MEGAWIDE
Engineering A First-World Philippines

CORPORATE BRANDING

SOCIAL MEDIA
MODERATORS MANUAL

Guidelines, Processes and Templates for
Megawide Employees

MEGAWIDE

REVISION HISTORY

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	Name	Position	Signature	Date
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1.0   PURPOSE AND SCOPE

Social media is an internet-based form of communication. There are many forms of social media which include blogs, social networking sites, photo & video-sharing sites, and more.

These platforms allow users to share content and connect with individuals globally, but each one has unique parameters and expectations that drive engagement and activity. It is important to understand the best strategies for engagement for each platform to maximize the impact. When used properly, social media can be a valuable addition to the brand's communication strategy and promotions.

On a personal level, social media is used primarily for two reasons: as a social tool and as a news source covering various topics.

On a professional and organizational level, social media allows brands to communicate with their audience, gain customer feedback, and elevate their brand.

Key Objectives of the Manual

Megawide Corporation ("*Company*") acknowledges the importance of engaging in online conversations and is dedicated to ensuring that the Megawide Business Units ("BUs") adhere to proper social media practices.

The Social Media Moderators' Manual (*"Manual"*) provides guidelines on maintaining the Company and BUs' reputation, setting instructions for brand voice, visuals, and other essential elements.

2.0   ROLES AND RESPONSIBILITIES

To ensure that the guidelines and processes established in this *Manual* will be executed as designed, here are the roles and responsibilities:

Corporate Branding
- Publish and cascade this Social Media Moderators' Manual, inclusive of initial training and explanation for all BUs. In case of policy updates, Corporate Branding will revise and re-cascade for the guidance of all BUs.
- Serve as account owners and managers of the Megawide website (www.megawide.com.ph), and the Megawide Corporate Social Media Accounts:
  - Facebook (FB): MegawideCorp; and
  - Instagram (IG): officialmegawide.
- Monitor the BUs social media accounts, provide creative guidance and support and conduct meeting and training sessions for social media content handling.

Megawide Business Units
- Create, manage, and maintain respective BU's social media accounts.
- Proper implementation of the Social Media Strategy Grid based on their Social Media Calendar.
- Submit monthly analytics reports to BU Head and Corporate Branding.

	Responsible	Accountable	Consult	Inform
Social Media Manual	BU/ Human Resources (HR) Officer	BU Head	Branding Manager & Branding Head	Chief Corporate Communications Affairs and Branding (CCAB)
Social Media Accounts/ Page Development	BU/HR Officer	BU Head	Branding Manager	Chief CCAB
Content and Strategy Grid	BU/HR Officer	BU Head	Branding Manager	Chief CCAB
Monthly reporting	BU/HR Officer	BU Head	Branding Head	Chief CCAB
Content optimization	BU Officer	BU Head	Branding Manager	Chief CCAB

3.0   DEFINITION OF TERMS

Social Media. Websites or applications that enable users to have conversations; create and share content; and participate in social networking. Facebook, Instagram, Twitter and TikTok are prominent examples of such platforms.

Website. A collection of publicly accessible, interlinked web pages that share a single domain name. Websites are created to be maintained by an individual, organization, or business to serve a variety of purposes. Examples of notable websites are Google, Amazon, and Wikipedia.

Guidelines. Information, or a set of information, intended to guide/advise employees through a process or tasks.

Brand Book. A document used to describe the brand identity of the company. It contains all the elements that make up the brand, from its founding principles—vision, mission, and values—to its visual identity, including its logo, colors, and visuals. It serves as a document of reference for everything related to the use of the brand.

Corporate Communications, Affairs, Branding, and Foundation (CCABF) Committee. A monthly meeting led by CCABF and attended by representatives from BUs. Activities related to the external communication, stakeholder management, crisis management, branding/marketing, and corporate social responsibility of each of the BUs are reported to CCABF to ensure that these adhere to the policies and guidelines. This is also the venue to escalate concerns raised by either Corporate or the BUs to ensure effective implementation of proposed activities.

4.0   SOCIAL MEDIA PROCESS

This is the process to be used specifically by the BUs' Marketing and/or Branding representative or their assigned Moderator. This will serve as a guide in creating content in their brand's social media platforms to promote the products and/or services.

4.1 Social Media Process Flow for BUs

PLAN	EXECUTE	REPORT
INPUT ▪ Strat Plan ▪ Brand Book	▪ Vision, Mission, and Values	▪ Social Media Metrics
ACTIVITIES 1. Create social media accounts 2. Assign a moderator 3. Create Social Media Strategy Grid 4. Develop social media calendar	5. Post on platform based on the social media calendar 6. Engage with your audience 7. For inappropriate comments and complaints, refer to the escalation plan	8. Monitor analytics report by end of the month 9. Present calendar for the succeeding month
OUTPUT 1. Social Media Accounts 2. Social Media Strategy Grid 3. Social Media Calendar	4. Social Media Post 5. Escalation Plan	6. Social Media Analytics Report

4.2 Social Media Process Guidelines

Creation of Social Media Accounts

- **Platform.** BUs are required to create and manage their own social media accounts, specifically, on the **Facebook**, **Instagram**, and **LinkedIn** platforms.
- **Moderator.** There must be a moderator assigned from the BU, and administrator access must be provided to Corporate Branding.
- **Account Name.** The account name, better known on social medial platforms as a "handle", should be aligned with the BU name.
- **Profile.** Prior to creating an account, profile information must be complete, including but not limited to a profile photo, contact details, and description of offering.
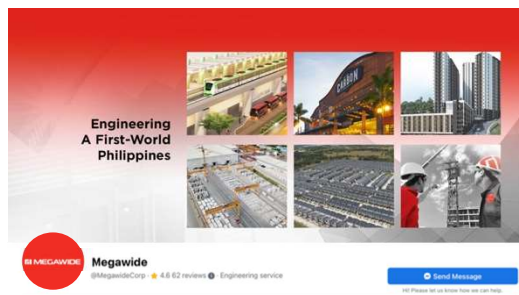

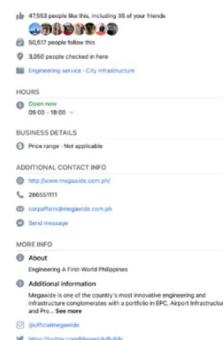*Figure 1: Facebook Profile Photo and Banner Photo*

Figure 2: Facebook Profile details

Social Media Post. This is a short-form type of content or message that gets published on social media platforms. It takes several forms, mixing text, images, videos, links, and audio files.
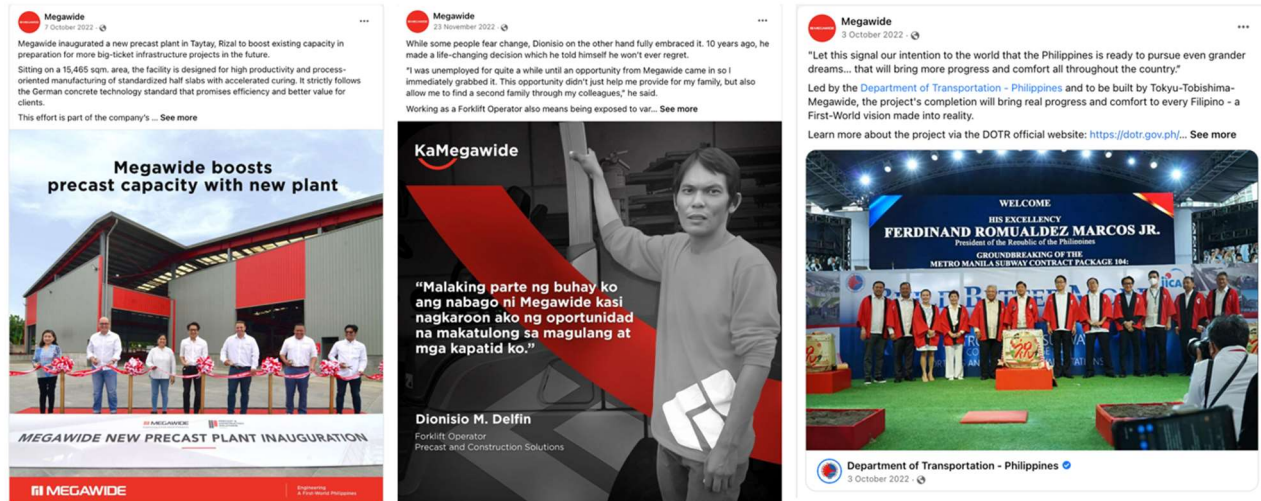

Figure 1. Sample Social Media Posts

Crafting of Social Media Strategy Grid

BU Branding/Marketing to create a **Social Media Strategy Grid,** a framework of the brand's plans to market on social media. It should contain the objective, the content bucket plan, and the content calendar. **See Annex 1 for template.**

Figure 2. Sample Social Media Strategy Grid

The Social Media Strategy Grid should be planned based on the following information:
- Know your audience (i.e., their demographics, their social and transactional behaviors).
- Know how to use each platform based on your audience (i.e., using reels on IG for engagements, using FB as a comment or feedback platform).
- Set and update the goals you wish to accomplish. Goals must be measurable to track progress (e.g., audience growth, unique engagements, etc.).

Social Media Strategy Grid should be presented and approved in the CCABF Committee prior to implementation.

Posting on Social Media Platform

BU Branding/Marketing should post based on the approved Social Media Strategy Grid. The teams must also test and optimize the plan to determine which execution will work best for your brand.

Then, teams are advised to follow the social media calendar indicated on social media strategy grid. The calendar should outline the posts that the brand intends to publish on each channel. Ideally, the content is scheduled ahead of time, unless it is reposted, or there are news items that require immediate posting. Suggested posting frequency is two to three times per week.

Corporate Branding may assist in creation of the BU's creative materials.

MEGAWIDE SOCIAL MEDIA CALENDAR

AUGUST						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
			FW KAMEGAWIDE		FW IMPACT/REPOST	
			BUM		MCIA REBOUND TRAVEL	
7	8	9	10	11	12	13
	FW PROJECTS		FW IMPACT			
	BU GENTRI		EPC PLUMERA			
14	15	16	17	18	19	20
			KAMEGAWIDE		FW INNOVATION	
			Carbon		BU TOWER CRANE	
21	22	23	24	25	26	27
	FW IMPACT				FW PARTNERSHIP	
	PITX				ORTIGAS HILLS GB	
28	29	30	31			
	HOLIDAY POST					
	National Heroes' Day					

***Figure 3.** Sample Social Media Calendar*

Engagement with Audience

BU Branding/Marketing should be consistent in developing the brand identity and share engaging content. Interacting with the audience—such as in replies to questions in comment boxes—is a must.

Corporate Branding will monitor engagement on the brand's page.

Monitor Analytics Report

BU Branding/Marketing must track social media analytics, which were defined in the Social Media Strategy Grid, and be regularly provided to business pages. These are some of the items that should be monitored:
- Audience growth (may be measured in followers and views)
- Metrics that are related to your campaign and objectives (reach, engagement, etc.)

The following metrics can be used as reference for the campaign objectives:

Objective: **Grow the brand**	Objective: **Turn customers into advocates**	Objective: **Drive leads and sales**	Objective: **Improve customer retention**
GOAL: Awareness (measures current and potential audience)	**GOAL:** Engagement (how the audience interacts to your content)	**GOAL:** Conversions (demonstrates the effectiveness of your engagement)	**GOAL:** Consumers (reflect how active customers think and feel about your brand)
METRICS: Followers, shares, etc	**METRICS:** Comments, likes, @mentions, etc	**METRICS:** Website click, email signups, etc	**METRICS:** Testimonials, social media sentiment, average response time for customer service/support, etc

BU Branding/Marketing must prepare the social media analytics report **(see Annex 2 for template)** by the end of the month and present it to the CCABF Committee.
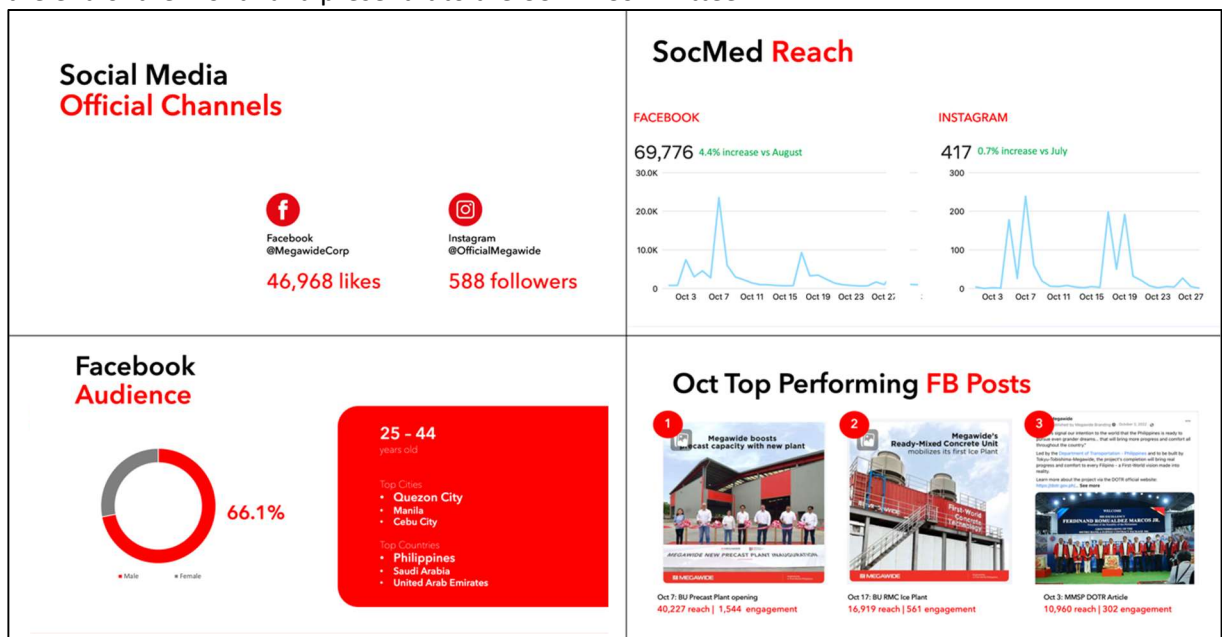

Figure 4. Sample Social Media Analytics Report

5.0 SOCIAL MEDIA GUIDELINES

Social media guidelines are suggested practices that may benefit the company (employees) and the audience (customers). This contains proper etiquette, helpful tips,and links to important resources.

5.1   Use of Social Media Platforms

Primary Social Media Platforms

The basics: Facebook, Linkedin and Instagram are the most relevant and effective platforms for audiences based on the current demographics.

	Facebook	Instagram	LinkedIn
Audience	25 – 44 years old	18 – 35 years old	25 – 34 years old
Primary use	Business Page: Build an audience for your brand. High Engagement Traffic: Interaction with customers and audience	Attract through visual content: Publish visually appealing photos and shortform videos (reels/stories) to attract followers for the brand.	Lead generation: Attract customers or decision makers in the industry (job opportunities, etc.). Networking: Connect and engage with other business professionals in the same industry.

Secondary Social Media Platforms

These platforms may be used depending on the requirement of your brand.

	Twitter	YouTube	TikTok
Audience	25 – 34 years old	18 – 24 years old	16 – 24 years old
Primary Use	Brand Awareness: Quick sharing bits of information – news and updates to your target audience.	Promotional Videos: Upload longer video materials about the brand.	Brand Awareness: Sharing of information – product, how to engage with your target audience.

5.2   Style Guide

Please refer to the BU's existing Brand Book for the following:
- Logo (logo colors, variations, missuses, and use of logo)
- Brand colors
- Brand signature and/or icon
- Brand co-branding
- Brand typeface
- Brand Imagery
- Tonality

5.3   Content Guidelines

Visuals. Comply with the brand guidelines.
Be consistent in using the brand's logo, colors, imagery, tonality, etc. on your social media account to ensure that, through pictures or videos, your audience can recognize your brand.

Writing. Establish your brand voice and tone.
After visuals, captions and other accompanying text help drive engagement toward your content. Keep your writing consistent to your brand's tonality.

Content. Know your target audience.

Sharing engaging content geared toward your audience will turn your account into an avenue for conversation among your followers Do not spam your feed with content irrelevant to your brand.

5.4 Rules of Engagement

BU Branding/Marketing shall ensure and enforce rules of engagement of the employees of their respective BUs.

Transparency and Discretion. Your users will regard the account as a platform of information. Exercise caution and discretion as to what can be made public, but not to the point of dishonesty.

Be Protective. Take extra care to protect the reputation of your BU, your management, and yourself as a moderator. Your posts are speaking for your BU, not for any one individual. Do not post personal opinions and comments on your BU's social media account, such as support for any political figures, or advocating for minority groups.

Be Professional. Remember that professional, straightforward, and appropriate communication is best. Especially in cases dealing with an unsatisfied customer, make sure you do not reply angrily. Try to transfer the conversation to a private message and maintain a calm tone.

Dealing with Customer Complaints. To deal with complaints effectively BU Branding/Marketing moderators should take the following steps.
1. **Response.** Promptly respond professionally to the complaint (within a 6 to 12-hour timeframe), acknowledge the concern and apologize for any inconvenience.
2. **Manage Anger.** Remain calm, emphatic and avoid arguments or defensiveness when addressing customer complaints.
3. **Find a solution.** Encourage offline communication and active listening understand and address the customer's needs for finding a solution.
4. **Solve Issue.** Thoroughly investigate and provide a suitable solution or explanation to address the customer's concerns for resolving the issue.
5. **Report.** Follow escalation plan if issue remains unresolved, involving appropriate authorities, and document complaint and actions for future reference and analysis.

Remember to monitor social media channels regularly to respond to complaints promptly and ensure positive customer experience.

BU Branding/Marketing should put together an escalation plan. This is a documented set of procedures and contact persons designed to help in responding to negative comments or complaints on social media platforms. With this document in place, any employee who handles a complaint can, if needed, quickly escalate the issue to the correct person. This list will allow them to reach out directly to the appropriate person. The escalation plan not only speeds up your response on social media but also helps moderators to find solutions quickly.

Legal Considerations. Employees should be reminded to respect intellectual property, copyright, trademark, and relevant law, particularly Republic Act 8293. Comply with any terms of the social media platform that you are using. Use original content for visuals and text. Do not copy-paste, screenshot, or use the same content using different words or colors.

Audit and Monitor. Ensure employees are following the rules of engagement in relation to their use of social media, as listed below:

Do's	Don'ts
Encourage employees to be respectful.	Refrain from using personal social media accounts during work hours.
Follow social media protocol.	Do not post confidential company information.
Promote employee engagement.	Do not criticize the current administration.
Explain copyright and legal concerns.	Prevent improper use of the company logo and BUs brand logos.
Add disclaimer that opinions expressed do not reflect that of the company.	Do not personally respond to negative reviews or comments, instead refer to the moderators for proper engagement.

5.5   Social Media Community Guidelines

To help create this safe environment we have outlined guidelines which apply to any engagement with us or other members of the community on any of our social media channels.

Comments must not:
- Contain spam, be defamatory of any person, deceive others, be obscene, offensive, threatening, abusive, hateful, inflammatory or promote sexually explicit material or violence.
- Promote discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age.
- Breach any of the terms of any of the social media platforms themselves.
- Be off topic, irrelevant or unintelligible.
- Contain any advertising or promote any services other than Megawide/BUs.

Breach of Guidelines

Corporate Branding reserves the right to determine, at our discretion, whether contributions to our social media channels breach our guidelines. We reserve the right to hide or delete comments made on our channels, as well as block users who do not follow these guidelines.

6.0 ANNEXES

6.1   Annex 1 – **SOCMED STRATEGY GRID TEMPLATE**
6.2   Annex 2 – **SOCMED ANALYTICS REPORT TEMPLATE**

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