



Brand Builders Onboarding

Agenda

- **Why an Employee Advocacy program?**
- **Brand Builders dashboard: contents and channels**
- **Brand Builders dashboard: how to use it**
- **Some guidelines**
- **Main results and achievements**

Why an Employee Advocacy program?



Who are our Brand Builders?



Brand Builders are **employees involved to talk about the company, its business and its values on social media, as influencers**, by strengthening communication activities that they often already carry out, but in an unstructured way

1. They are the **company's spokespersons**
2. They **share** their **stories** about the company and bring to life the work we do and the goals we achieve throughout the world on their social media
3. They **spread the Group's culture**, values and achievements to their network of contacts

Why being a Brand Builder?

EMPLOYEE'S BENEFITS

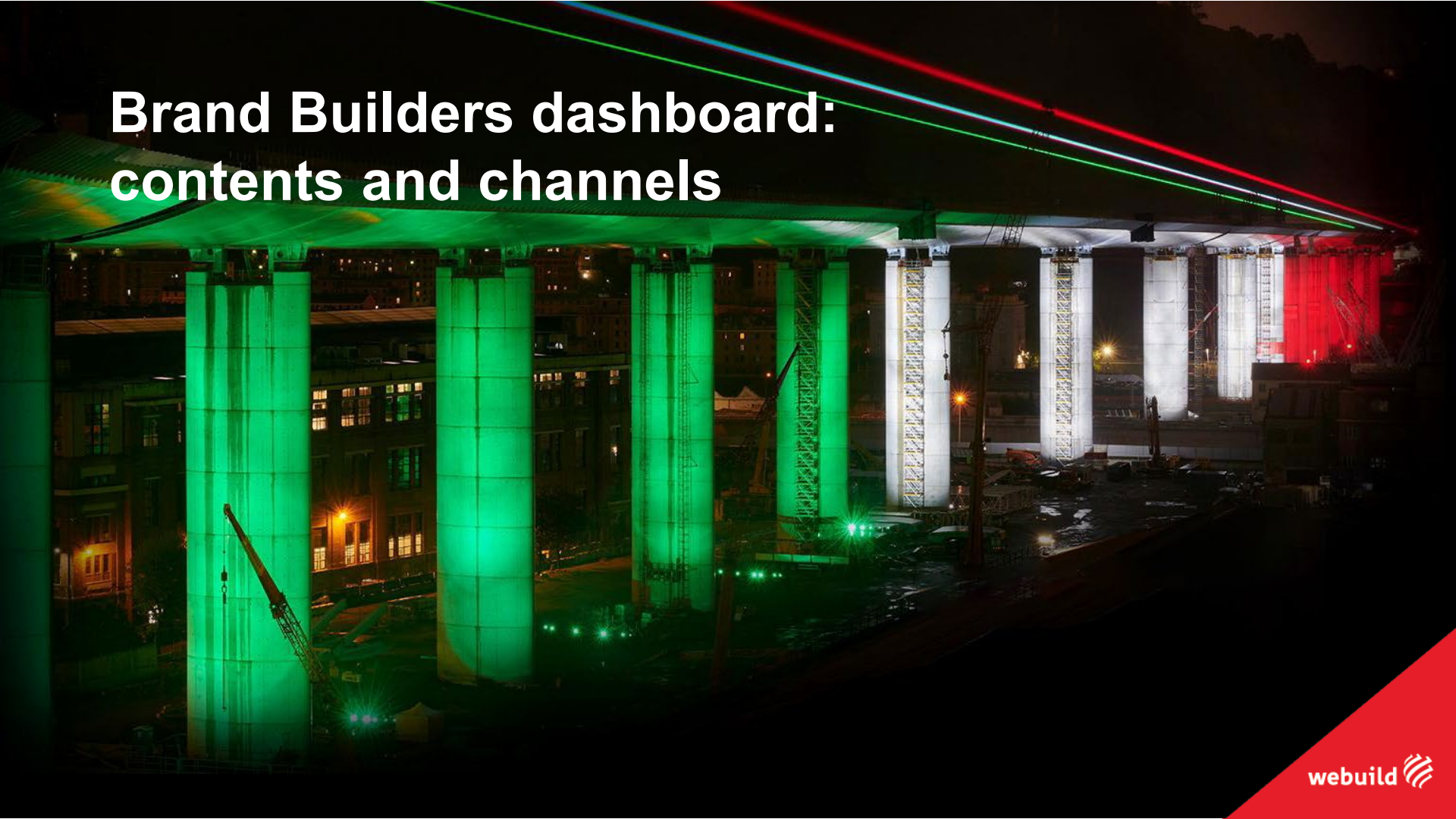
Be part of a professional network

Exchange experiences and knowledge

Increase the personal digital reputation

Actively participate in the company communication

Brand Builders dashboard: contents and channels



Brand Builders Dashboard



Your level

Beginner 12% Newbie

Filter content by

type keyword Market Area

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](#)



On the **Brand Builders dashboard** you will have the opportunity to read and share all the latest news about Webuild Group, insights, news on the world of infrastructure and special projects.

<https://brandbuilders.webuildgroup.com>



What contents can you find on the dashboard?

CORPORATE CONTENTS



NEWS

NEW ASSIGNMENTS, WORKSITES
MILESTONES, OPENINGS

WE BUILD VALUE ARTICLES

HR & EMPLOYER BRANDING INITIATIVES

AWARDS

SPECIAL PROJECTS

EXHIBITIONS, CELEBRATIONS, VIDEOS,
PUBLICATIONS

What contents can you find on the dashboard?

INSPIRATIONAL CONTENTS



**ARTICLES
ON INNOVATION**
RELATED TO THE WORLD OF INFRASTRUCTURE

**ARTICLES ON
MEGATRENDS**
FROM THE WORLD OF INFRASTRUCTURE

INTERVIEWS
TO RELEVANT PROFESSIONALS

**QUARTERLY
REVIEWS**
ON RELEVANT TOPICS

TED TALKS

RECOMMENDATIONS
OF CONVENTIONS AND CONFERENCES

By sending an email to brandbuilders@webuildgroup.com or a message via the dashboard form, all advocates have the opportunity to suggest contents to the community.

Sharing contents: channel

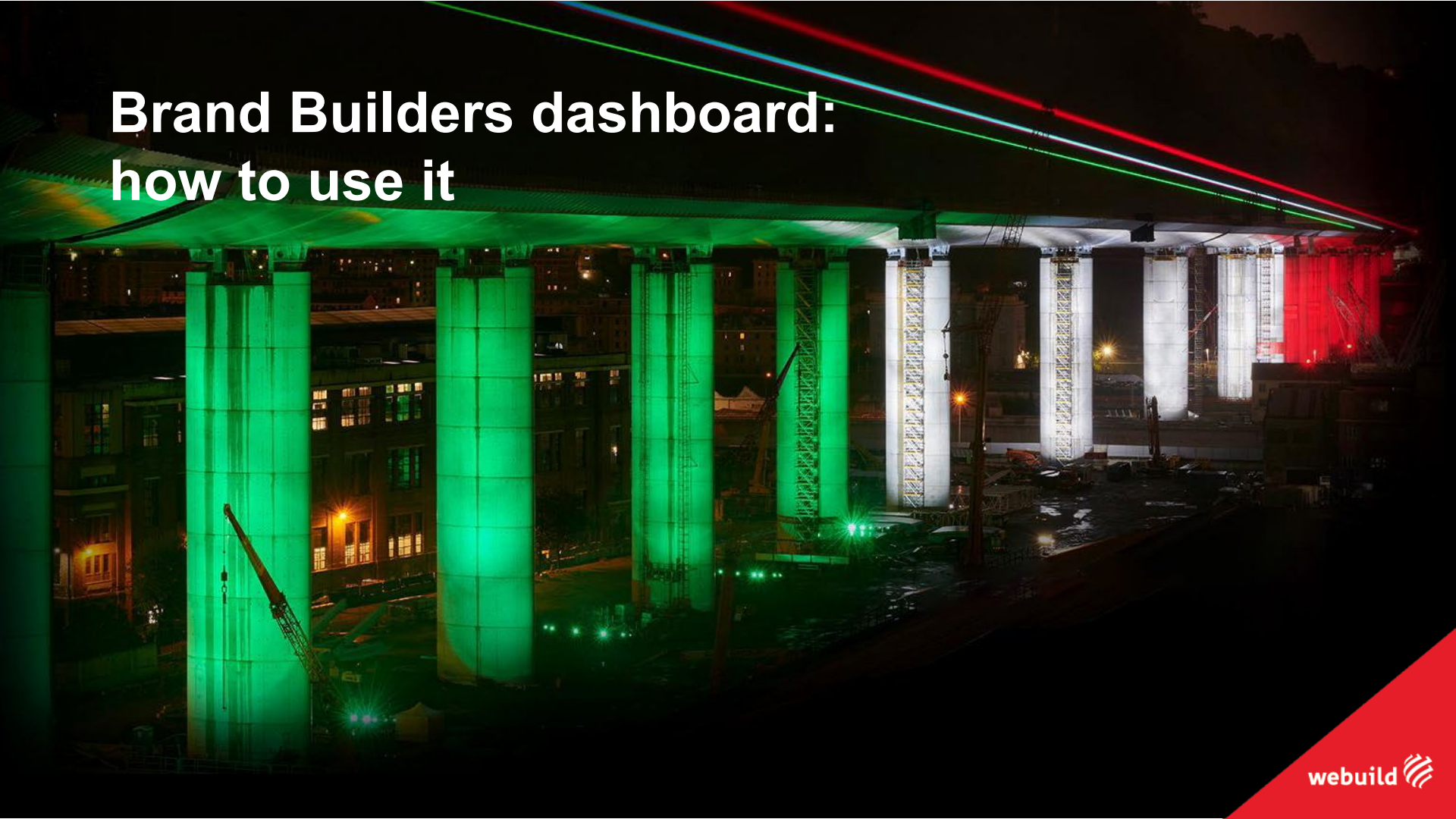


SO FAR, WE CHOSE LINKEDIN AS MAIN CHANNEL

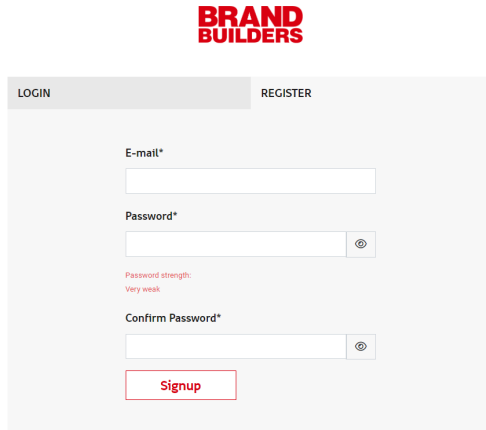
WHY SHARING ON LINKEDIN?

LINKEDIN IS THE LARGEST SOCIAL CHANNEL DEDICATED TO PROFESSIONALS AND COMPANIES. ADVOCATES HAVE THE CHANCE TO COMMUNICATE THE PRIDE TO BE PART OF WEBUILD, AND TO SPREAD A STRONG AND INDUSTRY-RELATED CULTURE TO ENHANCE BOTH THE COMPANY'S AND THEIR PROFESSIONAL REPUTATION

Brand Builders dashboard: how to use it



Advocacy dashboard: sign up e login



BRAND BUILDERS

LOGIN REGISTER

E-mail*

Password*

Password strength:
Very weak

Confirm Password*

Signup



LinkedIn

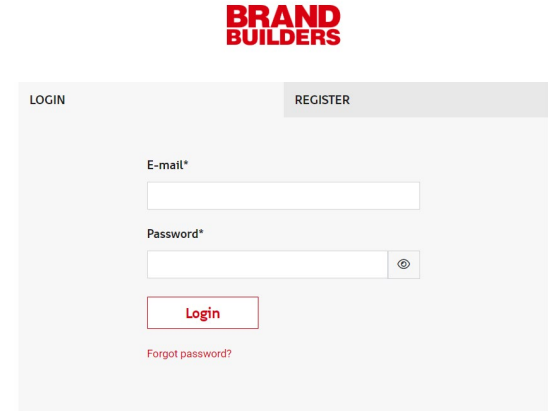
Piacere di rivederti

Non perderti la tua prossima opportunità. Accedi per restare al passo con il tuo mondo professionale.

Email o telefono

Password Mostra

Annulla **Accedi**



BRAND BUILDERS

LOGIN REGISTER

E-mail*

Password*

Login

Forgot password?

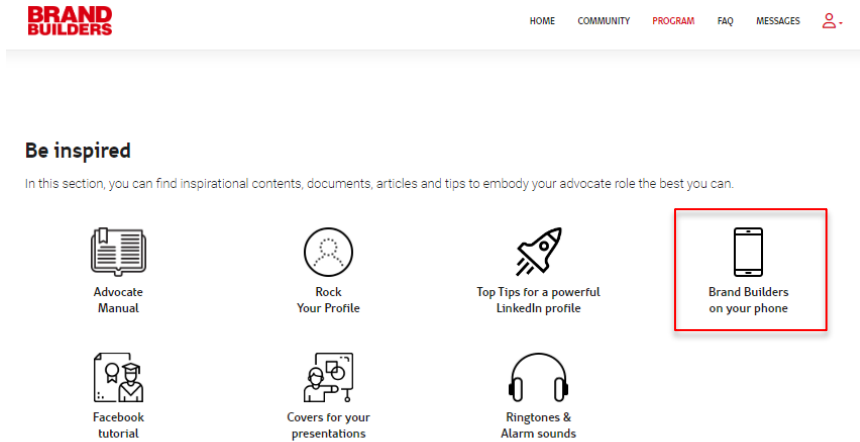
<https://brandbuilders.webuildgroup.com>

- 1. SIGN UP:** Sign up with your email and password
- 2. CONNECT SOCIAL ACCOUNT:** At the first login you can connect your LinkedIn account (only via desktop dashboard)
- 3. LOGIN:** After the sign up, you can login with your email and password and flag “remember me” to login quickly the next time

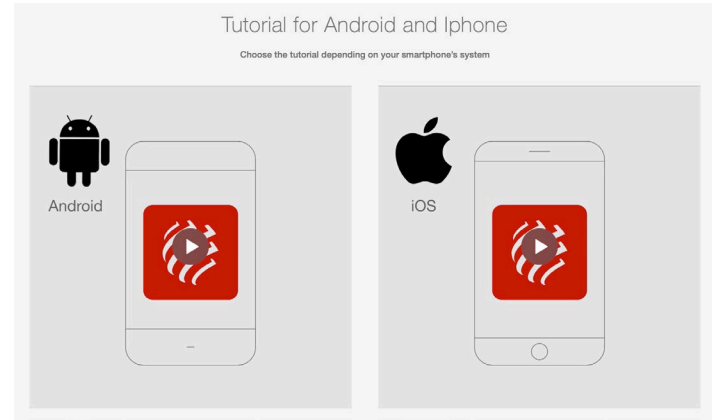
→ **TIP:** save the dashboard on your bookmarks so to have it ready at hand!

Advocacy dashboard: Brand Builders at your fingertips

WEB APP



CHECK OUT THE VIDEO TUTORIAL ON THE SECTION PROGRAM IN THE DASHBOARD and get the Brand Builders dashboard directly on your smartphone screen as an app!



Advocacy dashboard: dashboard homepage

COMMUNITY:

- Access the Brand Builder Community

PROGRAM:

- Description of the program
- Best practices & tips

FAQ

MESSAGES:

- Support team contact form
- Personal messages



PROFILE (reserved area):

- Personal information
- Score card
- Support team contact form

YOUR RANKING

BRAND BUILDERS

HOME COMMUNITY PROGRAM FAQ MESSAGES

Your level

Beginner 12% Newbie

Filter content by

type keyword

Market Area

Apply

CONTENT FILTERS

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1 PT. [Read more](#)

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

Lane

CONTENT TO SHARE

Advocacy dashboard: contents

You can share a post on your LinkedIn profile, also editing and customizing its text.

POST TITLE ←

POST COPY ←

LINK PREVIEW IMAGE ←

EXPIRY DATE ←

→ **COUNTRY**

→ **SHARE BUTTON**

→ **SHARES AVAILABLE**

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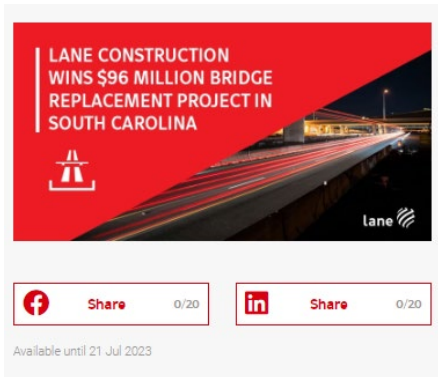
Available until 21 Jul 2023

Advocacy dashboard: how to share content on LinkedIn

FROM DESKTOP

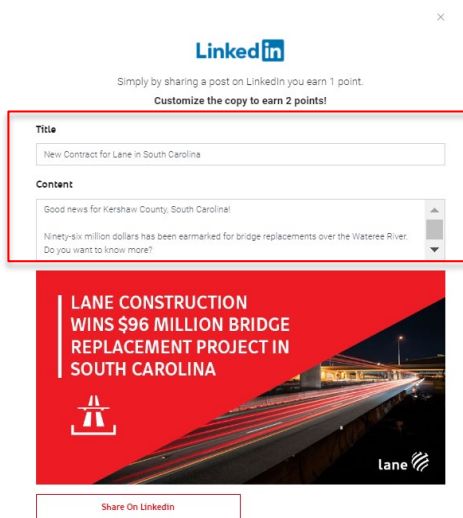
STEP 1

Click on share button



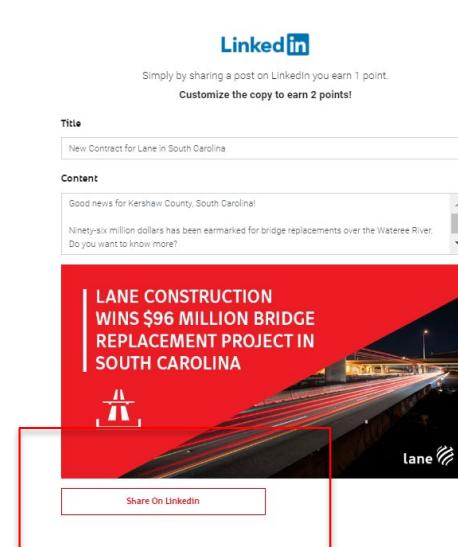
STEP 2

Customize the copy of your share or simply post it



STEP 3

Click on the share button



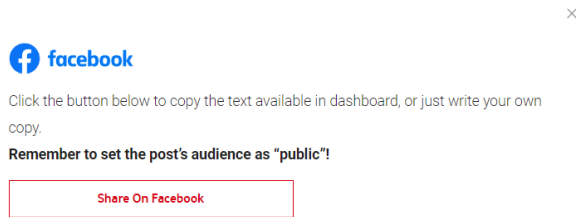
Advocacy dashboard: how to share contents on Facebook / 1

FROM DESKTOP

As you probably have seen, in dashboard the **FB logo** has appeared on a selected number of articles in order to identify for you the contents that could be share both on LinkedIn and Facebook. The two logos can be clickable and allow a direct share of the chosen content.

On the **SHARE** pop-up, that will appear when you want to publish a content, you will choose on different actions:

- Facebook
 - a simple share by copying the text available in dashboard
 - a customized one, following the process of publication and re-writing the text from zero in the empty space available



Snowy Project Update

Another milestone for Snowy!
Completed the excavation of the emergency, cable and ventilation tunnels!

We will also conclude construction of the cross passages and construction access tunnels shortly.

Enjoy the video and stay tuned!

#Webuild

1 PT. [Read more](#)



Available until 16 Jun 2023

Advocacy dashboard: how to share contents on Facebook / 2

FROM DESKTOP

At the time of the share, you will see the content selected with the usual layout of Facebook.

COPY

Compared to LinkedIn, you will have at your disposal directly the multimedia content available in dashboard, but not the copy.

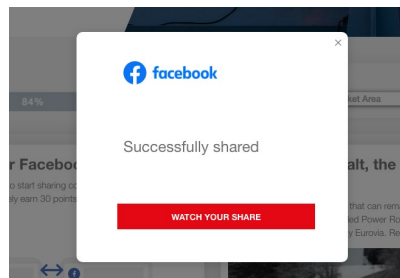
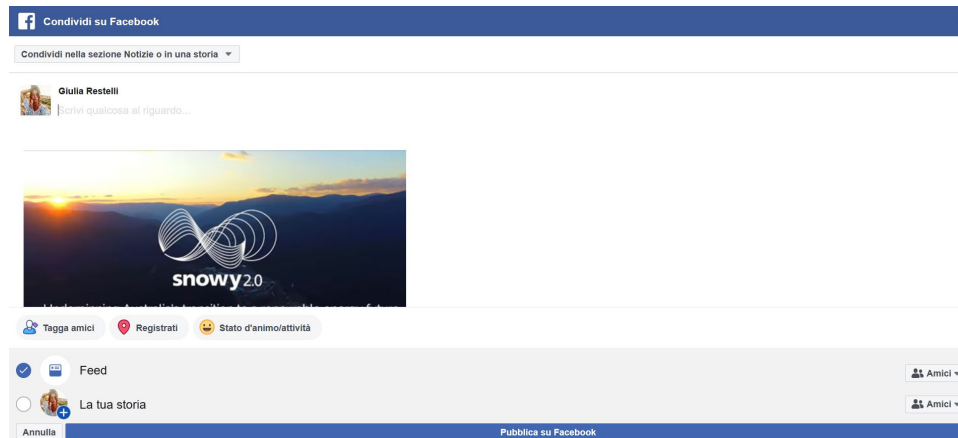
As mention, you could copy the text from the dashboard or re-write it from zero.

PUBLIC

As soon as you will finish to customize their share, they have to verify, and in case switch, the visibility of the content:

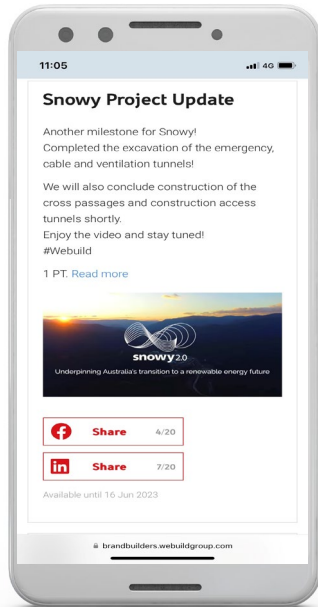
- from “Friends” (only your friends can see the content)
- to “Public” (anyone on or off Facebook can see the content).

This setting will allow us to easily find and analyze in a qualitative way the content shared.



Advocacy dashboard: how to share contents

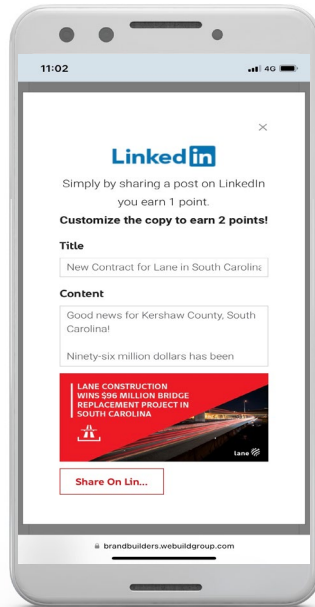
FROM MOBILE



STEP 1

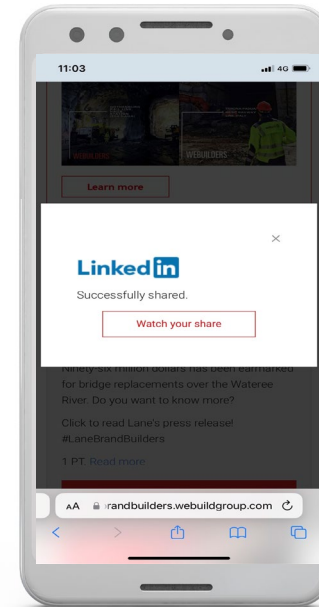
Click on share button, you can choose from:

- The simple share with the copy available in dashboard
- Customize the copy and then publish the post



STEP 2

If you choose to edit the copy, when you have done, click on share



STEP 3

You can see how your post will appear on LinkedIn by clicking on this button

Advocacy dashboard: my profile

In the profile page, you can check your social score, number and type of missions done, your personal information and the points/level/badges you unlock!

Personal information /
Points/Level

Monthly missions and
scorecard

Badges
per type of action

The screenshot shows the LinkedIn advocacy profile for Davide Fossati. At the top, it displays the name 'Davide Fossati' and a profile picture. Below this is a progress bar for 'Beginner' level, with '100%' completion. Statistics show 'Points last month: 0', 'Total points: 3', and 'Level: Beginner'. A 'LinkedIn account linked' button is visible. The 'Monthly scorecard' shows a score of 119, with a note 'You are on position 119 on a scale of 119'. The 'Monthly missions' section lists: 'Share on LinkedIn', 'Share on Facebook', 'Community missions', and 'Content missions'. Below these are three challenge sections: 'US special challenge' (5 missions), 'Community Content Creator' (5 missions), and 'Facebook ambassador' (5 missions). Each mission is represented by an icon and a number indicating the required action.

At the bottom of the section:

Your Inbox


Support Team contact form

The screenshot shows the bottom of the LinkedIn advocacy dashboard. It features an 'Inbox' section with a search bar and columns for 'Date', 'From', 'Subject', and 'Message'. Below the inbox, it says 'Showing 0 to 0 of 0 entries' and includes 'Previous' and 'Next' navigation buttons. At the bottom, there is a 'Support team' contact form button.

Advocacy dashboard: how to contact the support team

HOMEPAGE

**BRAND
BUILDERS**

HOME COMMUNITY PROGRAM FAQ **MESSAGES** 

 SUPPORT TEAM

Messages

Clicking on **messages** in the dashboard homepage or on the button at the bottom of the personal Profile page you can send a message to the **Support Team**.

You can check any reply via the message inbox in your Profile page.

To contact the Support Team you can also send an email directly to brandbuilders@webuildgroup.com

Brand Builders Community

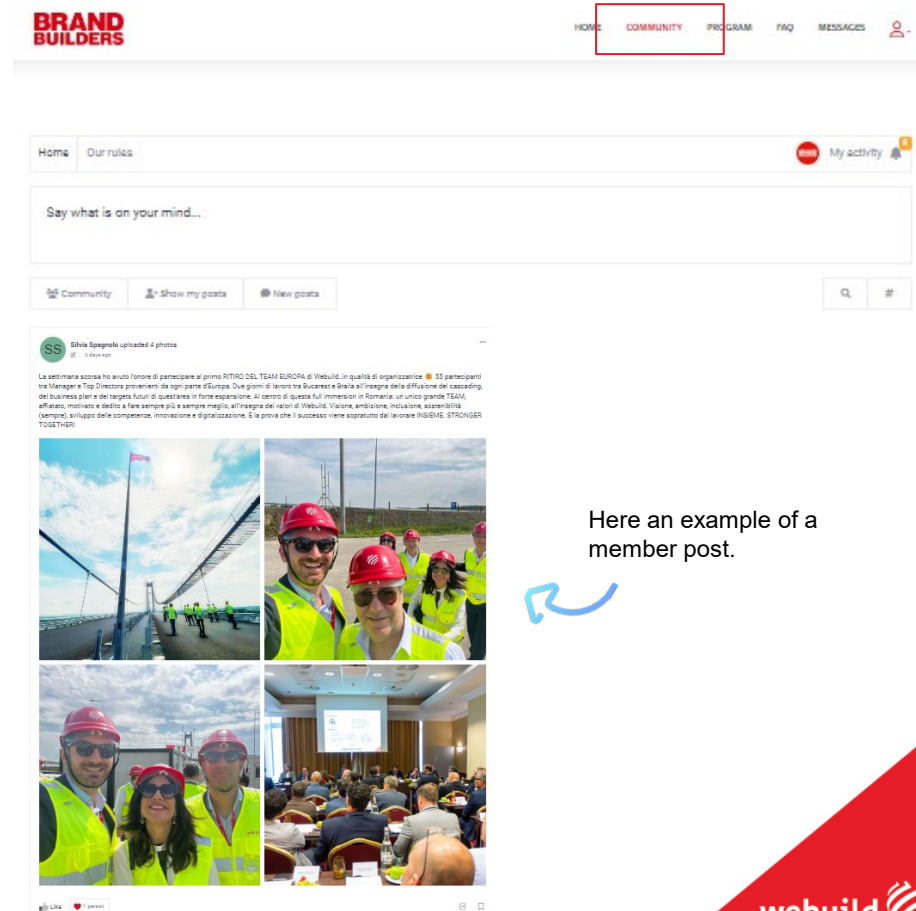


Why a Community?

Through the **Brand Builders Community**, we want to make available to you totally a space where you can share **ideas, thoughts, and experiences about your work**, so that you can be known by other Advocates, who together with you are spokespeople for Webuild.

It is a **private space** that looks very much like a **social network**, which will give you the opportunity to share photos and thoughts, and where you can **interact with content shared by other users**.

It is a way to enrich your experience within the Brand Builders program, and to give you a chance to make **new connections** with those who share the same passion as you.

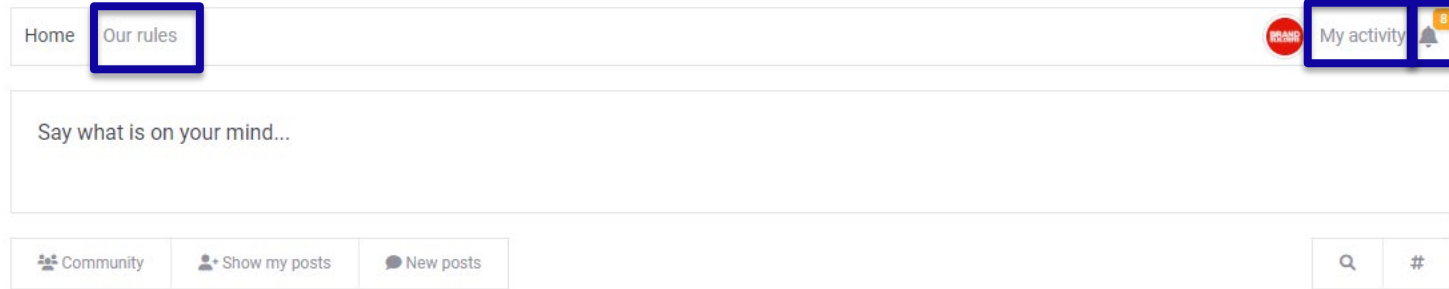


What it is

Here you can find our **community guidelines**, a brief set of rules so that in the community we behave in a polite and positive way.

Here you can find the **recap of the posts** you have shared and the actions towards other community members (such as likes or comments).

Here you can find **notifications**: the actions that other community members take on content you post (likes, comments, mentions)



Some guidelines



Some guidelines

DO'S

As an Advocate you are encouraged to:

SHARE POSTS

EVERY WEEK BRAND BUILDERS CAN FIND ON THE DASHBOARD NEW CONTENTS THEY CAN SHARE WITH THEIR NETWORK

EDIT THE COPY

TO MAKE THE POST MORE PERSONAL AND ENGAGING, BRAND BUILDERS ARE STRONGLY ENCOURAGED TO EDIT THE COPY, ALWAYS CONSIDERING THEY ARE REPRESENTING THE COMPANY

USE THE OFFICIAL HASHTAG

WHEN SHARING A POST ALWAYS REMEMBER TO USE THE HASHTAG #WEBUILD, ALSO WHEN SHARING A POST FROM WEBUILD LINKEDIN PAGE.

INTERACT WITH OTHER ADVOCATES

BRAND BUILDERS CAN INTERACT WITH OTHER BRAND BUILDERS AND COLLEAGUES WITH LIKES, COMMENTS AND MENTIONS/TAGS

SUGGEST INTERESTING CONTENTS

ADVOCATES ARE ENCOURAGED TO SHARE INTERESTING CONTENT (ARTICLES, PHOTOS) TO BE SHARED WITH ALL THE ADVOCATE COMMUNITY

Some 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 ABOUT NEW PROJECTS WITHOUT
AUTHORIZATION**

**REMOVE THE
HASHTAG**

**PLEASE ALWAYS USE #WEBUILD HASTHAG AS IT IS
USEFUL BOTH FOR YOU TO BE PART OF THE GREAT
WEBUILD COMMUNICATION ECOSYSTEM AND FOR US
TO MONITOR ANY ISSUES**

In case of:

CRISIS

**ALL SHARE-RELATED OPERATIONS ON THE DASHBOARD WILL
BE SUSPENDED. ADVOCATES WILL IN ANY CASE BE ABLE TO
NOTIFY THE SUPPORT TEAM ABOUT ANY NEGATIVE/CRITICAL
COMMENT OR REQUEST RECEIVED ON THEIR SOCIAL CHANNELS**

We are here for you!



For questions, suggestions or technical issues please write to us via the dashboard form or by sending an email to brandbuilders@webuildgroup.com

Thank you

webuild 