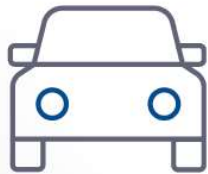
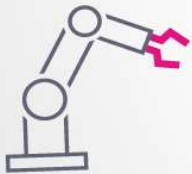




RECA Group Conference 2023

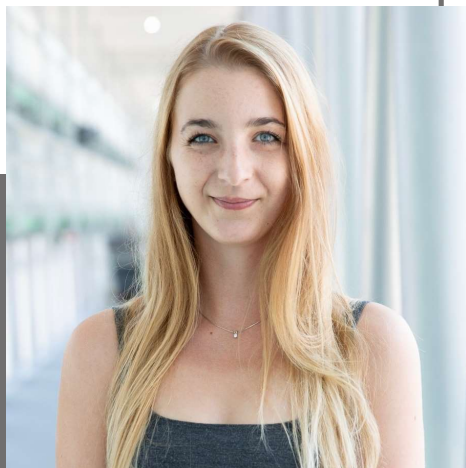
Social media *Workshop*



www.reca.com



We introduce ourselves:



Vanessa
Stöcklegger

*AT-Kellner & Kunz AG
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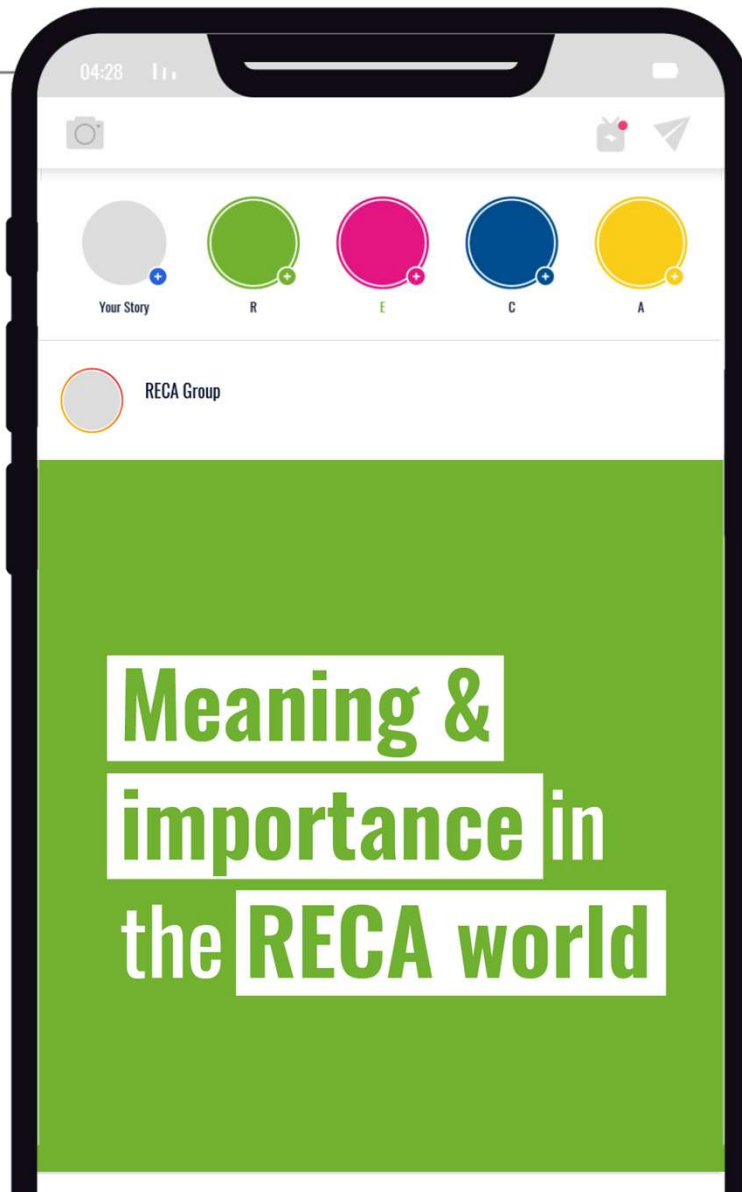
Isabelle
Huber

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DE-RECA Norm*

+49 7944 61-166
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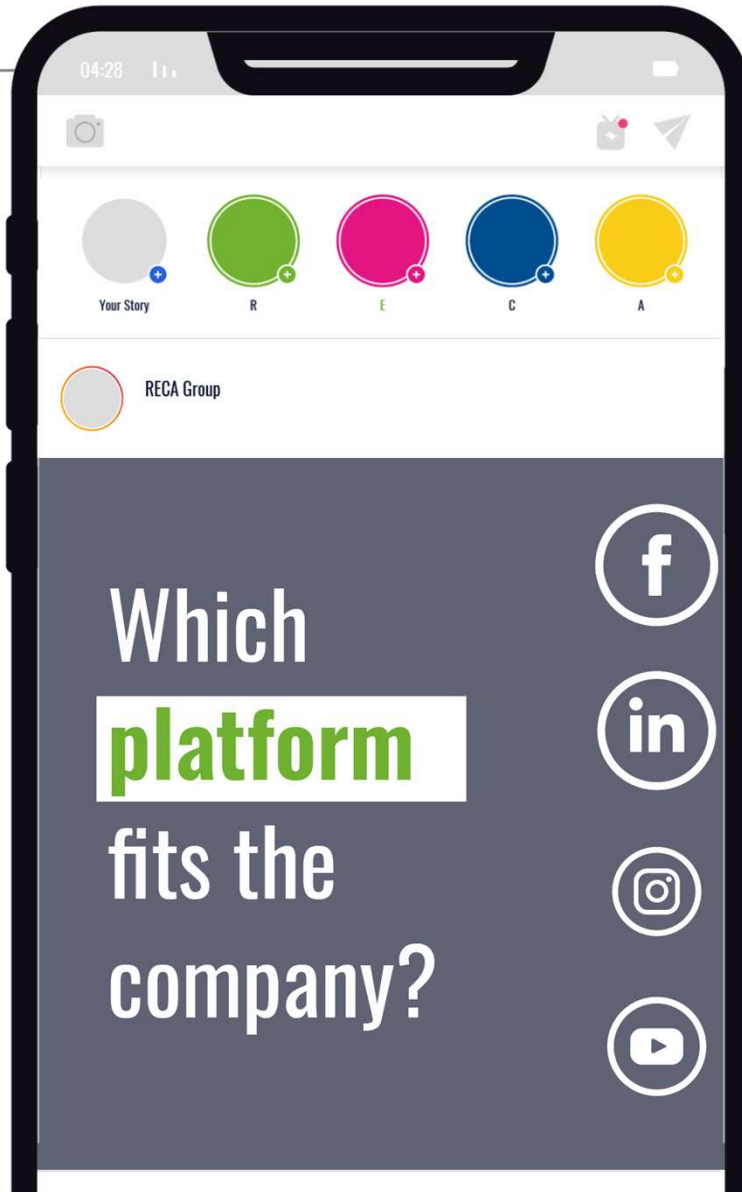
Content



RECA Group
Conference 2023

24.10.2023

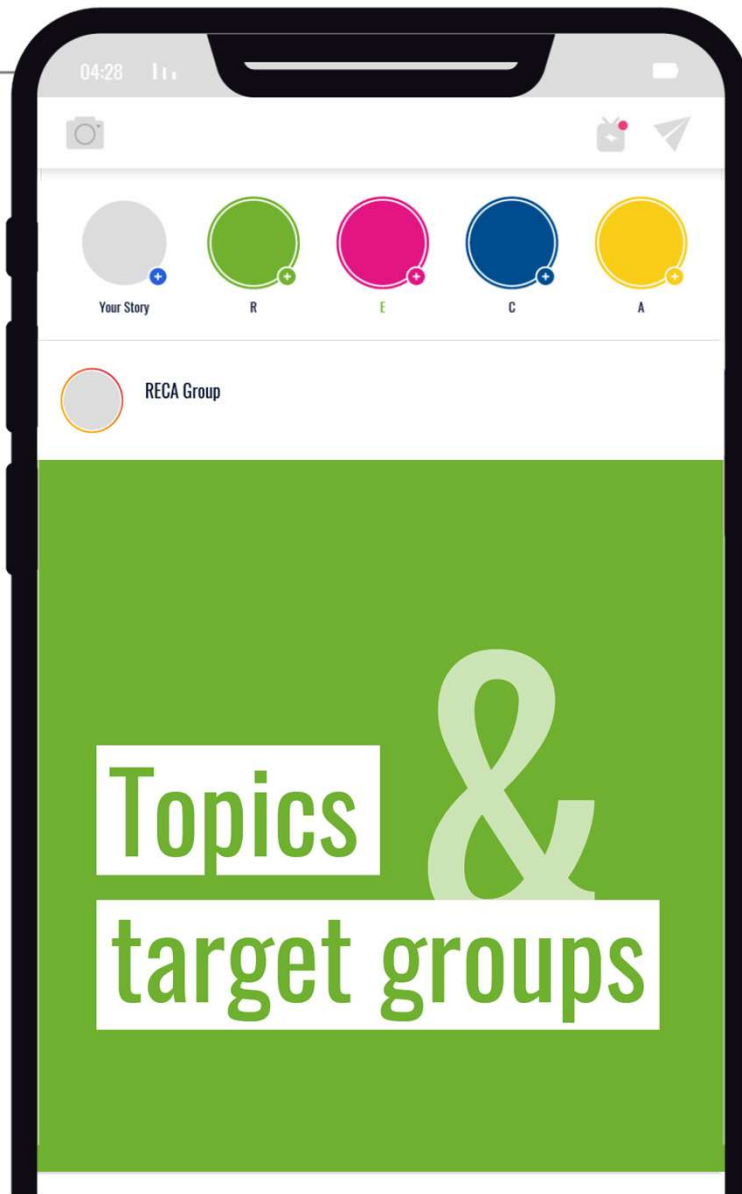
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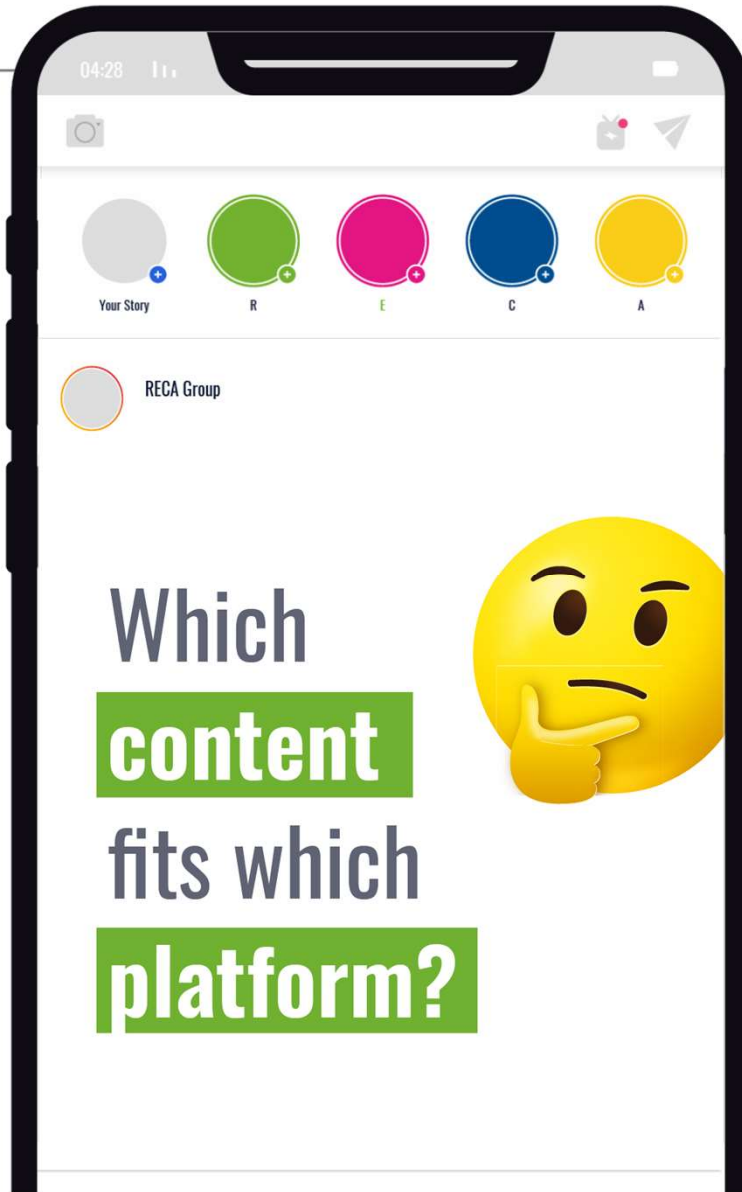
RECA Group
Conference 2023

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Content



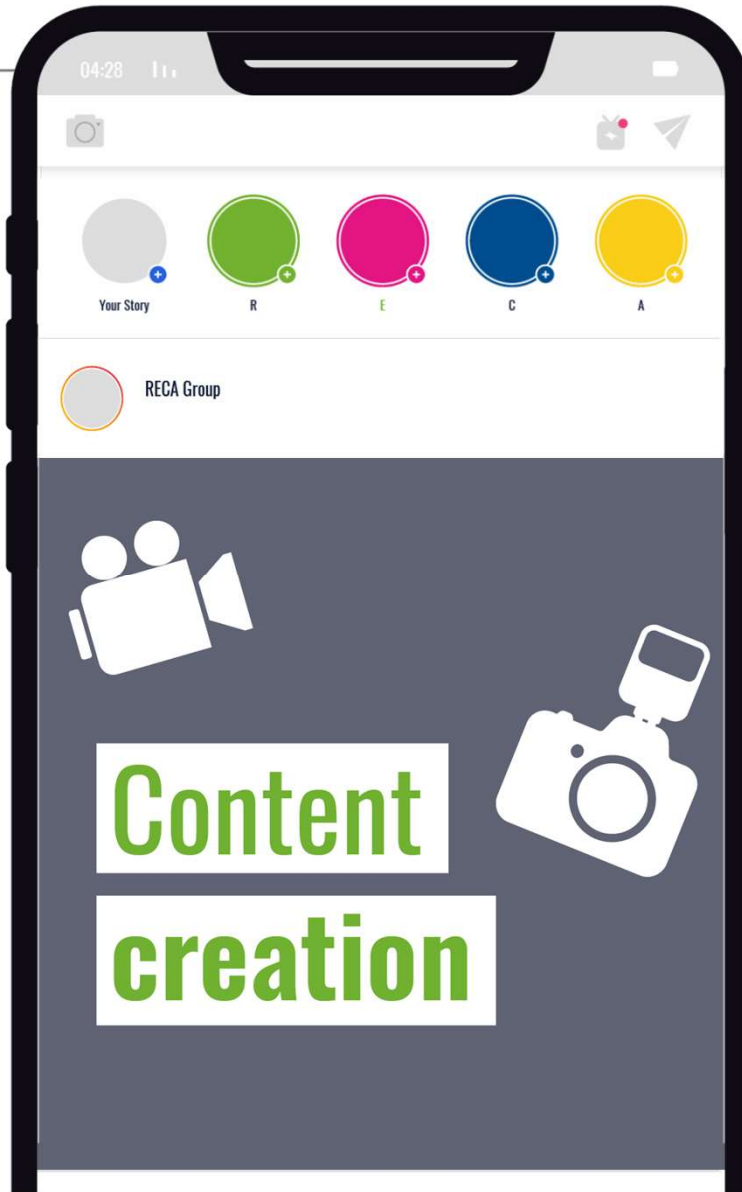
Content



RECA Group
Conference 2023

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Content



RECA Group
Conference 2023

24.10.2023

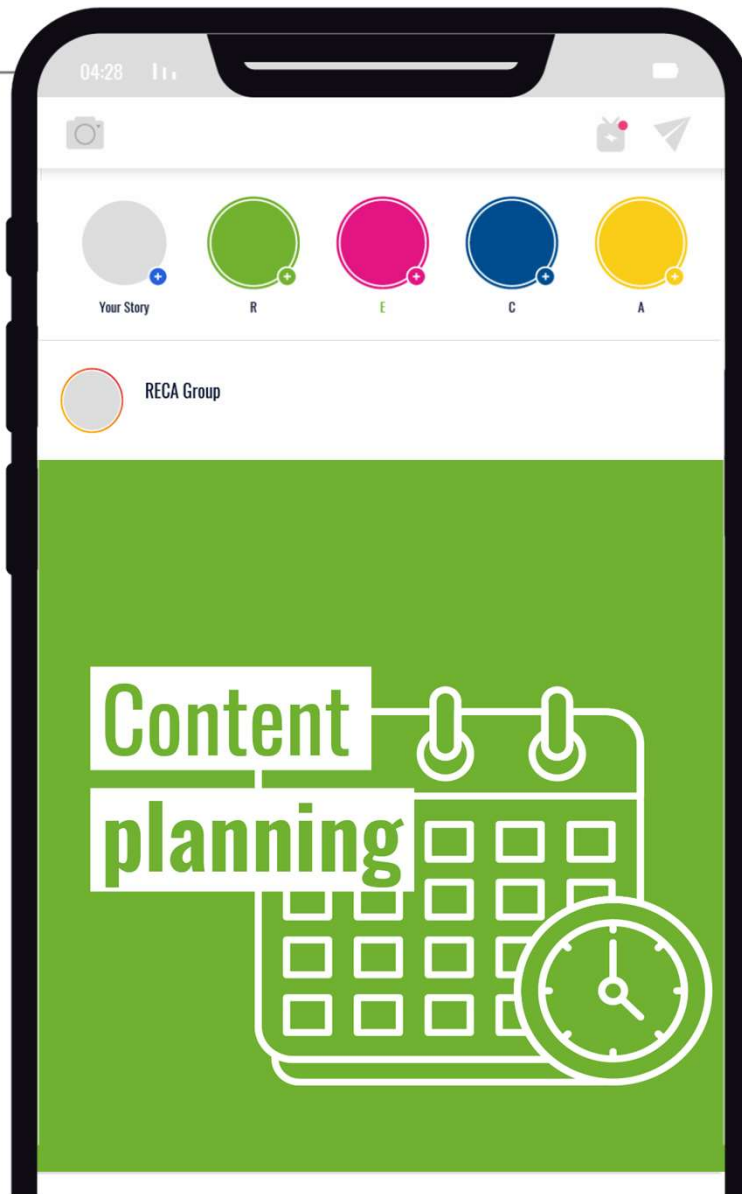
Content



RECA Group
Conference 2023

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Content



RECA Group
Conference 2023

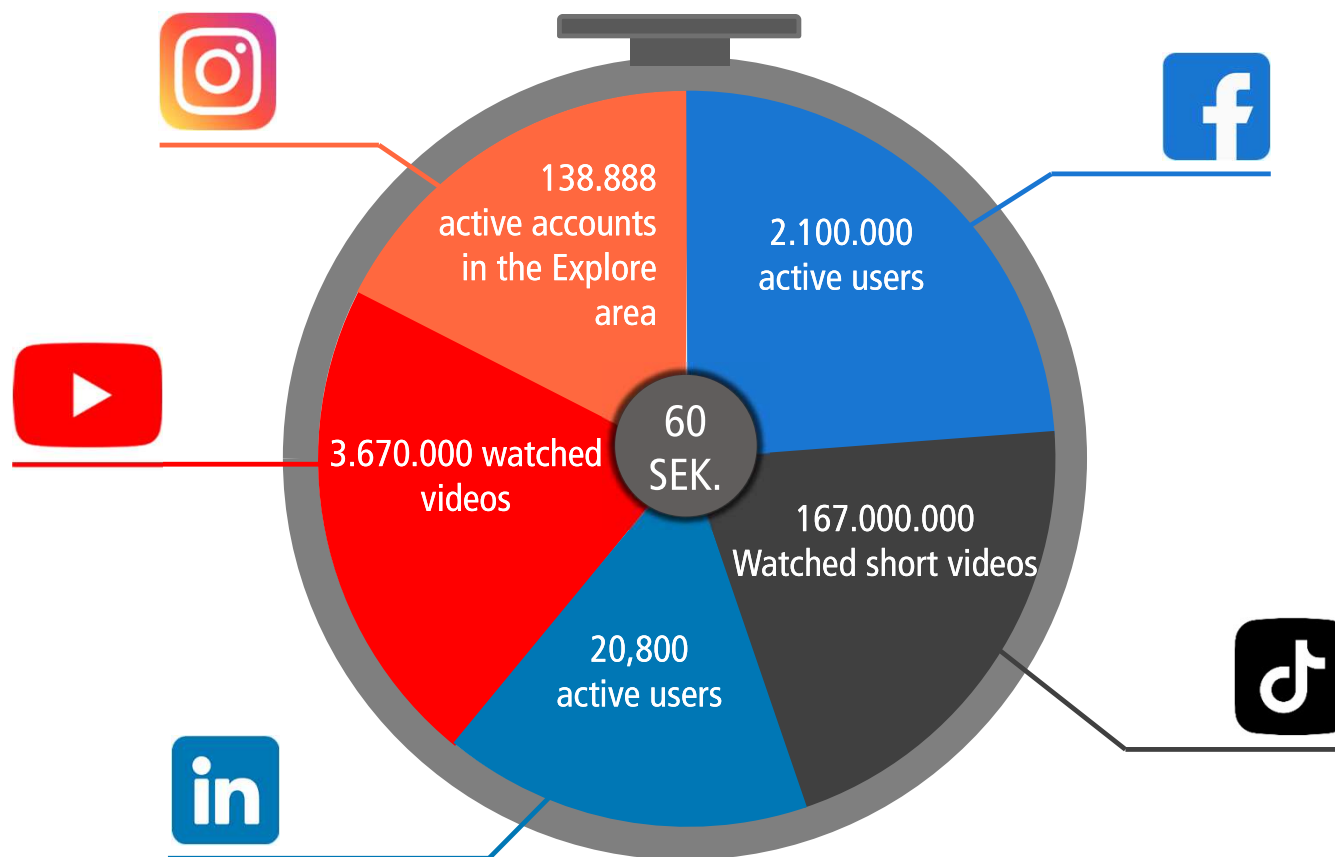
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RECA Group
Conference 2023

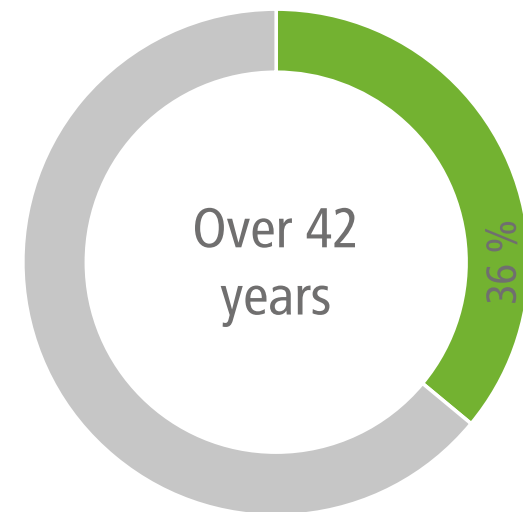
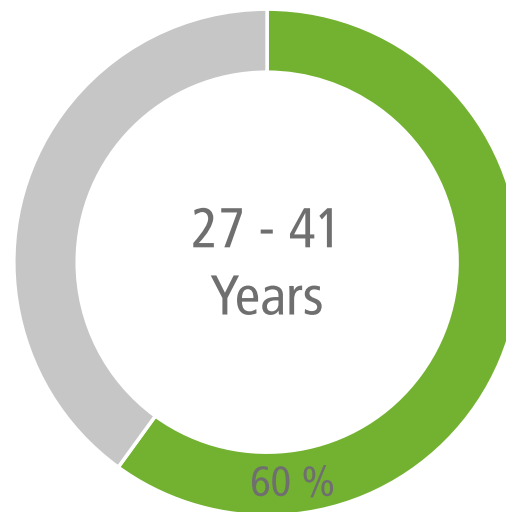
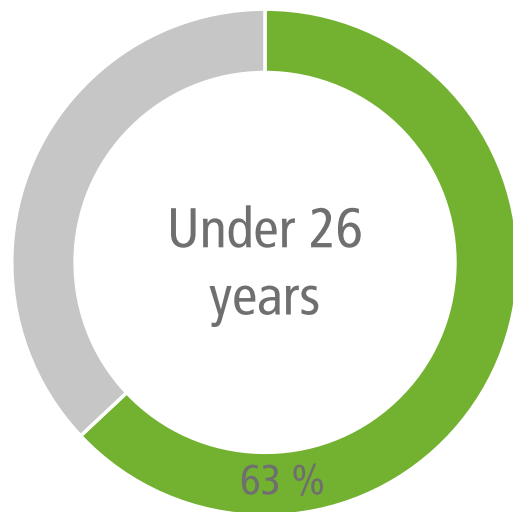
Where does social media have a place in the RECA world? Social media in 1 minute



Where does social media have a place in the RECA world?

The influence of social media in the B2B environment

"In my personal life, social media shows me products that I consider in my professional practice."



The boundaries between professional and private use of social media are blurring.

Added value of social media in the RECA Group

Existence on the market/with the competition

Awareness as a brand and employer

Possible sales channel

Internal communication

Multi-contact strategy

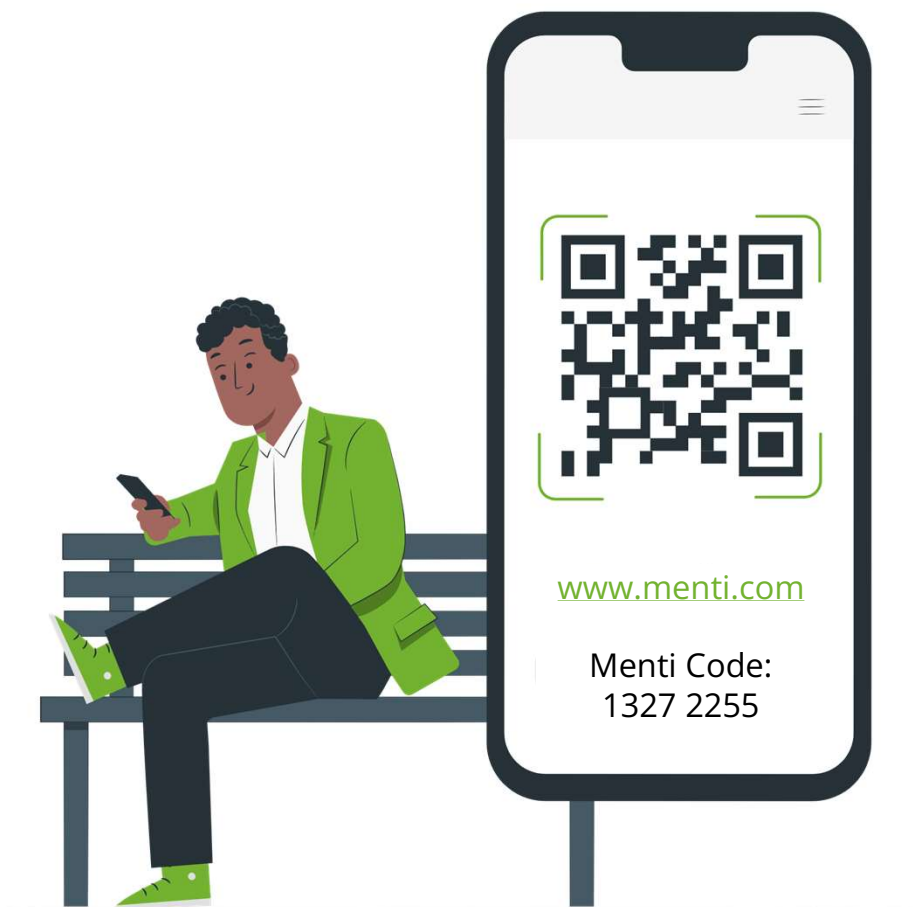
What does it actually bring us?

SEO

Fast communication channel/
Fast information dissemination

Reach interested parties/customers

It's your turn!



Which platform suits the company?

Overview



- Which platform does the **target group** use?
- What platform does the **competition** use?
- What **content** do I want to post?

IMPORTANT! Business Account

Target groups on Social-Media-Platforms

- Instagram: younger customers, interestet people, job applicants
- Facebook: „older“customers, interestet people, job applicants
- LinkedIn: business partners, head of departments, CEOs, industrial customers, professionals
- YouTube: broad target group, jung and old, customers, interestet people, job applicants
- TikTok: young target group

Market analysis

Uses the possibilities of the platforms

Insights
Performance-Ergebnisse einsehen und mehr

Werbekonto: 230907830360412 - Kellner & Kunz ...
Letzte 28 Tage: 06.09.2023

Benchmarking
Unternehmensvergleich **Interessante Unternehmen**
Vergleiche deine Unternehmens- und Content-Performance mit der Performance ähnlicher Unternehmen auf Facebook

+ Unternehmen hinzufügen

Seite	„Gefällt mir“-A...	Änderung der...	Ver. Inh.
RECA NORM GmbH Herzlich willkommen auf der Facebook Seite der RECA NORM! / Impr...	6.843	↑ 17	12
Kellner & Kunz AG Kellner & Kunz AG - Ihr Partner für Werkzeuge, Befestigungstechnik ...	5.606	↑ 28	16

Unternehmen auf Facebook, die du hinzufügen könntest

dm drogerie markt Österreich
Seite gefällt 576.468 Mal | Hier bin ich Mensch! Willkommen auf der offiziellen dm Fanpage! ...

Du kannst deaktivieren, wenn du nicht möchtest, dass andere Unternehmen deine Facebook-Seite oder dein Facebook-Profil zu ihrer Liste hinzufügen können. Du hast dann aber keinen Zugriff mehr auf dieses Feature.

Kellner & Kunz AG
2.197 Follower:innen

+ Erstellen
Mitgliederansicht

Analysen
Inhalte Besucher:innen Follower:innen Leads **Mitbewerber** Beschäftigte als Markenbotschafter:innen

3. Sept. 2023 bis 2. Okt. 2023
Unternehmen bearbeiten Exportieren

























Tracking und Benchmarking der Leistung Ihrer Unternehmensseite starten
Bearbeiten Sie die Liste Ihrer Mitbewerber, um bestimmte Unternehmensseiten auf LinkedIn gezielt zu verfolgen.
Mehr erfahren

Follower:innen
Sortiert nach neuen Follower:innen

Unternehmensseite	Follower:innen insgesamt	Neue Follower:innen
1 Würth Group	105.101	1.866
2 Böhlhoff Gruppe	19.499	368
3 Würth Industrie Service GmbH & Co. KG	11.196	194
4 Schachermayer GmbH	3.270	147
5 RECA NORM	3.227	108
6 Kellner & Kunz AG	2.197	64
7 RECA FRANCE	3.878	50
8 RECA Hispania	1.188	21

Topics

Which topics fit on which platform?

COMPANY	PRODUCTS	INDUSTRY	CRAFTS	HUMAN RESOURCES	EVENTS	SOCIAL
						
						
						
						
						

Topics

Conclusion:

Basically, you can find content on almost any topic on almost any platform.

It is important to do **accurate research** to decide which platform to use.

It is better to play **one platform REGULARLY** than too many platforms irregularly.

IMPORTANT! The type of content and the textual language differs per platform.

Content ideas

For content development/planning we recommend regular coordination with the responsible departments
-> editorial meeting

What types of content are there?

Organic

Paid

Feed post

Story

Image

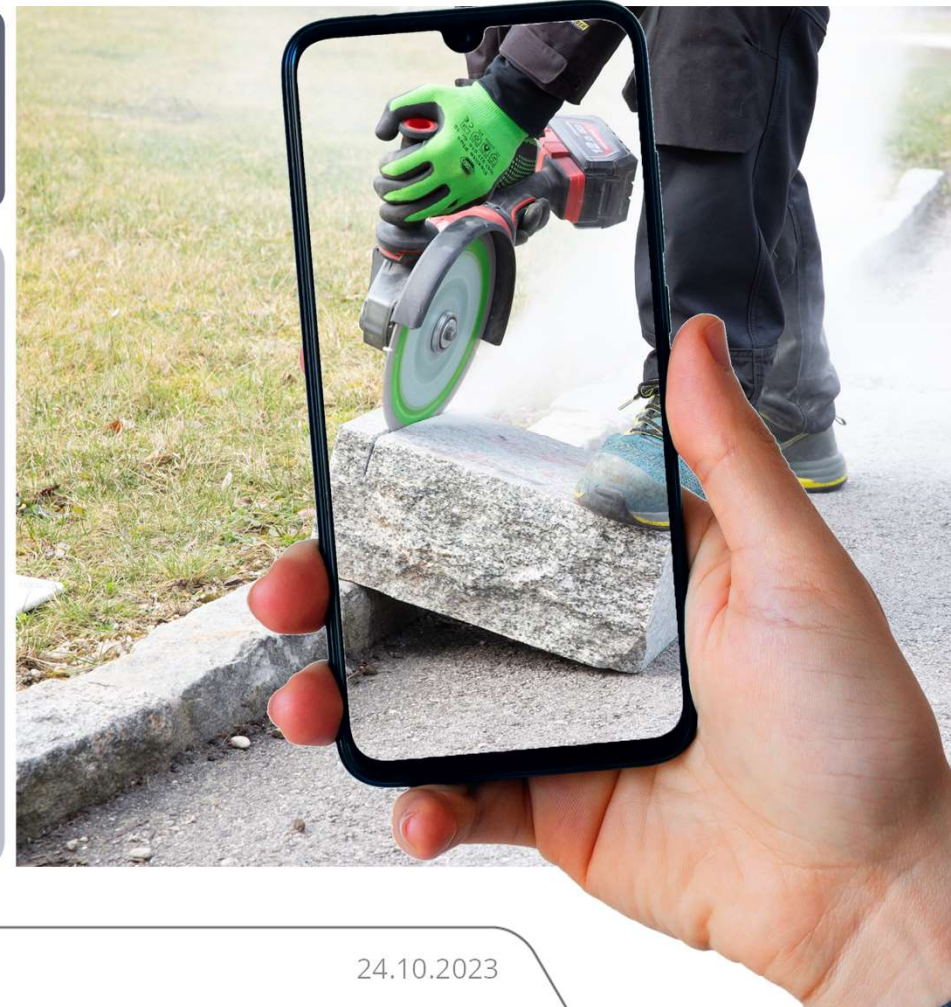
Video

All formats

Single

Carousel

Reel

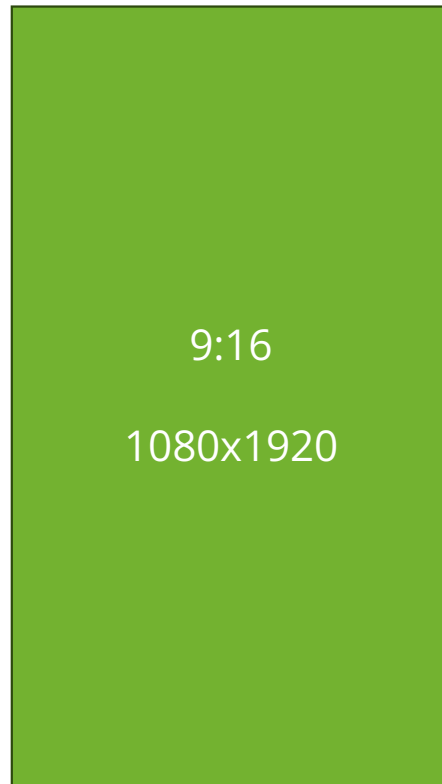


Formats

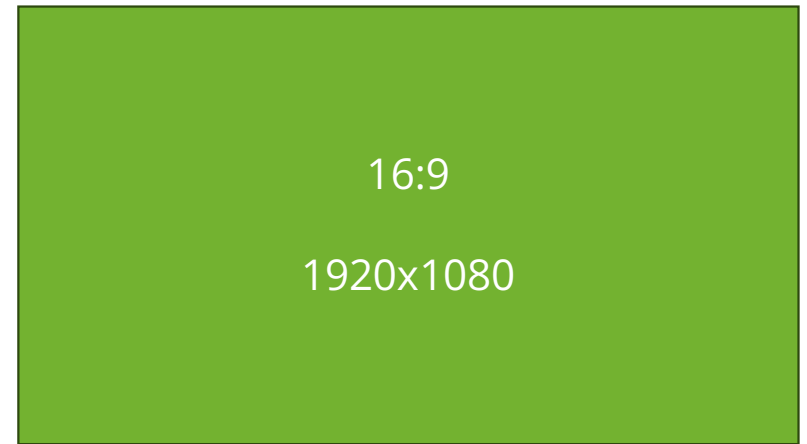
Image & Video



Feedpost

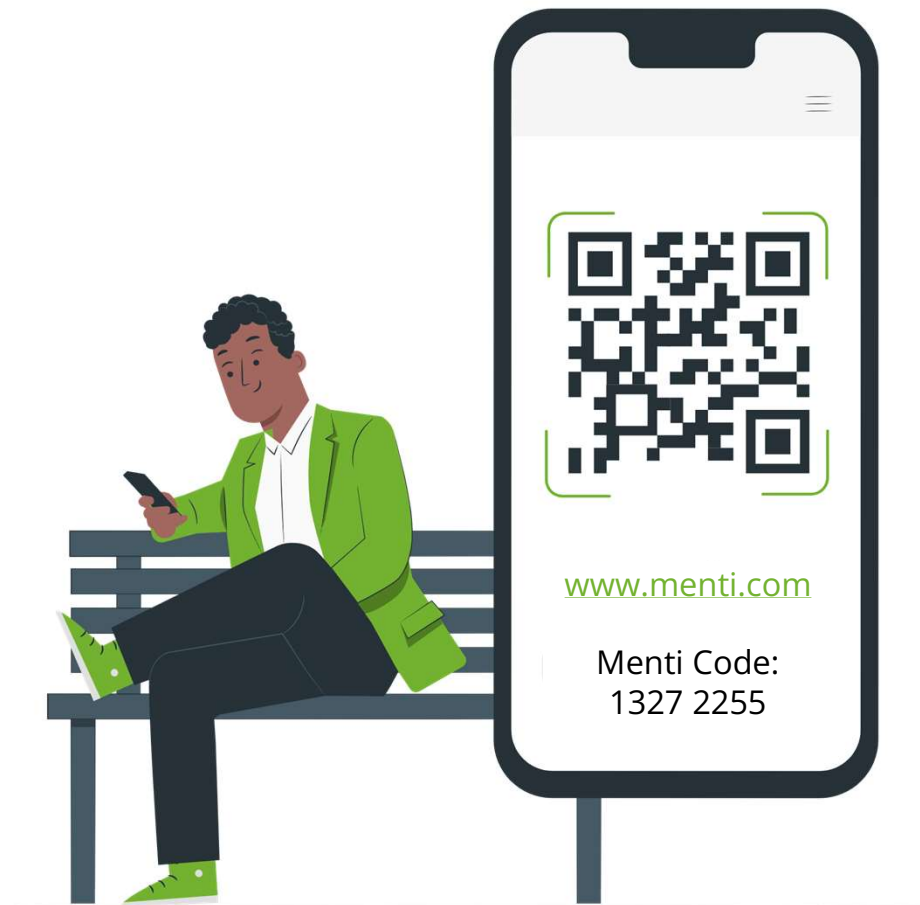


Story & short video



Video & Feedpost

It's your turn!

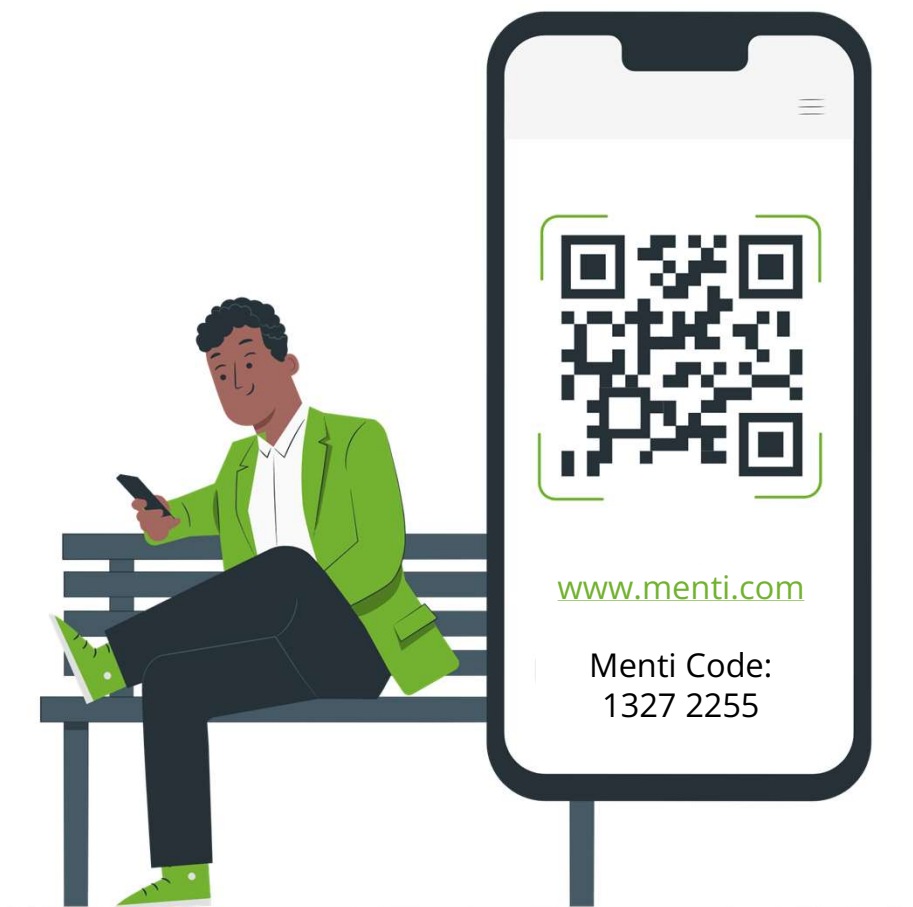


Content creation

What do you have to pay attention to?

- Short-term topics / Live reports - Story
- Long term topics - Feedpost
- Use (recurring) hashtags
- Polite & respectful interaction
- No clickable links on Instagram
- LinkedIn is more text-heavy than Instagram & Facebook
- Use of emojis (conscious use)
- LinkedIn less emojis than on Instagram & Facebook

It's your turn!



Private content

Confidential information

Party "excesses"



Disregard data protection

Poor picture/video quality

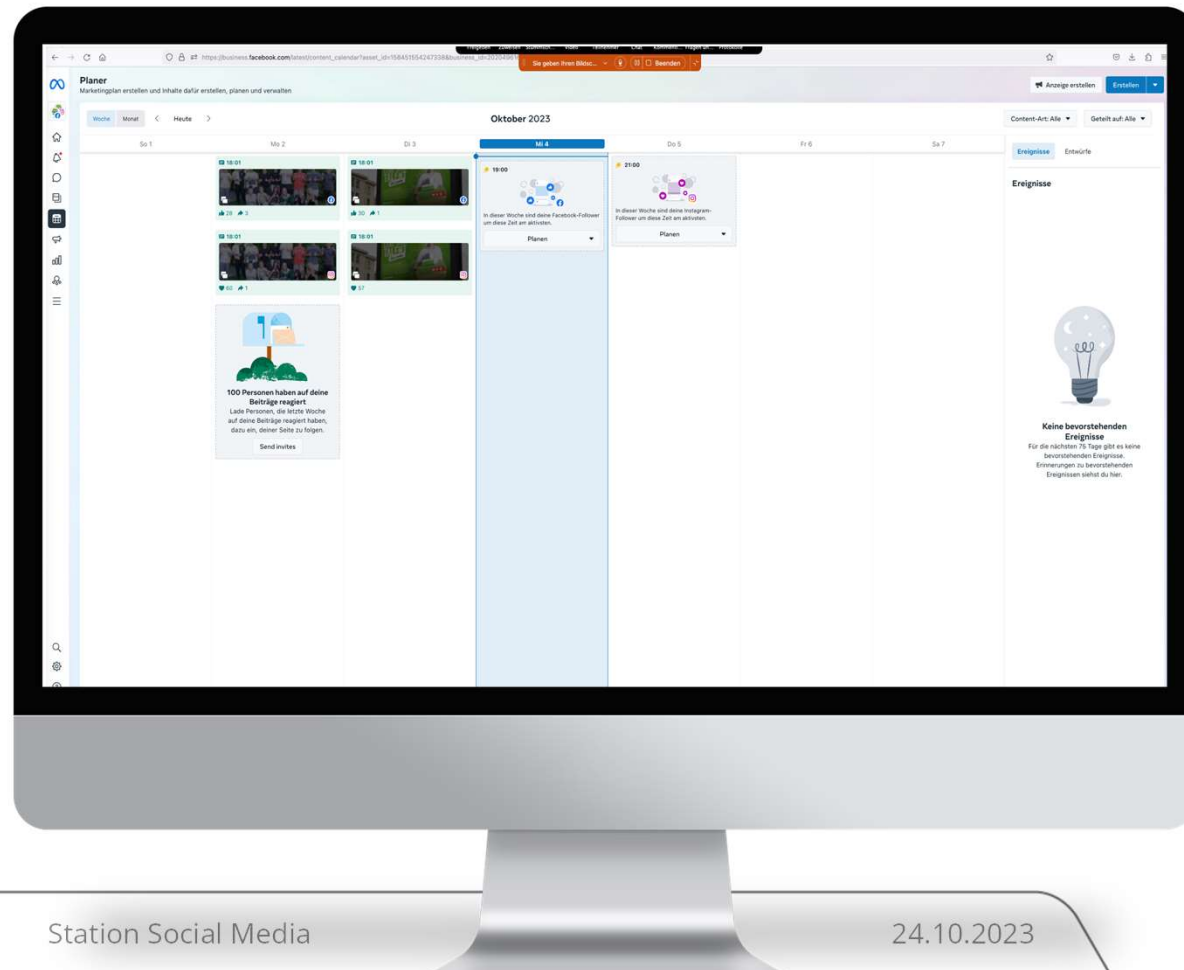
Political content

Content planning

How do I schedule content?

- Directly via the platforms
- Third-party supplier

META Business Suite

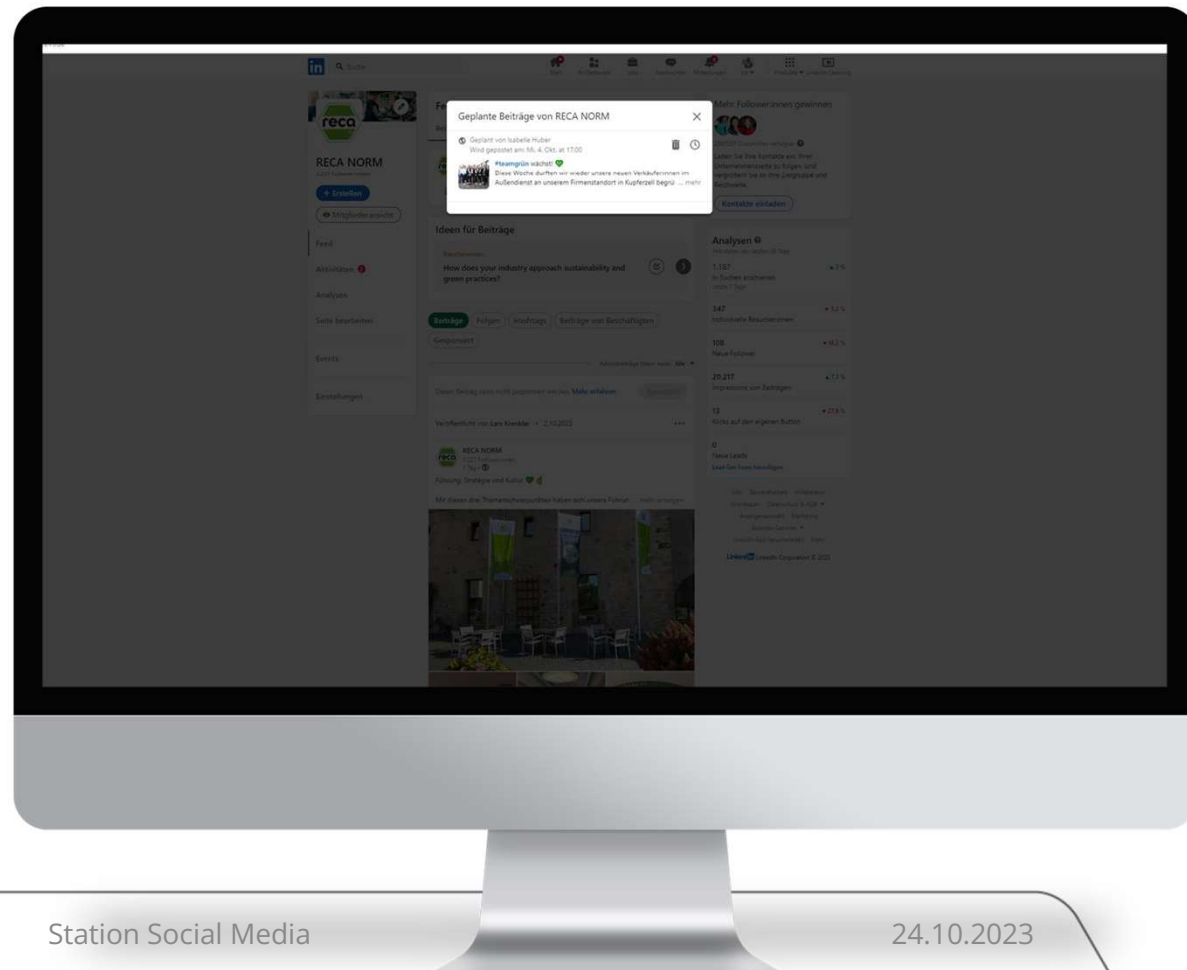


Content planning

How do I schedule the content?

- Directly via the platforms
- Third-party supplier

LinkedIn



Content planning

How do I schedule the content?

- Directly via the platforms
- Third-party supplier

Brandwatch

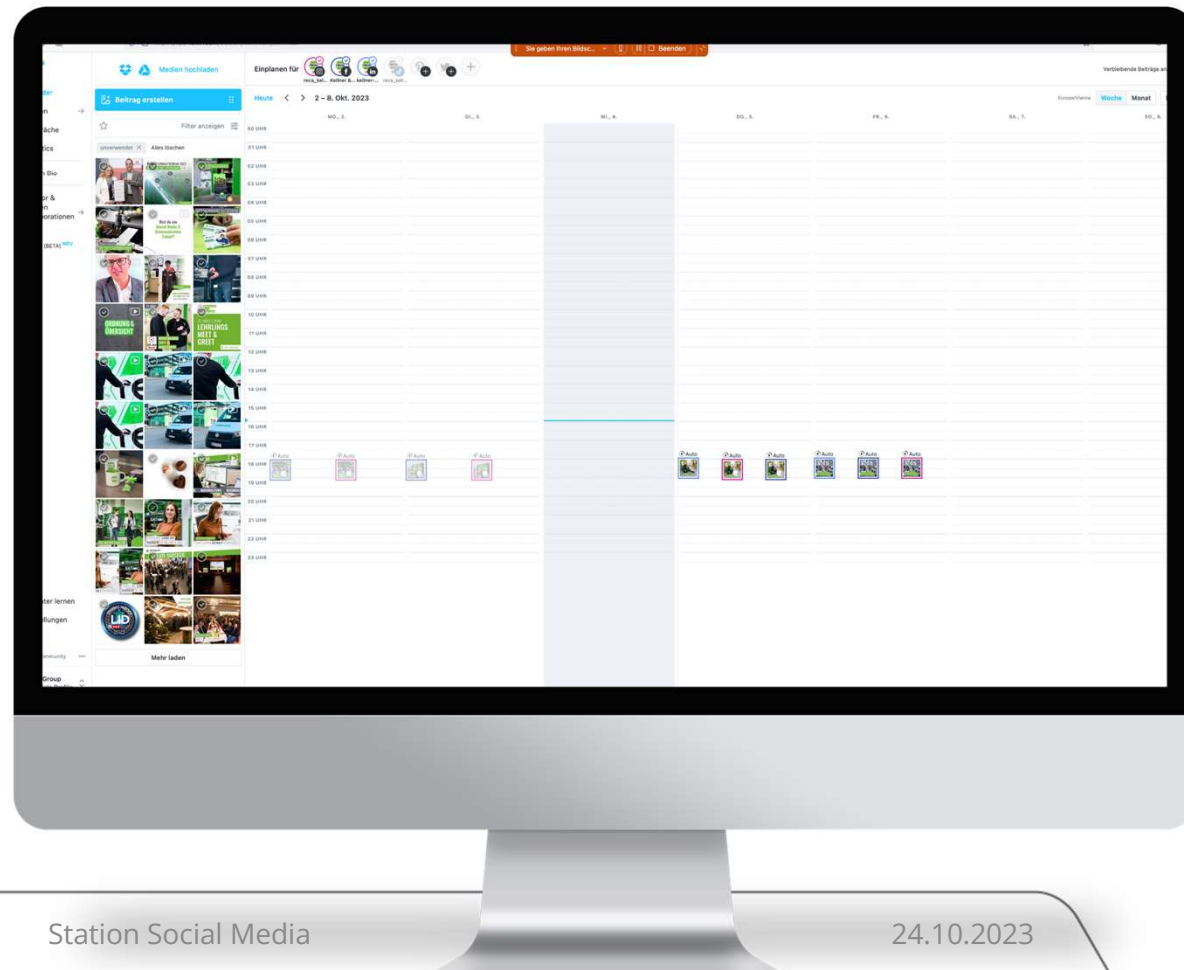


Content planning

How do I schedule content?

- Directly via the platforms
- Third-party supplier

Later.com



Reporting

Which key figures are relevant for us?



Followers



Org./paid range



Video views



Engagement rate

IMPORTANT: Set goals and review them regularly.

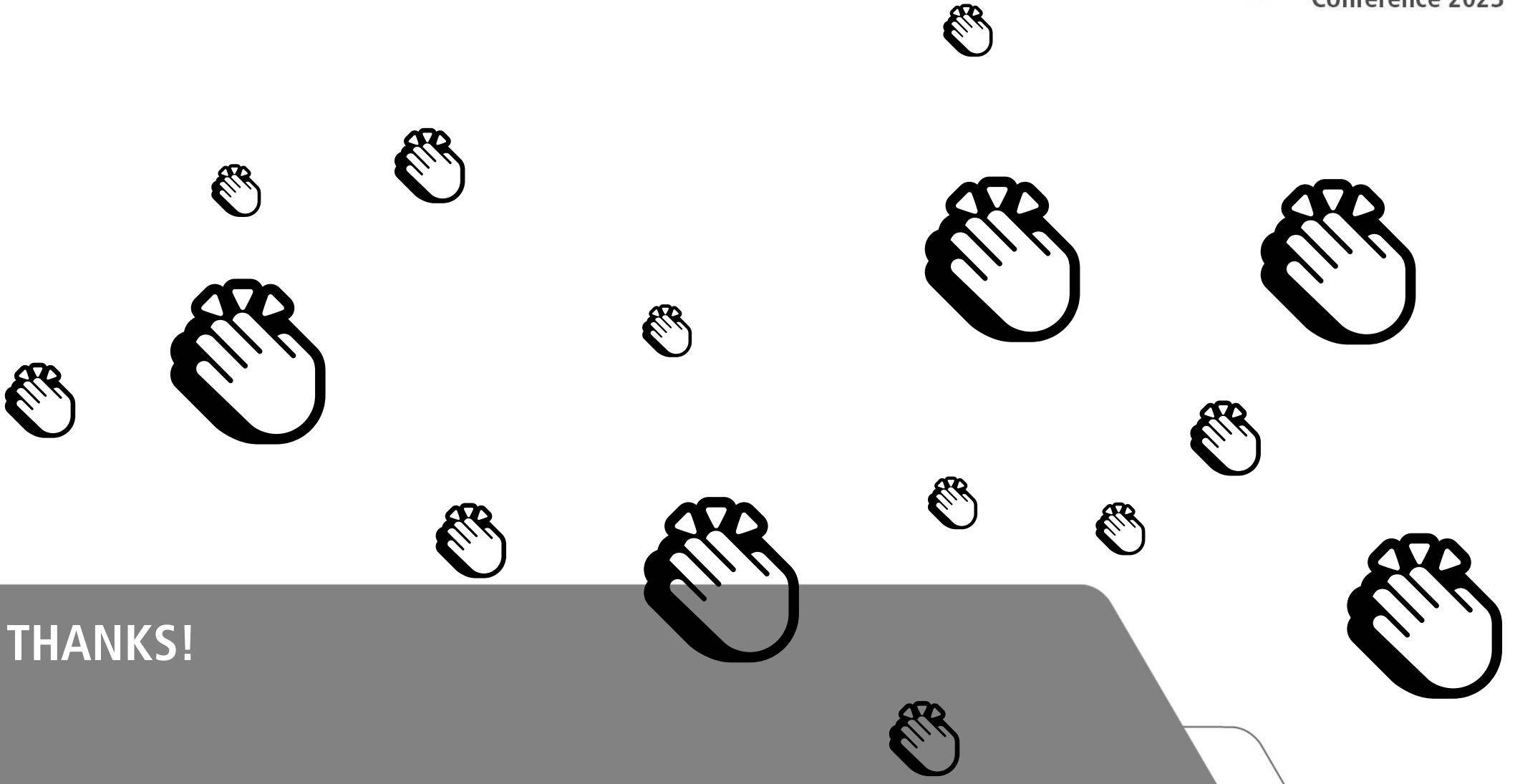
Key Takeaways

- 1 Social media is another point of contact to reach our customers/prospects and to present ourselves as a brand/employer.
- 2 Strategy is king! Think about what goals/target group you want to reach with social media and review your goals regularly.
- 3 Less is more! Start with one channel that you use continuously rather than several channels that are rarely used.
- 4 Select the platform according to objectives/target group and fill the channel with suitable content.



Any questions?

THANKS!



THANKS!