

Community-Management at Bauerfeind GER

0. Purpose of the Document

This document serves as a guide for community management at Bauerfeind. It focuses on the channels Instagram, Facebook, and TikTok. The goal is to ensure consistent communication, improve community management, enhance efficiency, and simplify internal representation. Each chapter provides an overview of key strategies and workflows. [As of 15.11.2024]

1. Daily Community Management Workflow

- Daily Monitoring: Platforms are monitored daily.
- Timely Responses: Comments and questions should be answered as promptly as possible, ideally on the same day.
 - If necessary, consult product managers early enough to ensure response times are maintained.
- Transparency about availability:
 - Inform the community clearly about the limited availability of social media managers during weekends and public holidays:
 - Automated out-of-office messages are sent during weekends.
 - For Christmas holidays, automated messages are updated annually via Meta and TikTok.

2. Community Communication: Tone and Style

2.1 Brand-Consistent Communication:

- Competent: We provide reliable and informative answers. For specific product-related questions, we consult the responsible product managers or use validated information from our website. For questions about indications and therapy recommendations, we always refer users to their treating physician (respecting medical authority).
- Empathetic: We respond empathetically to the concerns of the community. Even in response to critical messages, we maintain a neutral tone while showing understanding and interest in their concerns.
- Solution-Oriented: We actively seek solutions to address the community's issues and problems, collaborating with responsible product managers if needed.

- Friendly: We aim to be approachable and relatable, communicating on equal footing with the community. We use the informal “you” (“Du” in German) to foster a sense of closeness.

2.2 Platform-Specific Communication:

Here’s how we communicate on our German channels on the different platforms:

- Instagram: Personal, courteous, and community-focused to encourage dialogue and foster a close connection with the audience.
- Facebook: Professional, informative, diplomatic, and customer-oriented. As this platform often has a higher potential for discussions, emojis are used sparingly.
- TikTok: Casual, humorous, and, where appropriate, referencing trends and memes to engage with the audience effectively.

2.3 Do's in Community Communication:

- Maintain brand-consistent and platform-specific communication: Adapt your tone and style according to the platform while staying aligned with the brand’s identity.
- Use Emojis appropriately: To appear approachable, use common and contextually relevant emojis across platforms, e.g., 😊 ✨.
- Treat every inquiry with respect: Even in cases of criticism, show understanding for the community's problems or concerns. Be honest when something cannot be resolved immediately, and clearly communicate that you are working on a solution.
 - Example: “Thank you for your feedback! We take it very seriously. We are working internally to find a solution and will get back to you soon.”
- Personalize your responses: address users by their name or username whenever possible. Customize response templates to suit the specific inquiry.
 - Example: “Hi @username, we’re so happy that you’re satisfied with our compression stockings! What’s your favorite product? 😊”
- Engage proactively: anticipate questions and provide answers before they are asked.
- Be transparent: respond publicly in comments so others with similar questions can also see the information.
- Ensure quick response times: aim to answer questions and comments within one working day.
- Address critical issues promptly: respond to sensitive topics as quickly as possible to avoid escalation.

- Incorporate humor and creativity: especially on TikTok or with lighthearted comments, humor can build a strong connection with the community and present the brand as relatable.

2.4 Don'ts in Community Communication:

- Ignore Comments or Messages: Failing to respond can be perceived as disinterest, especially for complaints or questions. Even if you don't have an immediate answer, consult the relevant team and inform the user that you'll get back to them as soon as possible.
- Respond Slowly or Delayed: Long response times signal a lack of appreciation for the community's concerns.
- Use Unprofessional or Aggressive Replies: Do not engage in provocations. Handle criticism calmly and provide factual responses. In heated discussions, maintain a de-escalating tone.
- Rely on Copy-Paste Responses: Standardized replies can seem impersonal. Always adapt templates by including personalized touches, such as the user's name.
- Share Unclear or Incorrect Information: Ensure that all responses are accurate and validated.
- Allow Discussions to Escalate: Monitor the conversation carefully and intervene to prevent escalation.

2.5 Moderation Guidelines:

- Consistent Branding: Always address users by their name or username to maintain a unified brand voice.
- Standard Closing for DMs: End general responses in direct messages with the phrase: "Best regards, your Bauerfeind Social Media Team."
- Personalized Responses for Known Users: For well-known users, content creators, or influencers, use a more personal tone and sign off with your own name if appropriate.
- Recurring Questions: Politely refer users in the chat to previous answers for repeated inquiries.
- Spam Management: Delete spam messages immediately and report them if necessary.
- Handling Escalations: For escalated or critical comments, follow the steps outlined in the "Crisis Communication" (see paragraph 5) section.

3. Building and Maintaining the Community

3.1 Strategies for Interaction to Boost Engagement:

- Daily Engagement: Respond to and like comments and messages daily, ideally during the first and last 20–30 minutes of the workday.
- Encourage Dialogue: Ask follow-up questions in the comments to foster further interaction.
- Support Community Content: Like, comment on, and share relevant posts from the community daily to make them feel recognized and strengthen the connection.
- Interactive Formats: Implement weekly activities like Q&A or quiz stickers, challenges, and polls to enhance community bonding and drive engagement.
- Leverage Trends and Discussions: Participate in trending topics and discussions relevant to your audience.

3.2 Community Building through Active Engagement with External Content:


- Engage with Relevant Content: Comment and react to posts from the industry, athletes, clubs, or medical supply stores on Instagram and TikTok.
- Boost Visibility via Influencers: Interact with content from influencers or larger creators to increase visibility and potentially attract new followers.
- Participate in Trends: Comment on trending TikTok videos, even if unrelated to the industry, to capitalize on popular topics and enhance brand visibility without needing to create your own related content.

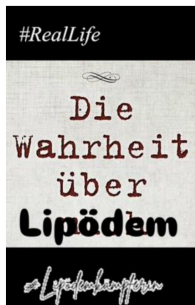
4. Reposts and Mentions

4.1 What will be reposted?

- High-quality content from the community that is brand-compliant and contextually appropriate will be reposted.
- Positive example: The image shows someone using our Curaflow authentically in their everyday life. They express a positive opinion about Bauerfeind and compression therapy.



- Negative example: (does not meet our visual and content requirements) 



- A (positive) reference to our brand or products must be present.
- Only commissioned and approved co-author posts will be accepted. All other assets will be reviewed and may be reposted if appropriate.
- Instagram Community Reposts: Posts and Stories from others can be reposted in our own Story if we have been tagged. If our products are visible but we are not tagged in the post, we are not allowed to repost it due to data protection reasons!
- Facebook: No reposts.
- TikTok: Currently, the "Duet" and "Stitch" features are not used, but this is not ruled out for the future.
- No approval from Product Management is required for reposts.

4.2 Examples of Special features of our German Instagram channels:

- @bauerfeindmedical and @bauerfeindcuraflow: Community stories are reposted daily in our own Story.
- @bauerfeindcuraflow: Posts are shared every Wednesday in the "Community-Power" Story format.
- @bauerfeindsports: Posts are reposted every Wednesday in the "Sport Buddies" Story format.

5. Crisis Communication

Crisis Communication Escalation process for specific or critical issues:

- Step 1: Respond quickly and address the issue.
- Step 2: If necessary, escalate the conflict to other departments and seek support/advice (quick internal coordination is required).
- Step 3: Avoid public escalation of the problem: Redirect to internal resolution via private messages to prevent escalation.
- Step 4: Respond politely, factually, and calmly to the issue, communicate in a solution-oriented and de-escalating manner.
- Step 5: If necessary, escalate the conflict internally, evaluate it, and derive learnings.
- Additional: In the case of a very critical issue or escalation of the matter, the concern should be discussed with your supervisor.

Response to Negative Comments:

- Apologize for the inconvenience, even if the company is not at fault for the issue.
- Show your willingness to find solutions or offer direct suggestions for resolution.
- In case of complaints, always refer to the local authorized retailer. As the manufacturer, we are unable to process claims.
- Stay calm, friendly, and factual, even if the other party does not.
- Try to move negative comments away from the public view: Respond briefly and factually to the comment and mention that you will send a direct message (DM) to resolve the issue individually.

Comments that attack the dignity of individuals or could seriously damage our company will be deleted or hidden without response. To keep critical situations as small as possible and resolve them quickly, daily monitoring of social media activity is essential. Social media monitoring tools, such as Brandwatch, may be used to detect crises early and trigger an alert for specific words (e.g., fraud, disappointed, etc.).

6. General Response Templates

Note:

Before using these templates, ensure they are appropriate for the situation and feel free to adjust them as needed. If you're unsure about a response, it's better to consult the subject matter experts too often than too infrequently and ask for their opinion. Also, feel free to use information from our website to properly respond to messages and comments.

6.1 Positive Feedback:

- Hello @username, thank you for your wonderful feedback! 🥰 We're so glad you like our [product] and that it supports you in your everyday life. Best regards, your Bauerfeind Social Media Team.
- Hello @username, we're thrilled with your kind message! It's great that you've been using our [product] for so long and are still convinced by it! We hope to continue accompanying you on your journey. Best regards, your Bauerfeind Social Media Team. 😊
- Hello @username, thank you for your positive feedback on the quality of our products! We place great value on high-quality materials – it's great to hear that you share that perspective and are just as enthusiastic about our products as we are! 🥰 Best regards, your Bauerfeind Social Media Team.
- Hello @username, thank you for your wonderful feedback! 🥰 We're so happy that you're satisfied. Your input motivates us to continue offering high-quality products. Best regards, your Bauerfeind Social Media Team.
- Hello @username, we're happy to hear that you love our design! 😊 Have you tried our other [products]? Best regards, your Bauerfeind Social Media Team.
- Hello @username, we're so glad to hear that you feel comfortable with [product name]! We prioritize high wearing comfort, so your feedback is especially valuable to us. 🥰 Best regards, your Bauerfeind Social Media Team.
- Hello @username, thank you for your message! Our products are designed for high durability, and we're thrilled to hear that they meet your expectations and support you in your active lifestyle! 🥰 Best regards, your Bauerfeind Social Media Team.

6.2 Negative Feedback:

- Hello @username, thank you for your feedback! We're sorry to hear that you are not satisfied with the [product, material]. We take this seriously and will forward your feedback to our development team. Best regards, your Bauerfeind Social Media Team.
- Hello @username, thank you for your honest words! We're sorry that you had a negative experience with [product, material, delivery]. Our colleagues give their best every day to produce high-quality products that help with your issues. We'd be happy to forward your experience internally to look into potential areas for improvement. Best regards, your Bauerfeind Social Media Team.
- Hello @username, great that you've been using our products for so long! 🙄 We're really sorry that you had a less than ideal experience this time. We'll do our best to make sure this doesn't happen again in the future. Best regards, your Bauerfeind Social Media Team.
- Hello @username, sorry to hear that you don't like the new color. We are constantly working to offer a variety of colors and regularly update our range. Maybe you'll like the upcoming colors better? We'd love for you to check back later – perhaps something will catch your eye then! 🙄 Best regards, your Bauerfeind Social Media Team.
- Hello @username, we understand your feedback and take your concern seriously. Our products are developed with great care, adhering to high medical standards to ensure top quality and functionality. We will forward your feedback to improve further. Best regards, your Bauerfeind Social Media Team.

6.3 Questions About Products:

- Hello @username, thank you for your message and interest in our [product name]. You can find all the product details here: [Link to Landing Page]. Best regards, your Bauerfeind Social Media Team.
- Hello @username, thank you for your great question. To provide you with a detailed response, we've asked our project leads. We'll get back to you as soon as possible with an answer. ✨ Best regards, your Bauerfeind Social Media Team.