



ARB Social Media Guidelines

[VERSION 2.1]

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1.0 OVERVIEW

As businesses evolve to current times, new platforms continue to arise and with each opportunity we are faced with the decision of whether to, or not to, adopt.

One of the largest shifts in brand marketing of recent times has been the continual growth of Social Media; most specifically Facebook and Instagram.

Facebook & Instagram have some outstanding statistics:

- **2.89 Billion** monthly active users on Facebook. 11.23 million active users in Australia.
- As of January 2020, there are **1 billion** monthly active users on Instagram
- **11.23 Million** active monthly Facebook users are from Australia
- **9 Million** active monthly Instagram users are from Australia
- **87%** of posts to Facebook Business pages go unanswered
- Organic posts (unpaid) reach **2%** of the Facebook audience
- Percentage of all digital time spent on Facebook a day 3%

Reference: <http://expandedramblings.com/index.php/facebook-page-statistics/>

As highlighted above, Facebook has the single largest media audience in the world, and like any other media network, if you want to promote your business and brand to their audience in a meaningful way, they are going to charge you.

There are some great opportunities available to small and large businesses alike in adopting Facebook, Instagram (or both) as an active marketing tool.

Facebook and Instagram have proven to be a very successful channels for ARB 4x4 Accessories on a brand level, we employ a full-time staff member to manage our social presence to ensure that our brand is well represented, our customers are well serviced and our community is well developed.

There are some great advantages also for local businesses, accessing the Facebook audience pool, to promote, engage, interact and service the local community. It does however come at a price, and a genuinely high level of responsibility.

Within this document, we would like to share with you some insights on social media for local businesses which will hopefully help you make the right decision as to whether starting and maintaining a social media channel for your store is right for you. **This document is not a user manual for Facebook, Instagram or YouTube and any social media training should be sourced from an industry professional.**

Please take notice of **3.0 Rules Of Engagement**, which we require all store managers/owners to acknowledge if they wish to start and or continue operating an ARB branded Facebook page.

2.0 FACEBOOK FOR LOCAL BUSINESS

2.1 INTRODUCTION

Social media is a growing channel providing customers with a platform to be introduced to local businesses. The channel also facilitates customers to engage with content published by the local business and for visitors to review their experience with the business.

Businesses and brands continue to utilise Facebook as it attracts an average of 11,120,000 monthly active Australian users. Facebook allows businesses to market their brand, products, promotional offers and social posts to these users based on user behaviours, interests and location.

Key ATTRactions to Running a Local Business Facebook Page

- Building strong store reviews to elevate your store above local competitors
- The capacity to deliver advertising to a highly targeted local audience
- Cost effective marketing, with measurable results
- Building a relationship & brand perception within local community

Key CHALLENGES to Running a Local Business Facebook Page

- Store reviews, are not easy to remove. If you do not meet your customers' expectations, even on Facebook, they are likely to feel compelled to leave a poor review for the world to see. If you decide to run a Facebook page, you must be vigilant in your customer service through this channel.
- Facebook requires an investment of time & resources. If you plan to have a Facebook page, the bare requirement is to have someone who will monitor the page for comments, reviews and messages daily.
- If you are keen to really get into 'being social', you are going to need some top shelf content. Just sharing ARB's corporate page content, or other pages' content is not going to see your local business excel by social media standards.
- On average, Organic (un boosted) business page posts only reach 2% of their audience.

2.2 HOW LOCAL BUSINESS FACEBOOK CONTENT IS DELIVERED

As an end user with a Facebook account, you are served content in your News Feed that is considered 'highly relevant' this is based on your browsing behaviour and the personal information you provide to Facebook. In recent times, Facebook has changed its strategy to create a better experience for its end users, which has meant that the algorithm will now favour organic content from your family and friends over brands unless you pay for it!

Organic reach of businesses and brands is lower than ever before, meaning that dedicating a small budget to your Facebook marketing strategy is now more important

than ever when it comes to building your audience and getting your brand in front of local customers.

Having a high number of 'page likes', in no way ensures your audience will receive the content you posted. We invite you to search for some local business Facebook pages in your area, and consider how much effort they went to for a mere 3 or 6 likes on that post.

2.3 WHAT TYPE OF LOCAL BUSINESS PAGE WILL YOU BE?

There are two basic ways you can successfully manage a local business page on Facebook. Both of these ways require the same setup and monitoring, however while one requires slightly less work, the other offers far greater opportunity.

2.3.1 Business Directory & Communication Channel (*Advertising Optional*)

You can fundamentally set up a Local Business Facebook page to do not much more than simply 'exist' on social media. Which means that users can search for you, find your contact details etc.

There is no requirement to post regular social content or build an audience, however, you will still be required to monitor the page if users post to your page, direct message you, or leave a review.

You may also use this type of account to set up localised advertising, which does not require you to post social content, but simply deliver a message to a key local audience; for instance, to promote an upcoming Open Day.

A page with no social content, will not likely be held in high regard by users who find your page if they're looking for a local 4x4 store, as a blank page would be largely not 'relatable'.

2.3.2 Business Directory, Communications Channel, Social Engagement

The preferred method for a local business wanting to operate a Facebook page is to set the page up correctly as a Local Business, have a resource plan for creating and publishing content (no less than once a week) that is relatable to your target audience and follow a launch plan for building a strong local audience who you can continue to engage with for years to come.

While this method is far more resource dependant, requires a marketing plan, budget and time and from our experience it's the only viable and reputable option for operating a local business Facebook page.

2.4 SETTING UP YOUR LOCAL BUSINESS PAGE

2.4.1 Follow the Bouncing Ball

Setting up a Local Business Facebook page is a fairly self-explanatory process, and you should be able to find all the info you need to know from either facebook.com or from your friend... Google!

2.4.2 Ownership

Facebook requires business accounts to be managed by genuine personal accounts. Therefore, you **must** identify a minimum of 2 representatives within the business who have an active personal Facebook account and are suitable to have the responsibility and access for creating the account, content, advertising and engaging with audiences.

While only one representative can take care of the work, it's important to set up a page with a minimum of 2 staff members who have admin access to your page. If, for whatever reason you lose access to the personal account with admin access to the Facebook page you manage, it is near impossible to regain access to the page, get it deleted or notify your customers of the fact.

2.4.3 Credit Card Payments

Did we mention that only 2% of organic posts reach the audience, this means that if you're genuine about running a decent Facebook page for your store, you will need to advertise! You will also need to provide a credit card with a sufficient allocation to run any advertising and promotion across Facebook. Within this document are some ideas around basic budgets to get you started.

2.4.4 Type of Account

Your ARB store's Facebook page will need be set up as a Local Store (not 'personality', 'brand' or 'other') to ensure that customers can 'check-in' and leave store reviews and will allow the promotion of 'your store' in Facebook's back end (not available to other accounts).

2.4.5 Profile Image & Cover Photo

Please refer to [4.1 Use of ARB Logo](#) for more information regarding the branding of your Facebook business page.

2.4.6 Building Your Business Profile

Make sure to fill out the page's 'About' section including the type of products available, a link to the ARB website, opening hours, phone number and an email address so customers can easily find your page and get in touch if need be.

2.5 BUILDING A VALUABLE AUDIENCE

The aim of creating a social media profile for your local business is to build an audience of users who identify themselves as being interested in your business by 'following' your page, as well as actively seek out people outside of your current audience in order to build a strong network and raise awareness.

There are multiple ways to build an audience - some right and others very wrong!

It is **NOT** acceptable for any ARB affiliated business page to buy likes from a third-party. Having 400,000 odd international followers will not help you sell bull bars in Newcastle, Ballarat, Cairns or anywhere else you may be running your business.

A proven strategy in building a valuable audience is to use a combination of the tactics outlined below, while regularly assessing the methods to see which are generating the best results.

It is important to note: these methods will require a budget.

Once you have established a valuable audience, your social content will perform better and your paid advertising will be more efficient which will ultimately provide greater reach to a wider and a more engaged audience.

2.5.1 Defining a Valuable Audience in Your Area

We recommend that a local ARB store should aim to reach a target number of 'followers' on their page. The ideal number should be retrospective to the business location and the number of Facebook users in the area who share behavioural interests in **ARB 4x4 Accessories, 4WDing, Camping, Fishing, Hunting, Outdoor Recreation etc.**

While 'page likes' are not the pinnacle of success, building a strong 'page like' audience of well suited Facebook users will ensure strong results as your profile expands. It's not about the number - it's about the quality of the user, how you get them and how you keep delivering to them (via advertising).

There are some very simple tools in Facebook's Business Manager that allow you to see how many people live within a 50km radius of your store and have an interest in **ARB 4x4 Accessories, Camping, Fishing, Hunting, Outdoor Recreation etc.**

Example:

In Newcastle, there are approximately 180,000 Facebook users who share similar interests to those listed above.

If ARB Newcastle wanted to start a Facebook Page, it would be recommended to aim for an audience (page likes) of 4,500 people from a total pool of 180,000 people to maintain a successful page.

That's 2.5%, which is a good yard stick to go by.

Boosting weekly posts, promoting the ARB Newcastle page or promoting the location of ARB Newcastle to a potential audience of 180,000 people, would see the campaign reach around 1,600 – 4,000 outdoor and 4x4 enthusiasts with our suggested \$50 weekly budget.

The success of any campaign will depend on how the customers you targeted react to your campaign (i.e. are they commenting and liking or are they hiding your post as they do not want to see it in their newsfeed?). You can check the relevance of your campaign by monitoring how many people you're reaching, and how many of those are responding to your campaign, clicking the link or performing an action which you have set-up as a conversion when creating your advert.

2.5.2 Audience Building Budget & Schedule Example

For those interested in following these guidelines, we would recommend the below approach during the first 6 months, give or take.

First 2 months

Audience Building, 'Promote My Page' (Page Likes). \$50/week

2 – 6 Months

Audience Building, 'Promote My Page' (Page Likes). \$25/week

Giveaways to spread the word. Make a follow and/or like a condition of entry. Smaller items which you can post quickly are always best. Think E-Z Deflators, ARB apparel. 'Boost' the giveaway to give it maximum exposure and encourage users to tag a friend to share the giveaway.

6 Months, or Target Audience reached (whichever comes first)

Content Posting, 'Boost Post' (Content Reach). \$50/week

With all digital style campaigns, your first campaign is likely to return underwhelming results. Over time however, the campaign will optimise by itself and Facebook will continue to improve the results. Try testing different creatives (carousels, single image or video) and different target audiences to gauge what is bringing the best results for your campaign.

A more aggressive budget will see great results in a shorter timeframe.

Note: If desired, you may choose to employ a contractor or agency to assist in your early social media launch. Any third party must still acknowledge and abide by the rules of engagement for running an ARB branded Facebook pages as outlined in the latter part of this document.

2.6 PAGE PROMOTING, CONTENT BOOSTING & ADVERTISING

Once you have set up your ‘**Local Business or Place**’ on Facebook pages and are ready to start a marketing schedule, it is time to begin advertising.

Please note: All digital advertising creative and copy should be sent to socialmedia@arb.com.au for proofing and approved prior to campaign launches.

2.6.1 Promote Your Page

Promoting your page will drive ‘page likes’, and is a good way to build a strong foundation for the future.

It is imperative that you target an appropriate audience as outlined in **2.7.2 Targeting**.

2.6.2 Boost Your Post

Once you have established a growing audience, and have posted some initial organic content, it is time to boost some posts.

Boosting posts will have a great effect on the number of people your posts reach or how many customers you drive to the link you’ve shared. When you boost a post, you will be given the option to define your audience, as outlined in **2.5.1 Defining a Valuable Audience in Your Area**.

Boosted posts will also drive organic page likes and community awareness of your local business.

2.6.3 Advertising Events, Promotions, Positions, Lead Generation etc.

A very valuable tool available to a Local Business or Store page is the ability to set up targeted advertising campaigns. You can set up an advertising campaign to promote an upcoming event (like an Open Day), otherwise you might like to advertise a vacant position to the local community.

Maybe there is a strong desire for light bars in your area, and you want to set up a campaign to promote that your store has the new light bar, in stock and on display!

Advertising on Facebook is one of the most affordable and targeted local area marketing opportunities.

You can even set up lead generation campaign, which can encourage local customers to submit their details for a quote or more information etc.

2.7 SETTING UP AND TARGETING YOUR ADVERTISING

2.7.1 Setting Up an Advertising Campaign

Setting up advertising is relatively easy. Head to your Ads Manager (<https://www.facebook.com/adsmanager/>) or Business Manager (<https://business.facebook.com/>)

It would be beneficial to watch this tutorial on how to navigate the back end of Facebook and set up your first advert.

<https://www.youtube.com/watch?v=1iZl0bCyDPQ>

2.7.2 Targeting:

All paid promotions (boosts, page promotions, adverts) should incorporate a level of targeting. Targeting keeps your audience and marketing within your own sales district. e.g. 35km radius from Kilsyth. It is your responsibility to know your boundaries. Your state representative will be able to assist if required.

Beyond targeting by *location*, targeting by *user interest* will encourage a more highly engaged audience. At ARB, we have found the following 'Interests' to yield strong and broad results for reaching an engaged audience:

- ARB 4x4 Accessories
- 4WDing
- Pat Callinan's 4x4 Adventures
- All 4 Adventure
- 4WD TV
- Australian 4WD Action
- Outdoor Recreation
- Outdoor Enthusiasts
- As well as various 4WD makes and models! (Toyota HiLux, Ford Ranger etc.)

2.8 CONVEYING YOUR MESSAGES

As outlined, there are numerous avenues to convey your message (posts, adverts etc.), and irrespective of the method you use it is important that you consider the implications of the content, tone of voice and overall reflection on the ARB brand.

2.8.1 Post Types

Be sure to include an image or a video with every post, as text-based posts traditionally do not acquire much engagement.

Please read **2.9 BRAND EXPECTATIONS: Content**

Social content

Images, humour, videos etc. that relate to your store or 4WDing. Locally relevant content will always perform best.

New products

Information on new products, local availability and features. Inviting customers to come in and see the product would be a great initiative. Consider taking a quick snap of staff setting up new products on the shelf, to alert customers that the newly released product from ARB is in stock and on display for them to take a gander. To assist future nationwide marketing, link customers to the relevant page on the ARB website wherever possible! (You can use <https://app.bitly.com/b> to shorten and customise your link)

Please note: Product releases and any internal documents are not to be shared via social media. If you would like to announce the release of a new product, please aim to share the information from the official ARB Facebook page or media release or email socialmedia@arb.com.au for images if you would like to construct your own post and no images are yet available for you on Dealer Dashboard.

Store news

What's happening at your store? If you're working on a unique 4WD set-up, or something you think would be of interest to a wide range of customers, take some photographs of the finished product, or the work in progress and post them on the page. Customer builds are a great way to show how our products are suitable to a variety of customers, and inspire local customers future builds. Please make sure to have the owner's permission if a number plate is visible, alternatively out of shot or covered by a mock number plate from the showroom.

If your photographs are clear, show no obvious competitor products fitted to the vehicle and include multiple ARB accessories – feel free to email them to socialmedia@arb.com.au for consideration to repost your photographs and tag your store's page on the official ARB Facebook page.

Collaborations with other local stores (non-competing)

Are you often in contact with the local coffee shop, tyre store, power equipment retailer, fire brigade or other local store that has a Facebook page? Share their content and rave about their coffee, see if they follow

suit. You will find cross promoting benefits both your businesses and shows your business is very active in the local community which appeals to customers in the realm of social media. With the effects of COVID 19 on all Australian businesses, it's more important than ever to support local.

Crossposting

Facebook now allows you to crosspost videos which have been posted by other accounts, without having to share them. This results in a neater page, and a better way to identify where video views come from for the original content creator. The official ARB Facebook page will be the first to post any new product and campaign videos, if you'd like to be notified when these are posted, and have the ability to post them onto your store's page, you can simply set-up a crossposting relationship with the official ARB page. If you'd like to do this, please email socialmedia@arb.com.au with a link to your store's page and we will email you a link to activate this page to page relationship. Please be sure to check if the video is 'scheduled' OR 'published' before posting to make sure you're not publishing a release scheduled for later in the week.

Shared content

Sharing content can be a little tricky, don't overdo it. Try and keep to a shared content to a maximum of 1 in every 5 posts, and always ensure they have relevance to the ARB brand and your business. Avoiding sharing content that showcases equipment from ARB's direct competition. Be very careful not to share content that may offend your audience. That 'meme' might be funny to you but someone else's negative interpretation could cause an outrage on social media. Remember, what's posted or shared on your page is a direct reflection on the ARB brand, so make sure your content upholds the same high standards applied in the workshop, on the retail floor and in the quality of the products we supply to our customers.

2.8.2 BE RELATABLE

One of the core requirements to having successful social content is to ensure that your messages are relatable to the majority of your audience. Think about what the consumer wants to engage with rather than what the business wants to promote. Reflect on your own experiences as a consumer on social media. Don't ignore your customers' comments - engage with them and start a conversation if they are asking questions or sharing experiences. As a local store, it's more important than ever to be engaged with your social community and let your customers know that you're approachable on and off social media.

2.8.3 OPEN DAYS

ARB Marketing will create an event to advertise your Open Day once you submit a marketing request via Dealer Dashboard. Please allocate when you would like the event to be posted on our official Facebook page – we understand that stores have different preferences when it comes to how early they want to notify customers about their special day. Once your event is up on the official page, we will send you a co-admin invitation so

the event can appear on your page and you are able to monitor any questions customers may have about what's on for the day.

We recommend allocating a budget to advertising the event on Facebook. Please work with our Digital & Social Media Coordinator on a budget to advertise this event locally. We strongly encourage this, as for an average of \$100 per week prior to the campaign we can assist you in getting your store's event in front of many more customers!

If cover photo artwork, stories or additional collateral is required for an 'Open Day' style event, you can request this via the Marketing request on Dealer Dashboard – simply add a note in the comment section with your social artwork request for the event.

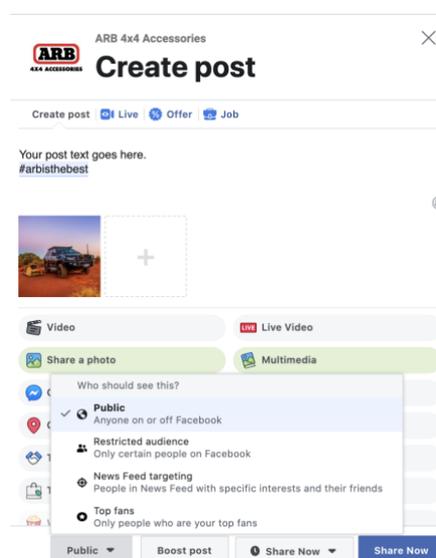
2.9 BRAND EXPECTATIONS : CONTENT

2.9.1 PRICING

The official ARB Facebook page will often avoid sharing pricing as it varies by region. On occasion, we will reveal Australian East Coast Metro RRP pricing if requested by customers via the comment section, or if the product does not require fitment.

When it comes to store-specific pages, the same rules don't apply. If you'd like to promote a store exclusive sale or share the pricing of newly arrived products you can – with some extra limitations set up for your post which will ensure that customers outside of your catchment area do not see the post. Alternatively, please include the terms and conditions of your sale including which stores will honour the special pricing and the start and end dates for said pricing.

For store-specific sales, especially for those in relatively close proximity to other stores and stockists, you will need to limit your post reach to your catchment area if possible. Create the post and then hit 'Public' to alter settings and select 'Restricted Audience' clicking the 'world' icon at the bottom of your post with the word 'Public' next to it, and select 'Restricted Audience'. You will then be able to restrict based on location or postcodes.



2.9.2 NON-COMPETING BRAND PRODUCT ADVERTISING

If your particular store is a reseller of non-competing brand products such as tyres, Travel Buddys, OzPigs and other gear, you can only promote this on your page with pricing if you are restricting the audience who can see your post to your catchment. Please refer to 2.9.1 for instructions on restricting audience for your post.

2.9.3 COMPETING BRAND PRODUCT ADVERTISING

Advertising a competing brand product via your social media page(s) is not permitted as per your contract agreement with ARB. If this is not part of your agreement, please speak to your stockist rep or state manager for clarification.

2.9.4 NEW PRODUCT RELEASES

Major upcoming product launches such as LINX or BASE Rack must be first announced through the official ARB Facebook page. As we're introducing a new product to the market, the ARB marketing team will create appropriate media and allocate a special timeslot for the social media launch. These details will be shared through a marketing communication as the product launch date approaches. Please read this information & refrain from posting about a product until it is officially announced.

When it comes to smaller product releases (eg. jump starters, battery trays and bull bars for new model vehicles) you do not need to wait for the official page to announce these products first (unless a special social launch date is noted in the product release). Feel free to create your very own post announcing the availability of the product at your store. When making any announcements about new ARB products, please be sure to:

- Never post the entire internal Product Release on your social media page.

- Do not try to use the photo from the Product Release for your social media post.
- Contact your state management or ARB's Marketing team if you aren't sure if you should be announcing the product on your page or if you require assistance finding imagery to promote a new product.

2.9.5 CREATING YOUR OWN ARTWORK

ARB store logos and photographs are available on Dealer Dashboard. If required, you can use these on your Facebook page. There is no need to watermark images with your store logo, but if you wish to, we recommend keeping the logo in the bottom corners of the image. Please make sure your logo pack is up to date!

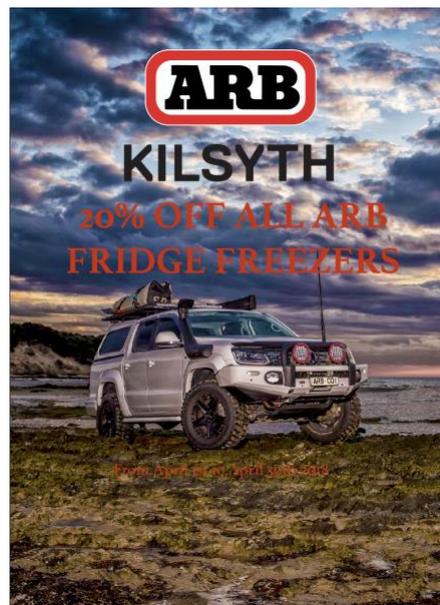
Certain styles of logos have been phased out, so re-downloading your logo pack will ensure you have the right tools to get started.

If you're wanting to add text to an image to advertise a certain special or event, please keep within the company style guide and use corporate fonts. Our corporate fonts are **Mason Neue Medium** and **Replica bold**. You can download these from our Dealer Dashboard (<https://dealers.arb.com.au/assets/stationery-misc/>).

Please make sure the text is placed on top of a neutral coloured background as per the examples below. This helps keep the text easy to read and in-line with the corporate ARB brand. Facebook prefers 1:1 posts, and they also fit the Instagram feed well, so whenever creating artwork for social media, 1:1 format is recommended.
 Example of an a well presented post:



To give you an idea of what to avoid when creating artwork for social media, example on the right. Please notice the hard to read text placed on top of a highly textured background, the non-corporate fonts and over-sized store logo.



As always, if you're not sure about the artwork you have created or would like ARB Marketing to assist you, please reach out to your state manager or ARB Marketing's Digital & Social Media Coordinator. (socialmedia@arb.com.au).

2.10 CUSTOMER EXPECTATIONS

As with all customer service and engagement channels, it is always worth considering and acknowledging the expectations of your audience. This includes their expectations around messages, posts to page, and comment responding.

2.10.1 TIME

Social media customers would ideally prefer their messages are to be responded to within a couple of hours. Understandably, this is not always possible. Aim to respond within the first 6 hours, even if your response is to let them know you have received their message and will do your best to get them an answer ASAP. You can set up an auto response for out of office hours, where Facebook will let the customer know your business hours, and that you will be looking into their enquiry as soon as you re-open.

Here is an example of the auto-response on the official ARB Facebook page:

"Thank you for contacting ARB 4x4 Accessories. Our office hours are 9am - 5pm Monday to Friday, Australian Eastern Standard time.

We value your message and will get back to you as soon as possible."

2.10.2 POST TO PAGE COMMENTS

You can set up Facebook to auto-hide comments that contain certain words, it may be ideal to fill out this area with all the profanities you can think of to make it easier to hide rude and unnecessary comments from people looking to start trouble on social media. When possible check the

comments on both your campaigns and your posts to ensure questions are answered and any dissatisfied customers' concerns are addressed. If you are dealing with an unhappy customer, where possible, take the conversation off social media as soon as you can. If you already have their details, give them a call, however don't forget to respond publicly as well as calling them so the public is aware you are pro-active when addressing a complaint.

3.0 ARB'S SOCIAL MEDIA RULES OF ENGAGEMENT

3.1 REPRESENTING THE BRAND

By creating and maintaining an ARB store social media Business page, every post, every comment and every action is a direct representation, to the wider audience, of the ARB brand. Use correct grammar and punctuation when interacting with customers. It goes without saying that you do not use profanities, or conduct yourself in rude manner on social media. Please be mindful of product names and make sure to double check how the product name is written on the ARB website. For example, LINX is written in all capitals and with an I. ARB's JACK is written in all capitals and so is BASE Rack. There are still many store pages which continue to incorrectly name and promote products.

Please note that sarcasm can lose its clarity through text. Be careful how you represent the business; a comment, post or image can always be deleted, but customers have the ability to screengrab your interactions with them - "The internet remembers!"

ARB Corporation Ltd reserve the right to shut down or permanently delete any ARB branded page that brings the ARB brand into disrepute.

3.2 STAFF ENGAGEMENT FROM PERSONAL ACCOUNTS

Staff members are not to comment on any ARB corporate or ARB branded store's social media posts as a representative of the brand or an employee at an ARB store. All comments must be administered through the page itself, by people who have been chosen to represent the business on social media.

Staff are welcome to provide insight and education on ARB branded posts. Please be mindful that your comments must be helpful, kind and come from you as an experienced individual in the 4WD industry and not as a representative of ARB.

Internal conversations regarding stock, fitting, product releases or network communications are strictly not allowed on any of ARB's social pages and participating individuals will be banned permanently from all ARB social media. If you wouldn't openly have a discussion in front of a customer in your showroom, it's best to leave it out of ARB's comment section. On average, every post on ARB's page will reach 60,000 people, so if you wouldn't say it in front of 60k people made up of ARB's customers, directors and staff, please don't post it in the comments section.

While customers often ask about pricing on ARB's official page, please leave answering to our Social Media & Digital Marketing Coordinator, as RRP pricing from a product release may not be applicable to international customers or customers from regional areas of Australia.

3.3 SUPPORT OF NATIONAL PROMOTIONS

ARB stores are not to offer additional promotional support outside of the conditions outlined for national or state based campaigns. (Accommodating a customer outside

of a promotional period is at your store's discretion however this should not be publicly broadcasted to the wider audience as customers all over the country will then expect the same leniency when it comes to promotions).

If you would like to get behind a current national promotion on Facebook via your page, there are a couple of ways to do so:

1. Share it from the official ARB Facebook page/ regram it from ARB's Instagram page
2. Download content specifically sized to advertise the promotion on Facebook/Instagram from Dealer Dashboard
3. Take photos of your showroom stocked up and merchandised to reflect the campaign and invite customers to have a gander
4. Crosspost the video associated with the campaign from our Facebook page. If you do not know how to crosspost, please refer to **2.8.1 Post types**

3.4 LOCAL STORE SETUP

Your ARB store Facebook must be set up as a 'Local Business or Store'.

Your Instagram page must be set-up as a Business Profile – this gives you access to many features including adding 'call to action' buttons which can help your customer call, email or get directions to your business.

To change your personal Instagram account to a business account follow these steps:

- Go to your profile from the **mobile app** and tap  'Settings'.
- Tap 'Account'.
- At the bottom, tap 'Switch to Business Profile/Professional Account' and select the Facebook page you'd like to associate with your Business Profile on Instagram with.
- Make sure your profile is set to 'Public'. *Note: Private accounts can't switch to Business Accounts.*
- On the 'Set Up Your Business Profile' page, review your business's contact information, make any changes and tap 'Done'.

3.5 LOCALISED PROMOTIONS

Unlike state and regional based newspapers, TV channels and radio stations, Facebook is highly targeted, and there is no reason nor necessity to promote your business outside of your selling territory. It is a requirement, to obtain the privilege of running an ARB branded Facebook page, that you agree to contain all paid promotion of your brand to within an area designated by your state representative.

3.6 ENGAGING IN COMMUNITY GROUPS

With over 600 4WDers throughout ARB branded stores, and many more across our stockists, we understand that many ARB employees are active in Facebook community groups dedicated to 4WDing. It is always good to be mindful that although all the views and opinions you post on these groups are your own, as employees, you are also representing your store and the ARB brand online.

Store content or pages should not be promoted on independent 4WDing groups. 4WDing groups often cover a very large geographical area of customers, so this falls into promoting your page outside of your catchment. If you'd like to promote ARB products, this should be done with the permission of the page admins, and only via sharing content from the national ARB Facebook page.

3.7 NEWLY RELEASED PRODUCTS

3.7.1 USE OF INTERNAL PRODUCT RELEASES

Internal product releases and information **should not** be posted directly to social media.

Please refer to **2.9.4 New product releases** for detailed information relating announcing new products on social media.

3.7.2 APPROVED CONTENT

The ARB Dealer Dashboard offers a range of content you can use for localised posts, etc. Content will be provided in a timeframe that is suitable to be utilised. ARB stores and stockists are not permitted to download content off ARB's websites or eDMs (emails) to be used in their own local area marketing across any channel or medium without consent from ARB Marketing. Please refer to **2.8.1 Conveying your message** for more ways to acquire content, including newly released products and campaign videos if what you're looking for is not available on Dealer Dashboard.

4.0 ARB STORE & STOCKIST, FACEBOOK NAMING CONVENTION

4.1 USE OF ARB LOGO

If utilised on Facebook, the use of the ARB logo should adhere to the Style Guide and not be altered in any way. The Style Guide can be found on the Dealer Dashboard.

Facebook pages representing **ARB stores** should utilise the stacked version of their logo as their display picture. This creates a unified brand message that is in-line with the style guide. If you are experiencing difficulties getting your logo to conform to the round format, please email us at socialmedia@arb.com.au and one will be provided for you. Please see example of profile photo below.



Facebook pages representing **stockist stores** should not utilise the 'ARB 4x4 Accessories' logo as their profile photo. We recommend the use of the business' logo or a photograph of the front of the store for stockist pages. Facebook cover photos may contain the ARB Logo if the stockist wishes to advertise that they are a stockist of ARB 4x4 accessories.

ARB branding should always be less than 60% of the size of your store's branding.

4.2 BUSINESS: ARB STOCKISTS AND STORES

While ARB branded stores are encouraged to use the ARB branding and name, stockist Facebook pages should not contain 'ARB' in their business name unless their registered business name contains 'ARB'. We suggest stockists use their registered business name on Facebook.

4.3 STOCKISTS BECOMING ARB STORES

If you are transitioning into an ARB store, it's important to note that Facebook will not allow you to drastically change your name from, for example, 'Bunbury Muffler & Towbar Centre' to 'ARB Bunbury' overnight. This is Facebook's way of ensuring business transparency to the customer. To start, change your name to include your stockist brand alongside your new ARB store name. For example try something like 'ARB Bunbury / Formally Bunbury Muffler'. Then, allow a few months before editing the name again - you should be able to drop off your previous business name without a hassle from Facebook.

5.0 INSTAGRAM

5.1 CREATING YOUR PAGE

Unlike on Facebook, you do not need a personal page to manage an Instagram account. You will need to create an independent account and make sure to select that you are running it as a business page, and not a personal page for access to story links and business features. If you made the wrong type of profile, don't fret, you can change what type of account it is anytime.

Remember to make sure that:

- Your account name matches your business name
- Your profile picture is your business logo. Authorised ARB stores can use the stacked version of their store logo on a white background (available on Dealer Dashboard).
- If you are disclosing pricing on your posts:
 - Do not use hashtags (Hashtags will make your post easily discoverable by anyone in the world, and you could start getting messages from customers in different countries or states who would like to take advantage or request this pricing is adhered to at their local ARB location)
 - Include relevant T&Cs if you are referencing a campaign that runs for a limited time and has geographical requirements.
 - Include 'Australian East Coast Metro RRP' or 'Regional RRP' at the bottom of the post to clarify which pricing is quoted in the post.

5.2 CONTENT

Advertising

Unlike Facebook, it is still relatively easy to gain organic reach on Instagram. Therefore, at this stage it is not necessary to allocate money to build your Instagram audience. You can boost content through Facebook and allocate for it to also be promoted over Instagram, however it is much easier to build your audience with the help of engaging content, hashtags and location tags on this social network.

Brand expectations

Please refer to **3.0 FACEBOOK RULES OF ENGAGEMENT** as this will give you a great overview for ARB's rules of engagement when it comes to any social media account.

Content

Please refer to **2.8 Conveying your messages** and **2.9 Brand Expectations: Content**.

It is important to note that links will not work if injected into the copy of a post on Instagram. If you're looking to promote a new product, sale or event, please update your 'bio link' with the appropriate URL or post an Instagram story with a link to ensure your followers know where to seek out further information.

Please note:

- *Adding a link to an Instagram story is only available for pages with 10k+ followers.*
- *Editing your Instagram caption must be done from the mobile app, not your computer. Here's how to edit a caption, which shows up as your first comment, on your Instagram post:*

Open Instagram and navigate to the post that you want to edit.

Tap the three dots in the upper-right corner of your post.

Tap 'Edit'.

Edit your caption using the on-screen keypad.

Tap 'Done'.

5.3 COMMUNITY MANAGEMENT

Unlike Facebook, Instagram does not allow you to set up trigger words which would automatically hide users' posts based on profanities. This means you must be extra vigilant in making sure user engagement is monitored in order to control abusive or spamming comments.

How To Hide Comments On Instagram

While Instagram does allow you to hide comments on Instagram ads, unfortunately you cannot hide comments on Instagram page posts manually.

- There's still a way to hide certain Instagram comment. Here's how you do it:
- Go to the comment section of your page posts
- Tap and hold the offending comment (Android) or Swipe left over the comment (iPhone)
- Tap on  icon and tap 'Restrict (username)'
- Once you restrict a user, a pop up will alert you that now only you and the user you've restricted will be able to see any new comments on your posts. This is very handy if you're experiencing spammy comments from the same user.

6.0 YOUTUBE

6.1 BEFORE YOU GET STARTED

While YouTube is a very popular social platform, producing quality video content requires a lot of resources and can become very costly with little return for your investment as it is unlikely to put your content in front of your local customer base.

Popular channels post different types of content multiple times a week and actively engage with their community. Consider what your marketing goals are before starting a channel.

ARB's Customers generally use YouTube to:

- Research inspirational builds
- Get camping & trip ideas
- Learn about products
- View peer reviews of products they are interested in
- Search for 'how to' videos and tips and tricks
- View 'List' style videos eg. "Top 10 beach camps"

ARB's Customers do not generally use YouTube to:

- Find their local 4x4 accessory supplier
- Engage with their local store or stockist
- Find out if a sale is on at their local store
- Find out what's new at their local store

6.2 SHOWCASE YOUR CONTENT ON ARB'S OFFICIAL YOUTUBE

If you'd like to see some of your store's content on YouTube, but don't think you're able to commit to a constant flow of videos, please give ARB's Digital & Social Media Marketing Coordinator a call to enquire about having your content released on ARB's official brand channel.

Your content should be eligible if your video:

- Promotes the ARB brand, products or destinations/experiences related to the ARB brand or products
- Does not showcase competitor products
- Has good audio quality (can we understand what is being said? Is there too much wind or traffic noise?)
- Has good video quality

6.3 RUNNING YOUR YOUTUBE CHANNEL

If you're committed to running a YouTube channel for an ARB store, please adhere to the following guidelines:

- Make sure that your page name and profile picture matches your business name and logo. Using the ARB brand alone could falsely identify you as the official voice of the brand globally.
- Work with ARB Marketing to set-up a Dropbox/Google Drive folder where your content can be reviewed (each video must be reviewed before release)
- Download the ARB branding Style Guide from Dealer Dashboard, and follow it closely when using Old Man Emu or ARB logos in your content
- Do not re-upload ARB videos. If you would like to feature any official ARB content on your channel, you can create one or multiple playlists on your channel and simply add the desired ARB videos to your playlist.
- To have your content featured in ARB playlists, contact ARB's Digital & Social Media Marketing Coordinator.

GUIDELINES SUMMARY

To summarise; a social media page can only benefit your local store if you are prepared to delegate the time to engage with potential customers, create your own content and allow a budget to help grow your audience. If you are not prepared to do so, ARB's official page contains a store locator and advises all customers with sales enquiries to contact their local store via this tool, so you will still be receiving leads from Facebook customers in that way. We also email all Facebook/Instagram quote requests through to the store closest to the customer's postcode.

ARB neither encourages nor discourages ARB stores considering operating a Local Business or Store social media page. However, unless your business is set up to adequately resource and proactively manage a page, we strongly recommend against it.

Don't try to be present on every social network for the sake of being there, this **will not** benefit your store. If you only have the capacity to create content, answer enquiries and community manage one page, stick to it & delete any channels you're not using. It's best for your store not to exist on a platform than have an abandoned channel with outdated content.

If you have any questions regarding social media, advertising or starting a new page for your store, please don't hesitate to contact Zhenya Belousova, ARB's Digital and Social Media Coordinator – zhenya@arb.com.au.