

NEXO

GUIDELINES

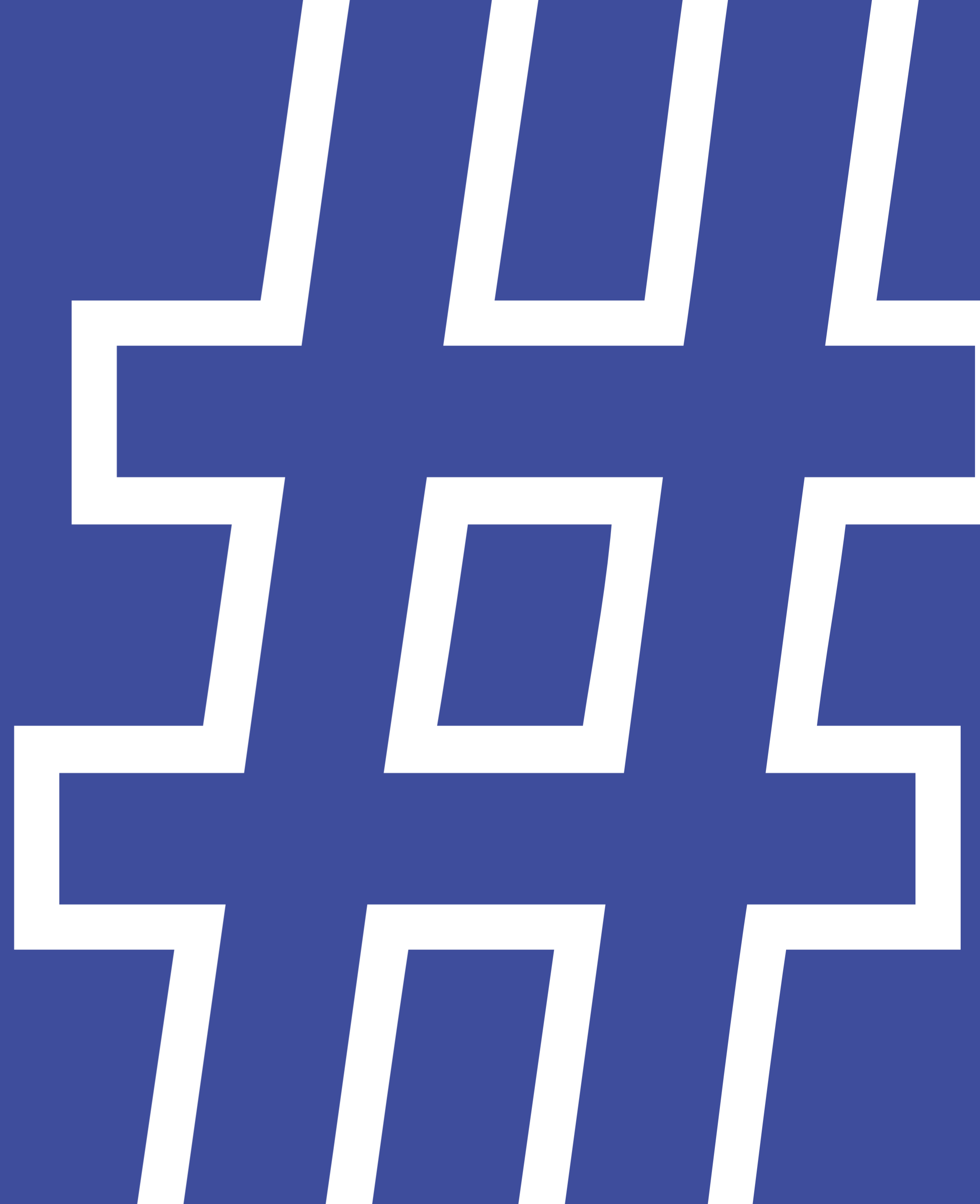
FOR A NEXO LOCAL FACEBOOK PAGE

V1.2

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An Overview

Social media is constantly changing the way we connect. It helps us start new relationships and engage in discussion with customers and colleagues from around the globe.

These guidelines aim to protect NEXO's reputation, facilitate compliance with applicable law, and empower distributors to be ambassadors and advocates of the NEXO brand.

NEXO encourages each of its distributors to implement and run a local NEXO Facebook page, allowing them to develop and nurture a community of followers in their country.



Set up and configuration



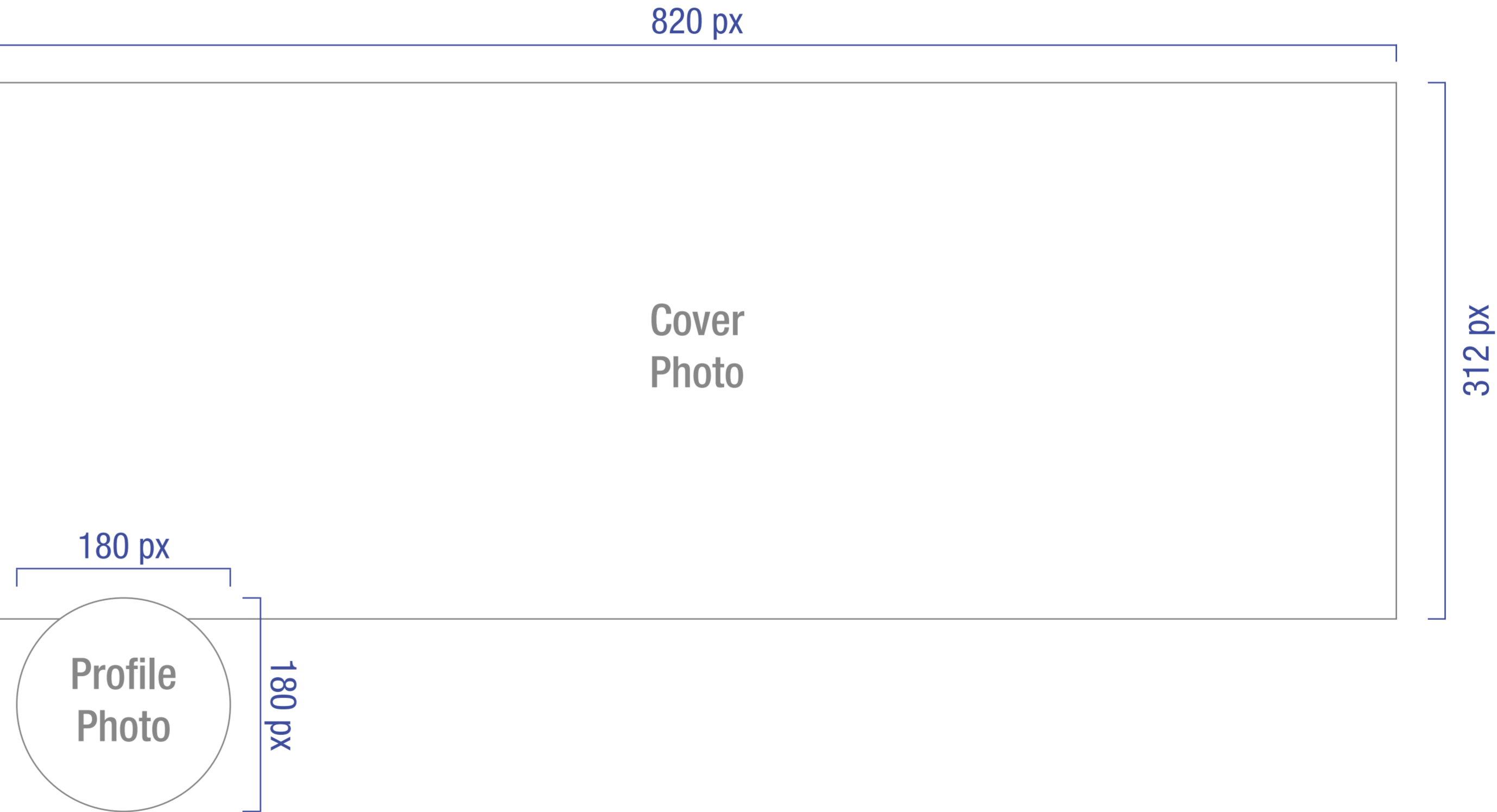
1. Set up and configuration

1.1 Page profile & Cover specifications

Profile photo	
Minimum	180 x 180 px
Display (Desktop)	170 x 170 px
Aspect Ratio	1:1
Formats	JPG, PNG

Cover photo	
Minimum	400 x 150 px
Display (Desktop)	820 x 312 px
Aspect Ratio	2,7:1
Formats	JPG, PNG

Cover video	
Recommended	820 x 462 px
Minimum	820 x 312 px
Length	20 - 90 seconds



1. Set up and configuration

1.2 Page profile & Cover photos

The profile picture represents the company page, so it is important not to neglect it.

People should be able to quickly recognize the business profile picture when they see it in their facebook feed and eventually start to associate it with the company : this is brand recognition.
By the way, the profile picture shows up in followers' newsfeeds and on all of the social media posts and comment replies.

Therefore, we **do recommend** you use the NEXO logo, along with a text indicating the country/area you are in charge of.
You can also use an image of a NEXO system if the image quality is acceptable and centered on the logo.

However, we do advise you do NOT use pictures of your building, location or taken at an event.
It is also important that the image is not pixelated or badly cropped.

Page profile

✓ Recommended



NEXO logo with the country name

✓ Recommended



Image of NEXO product, with the logo

✗ Not Recommended



Image not centered. Low resolution.

✗ Not allowed



Do not change the NEXO logo color

Cover photo



Good quality image



Low resolution image. Photo angle not efficient.

1. Set up and configuration

1.3 About section

When people are on Facebook and want to find any information about your company, your page's 'About section' is most likely where they'll go.

So it is important that you fill in all the contact details and general information fields in order to maximize the chance of being contacted.

The 'About' section is the perfect place to describe who you (& NEXO) are, highlighting your statement and company story. We recommend you don't use too many words, but opt for a short and concise paragraph.

We would highly recommend you provide at least a contact email or phone number. The more contact options someone has, the better.

In addition to your local contact details, make sure to put NEXO's contact details as well.

1.4 Roles and permissions

Managing a Facebook page is not always easy, and you might need some assistance to maintain your page activity.

There are a few options/roles in the settings to manage your page with others :

- **Admin:** Admins can manage all aspects of the page, meaning they can send messages, publish as the page, respond or delete comments, create ads, see which admin published a specific post, and assign page roles. This person would have all the same permissions as the creator of the page. Choose wisely.
- **Editor:** Those who you assign to be an editor of your page can do everything the admins can do with the exception of managing the page roles and settings.
- **Moderator:** Moderators can send messages and respond to and delete comments, but they can't publish as the page. They do have access to create ads.
- **Advertiser:** The advertiser has the ability to create ads, view Insights and see who has published as the page.
- **Analyst:** Analysts don't have any publishing power whatsoever, but they can see which admin published a specific post and view insights.

1. Set up and configuration

1.5 Increase the page visibility

Social media has changed the way we work and communicate with our customers, our colleagues and the general public ; they are platforms where many people will seek information and news stories. That being said, the fewer fans you have, the less of an impact you're able to make.

In order to boost your visibility and get more fans following your page, we recommend you put the Facebook icon :

- On your [website](#), and make it easily visible (web footer, contact section etc).
- In your [e-mail signature](#), and ask your staff to proceed as well.
- In your [printed ressources](#) such as business cards, brochures, flyers etc.
- In your [ads](#) and communication materials

1.6 Define goals

Although Facebook has become a channel that all businesses must use to connect with their targeted audience and get their brand in front of them, it is essential to define goals before starting. Are you trying to reach a new audience ? Boost your brand engagement ? Or maybe build or win the loyalty of a community around your business ? These are the sort of questions you should ask yourself.

Either way, your goals will define your content strategy and how much time and energy you'll need to dedicate to your campaigns.

Business objective	Facebook goals	Measurements
Grow the brand	Awareness <i>(illuminate your current and potential audience)</i>	Followers, shares
Turn customers into advocates	Engagement <i>(how your audience is interacting with your content)</i>	Comments, likes, mentions
Drive leads and sales	Conversions <i>(demonstrate the effectiveness of your social engagement)</i>	Web clicks, contacts, signups
Improve customers retention	Loyalty <i>(how active customers think and feel about your brand)</i>	Testimonials, ratings

Brand guidelines
and rules
compliance



2. Brand guidelines and rules compliance

2.1 NEXO Brand guidelines

Before posting contents on your page, we highly recommend you read our brand guidelines first.

This document contains information relating to the usage of the NEXO logo in print advertising, printed promotional material and datasheets, and on-line.

It also documents the approved logos for each of the major NEXO product ranges.

Electronic files for all of these logos are available to download in a variety of formats from the NEXO website at nexo-sa.com.

Visitors are required to register in the Distributors section to obtain access to logo files and other assets including product images, application pictures, etc.

You will also find information about the use of fonts and timesteps, and advertising designs that will help to achieve a uniform look and feel for the NEXO brand.

Brand language

NEXO has earned an enviable reputation for excellence in sound reinforcement through innovation, engineering and manufacturing excellence.

We prefer to present the features and benefits of our projects objectively, only claiming what can clearly be substantiated with technical evidence. We prefer to avoid the hyperbole that can sometimes accompany advertising in our market sector.

Words we like to use in association with NEXO Coherence, integrity, linearity, alignment, directivity, efficiency, sustainability, performance, measured, tested, analysed

Words we don't like to use in association with NEXO : Incredible, unbelievable, impossible

How to use of the NEXO logo



Official logo

NEXO's traditional colours are black, white and grey. Therefore please do not use any colours other than black or white for the logo letters and limit the use of the NEXO logo on backgrounds where other colours are utilised.



Logo sizes

When using different logos sizes, in order to keep perfect proportions between height and width. The height must always be 35.3% less than the width.

Inappropriate use



Do not use any extra graphical elements



Do not use NEXO logo in any other colours than black & white



Do not add any text in direct use within the logo

2. Brand guidelines and rules compliance

2.2 Rules compliance

Please take care of legal elements of your post, as if not handled properly it may lead a lawsuit.

Your participation in social media activities as a representative of our brand is subject to NEXO’s core values of integrity, professionalism and respect for diversity, as well as other related behaviour codes including, but not limited to:

Conduct Ethics

As a representative of the NEXO brand, it is imperative for you to maintain the same standards of conduct expected of the NEXO staff.

Be respectful, positive, helpful and informative. Do not engage in negative jokes and do not take a political stand on topics or legislation.

Copyright

Be aware of what you post and who owns the copyright.
Do not grab images from the internet and post them on social media pages without checking copyright.

Privacy rights

Respect the privacy rights of colleagues and partners, particularly when posting photos and videos.
Posting personal or identifiable information may raise safety and security concerns.

Confidentiality

Do not share information that is confidential and/or internal.

Terms of Services

Obey the terms of service of Facebook. <https://www.facebook.com/legal/terms>

Content

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3. Content

3.1 Planning and consistency

Always remember that engaging in social media activities is a long-term job.

In order to keep your Facebook page active and get engagement, you will have to update it and post at regular intervals.

Recommended post frequency :

Several times a week; no more than twice a day.

3.2 Tone and writing

Keep it simple: Use short words and sentences, and keep the number of words to a minimum.

Get to the point: Clearly explain how things work and give people enough information to make good decisions.

Talk like a person: Keep things friendly, conversational and respectful, like you're talking to a neighbour.

3.3 Text, Language

We encourage you to publish or share posts with at least a description. *What, where, who, how...*

By the way, the purpose of a local Facebook page is to establish a link with the local community, which presupposes, in case of a post repost, to give at least one accompanying comment in the local language.

3.4 Monitoring and responding to comments and questions

One of your top priorities when you post is to encourage engagement : likes and comments.

Therefore, be prepared to interact and connect with people and try to respond to all comments or questions. Make them know that 'human being' is behind the computer and is here to engage in conversation.

However, remove comments that are threatening, harassing, abusive, hateful to any person.

3.5 Maximize your assets

By joining a social network as a page or group, you should make sure that your page 'is of interest' to build a community. Try to post content that is unique :

- Photos of your activity (products, staff, projects etc)
- Videos
- Stories (Behind the scenes, testimonials etc)
- Live streaming
- Contests
- Support resources, tutorials, repair information

3.6 Post...and share !

Think about what your followers want to see. Even your most loyal fans are interested in more than just your business. Sharing news from the industry (press news, tradeshow etc) for example is great, as a break from your brand promotion.

Of course, sharing posts from your community is also a good way to get engagement.

3. Content

3.7 Posts and Images sizes

Recommended :
Landscape : 1200 x 630 px



The recommended upload size to make your image look as good as it possibly can without any distortion is 1200 x 630. The maximum height for Facebook image is 1800 and Facebook will auto crop or resize your image if you go over the size limit.

Square	1200 x 1200
Stories	1080 x 1920
Facebook Event Image Size	1920 x 1080
Facebook Video Sizes	1280 x 720

For best results, make sure your image is JPG format, with RGB color, and less than 15 MB. You can upload files in any of the following formats: JPEG, BMP, PNG, GIF, or TIFF.

Please avoid posting pictures that are pixelated, badly-cropped / framed.

Behavior

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4. Behavior

Best practices to follow

- 1 Protect the NEXO brand, protect yourself.
- 2 Be transparent and disclose, but don't reveal confidential NEXO information.
- 3 Follow the law, follow the code of respectful conduct.
- 4 Before publishing, check your sources and the accuracy of your information.
- 5 Don't attack the competition.
- 6 Be nice, be informal, have fun and connect.
- 7 Be responsible and remain courteous and polite.
- 8 Avoid publishing private content.
- 9 Limit the number of people who have admin and editorial roles.
- 10 Provide timely responses.

