

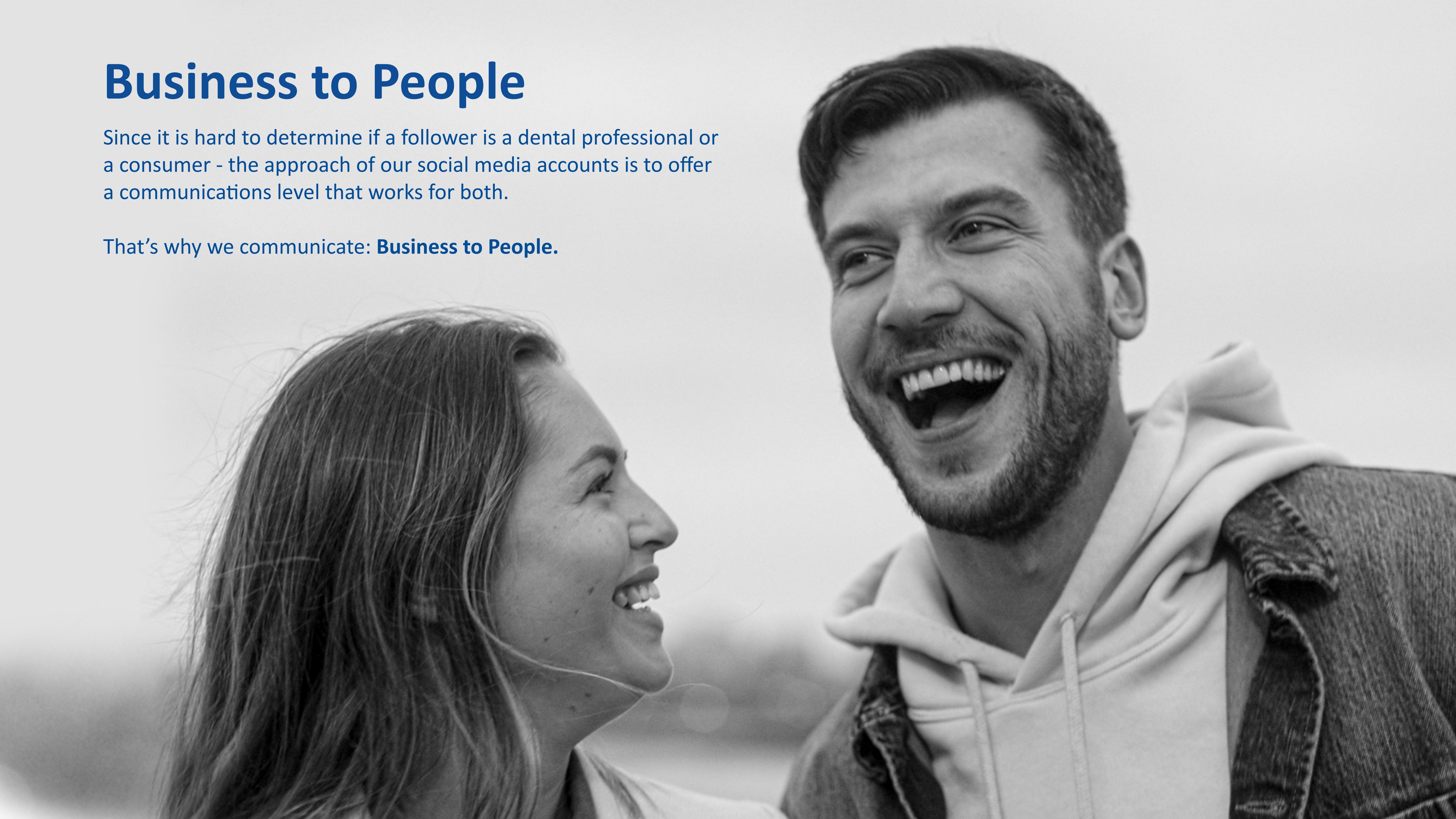
Guidelines for Social Media



Business to People

Since it is hard to determine if a follower is a dental professional or a consumer - the approach of our social media accounts is to offer a communications level that works for both.

That's why we communicate: **Business to People.**



Tone of voice

Building and maintaining an authentic brand voice is key for businesses on social media.

- Always write from the reader's perspective.
- Be consistent across social channels.
- Be personal but professional.
- Listen. And respond.

For suggestions on how to respond to questions and comments please view this document.



Topics for social media communication

All communication on social media should be connected to one of the four TePe topics:

- Brand and company
- Health and education
- Our products
- Sustainability

How you communicate different topics can vary between channels, depending on what the target group is.



Cover Photos and Profile Pictures

- We use the TePe logo on aqua background as a profile picture on all our Social media accounts.
- Cover Photo – Use the TePe official cover photo for your social media accounts. It's okay to change the cover photo to promote a campaign or a seasonal feeling for period of time.

Cover photos and profile logos are available in Global editorial team for TePe daughter companies and in Distributor Hub Team for TePe Distributors.

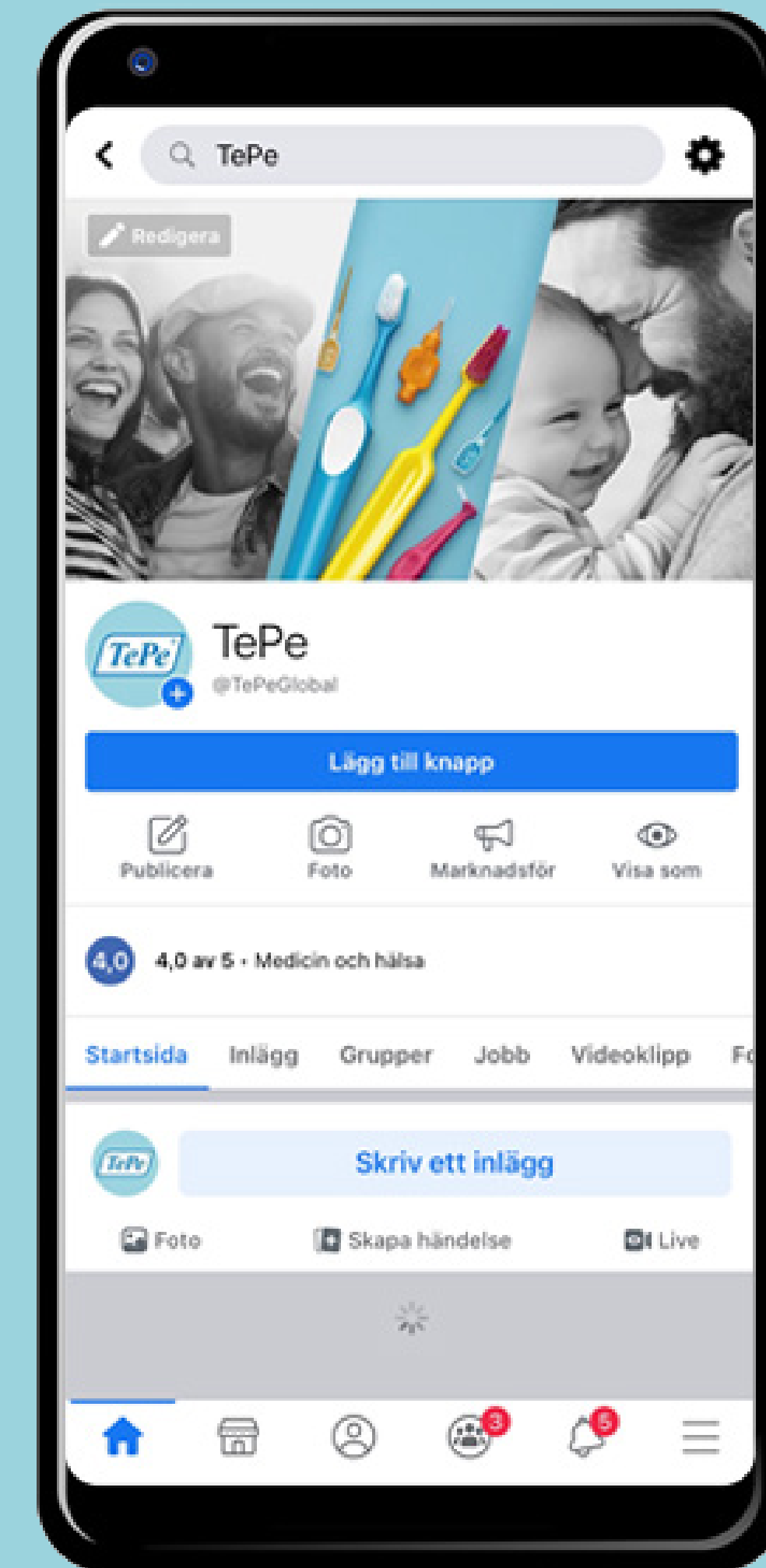


Image Guidelines

Our social media content should feel contemporary and clean. Keep in mind that most users will view your post from a mobile phone.

- We show healthy teeth and people, not diseases. Any images showcasing negative side effects are not allowed to use.
- To achieve a cohesive look globally we will keep our images clean from stamps, logos, frames and added text. **Images below are examples of what not to do.**



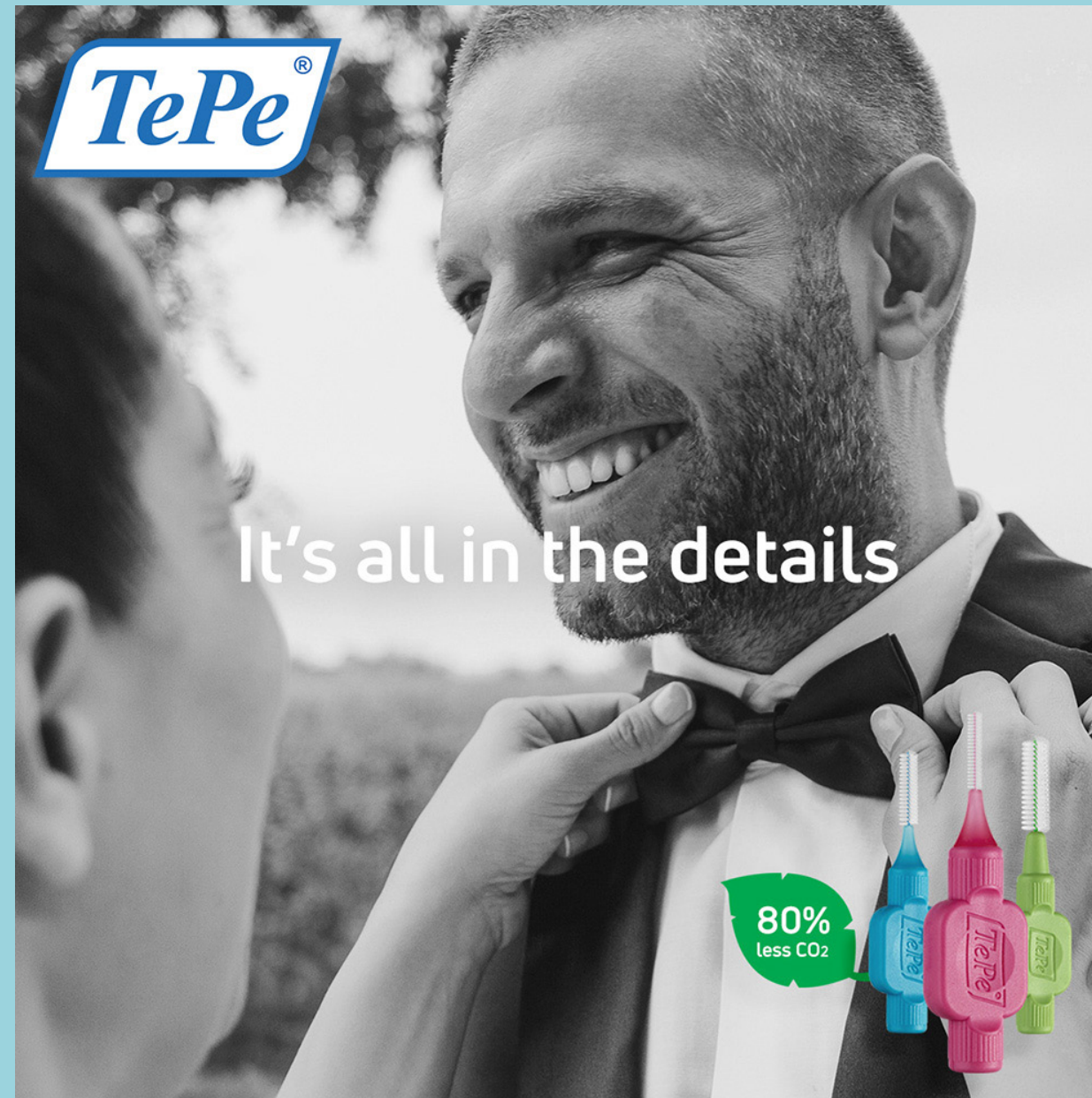
Collaborations

When we post to our own social accounts our profile picture, with the logo, is always showing together with the post.

This is not the case when we do collaborations externaly. That's why we need to add a logo to our communication for this specific situations.

Our new influencer marketing guidelines can be found at the end of this document.

Specific SoMe content may be developed for campaigns and partnerships that is an exception, for example campagin for Pink Ribbon and SSPI partnership.



Text and caption recommendations



Organic Post

The ideal length for a organic post on Facebook is 1 to 80 characters.

Sponsored Facebook Posts

Every Facebook ad needs three types of content: a Headline, Main Text, and a Description.

- Headline: The first text people read should be 5 words.
- Main Text: The snippet above your image or video, is 14 words.
- Description, the text that lives directly below your headline, is maximum 18 words.



Organic Post

The ideal length for an organic post on Instagram is 138 to 150 characters

Sponsored Instagram Posts

Instagram recommends keeping the captions on sponsored posts under 125 characters.



Organic and paid updates

The ideal length for post on linkedIn is maximum 25 words.

Emojis

Emojis

Our recommendation is to use emojis for a more personal feel and to boost engagement, but use them wisely. Use your common sense when you choose emojis for your posts.

Emojis must relate to the subject we communicate.

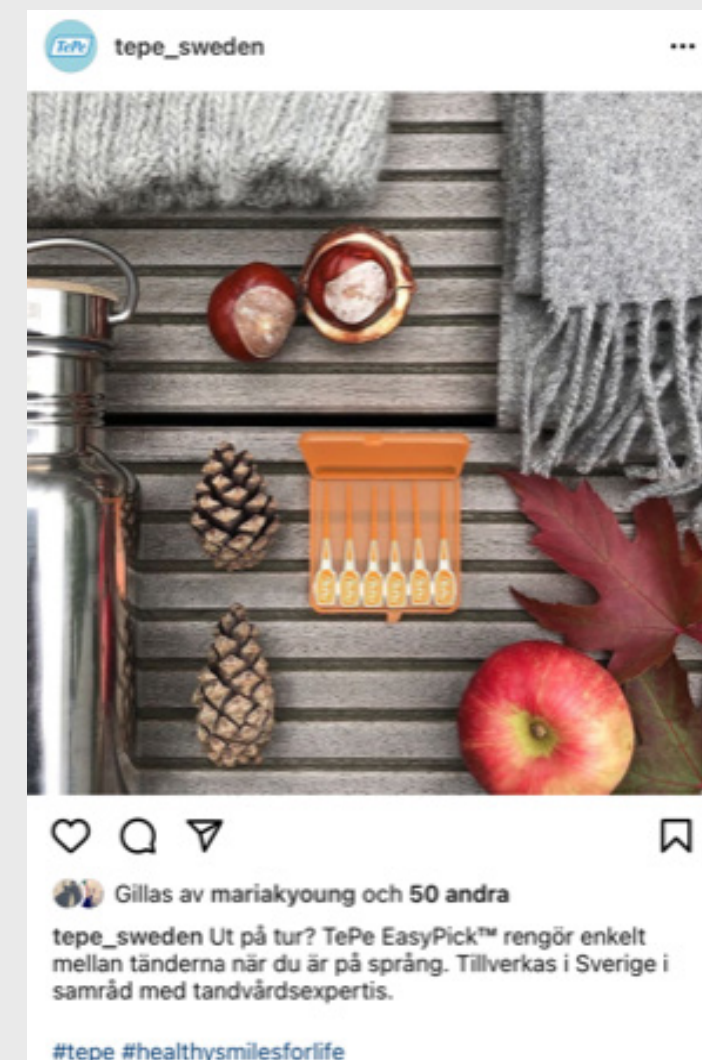
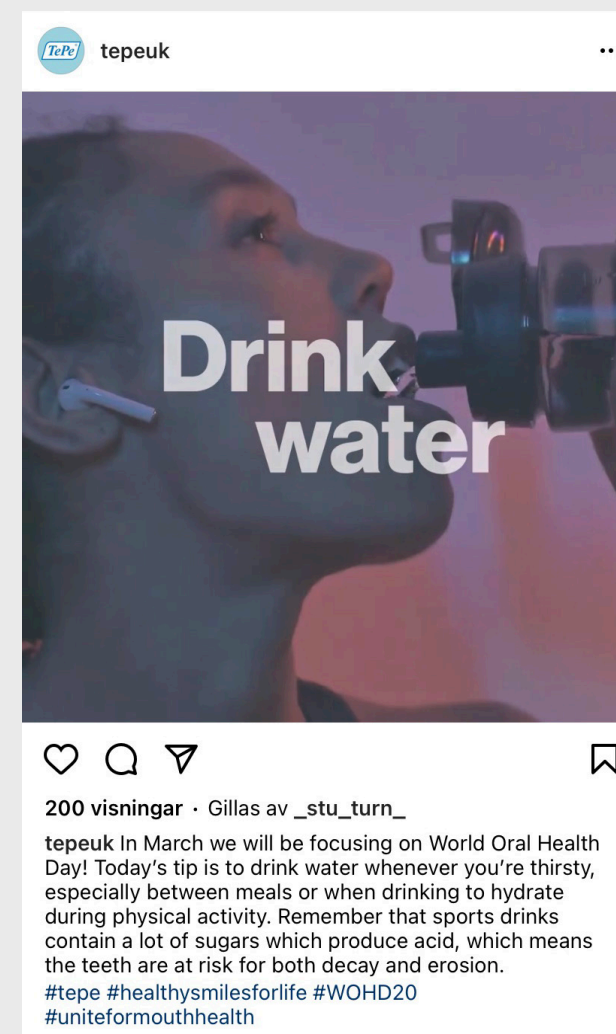
- Use a limited amount of emojis in your post (1-3)
- Emojis do not replace text.



Hashtags

Including hashtags in your posts means taking part in a conversation happening on that social media platform. And most importantly, it makes your posts visible in that conversation.

- Use our TePe brand hashtag **#healthysmilesforlife**, **#achoicehatmatters** and **#tepe** in all posts.
- Don't string too many words together. The best hashtags tend to be relatively short and easy to remember.
- Use between 3-7 hashtags on your post.



Sharing content

Because we are an expert in our field, we must be cautious about what we share.

The type of related content we will share is:

- Company collaborations
- People promoting our products

How to share:

- Use the app “Repost” for Instagram
- Use the Share-function on Facebook

Ask yourself:

- Is this a trustworthy source?
- Is it unique and worthy of sharing?
- Does the post connect to our 4 Tepe topics?

How should we deal with tagged posts and/or stories?

- If the content (a review or testimonial) aligns with our guidelines of what we want to show, you can like or comment or reshare the post.

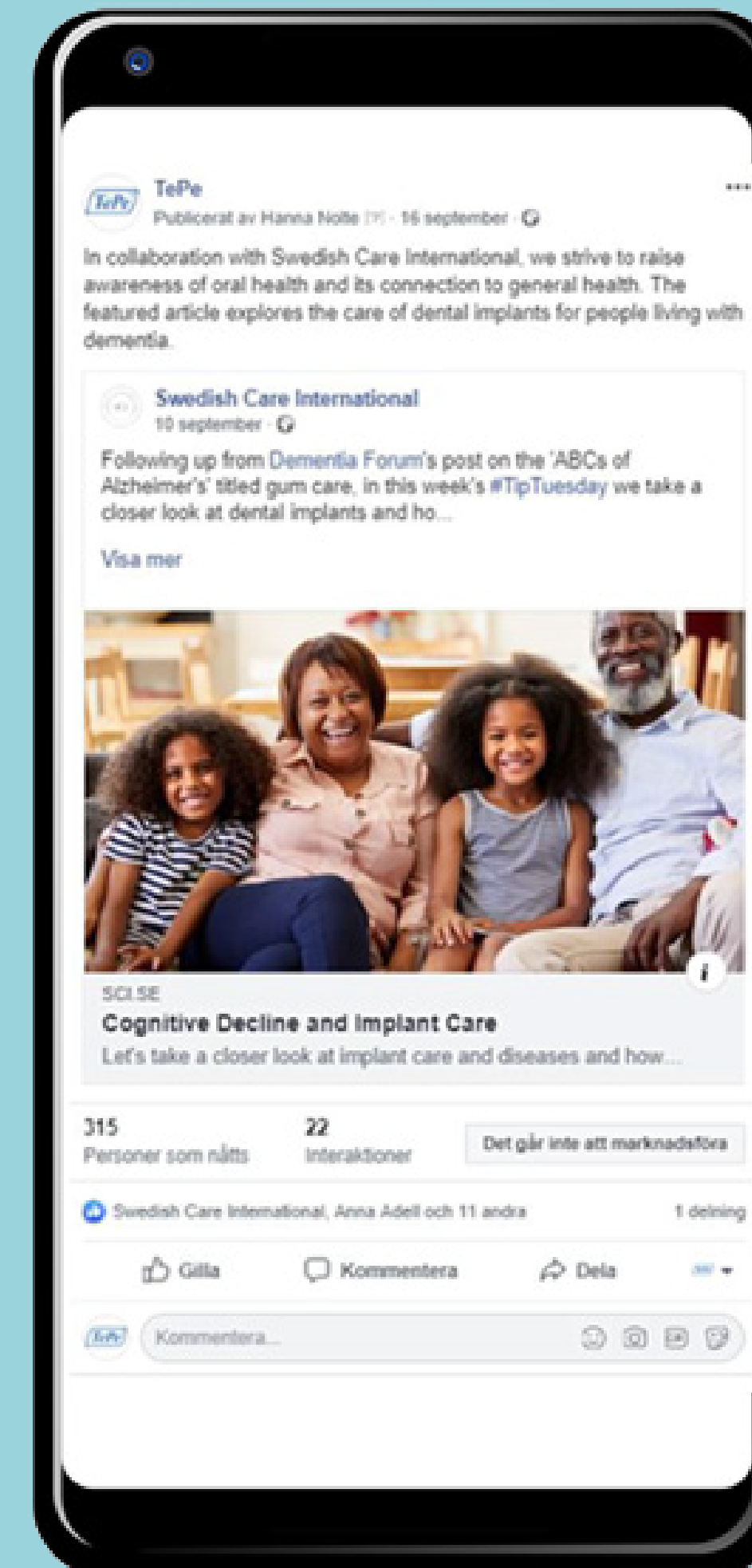


Image rights and licens images

We must always assure that we have the rights to use an image.

All content in hootsuite (daughter companies) or the distributor Hub team (Distributors) are approved from TePe Global. Images are according to the brand guidelines and the text is approved from an odontological aspect.

If you need a specific image to communicate a local initiative – use the media bank for images and please request a task to the VCT team if you cant find what you need.

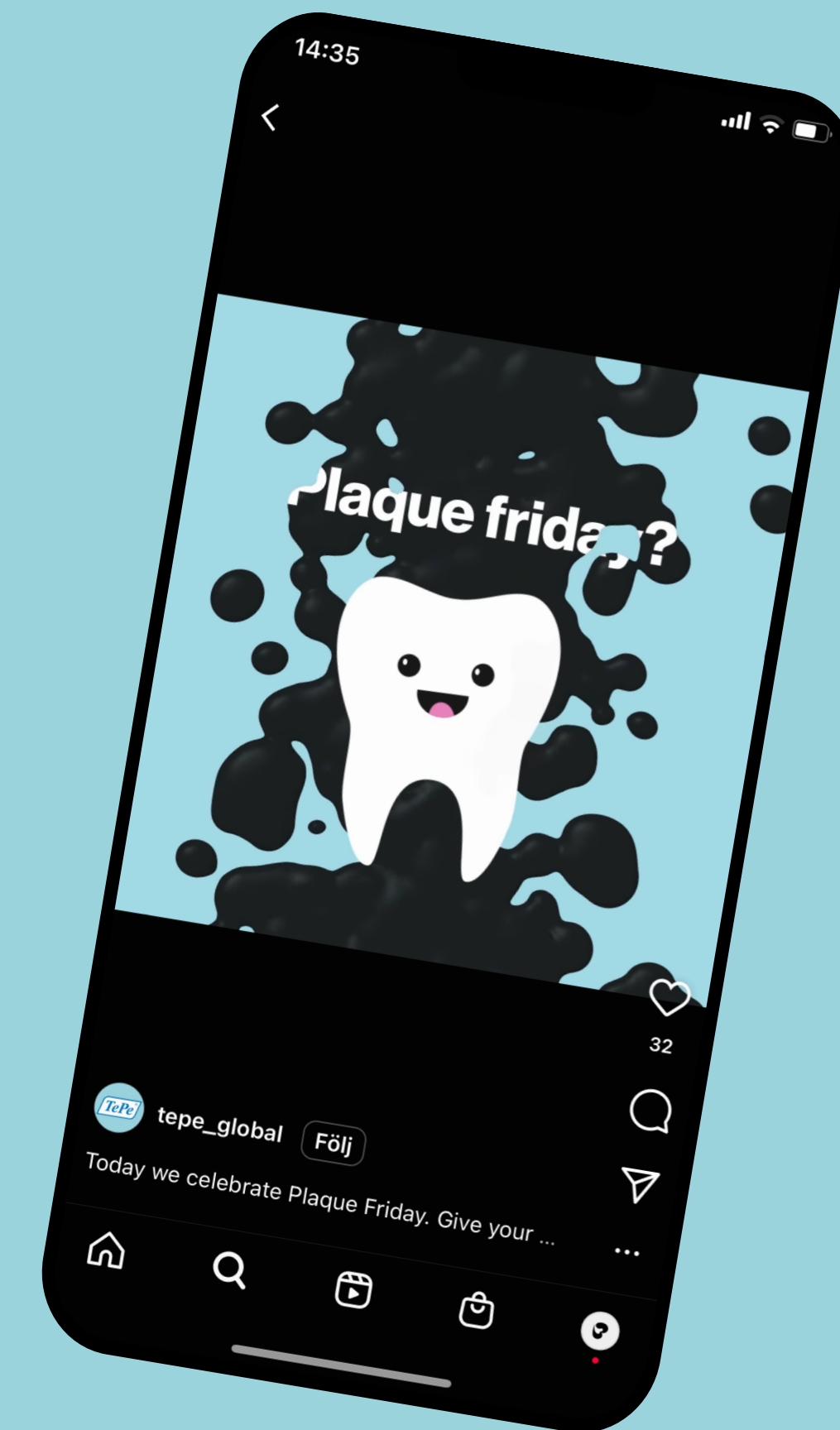
- This is one step of working towards a one TePe brand look all around the world.



Best practice different types of content

Reels

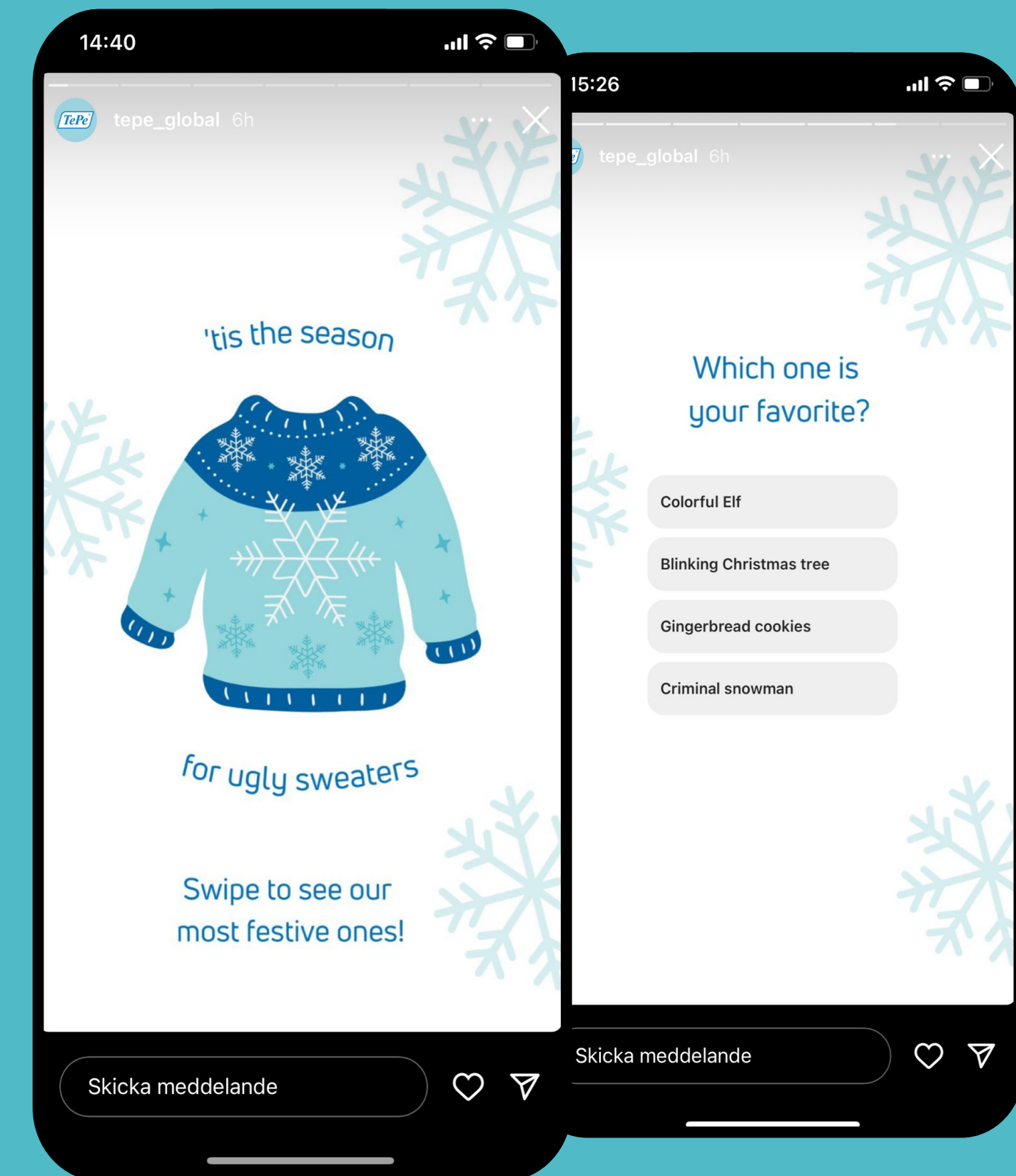
- Be consistent in your content.
- Don't necessarily follow the biggest trends. Get insights from others but make sure it applies to what you already do.
- Start by incorporating one into your bi-monthly posting schedule, evaluate and take it from there.
- With a defined reels strategy, you can still reach your target audience and meet your overall goals.
- 6-12 sec is the sweet spot, but if it's informative content the reels can be longer
- On-screen text is a must for accessibility and inclusivity
- Add more reels to the strategy and content plan
- Visual guidelines are the same for Reels as for feed posts (see page 6)



Best practice different types of content

Stories (How to get more views on stories)

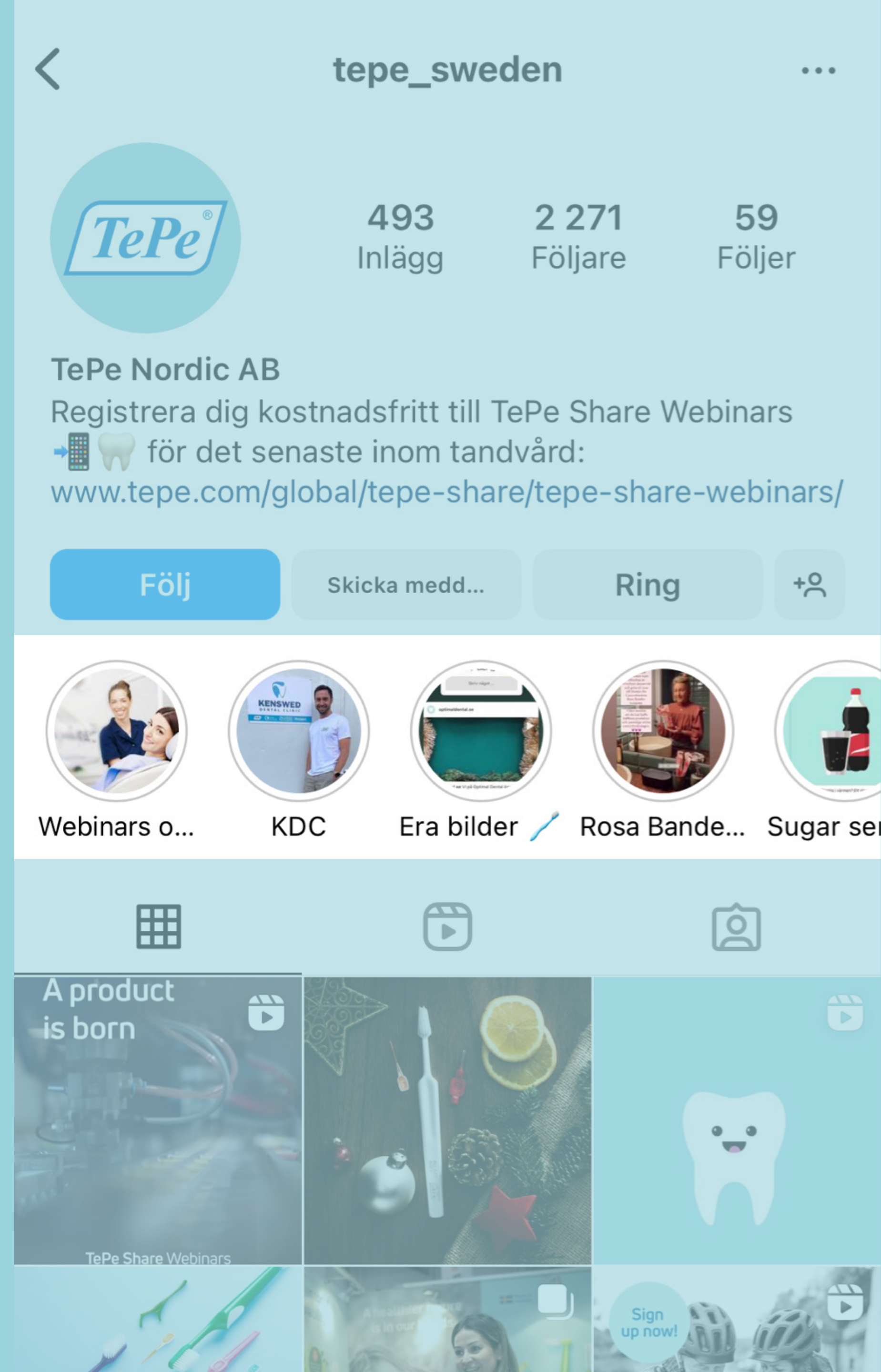
- Add an engagement-driving sticker to your first story, for example a question sticker or quiz sticker
- Share exclusive content on IG stories and mention in a post, i.e. "head to our stories for a special treat"
- Try different things each time you post on stories. Don't use the same type of content every time you post on stories.
- Analyze stories to see what's working and what's not.
- Visual guidelines are the same for Stories as for feed posts (see page 6)



Best practice different types of content

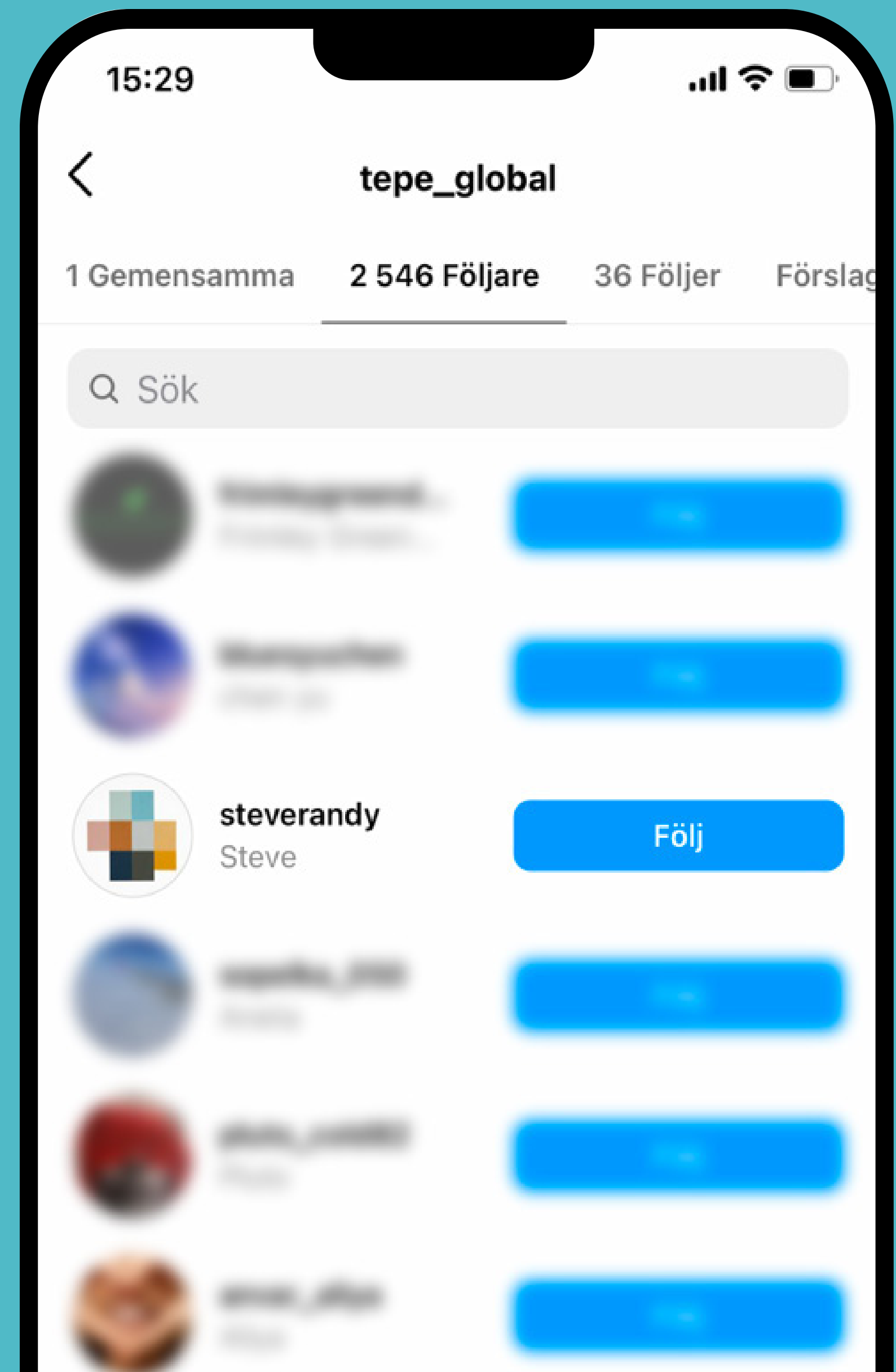
Highlights

- Perfect for sharing valuable information about your brand, spotlighting your community and showing your brands personality.
- Use a set of covers for each highlight to ensure a consistent look and feel. This will make your bio more appealing and click-worthy.



Audit your followers once a year

- Make sure you don't have inactive or spam followers, therefore you should audit your followers.
- A smaller, more engaged community is often better for driving qualitative results.



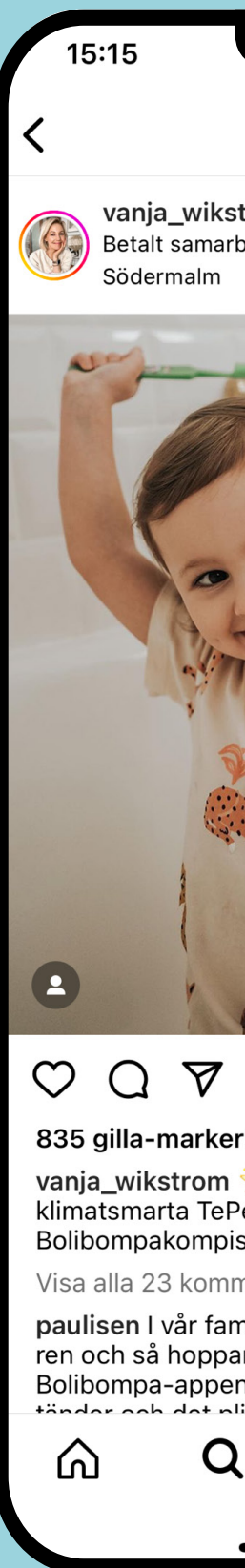
Influencer marketing guidelines

Different types of influencers

- Nano influencers: 10.000 followers or fewer
- Micro influencers: 10.000 to 100.000 followers
- Macro influencers: 100.000 to 1 million followers
- Mega influencers: 1 million+ followers

Strategy / guidelines

- Determine your goals
- Know who you're trying to influence
- Develop audience personas to make sure you understand who you're trying to reach. Once you've decided, create a matching set of influencer personas. This will help you understand the qualities you're looking for in your influencers.



Influencer marketing guidelines

Consider the three R's of influence

- **Relevance:** a relevant influencer shares content relevant to your business and industry. They need to have an audience that aligns with your target audience.
 - **Reach:** is the number of people you could potentially reach through the influencer's follower base. Remember! A small audience can be effective, but you need to make sure there's enough of a following to align with your goals.
 - **Resonance:** the potential level of engagement the influencer can create with an audience relevant to your brand. Bigger isn't always better. A huge follower base is meaningless if those followers aren't interested in your offer. Niche influencers, on the other hand, can have very dedicated and engaged followers. So, choose influencers who share the same values as TePe.
- Compile a short list of influencers
 - Do your research
 - Reach out privately and personally (if not through an agency)
 - Collaborate with your influencer to develop effective content
 - Measure your results

Influencer marketing guidelines

TePe specific influencer marketing guidelines

- Influencers are the extension of TePe as a brand and company, therefore the influencer should be aligned with our brand values. (Keep in mind political and religious stand points)
- Think of influencer marketing as a long-term relationship. Ask yourself if we can work with the influencer/content creator during a long period of time. Does the influencer have the potential to be a brand ambassador? The more long-term plans we have with our partnerships, the better.
- If the influencer is a TePe brand ambassador, the influencer should not collaborate with our competitors.
- Not every influencer TePe collaborates with should be viewed as an ambassador. If the goal of the campaign is more sales focused than brand building focused, it is ok for the influencer to collaborate with other brands within oral care. Exceptions can be made (One off campaigns), refer to disclaimer in contract.
- The influencer should not do more than 4 collaborations in total per month. This includes collaborations with other brands as well.



Influencer marketing guidelines

- Be sure to check the local regulations for influencers, e.g. whether in your country influencer advertising must be marked by the influencers as advertising in the posting
- Make sure that the influencer is bound by a confidentiality agreement during the collaboration
- Make sure that the content the influencer create is correct (grammar/content/information about TePe/products etc) since they represent TePe

