

Guidelines for the Use of Tools and Global Communication Channels

Below is the detail of the objective, scope, content, and responsibilities of the Global Communications Department for the use of corporate digital channels.

GB-On		
It is the global intranet of Grupo Bimbo. This platform stores strategic corporate information of the company and provides access to tools and applications for daily use; it is also a news channel.		
Purpose	Scope	Content type
Be the gateway to digital platforms and the company's official and strategic information.	Grupo Bimbo associates with an email account. One-way interaction	Essential information to know GB and the business strategy. Content curation.
	29,000 potential users	
	8,000 daily active users	
Responsibilities		
Manage the content of the site and its frequency.		
Define global strategy for the site's architecture and improvements to the platform.		
Find the needs of the Business Units together with those responsible for their Communication.		
Coordinate authorizations to manage microsites, in co-responsibility with the Global Business Technology Department.		
Yammer		
The company's social network that allows direct two-way communication between all levels of the Business Unit.		
Purpose	Scope	Content type
Be the main source of GB news, published by the leaders. Promote internal initiatives and content generation of associates.	Grupo Bimbo associates with an email account. Two-way interaction	Real-time information regarding the pulse that the company follows in the different areas and geographies first-hand. Genuine content.
	29,000 potential users	
	≈355 PV's post	
	99% read the messages	
Responsibilities		
Detect messages and content with news value to make them visible, through different channels.		
Monitor the “VP's Post” group to transmit relevant messages from leaders within the company.		
Find active associates to develop them as spokespersons for key messages.		
Company Communicator		

Microsoft Teams app that allows you to create and send messages to several teams or large groups of associates, through chat. Through this, the Business Unit receives relevant and timely communication through GB's main collaboration platform.

Purpose	Scope	Content type
Establish direct contact with users to achieve a call to action almost immediately.	Grupo Bimbo associates with access to Microsoft Teams app. One way interaction	Segmented messages that promote a call to action to relevant events
	29,000 potential users, of which 52% receive the message	
	8% click on to see the content of the message.	

Responsibilities

Globally manage and coordinate corporate messages to associates.

Authorize local use of the tool to the Communication teams of each Business Unit, in co-responsibility with the Global Business Technology Department.

Enable the Communication teams of the Business Units for autonomously manage the sending of messages.

Report to users and involved areas about failures and updates of the platform, in co-responsibility with Business Technology Department.

Streaming

A channel to distribute videos, privately or publicly, in the entire the company. It offers security to those view or share the recorded material of meetings, presentations, or others.

Purpose	Scope	Content type
Be the official repository of GB corporate audiovisual materials, which in turn can be spread through other platforms.	Two-way interaction (possibility to add comments) 29,000 potential users	Corporate and official videos of the company.

Responsibilities

Offer visibility to associates from videos with corporate content.

WhatsApp

Public chat app for mobile phones, useful for sending text and multimedia messages. It is also used as a social network.

Purpose	Scope	Content type
Be the immediate media of current information for external audiences.	One-way interaction 100,000 potential users	Public information of the company that we seek to be shared with external public (family and friends of associates)

Responsibilities

Share company news that adds to Grupo Bimbo's reputation

Facebook		
It is the main social network in the world, which allows to share content and make public through virtual links. It was created to connect people.		
Purpose	Scope	Content type
Maintain closeness with the external public and associates who use this platform as an informational and social media.	Two-way interaction +440k followers	Leisure and lifestyle content for our followers and associates.
Responsibilities		
Create short videos, carousel ads, stories, and cinemographs.		
Instagram		
Mobile application and public social network that allows you to share images and videos instantly. It is widely used to advertise products, businesses, and brands due to the closeness it establishes with people.		
Purpose	Scope	Content type
Show relevant stories for Grupo Bimbo globally.	Two-way interaction +29.5K followers	Generate human interest stories, leisure and lifestyle content to generate closeness with the consumer.
Responsibilities		
Post reels, short videos, photos of high quality, stories told by people from Grupo Bimbo, surveys, voting.		
LinkedIn		
Public social network that integrates professionals and companies, seeking work synergies and opportunities for professional growth.		
Purpose	Scope	Content type
Strengthen Grupo Bimbo as a global employer brand.	Two-way interaction +1M followers	Content related to GB leaders and VPs.
Responsibilities		
Post and surveys informative posts and readings.		
Twitter		
Public social network, bidirectional, in which information can be shared in real time. Twitter defines itself as a microblogging service.		
Purpose	Scope	Content type
Generate an appearance in this informative network	Two-Way interaction +73K Followers	Inform to the audience, generate knowledge and reflection.
Publication Date: Jul, 2022	Replaces: N/A	Página: 3 of 4

Responsibilities		
Post a discussion thread, short stories, interaction with relevant accounts.		
YouTube		
It is a public website dedicated to video sharing. Features a variety of clips from movies, TV shows, and music videos, as well as amateur content like vlogs and YouTube Gaming.		
Purpose	Scope	Content type
Generate audiovisual materials that contribute to the reputation of Grupo Bimbo.	Two-Way Interaction +5K Followers	Corporate videos, brand commercials, interviews and participations of Grupo Bimbo associates.
Responsibilities		
Create audiovisual content of reputational interest.		
Offer visibility to product sales of the countries where GB has a presence to generate globality.		
TikTok		
Public social network that allows sharing short videos in vertical format, only. Videos from 3 to 15 s or from 6 to 30 s. It is a youth social network.		
Purpose	Scope	Content type
Contribute to strengthening Bimbo's reputation through its values and essence.	(SOFT LAUNCH) Views: 45,000 Followers: 4,000 Scope: 400,000	Share the content in the code and language of this new platform, in which we will occupy the communication space that corresponds to us.
Responsibilities		
Decide the tone of voice of Grupo Bimbo in this social network.		
Define content and publication formats of the messages.		