



¿Would you like to create a corporate profile on social media?

These are the questions you should ask yourself before creating it

All of these questions must be answered in the **following document** which must be sent to the **Communication, Brand, and Public Affairs Department**, the only department authorised to open a corporate profile on social media.

1 Which social network do I want to create a profile on, and why?

First, we need to analyze:

- Which social networks are most used by our target audience in each territory.
- Which social networks are most used by the competition.
- What type of content do we want to publish?
- Optimize each piece of content according to each social network.

FOR EXAMPLE...



Instagram is a visual platform that focuses on posting images and videos seeking to attract a young audience between the ages of 18 and 35. On this platform, aesthetics and creativity are key, and content must be visually appealing to capture users' attention. The predominant themes are more everyday: lifestyle, travel, entertainment, etc. LinkedIn, on the other hand, is a professional social network, where content is closely linked to topics such as work, employment, achievements, business communication... The content is mainly written (accompanied by images or links) and the average age of its users is 40.



Remember that you can find more information on this subject in [Aqualia's Manual for Employee Use and Participation in Social Networks](#).





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2

What type of profile do I want to open?

It is important to clearly define the **type of content** we are going to publish (informative, educational, customer service, etc.).



Main objective: To communicate our message in the best possible way, focused on what we want to achieve.

3

What kind of attitude am I going to have in that social network (active/passive)? Am I going to respond to comments?

In terms of interaction with each social network, we can decide to have:

- **Active profile:** maintaining two-way communication with our followers and/or other accounts
- **Passive profile:** we simply publish content.





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What type of content will I publish on that social network and how often?

It's important to establish a posting **schedule** to keep your profile up to date.



IMPORTANT:

Don't forget to **share** the campaigns published on corporate social media, **always tagging Aqualia**

5

Who will be responsible for publishing the content?

Include in this section the name, surname(s), and contact details of the person responsible for managing your social media account.





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Image on social media

What username should you use on social media?

Username/profile name: AqualiaCountry

Example: **AqualiaColombia**

Should I use a personalized profile and cover image?

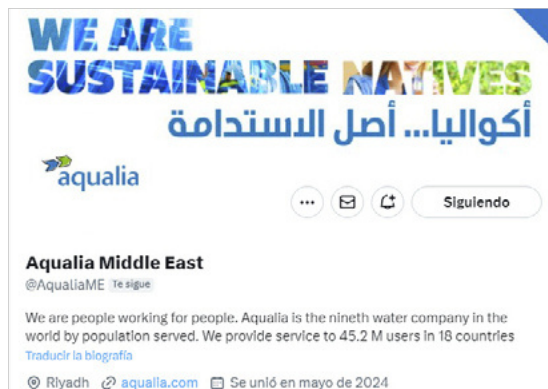
Profile photo: Aqualia logo/ Aqualia logo with country flag. Example:

Colombia



Header: Corporate banner (request the current one from the Communication, Brand, and Public Affairs Department)

Example:
Middle East



If for any reason you need no adapt any graphics to local requirements, contact the Communication, Brand, and Public Affairs Department so that they can assess the case.



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How do I present myself on social media?

Description: use the description that appears in Aqualia's corporate profiles as a reference and adapt its content to the profile you want to create

Audiovisual content

Always use high quality images and videos that add content and value to the message.

Using hashtags:

Hashtags will make your post more visible



IMPORTANT:

Don't forget to incorporate corporate hashtags.

If you have any questions, please contact **the Communications, Brand, and Public Affairs department.**





¿Would you like to create a corporate profile on social media?

I've created my profile, now what?

Prepare a series of **launch graphics** to distribute via email and Whatsapp

Communicate it **internally** first. Then externally.

Start building your **network of contacts** to follow before launching your social media profile.

- Have a **content calendar** ready. Remember that the first messages you post should introduce our activity



IMPORTANT:

Before launching the pieces, share your campaign with the **Communications, Brand, and Public Affairs Department**



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Corporate social media reinforcement plan

We will launch a joint campaign on Aqualia's corporate networks to promote your new profile.

Social media monitoring

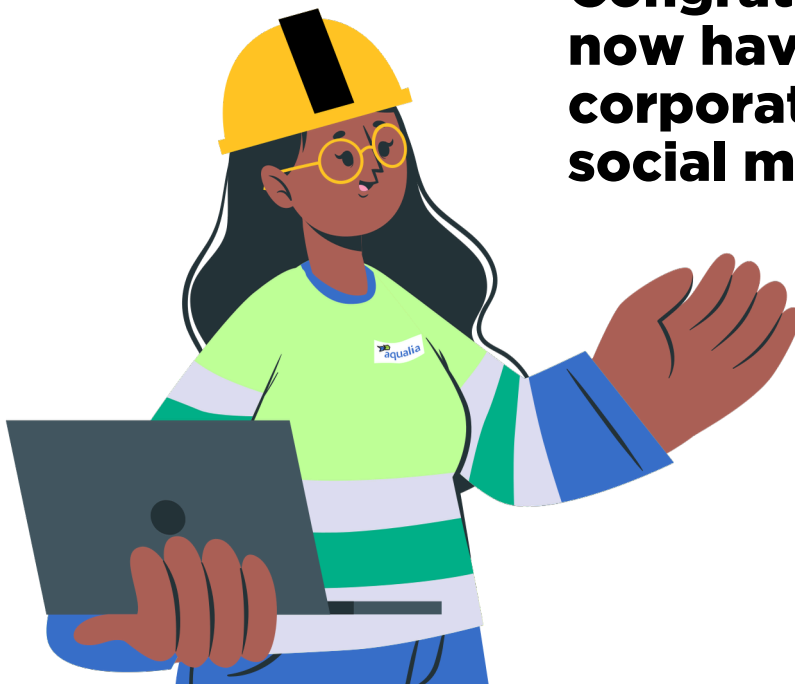
Constantly monitor social media to stay up to date with mentions, comments, and trends.

BE CAREFUL WITH...



Do not forget to link the profile you open on social media to a corporate email address and/or phone number (**never a personal one**) and share the access credentials with your team and with the **Communications, Brand, and Public Affairs Department**.

Congratulations, you now have your corporate profile on social media!



If you have any questions, please contact the **Communications, Brand, and Public Affairs Department**: comunicacion@aqualia.es