

# THE LINDE GROUP GUIDE TO SOCIAL MEDIA

## Make yourself recognisable as a Linde employee.

It is easy to mix up private and professional spheres on the web. When speaking on behalf of Linde, make sure it is clear that you are an employee of The Linde Group.



## Be authentic.

Be professional and competent in what you say, but show a human touch too. Quoting directly from brochures and promotional material is as acceptable online as it is in real life. Use your own choice of words to reach your target group.

## Be honest, open and transparent.

Always communicate facts truthfully. If you are ever at fault and cause offence, show understanding and offer a solution or an apology.

## Remember you are in public.

Exchanges on Facebook, Twitter, etc. don't take place on a one-to-one basis – many people are able to read what you are saying. Even if you want to send a personal message to a contact, be aware that you are always in the public realm on the internet.

## Be considerate.

Everyone is entitled to their opinion. You probably have well-founded and intelligent arguments that you have a right to voice. If others' opinions differ from yours, respect them. Show respect to competition, too.

## Accept criticism.

Nobody is perfect. If you find critical voices in our channels, and want to react to them, do it in a professional and constructive manner. Use the feedback to better yourself and our company!

## Breathe.

Some criticism may well be unfair and upsetting. Don't let yourself be provoked. Take a moment to calm down, respond politely and use valid arguments. If the other party is not convinced, leave the discussion with a polite smile. If a conversation should get out of hand, please inform the responsible social media manager as well as Corporate Communications ([social.media@linde.com](mailto:social.media@linde.com)).



## Be modest.

It is great if you are proud of Linde or your work, and want to share this with the network. But remember that you're in the public realm. This could come across as self-praise or criticism of others.

## Answer promptly.

Dialogue requires both parties to communicate. If someone asks a question or makes a complaint, react to it within an appropriate time frame.

## Distinguish fact from opinion.

We trust you to keep your personal opinions separate from Linde's official stance. If you're unsure of the company's take on a given issue, please consult the appropriate department, your social media manager or Corporate Communications.

## Seek a second opinion.

If you are not sure about the quality of one of your posts, ask a colleague for a second opinion. Take the time you need in order to answer appropriately and truthfully.



## Add value.

In social media, people are looking for exciting and interesting content that they can then share with their network. Try to provide only valuable information and insights without disclosing confidential information. Simply repeating what has already been said adds no value whatsoever.

## Always take copyright into account when creating content.

Linde logos, images or trademarks in particular can only be used in the form defined in the brand portal.

## Always link to original sources.

If you find an interesting post you would like to share with your network, always reference the original source. Please do not reference customers, partners or suppliers without approval, as doing so could cause difficulties or damage for our customers or partners – and even for Linde.

## Enjoy it.

These rules are designed to help you master social media as quickly and smoothly as possible.

Should you have further questions about these guidelines and the use of social media at Linde, please contact your responsible social media manager or Corporate Communications ([social.media@linde.com](mailto:social.media@linde.com)).

# IT'S COMING

## SOCIAL MEDIA AT LINDE



\_\_\_ The rapid development of social media means it is now an essential tool for our company and the way we communicate. A growing number of platforms have emerged, allowing people with common interests to interact over the internet. Round-the-clock, unrestricted access to information and the ability to give instant feedback have fundamentally changed the way we communicate. As a company, we need to be ready to engage actively with the “democratic consumer”: the social media user who is better informed and able to publicly share their experiences with brands and products more quickly, openly and with more self-confidence than ever before. To achieve this, our online conduct should be based on the fundamental rules of daily social intercommunication. Within Linde, this code of behaviour is also modelled on our company-wide code of ethics.



Watch the Social Media Guidelines clip here:  
<http://intranet.linde.grp/socialmedia>

THE FOLLOWING OVERVIEW HELPS YOU TO NAVIGATE THROUGH THE MOST COMMON SOCIAL MEDIA CHANNELS:

### What is Facebook?

Facebook is an online social networking service. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organised by workplace, school or college, or other characteristics, and categorise their friends into lists such as “People From Work” or “Close Friends”.

Linde on Facebook

[www.the-linde-group.com/en/news\\_and\\_media/linde\\_social\\_media/facebook/index.html](http://www.the-linde-group.com/en/news_and_media/linde_social_media/facebook/index.html)



### What are LinkedIn and Xing?

LinkedIn and Xing are business networks aimed at cultivating and expanding the user’s professional network. Whereas Xing is an established player mainly relevant for the German-speaking market (with more or less failed efforts to internationalise), LinkedIn has recently gained enormous speed and has become a serious player on the global market.

Even though these sites are not designed for corporate communications, their influence on the recruitment field should not be underestimated, both in generating interest for a company as an employer and in selecting the most fitting candidates and talents.

Linde on LinkedIn and Xing

[www.the-linde-group.com/en/news\\_and\\_media/linde\\_social\\_media/linkedin/index.html](http://www.the-linde-group.com/en/news_and_media/linde_social_media/linkedin/index.html)

### What is Youtube?

Youtube, whose original purpose was pure entertainment, is a sharing platform for all types of videos. The total amount of content cannot be consumed within a lifetime, and the channel is basically the source of viral effects for communication. Brands can host their own branded channel(s) and stream almost any kind of film they wish, from advertising clips to image movies, from how-to manuals to event coverage and more.

Users can subscribe to channels, find content via search functions, or follow friends’ or strangers’ recommendations. While clever tagging (the addition of relevant keywords to a video) is vital to being displayed in search results, relevance (measured by views, likes, comments, etc.) is vital to being in the upper end of the results. Brands should not confuse the success of what might be perceived as utter nonsense on Youtube with a tolerance for low quality.

Users are likely to be very critical when it comes to corporate content and are not easily won over. Once a clip makes it into their preferred set, however, it can lead to reach numbers that would be almost impossible to achieve via classic channels like TV.

Linde on Youtube

[http://www.the-linde-group.com/en/news\\_and\\_media/linde\\_social\\_media/youtube/index.html](http://www.the-linde-group.com/en/news_and_media/linde_social_media/youtube/index.html)



### What is Twitter?

Twitter is essentially the world’s biggest microblogging platform. With its limited size per post (or tweet) of 140 characters, Twitter is definitely not the choice for extensive, complex or in-depth communications. Nonetheless, its potential for delivering short, ad-hoc messages to promote links to other corporate information is massive. Furthermore, Twitter is a mandatory channel to watch when it comes to current customer sentiment or crisis detection, and it may also be an interesting add-on to existing customer service or dialogue channels.

Linde on Twitter

[http://www.the-linde-group.com/en/news\\_and\\_media/linde\\_social\\_media/twitter/index.html](http://www.the-linde-group.com/en/news_and_media/linde_social_media/twitter/index.html)

### What is Google+?

Google+ is Google’s social network offer. With over 25 million users after just a few weeks, it is already the fastest-growing social network ever. With the solid foundation of Google’s search engine, mail system, maps, etc., it will most likely continue to grow towards the three-digit million dimensions.

The current relevance for businesses is still negligible and defining features like the circles model (members grouping their contacts into separate circles like friends, colleagues, business contacts, etc.) might require more creativity from the brand side to spark the user’s imagination. In view of the possibilities, however, this new network is definitely one to watch.

Linde on Google+

[http://www.the-linde-group.com/en/news\\_and\\_media/linde\\_social\\_media/googleplus/index.html](http://www.the-linde-group.com/en/news_and_media/linde_social_media/googleplus/index.html)



### What is Foursquare?

Foursquare is a location-based social networking website for mobile devices, such as smartphones. Users check in at venues using a mobile website, text messaging or a device-specific application by selecting from a list of venues the application locates nearby. The location is based on GPS hardware in the mobile device or network location provided by the application. Each check-in awards the user points and sometimes badges. Linde uses Foursquare to leave interesting facts about chemistry in popular places with links to our business websites.

Linde on Foursquare

<https://foursquare.com/linde>



### Other social media channels

The social media landscape is large and it is undergoing rapid change. The Linde Group is eager to participate in the conversations you are having and to be of value to the community. The link below leads to all the other channels to which we are contributing, such as Pinterest, Slideshare and Tumblr.

All other social media channels:

[http://www.the-linde-group.com/en/news\\_and\\_media/linde\\_social\\_media/miscellaneous/index.html](http://www.the-linde-group.com/en/news_and_media/linde_social_media/miscellaneous/index.html)

For further information please contact the communications department in your country or region, or send an e-mail to [social.media@linde.com](mailto:social.media@linde.com)

