



You are KRONES  
Tips for using social media



# Foreword

What are social media? What are the benefits of joining an online community? These are questions that can be answered in only one way: by trying them out.

Corporate Communications at KRONES AG has done precisely that, and for some time now has been active in several communities. We should like to share with you the experiences and insights we have gained there. Why are we doing this? For two reasons:

For a start, we would like to awaken your curiosity. We think these “participative media” are not only a lot of fun, but are also well worth being discovered. Because for each and every one of us they open up entirely new opportunities for obtaining and forwarding information with selective efficacy.

Secondly, this brochure is intended to provide some guidance for your online life. When you register with a social network, you will soon notice that the boundaries between jobs and private lives are definitely blurred. After all, online users chat about both their

personal interests and about workplace topics. This by itself, of course, is nothing special – after all, in “real life”, too, we speak about our jobs to our family and friends.

The big difference, however, lies in the number of people “listening in”. This is many times higher online, and is almost impossible to check. One ill-considered statement, which in real life would be quickly forgotten, can thus easily take on a life of its own online, and prove beyond your control.

We should like to help you protect yourself against these dangers. This is why you will find inside this brochure eleven specific tips designed to help you stay on the safe side when you’re online.

Looking forward to meeting you soon on Facebook, Twitter and Co.

Your Charles Schmidt

# Social Media – what exactly are they?!

Media used to function more or less like this: one person publishes, the others read. With the coming of the internet, this traditional role allocation has undergone a fundamental change. The salient feature now is that as many people as possible are encouraged to “join in”, by posting their own content on the net and reacting to the contributions from others.

For anyone wishing to take an active part on the net nowadays, it’s long since been unnecessary to be a programmer or a web designer. What are called the “social media” resemble virtual rooms that can be used by anybody. An email address and a password – that’s usually all you need in order to register with one of the innumerable online platforms.

Whether you want to re-establish contact with old schoolmates, make new business contacts, exchange photos, or chat with fellow-enthusiasts about a hobby – there’s a separate online community for almost everything. Anyone who wants to make a statement or ask a question can thus reach thousands of other people within a matter of seconds. And in contrast to the classical media, the addressees can respond just as quickly and directly.

The sheer speed and wide-ranging impact of the social media far surpass anything that had previously been possible in terms of communication. This creates enormous opportunities for each of us, but also some definitely serious risks. This brochure is designed to help you make best use of the former and to avoid the latter.



### Customer Focus 2.0

Many of our customers (particularly the big players) use the options provided by social media as a matter of course: to advertise their products, for example, to obtain information, and to maintain their business contacts. And they expect the same from their suppliers – not least from KRONES as the market and technology leader. This is why we must not ignore the new “participatory media”: neither their opportunities, nor their risks.

### Responsibility 2.0

Through the social media, we can inform ourselves and our customers faster and more selectively than ever before. Conversely, however, there is also a danger of thoughtlessly disseminating information not intended for the general public. So in the social media, too, this rule still holds good: the protection of our customers and of our own know-how as the basis of our market and technological leadership, has absolute priority. Because nine out of ten delivery transactions in our sector are subject to strict secrecy, so that new products, technologies and strategies are not prematurely disclosed to competitors and consumers. Please take this responsibility seriously. You will be protecting yourself, KRONES AG and our customers.

### KRONES 2.0

KRONES’ personality is not determined by the Executive Board – it is created by the people working there. Because it is you to whom KRONES owes its corporate face. A face that our customers all over the world recognise, one that they trust and appreciate. This is a valuable advantage, one that sets us apart from our competitors. To ensure that things stay that way, we need your help: If you use online networks for private or professional purposes, you may of course “identify” yourself as a KRONES employee. But please remember: never speak on behalf of KRONES and do not identify yourself “as KRONES” – unless you have been instructed to do so as part of your job.



# What use are social media? Let the facts speak for themselves.

**“It’s just a lot of kids playing around.”**

Wrong! The fact is:

- The biggest age-group on Facebook is the 25- to 34-year-olds, closely followed by the 35-to-44-year-olds.
- The average Twitter user is 32 years old.

**“Online networks are prettified dating agencies.”**

Wrong! The fact is:

- More and more people are using social media not only privately, but also for their jobs. To access specialist information quickly, for instance, or to contact experts in order to discuss topics of relevance to their jobs.
- Thousands of companies are already actively involved in social networks. Because this enables them to reach their customers, their employees and their business associates by direct means.

**“There’s nothing KRONES can use in the social media.”**

Wrong! The fact is:

- Many of our customers already maintain their business contacts using online networks.
- More and more specialist magazines and interest groups on the beverage and mechanical engineering industries, for example, use Twitter as a news and information channel.

**„Twitter and Co. bombard me with superfluous information.”**

Wrong! The fact is:

Online networks cover the same spectrum of topics as do the traditional media. With one difference: they are significantly faster. Whether it’s personal messages, market studies or trade news: ultimately you decide what you wish to be informed about.

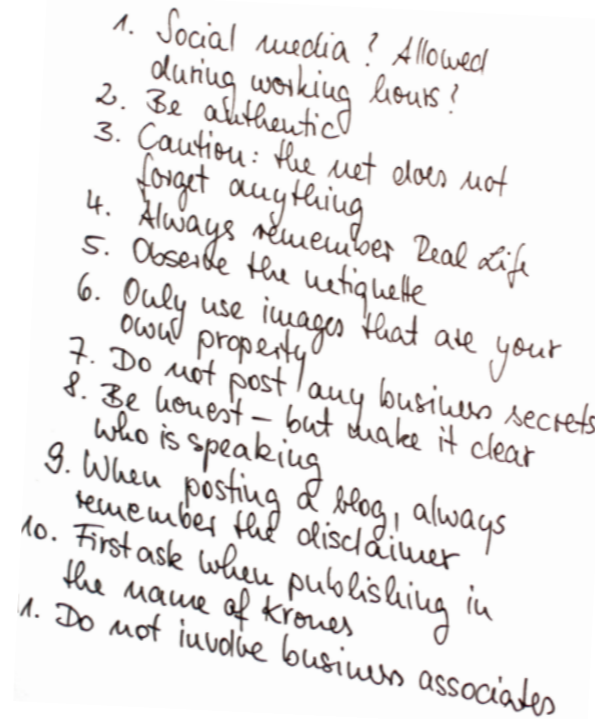


# Eleven tips for your online life

How should I behave in the social media? Am I allowed to identify myself as a KRONES employee? And what happens if I twitter about my work? When you go online, it's all too easy to make an embarrassing little mistake or walk into a very large trap. To make sure you're always on the safe side, we've put together the following eleven tips for you.

1. Basically, you can feel free to use social media for business purposes. The same rule applies here as for other internet applications: during working hours, only if expressly so instructed by and for the benefit of the company, and not for private purposes.
2. Always be yourself! The network makes it apparently easy to remain anonymous or incognito. But the more authentically you behave, the more readily will you be listened to.

3. Protect your privacy. Always remember: everything you publish on the internet is accessible to a wide audience. And what these people then do with your statements is out of your control. Statements you post out of a spontaneous urge or in the heat of the moment can still be found on the net years later – even if you erase what you've published immediately!
4. Remember that what you post on the net can affect your real life. So online, too, be careful to weigh up the chances and risks involved in what you're doing.
5. Don't forget that online, too, you are dealing with real people, who like you yourself want to be treated with respect and courtesy. If you want to talk about your job online, always make sure you mention your colleagues, your managers and KRONES' competitors with respect and fairness.

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- A handwritten list of tips in German, written in blue ink on a white background. The list contains 11 items, numbered 1 through 11. The text is written in a cursive, slightly slanted style. The tips are: 1. Social media? Allowed during working hours? 2. Be authentic 3. Caution: the net does not forget anything 4. Always remember Real life 5. Observe the netiquette 6. Only use images that are your own property 7. Do not post any business secrets 8. Be honest – but make it clear who is speaking 9. When posting a blog, always remember the disclaimer 10. First ask when publishing in the name of Krones 11. Do not involve business associates
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  2. Be authentic
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  5. Observe the netiquette
  6. Only use images that are your own property
  7. Do not post any business secrets
  8. Be honest – but make it clear who is speaking
  9. When posting a blog, always remember the disclaimer
  10. First ask when publishing in the name of Krones
  11. Do not involve business associates

6. Never infringe other people's copyrights. Do not publish any photos, films or other media that do not originate with yourself or whose rights you do not own. This also applies for documents that are KRONES' property, such as photos from the Media Suite.
7. Please remember that the non-disclosure agreements in your employment contract also apply for publications on the internet. So always be careful when information relating to the company is involved. Moreover, business and trade secrets, as well as personal rights, are under special legal protection. If in a particular case you are not sure whether and how you are permitted to disclose a certain piece of information, please first consult your manager.

8. Please designate private remarks as such. As an employee of KRONES AG, you have the right (within the framework laid down by your contract and by statute law), to make honest statements about the company. But when you do this, you should always make it clear that you are speaking as a private individual, and putting forward your own opinion.
9. If you are posting a private blog, and want to write about KRONES there, it's best to cover yourself with the following disclaimer: "The postings on this site reflect my personal opinion, and do not represent the positions, strategies and opinions of KRONES AG."

10. Publications in the name of KRONES AG must in all cases be discussed beforehand with the central office at Corporate Communications. If it is necessary for your job to set up an account in a social network, please consult your line superior and Corporate Communications beforehand.
11. If at all possible, do not quote or refer to business associates of KRONES AG. Above all, photographs that have been taken by employees on the premises or on building sites of customers, must never be published without the latter's written permission. The same applies, of course, to all information relating to clients' projects.

# What social media are there?

## A few examples ...

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

On Facebook, anyone can create a profile page, to introduce themselves there or to publish photos and videos. Its users can also write messages, chat, form groups and post small ads. Facebook is utilised internationally – not only by private individuals, but also by numerous companies.

- More than 400 million people are currently active on Facebook.
- Over 50 per cent of users log in daily.
- The most heavily represented age-group is the 25-to-34-year-olds.
- Each month, a billion images and ten million videos are uploaded.

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline.

Twitter enables short text messages (called “tweets”) to be sent and read. The special feature about is that users can subscribe to each other. Every message that an author creates is thus sent automatically to all his/her “followers”. Tweets can be sent and received using the Twitter website, SMS or external programs.

- Short is sweet: a Twitter message contains a maximum of 140 characters.
- In Germany, 1.8 million people are already “tweeting”.
- The average German Twitter user is 32 years old.

The XING logo, with the word "XING" in a dark teal, sans-serif font, followed by a stylized yellow and teal arrow pointing to the right.

XING is mainly used for making and managing business contacts. On their profile pages, its users can list their CVs and post references. Moreover, there are groups and forums enabling business associates to be found and professional (or also private) topics discussed.

- With eight million members, XING is Germany’s most widely used online business network.
- So far, more than 30,000 expert groups specialising in an enormous range of topics have been formed at XING.

The YouTube logo, with the word "You" in black and "Tube" in white inside a red rounded rectangle.

YouTube is a video portal on which all internet users can watch videos, and registered users can also post their own videos.

- Every minute, 20 hours of video material are uploaded onto YouTube.
- The most popular video in 2009 was “Susan Boyle – Britain’s Got Talent”. It’s been clicked more than 120 million times!
- 51 per cent of users visit YouTube at least once a week.

# What social media are there?

## A few examples ...



The online community MeinVZ functions in a similar way to Facebook. Here, however, the users are mainly people from the German-speaking countries. Since MeinVZ has developed on the basis of StudiVZ, this network is particularly popular among active and former students.

- 16 million people use MeinVZ.
- More than half of them look in on MeinVZ at least once a day.
- At peak times, the network's servers have to cope with up to 150,000 hits a second.

## Blogs

A blog is a website on which an online author (also known as a “blogger”) publishes at regular intervals articles about his/her life, certain events or topic categories. The readers of the blog can leave comments on the website, and enter into discussions with the author. If you want to write a blog, you can use one of the free services like Blogspot or WordPress.

- The word “blog” is derived from the words “web” and “log”, and means a sort of online diary.
- Experts estimate that there are approximately 200 million blogs worldwide.

# How do you find KRONES?

KRONES, too, utilises the social media for communicating with business associates, employees, and anyone interested in the company and its products.

And this is where you will find us:

**Twitter:**  
[twitter.com/KronesAG](https://twitter.com/KronesAG)

**Facebook:**  
[facebook.com/kronesag](https://facebook.com/kronesag)

**YouTube:**  
[youtube.com/kronestv](https://youtube.com/kronestv)

**XING:**  
[xing.com/companies/KRONESAG](https://xing.com/companies/KRONESAG)

**Blogs:**  
Adventuring abroad: at “donsimon.krones.com”, KRONES students give regular reports on their experiences at our Spanish customer Don Simon.



# I use online networks because ...

twitter



... there's no medium that provides me with information more swiftly than Twitter. Conversely, I can also disseminate the latest KRONES CSR news very quickly by tweeting.  
Kristina Ebenbeck

facebook



... I myself work in service support, and I've got lots of friends among the fitters. Facebook enables me to stay in touch very easily with all my colleagues and friends – no matter where we happen to be working.  
Stefan Vomasta

facebook



... many of KRONES' subsidiaries do a lot of communicating on Facebook, and this is the best way to communicate with them. Our customers, too, are always pleased when they discover their KRONES contact person on Facebook.  
Markus Wilhelm

XING



... I want to take this change in communication on board at an early stage. What's more, it enables me to maintain my contacts (not least the professional ones) all over the world. Irrespective of place and time.  
Kai Acker

twitter



... simply because of my job, I have to keep up with the times. New trends are best evaluated by personal experience.  
Dr. Michael Kranz

XING



... it's a really simple way to get in touch with companies, potential colleagues and universities. So I'm always up to date in my own specialism, and get some valuable input for my professional and personal development.  
Sonja Völkl

# Important terms from A to Z

## Bashing

An infringement of netiquette, and designates joint and insulting disparagement of persons or institutions on the net.

## Blogosphere

Collective term for all blogs existing on the internet.

## Emoticons

Combinations of punctuation marks designed to depict smileys. They serve to express feelings or moods.

## Flames

Aggressive and insulting contributions in forums or blogs are called “flames”. If a discussion consists principally of flames, we talk of a “flame war”. In many forums, flaming is not permitted.

## Follow-up

Direct answers or responses to forum or blog entries are called “follow-ups”.

## Netiquette

Rules of politeness applying for virtual communication. Basically, they are no different from those applying in real life. But since these are frequently “forgotten” on the net, many networks have drawn up a written code of netiquette.

## Net jargon

Language used for virtual communication. Typical features include abbreviations, acronyms and emoticons.

## Posting

Contributions to forums and blogs are called “postings”.

## Quoting

Quoting is an important constituent of the discussion culture on the net: blog or forum contributions that relate substantively to another posting are usually introduced with a brief quotation from the latter. This enables all readers to reconstruct the course of the discussion concerned.

## Real Life

This is usually abbreviated to “RL” and stands for life outside the internet.

## RSS feed

RSS feeds are news services you can subscribe to for many websites. They send their subscribers a brief message as soon as there is something new on the site concerned. If an internet site (like the KRONES website) offers this service, you can recognise this by the RSS logo.



## Spelling

Correct spelling makes virtual communication a whole lot easier – even though occasional users may beg to differ.

## Thread

In internet forums and blogs, this denotes a chain of discussion contributions (postings) on a higher-order topic.

## Tweet

This denotes the messages disseminated over the Twitter network. If someone forwards the tweet of another user to someone else, this is known as a “retweet”.

## Twitterati

This is the name for all Twitter users who send messages themselves.

## User

This denotes all the people online on the internet.

## Web 2.0

Web 2.0 is a collective term for all the interactive elements of the internet.



