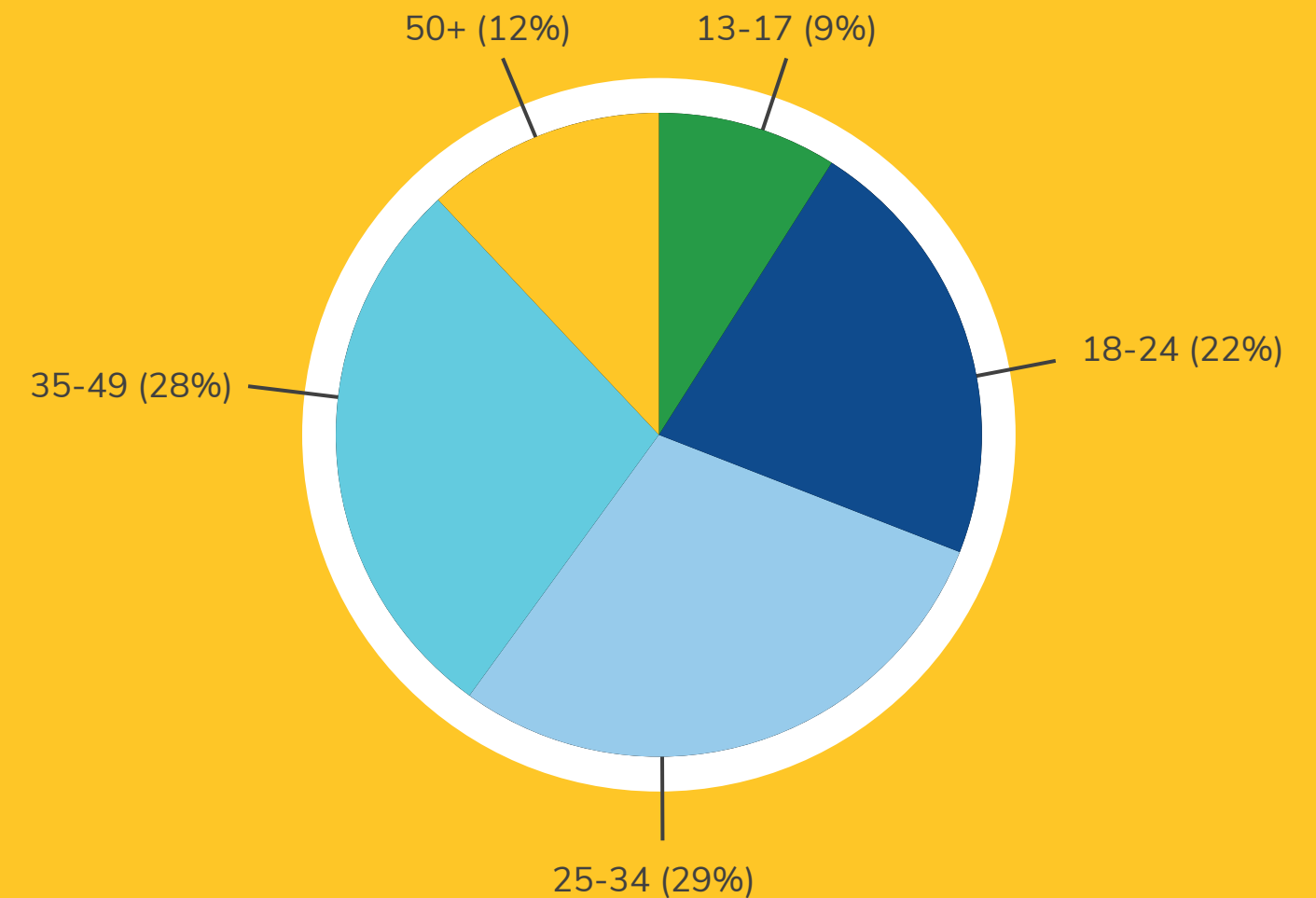
What should Brink's expect from Twitter?

- Twitter users spend a lot of time on the platform and regularly engage with content
- Twitter offers the option of retweeting which allows Brink's to share industry news direct from reputable sources
- Using hashtags in posts allows for larger organic reach than other platforms
- For best results, 3-5 posts per day are recommended
- Compared to other platforms, expect to see increased organic reach and post replies with organic
- Twitter posts

Who's on Twitter? (as of May 2021)

- 340 million accounts
- 32% of users have a college degree or higher
- 77% of Americans on Twitter earn \$75,000 or more / 80% of users are affluent millennials
- 70% of small businesses are on Twitter

Ages (as of May 2021)



2.05 | Page Roles

For Facebook and LinkedIn accounts, page access will be granted at an individual level. Because of this, different users can be granted different access levels.

LinkedIn Admin options:

Super admin

- This role manages everything on the page. It's the only role that can edit the page and manage all admins
- Super admin access should be given to internal team members only

Content admin

- This role posts and manages content, comments as the page, and exports analytics
- Content admin access should be given to external teams who assist in running the page

Curator

- This role recommends content for employees to post and can view and export analytics
- Curator access can be given to high-level internal team members who do not want full responsibilities of the page but would like to review insights and offer suggestions

Analyst

- This role only views and exports analytics on LinkedIn and will have limited access on third-party partners tools
- Analyst access can be given to any analytics team members

Note: These options are not applicable for Instagram and Twitter as logging into these platforms is done through the use of one shared username and password.

Facebook Admin Options:

Admin

- Can manage all aspects of the page. They can publish as the page, respond to and delete comments, create ads, see who created a post or comment, view insights, and assign page roles
- Admin access should be given to internal team members only

Editor

- Can publish content as the page, respond to and delete comments on the page, create ads, see who created a post or comment, and view insights
- Editor access should be given to external teams who assist in running the page

Moderator

- Can respond to and delete comments on the page, create ads, see who created a post or comment, and view insights
- Moderator access can be given to high-level internal team members who do not want full responsibility of the page but would like to review insights and offer suggestions

Analyst

- Can see which admin created a post or comment and view insights Analyst access can be given to any analytics team members
- Analyst access can be given to any analytics team members



Advertising

3.01 | Facebook/Instagram

Ads within a social ad campaign can have a budget as low as \$1 per day, but a higher budget will increase results.

A campaign should consist of 5-10 ads, and a minimum budget should start at around \$500.

Facebook and Instagram ads perform well for brand awareness goals

- Link clicks are a good measure of brand awareness on Facebook
- Engagement is a good measure of brand awareness on Instagram

Platform

- Facebook Business Manager (business.facebook.com)
- Facebook and Instagram are both owned by Facebook so advertising for both are done within the same platform

Audience creation targeting options

Location (required)

- Countries
- Regions or States
- Cities
- Postal Codes Demographics
- Addresses (1 - 50 mile radius)

Gender (not required)

Age Range (required)

- 13 - 65+





Interests

- Entertainment
- Food and drink
- Hobbies
- Shopping
- Sports
- Technology
- Travel

Demographics

- Education
- Income
- Life events
- Parent
- Relationship
- Job title and Industry

Industry average metrics across platforms

				
CPM	\$6	\$6	\$8	\$9
CPC	\$0.95	\$0.75	\$5.25	\$0.40
CPE	\$0.07	\$0.03	N/A	\$1.35

CPM - Average cost per million impressions

CPC - Average cost per click

CPE - Average cost per engagement (likes, reactions, comments, shares, saves, retweets, replies)

3.02 | LinkedIn

LinkedIn has a \$10 per day per campaign minimum, so the minimum monthly budget is \$300.

- LinkedIn ads typically result in higher link clicks than other platforms. Results are dependent on ad quality
- The goal of LinkedIn ads is typically impressions and clicks, so ad engagement is rarely measured

Platform

- LinkedIn Campaigns Manager ([linkedin.com/campaignmanager](https://www.linkedin.com/campaignmanager/))
- LinkedIn campaigns can only be created in one format per group - image, video, carousel, etc.

Audience creation targeting options

Location (required)

- Country
- State
- City
- Town

Demographics (not required)

- Age
- Gender





Education

- Degrees
- Fields of study
- Member school

Job Experience

- Job function
- Job seniority
- Job title
- Years of experience

Industry average metrics across platforms

				
CPM	\$6	\$6	\$8	\$9
CPC	\$0.95	\$0.75	\$5.25	\$0.40
CPE	\$0.07	\$0.03	N/A	\$1.35

CPM - Average cost per million impressions

CPC - Average cost per click

CPE - Average cost per engagement (likes, reactions, comments, shares, saves, retweets, replies)

3.03 | Twitter

Ads within an ad campaign can have a budget as low as \$1 per day. Twitter Ads typically result in low link clicks, but high brand awareness which is measured by impressions.

Platform

- Twitter Ads (ads.twitter.com)

Audience creation targeting options

Age range (not required)

Gender (not required)





Locations (required)

- Country
- State
- City
- Postal code

Keywords and Interests

- These must be manually entered
- These can include hashtag phrases

Industry average metrics across platforms

				
CPM	\$6	\$6	\$8	\$9
CPC	\$0.95	\$0.75	\$5.25	\$0.40
CPE	\$0.07	\$0.03	N/A	\$1.35

CPM - Average cost per million impressions

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Posting Specifics

Posting Specifics

4.01 | What and When to Post

“It’s important to test posting times on each channel to determine which time and day of the week resonates best with that channel’s audience.”

Social media posts should adhere to the guidelines outlined in the external Brink’s Social Media Style Guide.

What to post on Brink’s social media pages

- When posting on social media, it’s important to follow the 80/20 rule. This states that content should consist of 80% non-product focused and helpful content, for example, financial or security tips or local events, and 20% “self promotional” content
- This rule helps followers and viewers stay interested in your page’s content without getting burnt out by sales updates
- All content, even non-product focused posts, should tie into Brink’s messaging in some way
- It’s important to share a variety of content types
- The amount of one specific post type should align with your region’s goals
- For example, if the goal is brand awareness, focus more on company culture and industry news
- For example, if the goal is product awareness, focus more on product news and updates

Posting on each social media channel

It’s important to test posting times on each channel to determine which time and day of the week resonates best with that channel’s audience.

Each organic post can take time to create including inception, copywriting, image design, review and revisions, and post, so this time should be allotted for each week for each channel implemented. The specific amount of time each post will take to create and post may vary depending on the resources you have available, but it’s recommended to set aside at least one hour to develop each post.

Organic post ideas

1. Industry news
2. Insightful blog posts
3. Financial or security tips
4. Company announcements
5. Employee news (anniversaries, promotions)
6. New employees (in compliance with HR policies)
7. Local events that Brink’s is associated with
8. Local events that are important in the community
9. Recruiting (limited to LinkedIn, or where appropriate)
10. Major holidays* (when appropriate)
11. New product announcements
12. Product news / updates
13. Testimonials from customers
14. Product reviews from customers or Brink’s

*Keep holidays politically correct, for example “Happy holidays”. Holidays should only make up a small portion of your overall content strategy.

4.02 | Scheduling Posts

There are multiple third-party tools that can be used for scheduling and monitoring posts within each channel.

There are multiple third-party tools that can be used for scheduling and monitoring posts within each channel, such as Hootsuite, Later, SproutSocial, Pardot, etc. There can be a cost associated with these platforms, but if you plan to post regularly, these tools are helpful, as not all platforms have scheduling capabilities built into their own systems. For example, Instagram doesn't have a built-in option that lets you schedule posts ahead of time, but using a tool like Hootsuite, you can work around that challenge.



Facebook

Facebook posts can be scheduled in advance directly within the Facebook platform:

1. Under "Manage Page," navigate to "Publishing Tools"
2. Select "Create Post"
3. Create your post, and in the lower right corner select the down arrow and select "Schedule Post"
4. Choose your ideal publishing date and time, and select "Save"
5. Scheduled posts can be viewed and edited by navigating to "Scheduled Posts" under "Publishing Tools"

LinkedIn and Instagram posts cannot be scheduled within their subsequent platforms.



Twitter

Twitter posts can be scheduled in advance directly within the Twitter ads platform.

NOTE: Twitter's scheduling tool lives within the ad platform and is not accessible unless you are running Twitter ads.

1. Log in to ads.twitter.com
2. Navigate to the "Creatives" under the "Tweets" tab
3. Click on "New Tweet" in the top right corner
4. Create your Tweet, add photos or videos
5. Unselect "Promoted-only" to share this as an organic Tweet
6. Once you're finished, select the down arrow button next to "Tweet"
7. Choose "Schedule" from the drop-down menu
8. Select the date and time you want your scheduled Tweet to go live

Posting Specifics

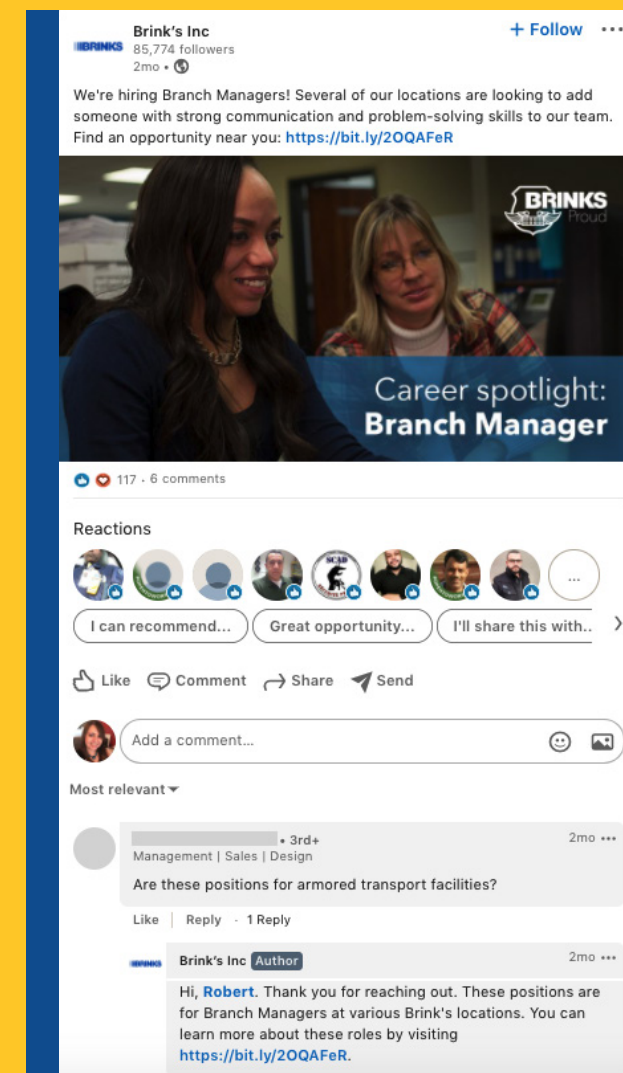
4.03 | Responding to social media comments/reviews

“Do your best to read every comment, and use your best judgment as to when to respond. You do not need to respond to every single comment, but also, do not ignore comments. It is essential to monitor social media accounts for commentary on a daily basis.”

- Keep the tone professional and as upbeat as possible, no matter the user's tone
- If the comment or review is favorable, offer your appreciation
- If the comment or review is negative, resolve the issue if possible, and/or work with the appropriate internal team to assist with a resolution
- If it's a common issue or misunderstanding, responding to this comment publicly may help others who also have the issue and will show Brink's helpful nature
- If a comment is “spammy” for example, uses offensive language, promotes external products or services, or bullies other users these posts should be removed from the page
- If a customer is having an issue with a specific product or digital service, ensure it is brought to the attention of the relevant department teams in your region

Taking the conversation offline

If a conversation or review is hostile or contains personal information, please take the conversation offline by offering to continue the conversation in a direct/private message. You may need to act as a bridge between the customer and the correct Brink's department until someone from the relevant department can get involved.



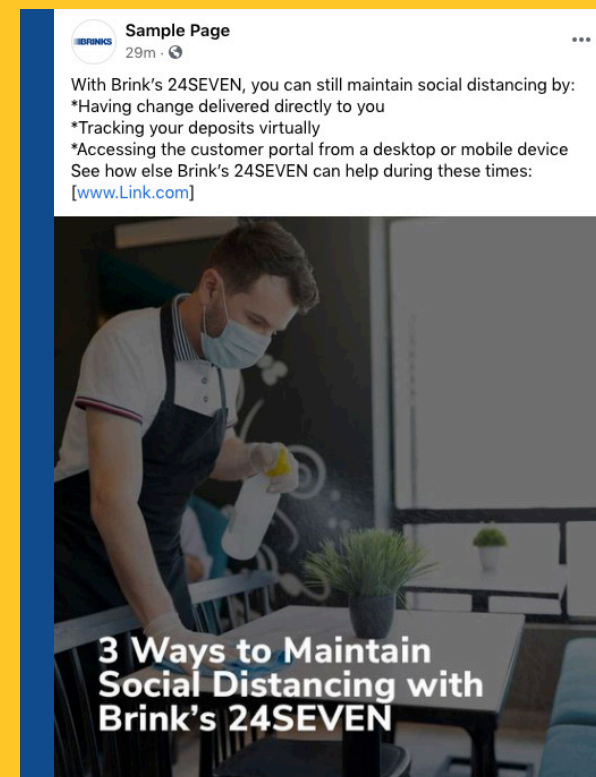
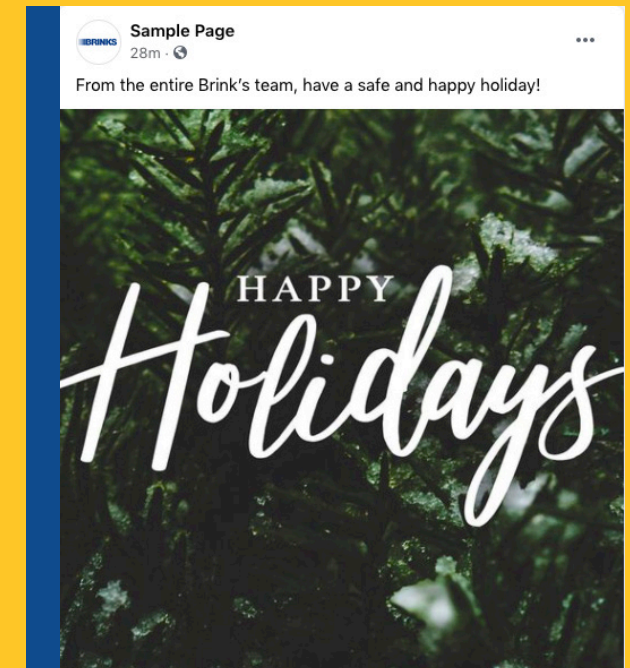
Posting Specifics

4.04 | Facebook Post Examples

Facebook posts should adhere to the guidelines outlined in the external Brink's Social Media Style Guide.

Tips for posting links:

- When including a link within a post, the post will auto-populate an image directly from the article or blog, or in some cases, the link preview will be strictly text
- To remove this image preview and include a custom image, simply select "Image/Video" in the "Add to Your Post" section of the post creator. This will remove the auto-populated link preview and will add the custom image of your choosing
- To remove this link preview and not replace it, simply click the X on the link preview to delete it



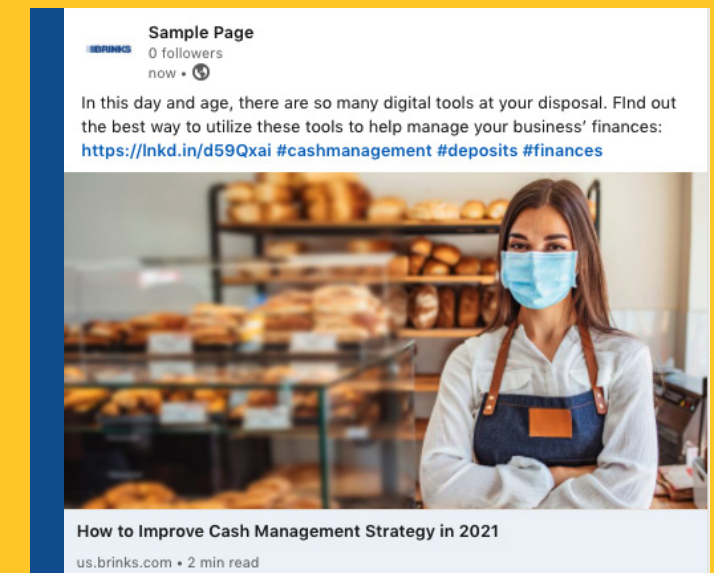
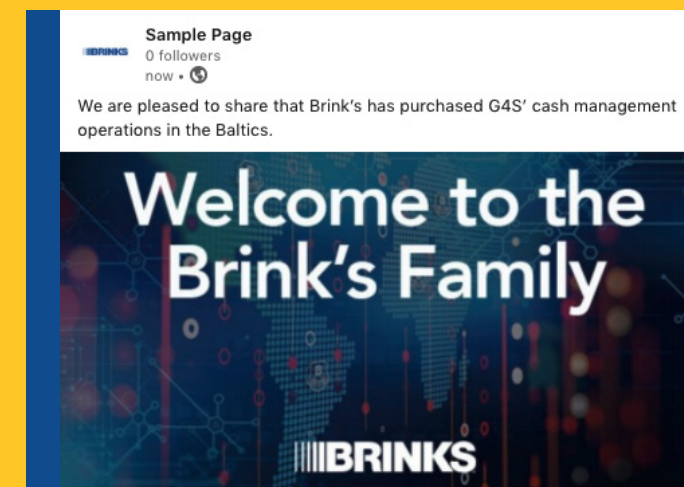
Posting Specifics

4.05 | LinkedIn Post Examples

LinkedIn posts should adhere to the guidelines outlined in the external Brink's Social Media Style Guide.

Tips for posting links:

- LinkedIn links auto-populate with title and image. These can both be changed by selecting the edit pencil on the link preview
- The link title has a maximum character count of 140, but standard practice is to keep it short but descriptive
- The link image can be changed to a custom image of your choosing to elicit more engagement. Standard size guidelines should be followed
- Link URLs will automatically be condensed into a LinkedIn format (<https://lnkd.in/e86pZz> instead of www.brinks.com) upon posting, so creating a link title is very important so viewers know what the destination is

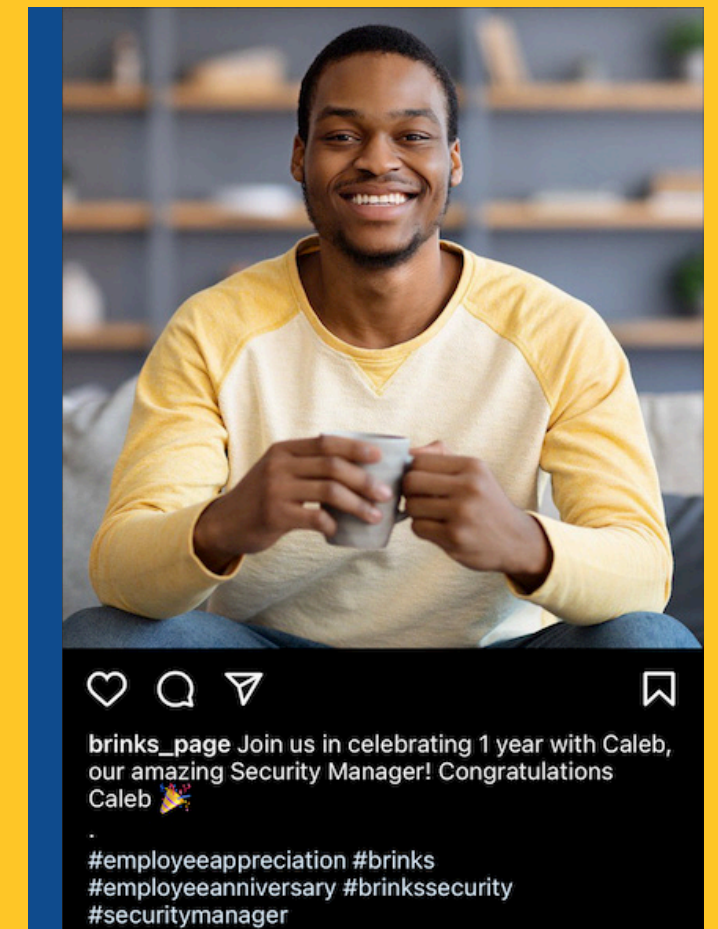
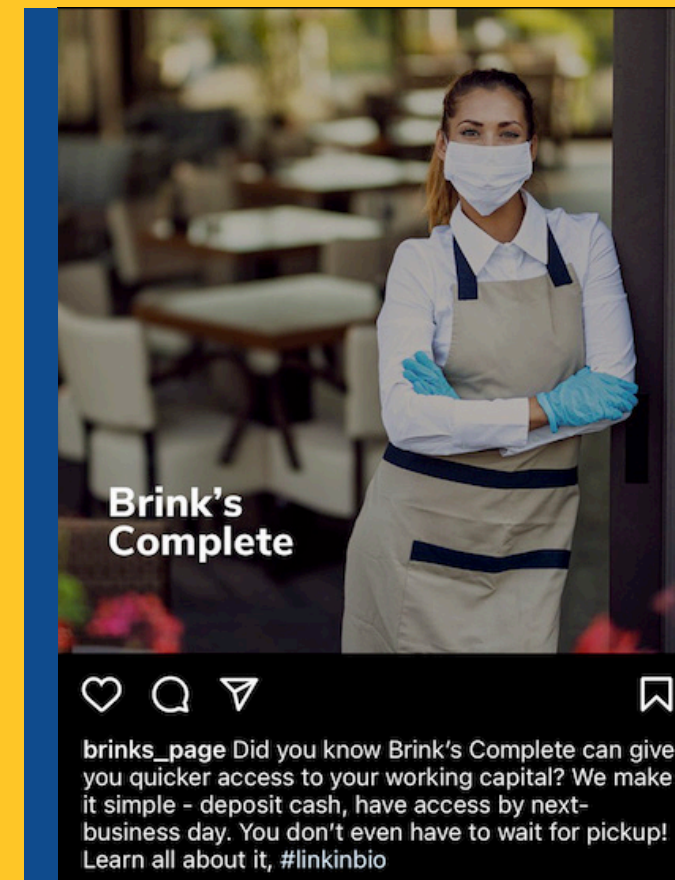


Posting Specifics

4.06 | Instagram Post Examples

Instagram posts should adhere to the guidelines outlined in the external Brink's Social Media Style Guide.

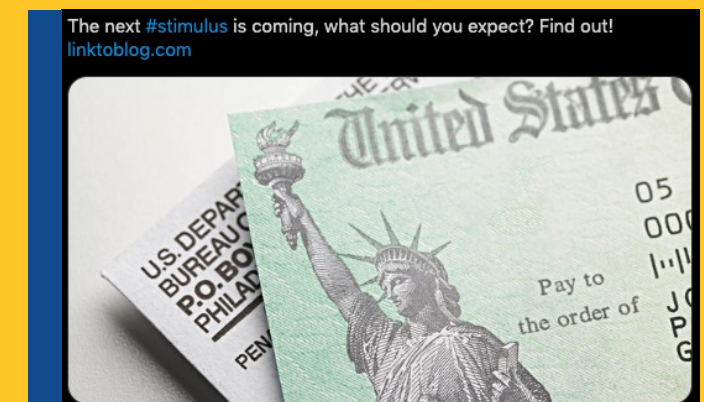
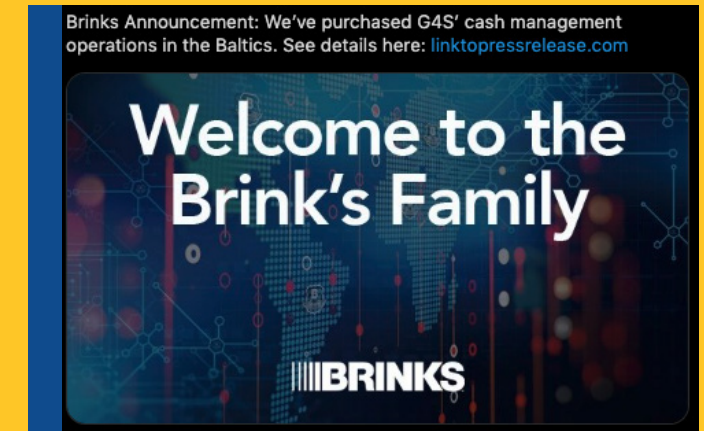
Note: In these examples, the images are meant to be of Brink's employees, not models, so it doesn't go against style guidelines set for images with models.



Posting Specifics

4.07 | Twitter Post Examples

Twitter posts should adhere to the guidelines outlined in the external Brink's Social Media Style Guide.



4.08 | Hashtags

A hashtag is a pound sign or a hash (#) followed by a key phrase or a word. These can work like a label for social media LinkedIn content and allow people to quickly find a specific type of content by searching for the hashtag within a specific platform.

Hashtags are great tools for users to find your content without being a page follower. Hashtags should be a combination of post specific, Brink's specific, and more brand generic

Brink's and brand generic hashtags may include:

- #cashmanagment
- #moneymanagment
- #CIT
- #security
- #brinks
- #brinkssecurity
- #money
- #cash
- #workingcapital

Post-specific hashtags may include:

- #employeeappreciation
- #stimulus
- #covid19
- #winterstormxylia
- #jobopening

Instagram

- 5-10 hashtags are ideal
- Best practice is to not use hashtags within the text of your caption, but to place them under the caption, preferably with at least one hard return after the caption (see example)
- Max hashtags per post: 30
- Hashtags should be 24 characters or less

LinkedIn

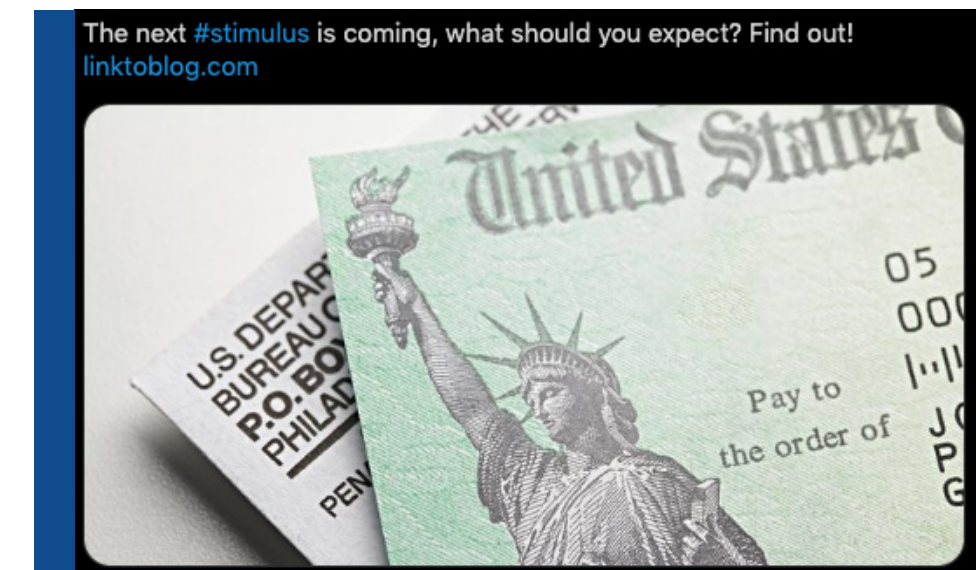
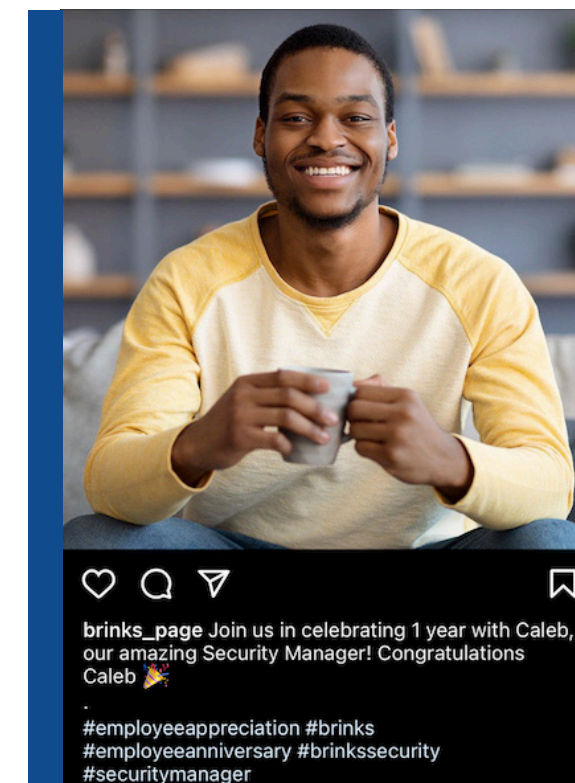
- Up to 5 are recommended. Past that, the post could be as spam by LinkedIn's algorithm
- Max hashtags per post: No limit, but see recommendation above

Facebook

- Not recommended
- Unlike on the other platforms, Facebook hashtags are not typically searched or followed, so there is no organix benefit to using hashtags
- Additionally, the use of hashtags in a Facebook post typically looks like it was meant for another channel

Twitter

- Up to 2 are recommended. Be mindful of character count
- Because of character count, these hashtags should be included within the caption text



4.09 | Pulling Results

Results on social media platforms

Anyone with page access will be able to see full results on each post on each social media platform.

Determining success of each post will depend on the overall goals of the page and posts (brand awareness, product awareness, website clicks, blog views, etc).

Each platform offers different expected post results (see section 2 - Social Media Platforms) and understanding what is successful for each of your pages may take a few posts to determine comparative trends. This is why it is important to regularly pull and evaluate activity.

It's difficult to measure success against another brand's social media page, as results will occur due to page followers, comprehensive post engagement, page industry and page history - all of which affect social media algorithms which aid in post visibility.

You should pull and evaluate results for each platform once per month at a minimum.

Understanding key metrics

- Impressions - The total number of times a post is seen
- Reach - The unique number of people who see a post
- Engagement - The total amount of likes, reactions, shares, comments or clicks on a post
- Likes - The button user clicks to show they enjoyed the content - known as reaction on Facebook
- Shares - When a user shares the content to their social profile
- Comments - A comment directly on the post
- Clicks - The total number of clicks anywhere on the post (link click, image view, see more)

Performance for Your Post

1271 People Reached

60 Likes, Comments & Shares

28 Post Clicks

12	14	2
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide All Posts **2** Hide Posts

0 Report as Spam **0** Unlike Page

60 Likes, Comments & Shares



External Assistance

5.01 | What to expect when working with an agency

Social media takes time to develop an overall strategy and to execute that strategy appropriately.

To ensure proper resources are allocated to social media posting and ads, some marketing teams may choose to work with an external marketing agency.

Know which channels you'd like to focus on

- More channels will lead to more work which will lead to a higher monthly fee from the agency you work with
- The agency you work with can help you determine the best channels for your budget and overall strategy

Know your monthly budget (if running ads)

- The agency you work with will be able to provide recommendations and projections so you can know what to expect for advertising dollars
- External agencies typically charge by the hour or by the project, so expect a monthly fee for managing social media projects
- Advertising budget will be a separate budget on top of the monthly agency fee

Know your strategy and high-level goals

- Do you just want to focus on organic posts? Just advertising? Or both?
- How does social media align with your overall business objectives? Are you using it to drive sales or are you trying to create brand awareness? Or both?
- Determining the time it will take to complete each type of project will determine the monthly budget, which will most likely influence the overall strategy

Know what to share

- Be sure that you have a non-disclosure agreement on file when engaging any partners and consult with Legal teams before sharing any setup information. Contact Brink's legal department to provide an NDA for you to share
- The agency will need page and/or ad platform admin access in order to run posts and/or ads
- The agency will need a credit card on file if running social media ads
- Share this document and the external Brink's Social Media Style Guide and the Brink's Brand Guideline so the agency can accurately adhere to all of our guidelines
- Share any images or videos provided by Brink's Corporate that may be incorporated into posts and ads

5.02 | Internal and External Involvement

When working with an external agency, there are different levels of involvement from the external agency and your internal Brink's team.

The internal Brink's team can choose to be as involved as they wish from handing off all information and relying on the agency to create all relevant content and strategy, to creating a strategy and asking the agency to create and deploy content, to working directly with the agency to develop all strategy and content and everything in between.

It is the responsibility of the Brink's marketing team to determine the level of involvement they would prefer while working with an agency. No matter the level of engagement of the agency, the Brink's team should remain regularly engaged with an active agency partner.

5.03 | Brink's Team Resourcing

Working with an external agency still requires you to spend some time on social media efforts.

If an agency isn't following through on the recommendations below, the partnership should re-evaluated.

When working with an agency, the Brink's team should expect:

Frequent communication and meetings

- Have an open line of communication
- Your external agency will reach out frequently to ensure social media efforts are aligning with your goals
- At minimum, expect to have bi-weekly check-ins with your agency, if not more frequent, to discuss strategy and content
- To stay involved with results, it will be important to have a monthly analytics/reporting meeting

Strategy involvement

- Your agency will want to have brainstorming sessions to ensure proper content development
- Your marketing team will need to communicate the agreed upon strategies from the previous page
- The external agency will not have an understanding of Brink's and its regulations, so this will need to be discussed in detail

Team and legal review

- All content must go through Brink's legal review before publishing (subject to specific exception)
- See information about the full process in section 7.01



Glossary

Social media terminology

Algorithm	How each platform determines which content to display to a particular user at a given time
Bio	The section of your profile where you explain who your brand is and what you're all about
Carousel Post	When you share a slideshow of more than one image within one post
Clickthrough Rate (CTR)	The percentage of post impressions over number of clicks
DM (Direct Message)	This is a direct message sent to a private inbox
Engagement	Any type of interaction with your brand on social counts as an engagement--this can be likes, comments, clicks, shares, etc
Engagement Rate	A reflection of what percentage of people who see the post choose to engage with it
Feed	A feed on social media is a generic term for the stream of content you see from other users. On most social networks, the feed functions as a homepage and is the most common way to see people's posts and engage with them
Fleets	Similar to Stories on Instagram and Facebook, Fleets are temporary Twitter posts that automatically disappear after 24 hours
Follower	A follower is a user on social media who has subscribed to see your posts in their feed
Handle	Your unique username for social media accounts
Hashtag	Using # before a word will cause it to fall into a larger conversation about that topic. They are searchable, similar to keywords, and are big on Twitter and Instagram
Impressions	The total number of times a post was seen. If one person has seen the post multiple times, the number of impressions will be counted multiple times
Organic Reach	Organic reach is how many people see your post or page without the help of a paid promotion behind it

Social media terminology

Reach	The number of individuals who saw a given post
Reaction	Both Facebook and LinkedIn now have reaction options besides the simple “like.” You can love a post, laugh at it, share your sadness or anger, or even “celebrate” on LinkedIn
Regram/retweet	Re-sharing someone’s content they post on a platform to your own platform
Share	A small image that you click or press that allows you to share social media content These are the modern day equivalent of word-of-mouth
Spam	Irrelevant or inappropriate messages sent on the internet to a large number of recipients
Stories	Stories are temporary posts on Facebook and Instagram that are available for just 24 hours. After that timeframe, they automatically disappear
Trending	Particular topics that are posted about frequently are called “trending topics.” These show up in a sidebar on Twitter and highlight what topics are hot at the moment



Requirements and Reference Documents

Requirements and Reference Documents

As you begin your social media journey, we've included a set of helpful documents to reference that can be found within the **Brand Library**.

Platform setup

- Brink's Global Marketing will assist regions/business units with new page setup and foundational support, as seen in the **Social Media Onboarding Overview**
- For all new pages and/or platforms, please consult Brink's Global Marketing for setup by using the **Social Media Platform Request Form**. If you have not been previously on boarded by the Global Marketing team, please consult the **Social Media Onboarding Request Form** instead

Content scheduling and page management

- Monday.com is provisioned for each region/business unit user of social media to help schedule content. Please consult the Monday.com User Guide for more information

Legal policy and review

- The Brink's legal team has established a set of policy guidelines for social media use across the organization, found within the Social Media Legal Policy and Social Media Dos and Don'ts
- All social content must be reviewed and approved by the Brink's legal team. For further information, please consult the Legal Review Submission Portal Procedure document

Brand and style guides

When creating social pages and content, you must adhere to Brink's brand and social style guidelines outlined in the **Social Media Style Guide**



Legal Review Policy Statement

Background and legal review requirements

Brink's maintains a Legal Review Submission Portal and requires that material shared externally with existing and potential Brink's customers in any jurisdiction and in any format (print, online, etc.) must be reviewed by the Legal Department. This requirement includes the review of material posted online, including on Brink's website and on social media platforms.

Exemption from legal review requirements in certain circumstances

We understand that posting on some social media outlets requires more immediate response from Brink's and that there can be a benefit in Brink's reacting in "real time" on social media to customer feedback or external events.

Therefore, you may proceed with a social media posting without legal review if you meet all of the following criteria:

- Your country has a designated employee who is responsible for drafting social media postings
- The designated employee has completed training with their Regional General Counsel
- The posting is to an account maintained by a Brink's entity and the account has been approved by a member of the Global Marketing team
- You are posting to Facebook, Instagram, Twitter or LinkedIn
- The designated employee has determined it is in the best interest of the Company to make a same-day posting or response
- The post is not related to an employee injury or fatality, or any injury or fatality allegedly caused by or related in any way to Brink's business
- The post does not comment on pending or threatened litigation or regulatory investigations
- The post does not comment on competitors' actions, announcements or behaviors
- The post does not comment on rumors of corporate transaction (including mergers or acquisitions or customer contracts)
- The post does not express any political view or support any political stance or movement

Additional resources

Brink's also maintains a list of "Dos and Don'ts" for employees who are creating social media content on behalf of Brink's. Employees should carefully review and follow the "Do's and Don'ts."

If you have questions, please contact your Regional General Counsel – Connelia Savage (U.S. and Canada), Jorge Zemborain (Latin America) and Guillaume Nonain (EMEA, Asia Pacific, ROW) or Lindsay Blackwood – Associate General Counsel – Corporate Legal.



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