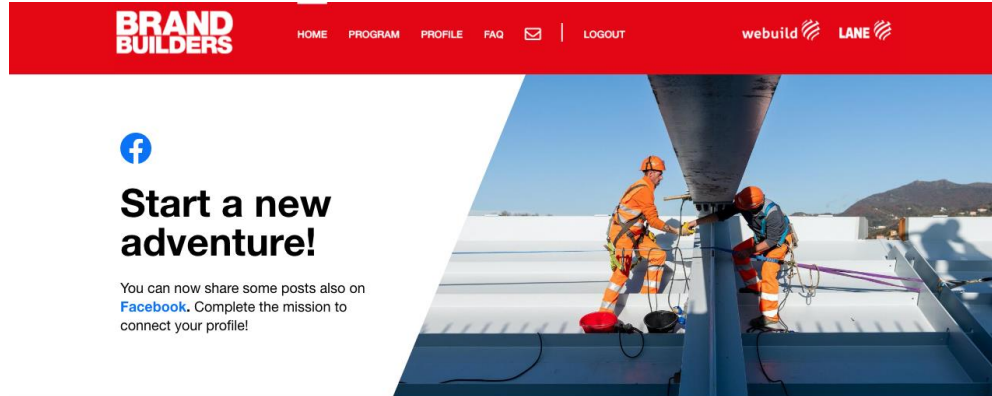




# Brand Builders

Facebook

# Why Facebook?

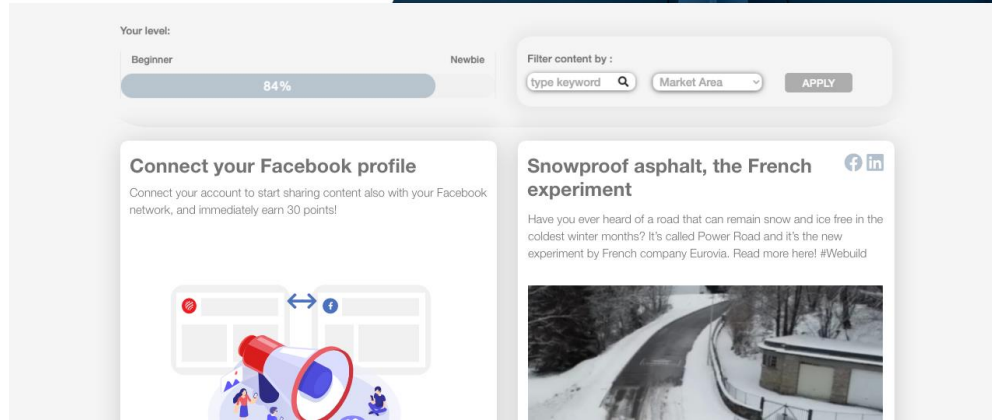


→ **Tell** your job experiences with a more personal ToV

→ **Let your family and friends know** what you do!

→ **Improve** your digital reputation on a new channel

→ **Be part** of the BB program at 360°



# What you will be able to share on Facebook?

## WEBUILD PROJECTS

NEW ASSIGNMENTS, WORKSITES  
MILESTONES, OPENINGS

## SPECIAL PROJECTS

EXHIBITIONS, CELEBRATIONS,  
VIDEOS, PUBLICATIONS

## WE BUILD VALUE ARTICLES

# Brand Builders dashboard: how to share on Facebook



# Brand Builders dashboard

## Facebook share process /1

### How you can start?

If you are willing to share content also on your Facebook profile, you can start to navigate the dashboard feed where you can easily figure out **which posts can be shared also on Facebook.**

The shareable posts have:

- The Facebook icon on the top right corner of the mission
- A Facebook SHARE button in the lower part of the mission
- The Facebook available shares on the bottom grey part of the mission

The screenshot shows a mission card with the following elements:

- Title:** Snowproof asphalt, the French experiment
- Text:** Have you ever heard of a road that can remain snow and ice free in the coldest winter months? It's called Power Road and it's the new experiment by French company Eurovia. Read more here! #Webuild
- Image:** A photograph of a snowy road curving through a winter landscape.
- Top Right:** A red-bordered box containing the Facebook and LinkedIn icons.
- Bottom Left:** A button labeled "1 PT. - READ MORE".
- Bottom Middle:** A red button with the LinkedIn icon and the text "SHARE".
- Bottom Right:** A red button with the Facebook icon and the text "SHARE".
- Footer:** A grey bar at the bottom containing the text "Available until: 28 Feb 2021", the LinkedIn icon and "Shares 42/50", and the Facebook icon and "Shares 70/100".

# Brand Builders dashboard

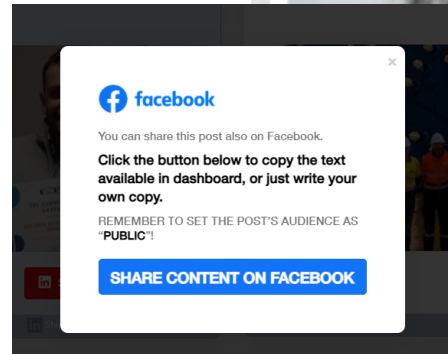
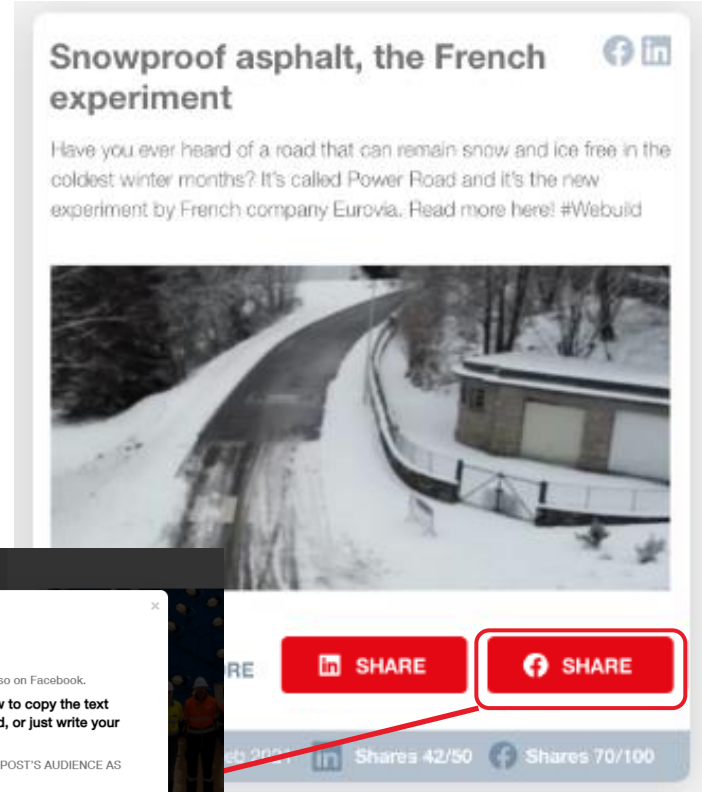
## Facebook share process /2

### What's next?

When you select the post you want to share on Facebook, you can start the process by clicking on the “Facebook SHARE” button.

A new window will appear suggesting:

- to click the blue button in order to copy the draft text prepared by the Brand Builders editorial team
- and then paste it in the usual Facebook share pop-up window. **If you can, please edit the copy or write it on your own before sharing.**
- to set the post's audience as “Public”



# Brand Builders dashboard

## Facebook share process /3

### IT'S TIME TO SHARE!

#### COPY

You can paste the copy as it is proposed on the dashboard as well as edit it or re-write it from scratch.

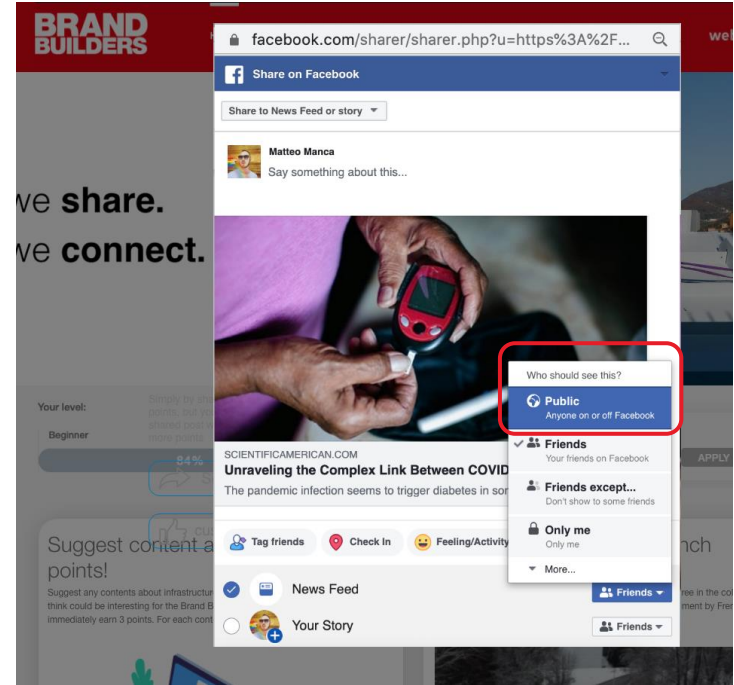
Just remember to keep the **#Webuild** (or **#LaneBrandBuilders**) hashtag in the copy.

#### AUDIENCE

**Please, remember to switch the post audience:**

- from "Friends" (only friends can see the content)
- to **"Public"** (anyone on or off Facebook can see the content).

This setting will allow more people to see your content and us to measure the impact of your amazing activity!

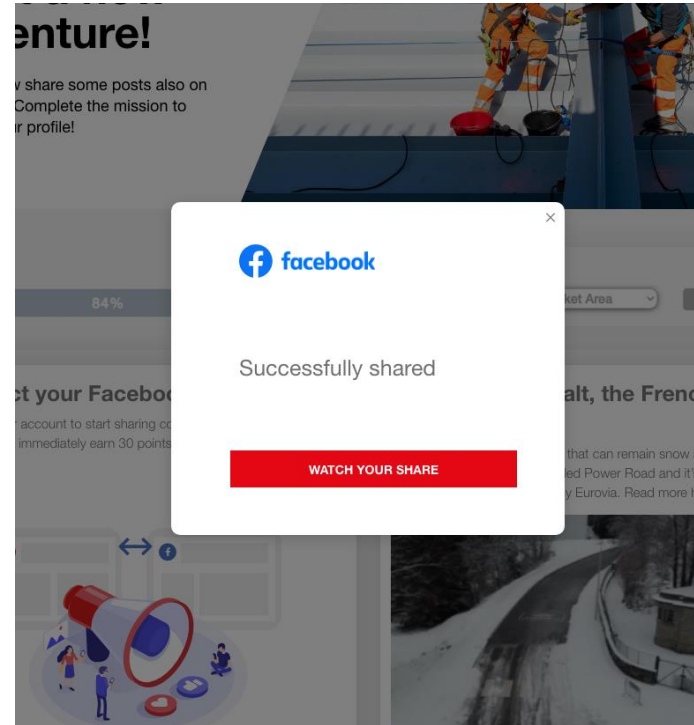


# Brand Builders dashboard

## Facebook share process /4

### ... AND IT'S DONE!

If you had entered, during the Facebook account connection, your profile url, you will be now able to **“Watch your share”** thanks to a direct link to your profile.





# Some guidelines



# Just a few guidelines

## DOs

As an Advocate you can:

**SHARE POSTS**

**EVERY WEEK YOU WILL FIND ON THE DASHBOARD NEW CONTENTS YOU CAN SHARE ALSO WITH YOUR PERSONAL NETWORKS ON FACEBOOK**

**EDIT THE COPY**

**TO MAKE THE POST MORE PERSONAL AND ENGAGING, YOU ARE STRONGLY ENCOURAGED TO EDIT THE COPY, AND MAKE IT FULLY YOURS!**

**JUST PLEASE ALWAYS USE THE HASHTAG #WEBUILD / #LANEBRANDBUILDERS**

**SUGGEST INTERESTING CONTENTS**

**YOU ARE ENCOURAGED TO SHARE INTERESTING CONTENTS (ESPECIALLY PHOTOS) TO BE SHARED WITH ALL THE ADVOCATE COMMUNITY**

# Just a few guidelines

## DON'Ts

As an Advocate you are strongly recommended to not:

**ANSWER  
NEGATIVE  
COMMENTS**

**WE ASK YOU TO NOT REPLY TO NEGATIVE  
COMMENTS/REQUESTS AND PROMPTLY  
NOTIFY THE SUPPORT TEAM ABOUT THEM**

**UNVEAL  
SENSITIVE  
INFO**

**WE ASK YOU TO NOT POST INFORMATION OR  
CONTENTS THAT CAN BE SENSITIVE**

Thank you

