



BRAND BUILDERS

Webinar

TODAY'S TOPICS

Communication in a
digital world

Brand Builders:
What's new?

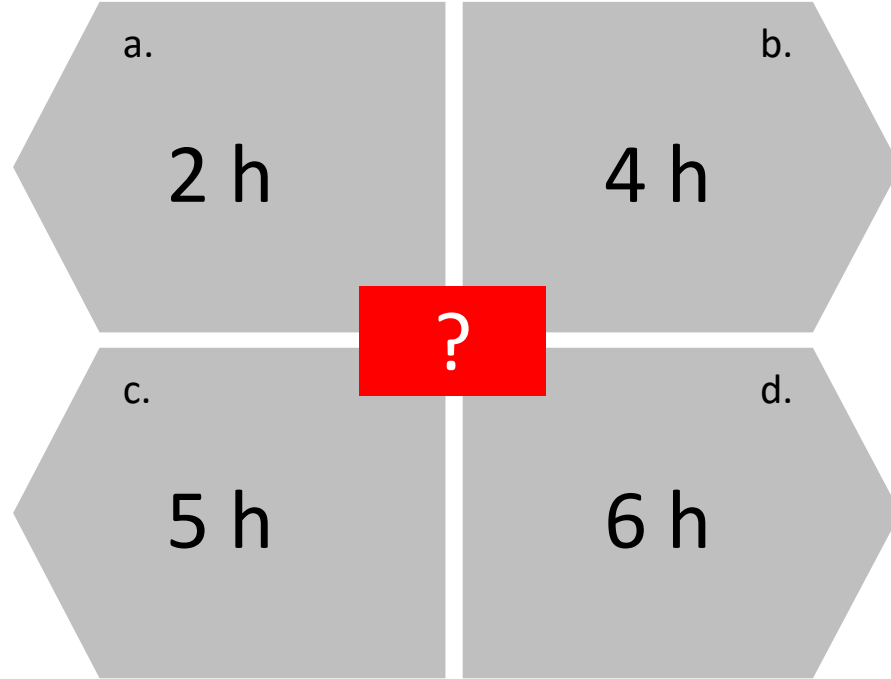
Web reputation &
digital footprint

Netiquette and
social guidelines

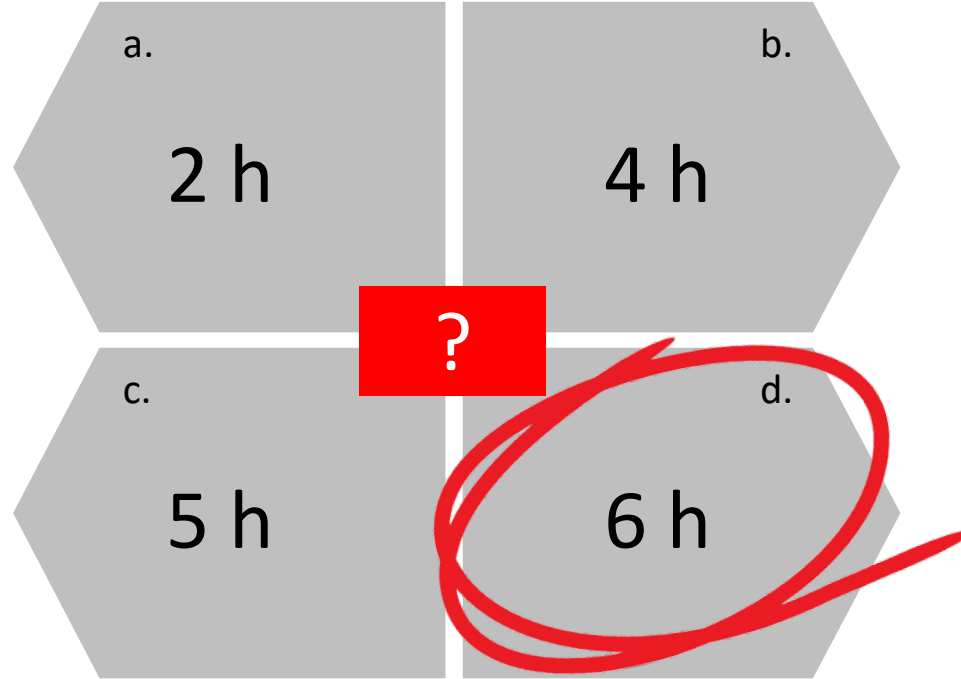
COMMUNICATION IN A DIGITAL WORLD



HOW MANY HOURS WE SPEND **ONLINE** EVERYDAY?



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PEOPLE AND SOCIAL MEDIA



In 2023, an estimated **4.9 billion people** use social media across the world. The average person is spending **2 hours and 32 minutes** on social media.

This means 2 and a half hours of updating their status, writing posts, writing comments and scrolling through their feeds.

LINKEDIN: UNO STRUMENTO CHIAVE PER AZIENDE E PROFESSIONISTI



810 MLN

Of professionals
on LinkedIn



64 mln

decision makers

40 mln

mass affluent

17 mln

opinion leaders

Contents



BRAND NEWS

News and brand information, insights different from those conveyed by corporate channels. Events and relationships, partnerships, achievements, team recognition.

SCENARIO NEWS

Topics addressed should embrace a broader perspective on the relevant industry and related topics, such as its future, evolution, and potential

PERSONAL OPINIONS

Reflections regarding contemporary perspectives on work life: work-life balance, happiness in the workplace, diversity and inclusion, sustainability.

NEWSJACKING

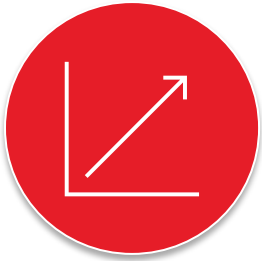
Even days dedicated to special themes can be hooks for talking about the company or one's role within it (Women's Day, World Science Day, World Kindness Day...)



FREQUENCY

LinkedIn is a platform where quality trumps quantity: we share content only when we have something relevant to share with our audience. In fact, it is preferable to focus on the cut and depth of our content, and not on the frequency of publication.

A Win-Win for companies and employees



An effective **personal branding** strategy ensures exponential growth in visibility and recognition.



Building your own network and stimulating relevant conversations with customers, prospects, colleagues, and opinion leaders in your industry (on and off digital) generates business opportunities.

BRAND BUILDERS: The power of network

Active participation of employees, consultants and managers on social channels amplifies brand content and messages, reaching more people and developing more interactions.



The network generated
by employees is

10 times

more numerous than
the company's

Contents shared from
personal profiles have

2 times

the engagement of
company ones

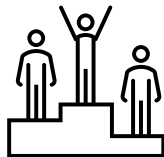
BRAND BUILDERS



New tools for a great engagement



Renewed platform with a simpler and lighter graphic layout. On the homepage, a banner announces **events and CTAs** on major initiatives.



New challenges and awards for the best advocates!

BRAND BUILDERS

[HOME](#) [COMMUNITY](#) [PROGRAM](#) [FAQ](#) [MESSAGES](#) 

Your level

Beginner

12%

Newbie

Filter content by

type keyword



Market Area



Apply

Be a protagonist!

It's time to show your faces! You can become the protagonists and voices of #Webuild!

How? Shoot a selfie at work, in the worksite or in the office and share it with the community. The best photos will be shared on the official #Webuild profiles!

So don't be shy! 📸 #webuilders



[Learn more](#)



New Contract for Lane in South Carolina

Good news for Kershaw County, South Carolina!

Ninety-six million dollars has been earmarked for bridge replacements over the Wateree River. Do you want to know more?

Click to read Lane's press release!
[#LaneBrandBuilders](#)

1 PT. [Read more](#)

**LANE CONSTRUCTION
WINS \$96 MILLION BRIDGE
REPLACEMENT PROJECT IN
SOUTH CAROLINA**



Lane

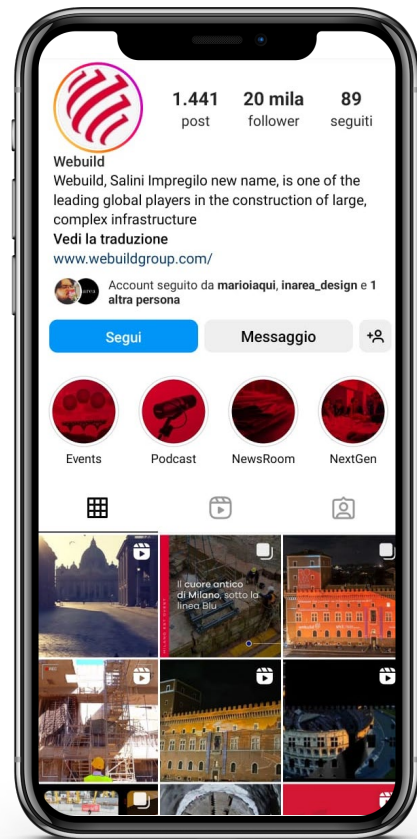
More channels, one goal

After LinkedIn and Facebook, Instagram!

Many **Brand Builders**, particularly younger ones, are also active on **Instagram**. We leverage this channel to:

- intercept their content and drive them to **greater visibility**
- amplify Webuild's **digital presence**
- increase the **advocate community**
- **expand the network** beyond the platform.

You can share from your Instagram profiles **content related to the company and your activities** by always using the hashtag **#Webbuilders** and tagging **@webuildgroup**. Be sure to set your profile as **public** if you decide to participate, otherwise we will not be able to share your content.

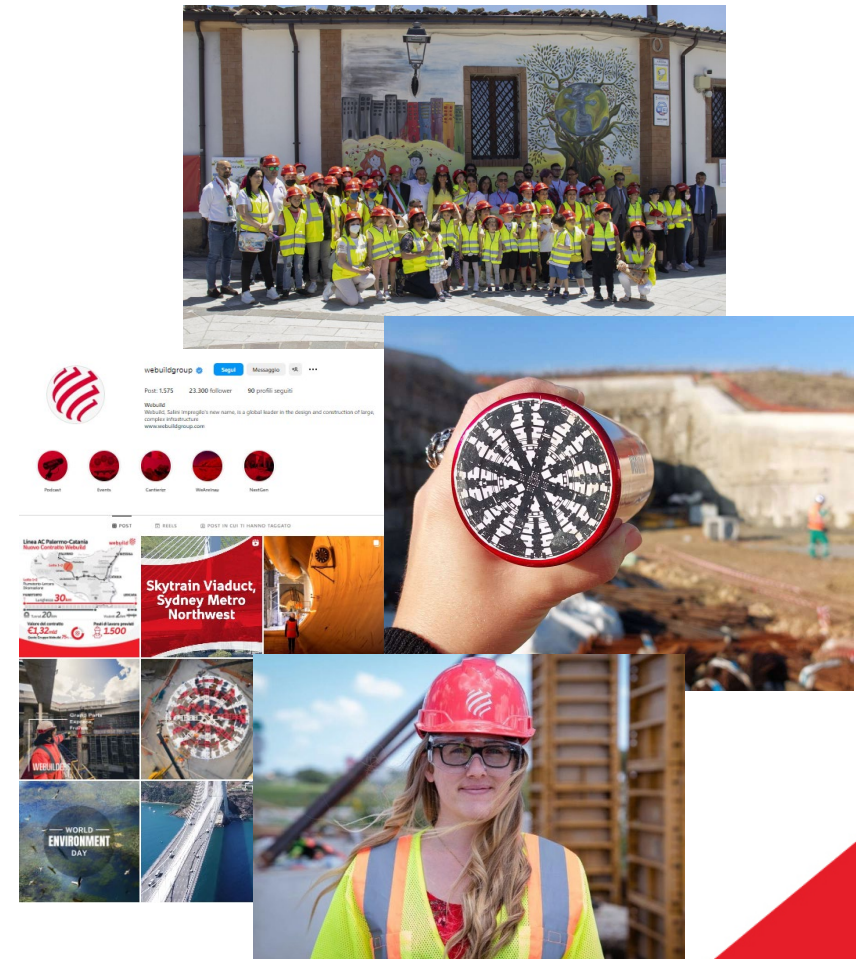


#Webuilders Project!

We show the construction site from the inside, scenes of daily life, glimpses of the workplace, the faces of colleagues and one's team not only at work but also in moments of rest and relaxation, what inspires people and makes them proud and gratified.

Through the authentic photographic shots and thoughts of Webuild people, we highlight the emotional, creative and human side of the company, including, if not made explicit, the context of the message and what it relates to.

Share in the Brand Builders Community snaps with meaningful moments from your work day, the best ones will be chosen and shared on Webuild's official channels.



Brand Builders in numbers

2018 - 2023 (51+ months)

2.117

total posts
published on the
dashboard

212.760

total interactions (likes,
comments) on LinkedIn
and Facebook

28.467

total content
shares by
Advocates

14.061.400

estimated
total impressions on
LinkedIn and Facebook

Brand Builders, what's new?

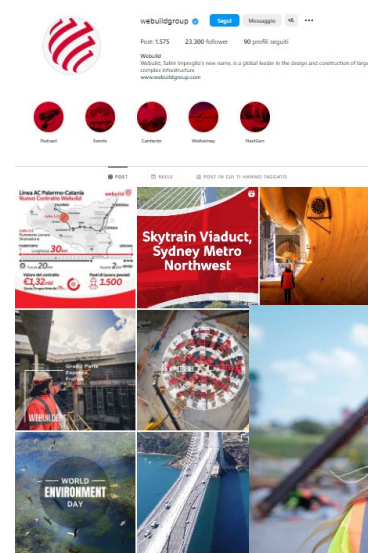
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Through the authentic photographic shots and thoughts of Webuild people, we highlight the emotional, creative, and human side of the company, including, if not made explicit, the context of the message and what it relates to. Share in the Brand Builders Community shots with significant moments from your work day, the most beautiful ones will be chosen and shared on official Webuild Channels.

Instagram

The Webuilders program is not only limited to Facebook and LinkedIn, you can also share from your Instagram profiles content about the company and your activities always using the hashtag #Webuilders and tagging @webuildgroup. Be sure to set your profile as public if you decide to participate, or we will not be able to re-share your content.



WEB REPUTATION & DIGITAL FOOTPRINT



THE INTERACTIVITY OF THE DIGITAL WORLD HAS A
CRUCIAL IMPACT ON REPUTATION.



The image features a dense crowd of stylized human figures, rendered in white and grey, arranged in rows that recede into the distance. A single figure in the center of the crowd is highlighted in a bright yellow color. A solid red banner is positioned at the bottom of the image, containing the word "WHY?" in white, bold, sans-serif capital letters. The background is a dark, warm-toned gradient with subtle light rays emanating from behind the crowd.

WHY?



BEFORE THE WEB THE
PAST REMAINED IN
THE PAST.



IN THE AGE OF THE WEB,
THE PAST LEAVES A
FOOTPRINT IN THE
PRESENT.

guido barilla



Tutti Notizie Immagini Video Shopping Altro Strumenti

Circa 567.000 risultati (0,82 secondi)

https://it.wikipedia.org/wiki/Guido_Barilla

Guido Barilla - Wikipedia

Guido Maria Barilla (Milano, 30 luglio 1958) è un imprenditore e dirigente d'azienda italiano, proprietario e presidente della multinazionale alimentare ...

[Biografia](#) · [La Fondazione BCFN](#) · [Controversia sul mondo LGBT](#)

<https://www.barilgroup.com/guido-barilla>

Guido Barilla

In seguito alla scomparsa del padre Pietro nell'ottobre 1993, Guido Barilla viene nominato Presidente, carica che detiene ancora oggi. Dal 2009 è inoltre ...

Come si chiamano i figli di Barilla?

Quanti figli ha Guido Barilla?

Feedback

Video



Cosa ha detto Mr. Barilla sui sussidi ai giovani e perché tutti ...

QuiFinanza · QuiFinanza
12 giu 2021



Guido Barilla dice la sua sui sussidi: perché se ne parla

Virgilio Video
12 giu 2021



Sostenibilità, Guido Barilla: i prossimi 5 anni saranno decisivi

Askanews
23 set 2020

https://www.topmanagers.it/manager/guido_barilla

Guido Barilla - Top Manager Reputation

Biografia Guido Barilla ... Dopo gli studi in filosofia, Guido Maria Barilla inizia la carriera in azienda nel 1982 con un'esperienza di oltre due anni all'estero ...

<https://www.huffingtonpost.it/news/guido-barilla-0...>

guido barilla omosessuali - Huffington Post

"Caro Guido Barilla, sono passati quasi due mesi dalle sue dichiarazioni sulle famiglie omosessuali e dal mio intervento. Di L'Huffington Post ...



Altre immagini

Guido Barilla

Presidente della Barilla

Guido Maria Barilla è un imprenditore e dirigente d'azienda italiano, proprietario e presidente della multinazionale alimentare Barilla. [Wikipedia](#)

Nascita: 30 luglio 1958 (età 63 anni), [Parma](#)

Coniuge: [Nicoletta Marassi](#)

Libri



Cin cin. La masca del diavol
2007



Così giocano i bambini...
2001

Ricerche correlate

Visualizza altri 1 elementi



Luca Barilla



Paolo Barilla



Nicoletta Marassi



Claudio Colzani

Rivendica scheda informativa

Feedback

AN EXAMPLE?

guido barilla

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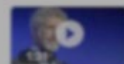
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Video



Cosa ha detto Mr. Barilla sul sussidio a

CuFinanza - CuFinanza

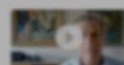
12 giu 2021



Guido Barilla dice la sua sul sussidio a

Virgilio Video

12 giu 2021



Sostenibilità, Guido Barilla: i prossimi

Asknews

23 set 2020

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Ricerche correlate



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Rivendica scheda informativa

Feedback

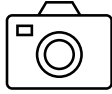


REPUTATION IS MADE BY
THIS FOOTPRINT

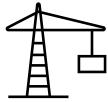
NETIQUETTE



Social Media Guidelines



Always share photos that are in focus and well taken (though obviously not professional)



It is important that the pictures depict the construction site (even with you inside, but you should always see the construction site, to put them in the best context).



Attention to safety: always make sure that the photos you take and send meet site safety standards.



Always accompany your photos with brief descriptions of what they depict (each photo must have a story behind it).

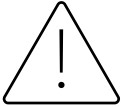


Submit photos on the community and send them to us via DM on official Webuild social channels.

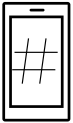
Social Media Guidelines



Remember, in case you post directly on your channels, you always tag official Webuild channels.



Do not share 'sensitive' aspects (subject to contract and confidentiality agreements if any).



IG stories are the content that works best for sharing 'quick' communication.



Try to portray highlights of worksite life and your work characterizing the use of particular tools on the job or views of the worksite immersed in its context, including geography.



Always remember that you are 'our eyes on the site' and have the opportunity to tell us special aspects and curiosities before the 'official bodies' arrive on site).

Sensitive Projects and issues



Some worksites or issues that affect Webuild are particularly sensitive to public opinion, before communicating anything about these from your profiles, it is important to consult with the communications department and consult the social guidelines.

4 tips for a smart and safe presence on social media..



1

THINKING BEFORE ACTING

The digital world has a long memory, and any negative action can remain as a reputational stain over the years.



2

NOTHING IS PRIVATE ON SOCIAL MEDIA

If you do not take care conversations, data, and private information risk falling into the wrong hands or creating misunderstandings.



3

EVERYONE IS LISTENING AND WATCHING

In an interconnected digital world of interactions and dialogue, everyone is listening and watching, including stakeholders and press.



4

AVOID SOCIAL FLAME

Do not reply to negative comments/requests but promptly notify the support team about them

Thank you

