

UNICREDIT & SOCIAL MEDIA

People Have The Power

Rome, 27 September 2017

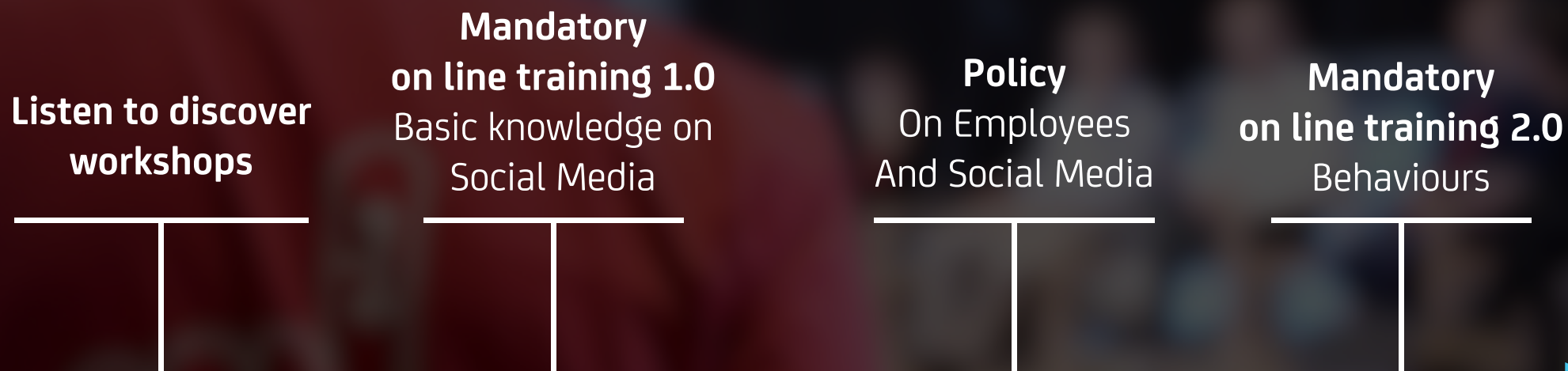
PATRIZIO REGIS

@UniCredit





GENERATING AWARENESS ON SOCIAL MEDIA @UNICREDIT



End of 2014

2016

Today

Internal Digital Campaign 1

#discover

Unique visitors
84,000
(Jul 14-Dec 15)

Internal Digital Campaign 2

#unicreditpresence

Internal Digital Campaign 3 (ongoing)

#howto

Unique visitors
70,000
(Mar 16- Today)



1. LISTEN TO DISCOVER WORKSHOPS

We listened to **280 colleagues**
about their usage of social media

UNICREDIT AND THE SOCIAL MEDIA

ONLINE TRAINING COURSE

2. ONLINE TRAINING

We designed a multilanguage
mandatory online training





3. POLICY

We released a **policy** on
Employees and Social Media

POLICY MATRIX

CRITICAL

NON CRITICAL

WITHIN YOUR JOB DESCRIPTION
YES

NO

| | |
|--|--|
| | |
| | |

REPUTATIONAL RISK

(particularly topics relating to senior management, life inside the company, products, services, shareholders, commercials and ADV campaigns, etc.)

POLICY MATRIX

| | | CRITICAL | NON CRITICAL |
|-----------------------------|-----|---|--|
| WITHIN YOUR JOB DESCRIPTION | YES | <p>AVOID COMMENTING</p> <p>CONFER WITH THE SOCIAL MEDIA COUNTRY TEAM OR LOCAL I&C STRUCTURE</p> | <p>STATE THAT YOU DO NOT REPRESENT UNICREDIT POSITION</p> <p>SHARE YOUR OPINION</p> |
| | NO | <p>AVOID COMMENTING</p> <p>CONFER WITH THE SOCIAL MEDIA COUNTRY TEAM OR LOCAL I&C STRUCTURE</p> | <p>STATE THAT YOU DO NOT REPRESENT UNICREDIT'S POSITION</p> <p>EXPAND YOUR KNOWLEDGE</p> |

REPUTATIONAL RISK

(particularly topics relating to senior management, life inside the company, products, services, shareholders, commercials and ADV campaigns, etc.)



WHAT IF... You were the dinosaur?

Are you familiar with the world of social networks? Do you know what a hashtag is? Do you feel you are a Homo Technologicus or do you still use a club rather than a smartphone?

1

#discover

Test yourself to see whether you are abreast of the times!

START THE TEST

HOW DOES UNICREDIT
MAKE USE
OF SOCIAL MEDIA?

ENTER AND FIND OUT MORE



Antonio Meucci

2

#unicreditpresence

WHAT IF YOU DID NOT
NEED A TELEPHONE
TO CONTACT PEOPLE?

WHAT ABOUT TAKING A
SELFIE BEFORE WE START?

3

#howto

Have you done the
test yet?



4. INTERNAL DIGITAL CAMPAIGNS

We created 3 different campaigns
with an engaging approach

10,000

COMPLETED QUESTIONNAIRES

84,000

UNIQUE VISITORS

When misunderstanding is around the corner.
Epic fail.



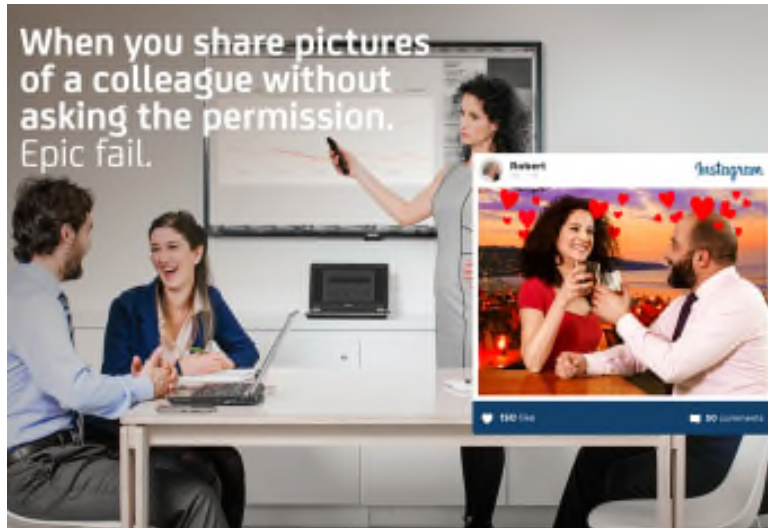
When you forget the dress-code for social media.
Epic fail.



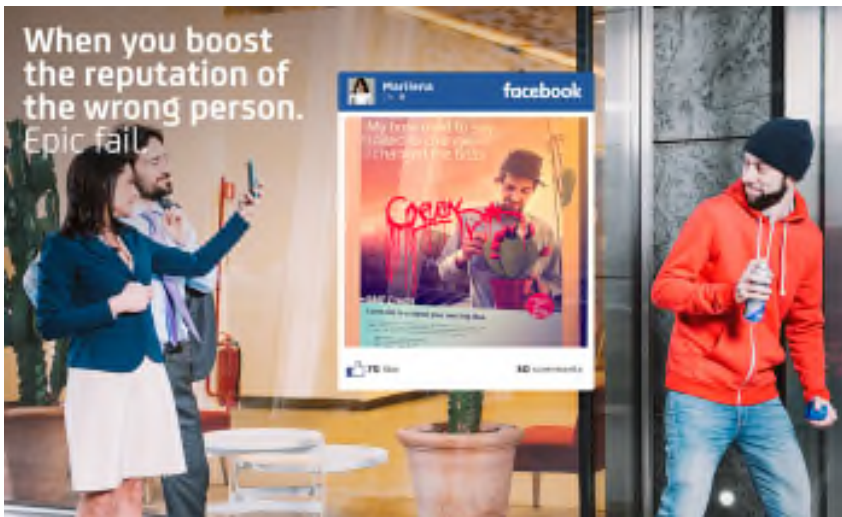
When you take liberties with the UniCredit logo.
Epic fail.



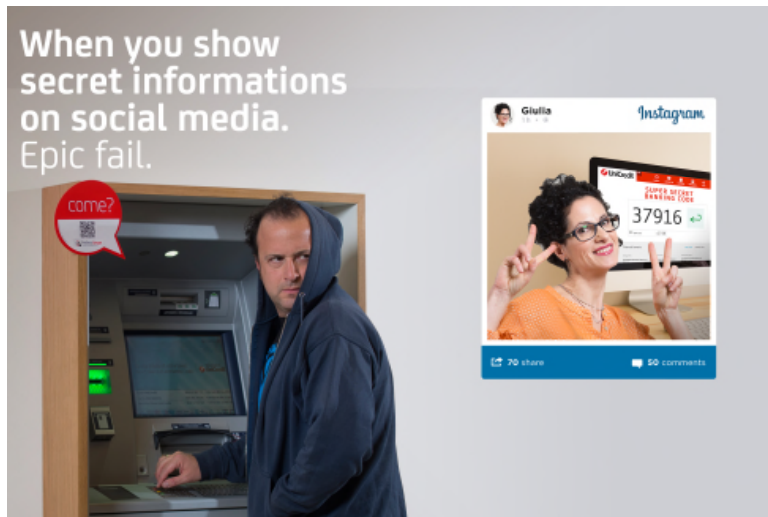
When you share pictures of a colleague without asking the permission.
Epic fail.



When you boost the reputation of the wrong person.
Epic fail.



When you show secret informations on social media.
Epic fail.





1

#misunderstanding



2

#dresscode



3

#logo



4

#colleagues



5

#reputation



6

#sensitiveinformations

 UniCredit





TRAINING

SELECTION

**PERFORMANCE
ANALYSIS**

CONTENTS

**TOOLS
SETTINGS**

**GOALS TO
ACHIEVE**

MONITORING

REWARDING

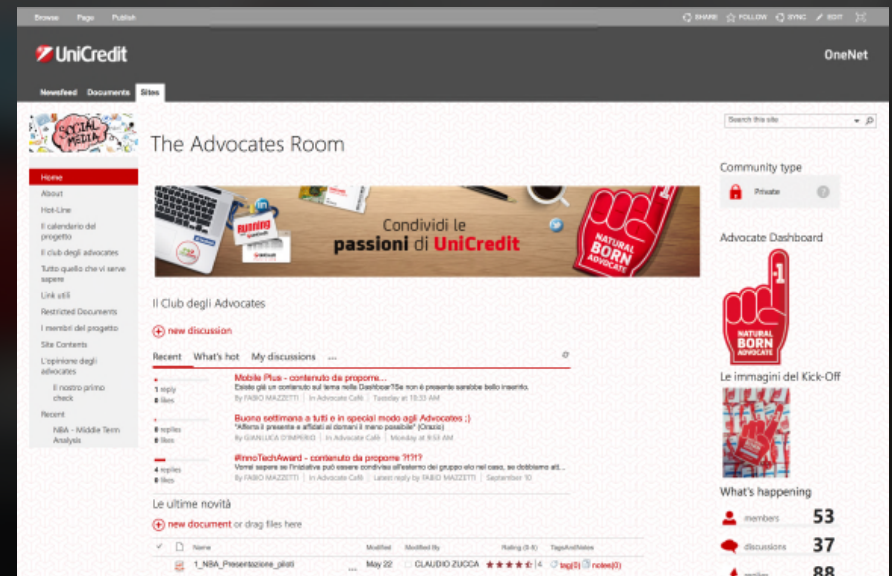
TARGETS

**SET
PROFILES**

ADVOCACY NEEDS ENABLEMENT FROM THE ORGANIZATION..



DASHBOARD



COMMUNITY



WITH GREAT
POWER COMES
GREAT
RESPONSIBILITY

