

FIBARO SOCIAL MEDIA MANUAL
social media communication & strategy guide

FIBARO

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FIBARO

FIBARO VISION

To deliver smart solutions that adapt perfectly to the needs of household members by **learning their lifestyles and taking care of their everyday comfort and sense of security.**





FIBARO MISSION

Thanks to the openness and creativity of our employees, we create **easy-to-use & reliable** devices, software, and services that **simplify people's lives by taking care of their everyday comfort and peace of mind.**

FIBARO VALUES

RESPONSIBILITY

By entering the home privacy of our customers, we are fully aware of the responsibility both for data security and the reliability of provided smart solutions. It is our duty to meet those expectations. **We are consciously building a consistent image of a responsible company - caring for customers, employees, business partners and the environment.**

FIBARO team treats responsibility not only as a duty but also as a unique privilege. We carry out all tasks with **full commitment including those smaller and larger ones. From the very beginning until the end of each project**, we are aware that the results of our work are the showcase of each of us and the entire company. **We can easily rely on each other.** Regardless of what we do, **we take responsibility for the quality of what we deliver**, knowing that the final results of our work are solutions that our users, workmates and business partners expect reliability from.



FIBARO VALUES

SIMPLICITY

The multitude of platforms and technologies available in the Internet of Things area makes many current and potential users of smart technologies feel lost in this world. FIBARO's challenge is to **simplify the provided smart solutions** within products, software and services and make it approachable for distributors, installers and end users. **We want both the installation and use of the FIBARO smart System to be simple and intuitive.** We aim at making FIBARO synonymous with friendly and reliable technology that produce positive emotions in every possible field.

As a FIBARO team, we believe less is more. We bet on **informal relationships**, speak to each other by name, **communicate simply and directly, always respectfully** but without superfluous titles, difficult words and complicated abbreviations.



FIBARO VALUES

CREATIVITY

The **modularity and openness** of the FIBARO System triggers **creativity of our customers**, giving them limitless opportunities to combine and create smart solutions according to their individual needs. During solutions design process, we are guided by the latest technology trends from A.I. or Machine Learning, so that the **FIBARO System can learn and agilely adapt to the needs and lifestyles of users**. Our solutions have a beautiful design based on latest trends combined with usable features.

As FIBARO team, we are trying to **creatively analyze** complex problems and connect and perceive relations between important aspects. Thanks to this, we manage to create **innovative, useful, beautiful and valuable smart solutions**. We are boldly setting unique trends in the world of **new technologies**. Full of enthusiasm and **curiosity**, we constantly experiment and undermine the status-quo in order to create better and better solutions that comprehensively address the diverse needs of our customers.



FIBARO VALUES

OPENNESS

In today's world, people feel overwhelmed by the multitude of technologies available on the market. Through its rapid and continuous development, the Internet of Things has paradoxically created barriers that make it difficult to enjoy its advantages. Combining different manufacturers technologies has become an offbeat dilemma. At FIBARO we believe it can be done differently. **Our system has been an open one since its inception. Our goal is to enable a stable cooperation between different products and brands. One coherent ecosystem is the guarantee of the highest level of security and convenience for all users.** Being an open technology allows us to **strengthen the global community of FIBARO users** who are active in development of our smart system.

As a team, at FIBARO we are open to the others — **we listen, we are empathetic, we share our own opinion and we are pleased to listen to the others, ultimately reaching for the perfect solutions.** We believe it opens doors and encourages collaboration based on **efficiency, trust and mutual respect** - concerning colleagues, partners and clients relations as well.

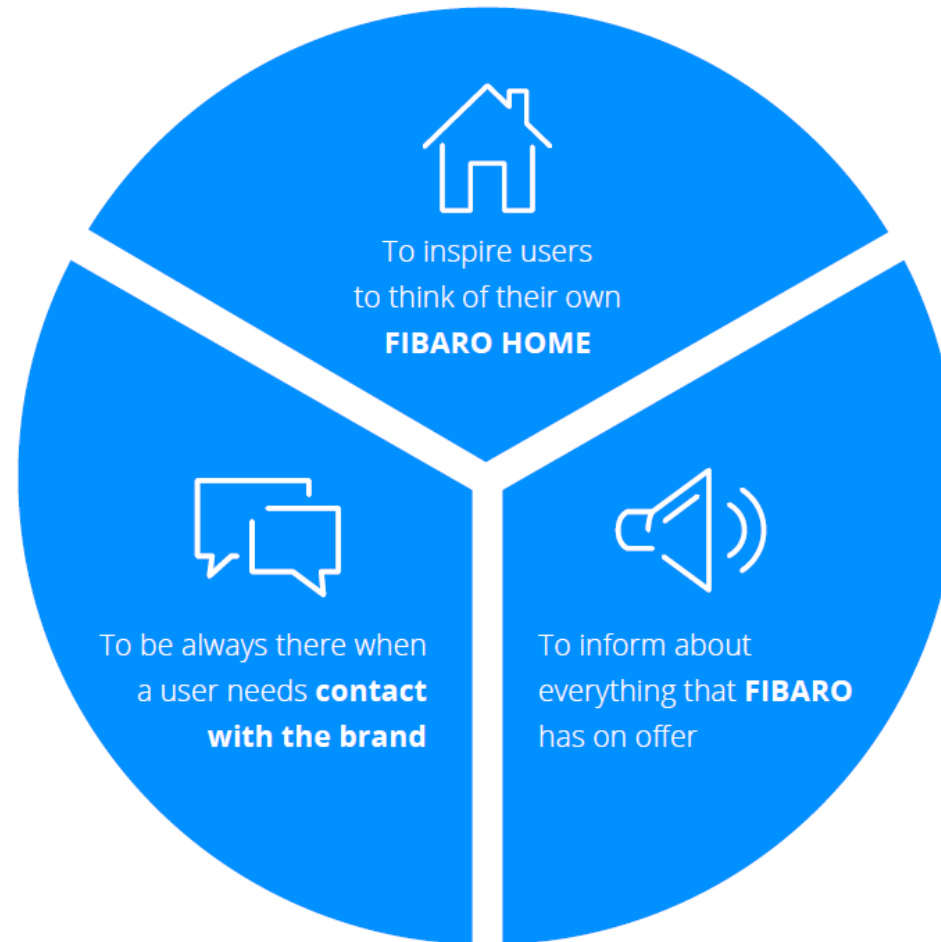


Why are social media important to FIBARO

1. As a brand which **sets new trends**, we use social media tools to:
 - surprise users,
 - monitor consumers' behaviour and create communication tailored specifically to their needs.
2. Thanks to social media we:
 - have the opportunity to **convey the knowledge** of the brand in a complementary manner,
 - **make direct contact with a Client** – social media are a set of dynamic and flexible communication tools.
3. FIBARO is a friendly company which is open to all sorts of integration – social media is the place where **users seek an interlocutor** to talk about smart home solutions.
4. Social media is the **place of continuous gathering of inspiration and stimulation of creativity** – that is of supporting the brand value.
5. FIBARO System recognizes the needs of household members just in the same way as **users' needs can be continuously monitored** in social media.
6. FIBARO Experience, which is the experience with the brand – thanks to social media, we have a set of **continuous communication channels in which we whip up interest in the brand and the solutions** it offers every day.



Social media communication goals



Steps for achieving goals

1. **We create one coherent idea** which clearly communicates what role the FIBARO system can play in every house in the world.
2. **Our activities are based on specific effectiveness rates.** We do not focus on gathering fans – this is not a meaningful indicator. We focus on building awareness of our brand in different markets instead. Important KPI goals are as follows: brand awareness, involvement and reach.
3. **Users of each channel are precisely defined** – on this basis, dedicated content is created.
4. **A new and more efficient network of FIBARO channels is created** – we promote the quality of channels and their suitability to meet the expectations of our users.
5. **Activities are monitored on an ongoing basis** – we focus on efficient and substantive customer service, no question is left unanswered and no problem is left without a solution.

Structure of FIBARO channels



↓
@fibaro.global
@fibaro.poland

↓
@fibaro

↓
@fibaro_global

↓
@fibar-group

Channel communication distinction

FACEBOOK



- we talk about new products' launches
- we present real-life situations, in which the FIBARO System is a good solution to encountered problems
- we refer to various events at which our brand is present

TWITTER



- we talk about new products' launches
- we present real-life situations, in which the FIBARO System is a good solution to encountered problems
- we provide information about current events in the company, such as participation in fairs, new cooperation and partnership deals
- we link to external articles, interesting information from the market, retweet interesting publications

LINKEDIN



- we present our company's mission and vision in various contexts (such as technology, manufacturing process, product quality)
- we communicate corporate events, such as fairs or awards
- we show the way we work in our company

INSTAGRAM



- we present photos of modern interiors
- we post lifestyle photos - real-life situations of users, products in specific situations
- we give an account of events that our brand is involved in

FIBARO's Client - who do we reach



- man between the age of 25 and 55 years, although the user of FIBARO solutions is the whole family
- income above the average
- place of residence – normally a large city or its neighbourhood
- university degree
- open to new technologies
- iOS or Android user (another System that dominates >10% of the market)

Who do we reach



PARENT

- Their children's comfort and safety is the most important for them. A parent spends most of the day at home with child / children and basically, each room must be adapted, as much as possible, for active and curious world of youngsters.
- **age:** about 35 years
- **place of residence:** large city, suburban areas
- financial profile: one parent is mainly responsible for supporting their family and the other one (most often mother) is on a child care leave

Who do we reach



YOUNG PEOPLE PLANNING TO HAVE A BABY

- They live as a couple (young marriage couple, partners in an informal relationship). They are planning to have a baby soon. They want to furnish their flat having the youngest family member in mind. They read about it a lot and are susceptible to influence by their family and friends in this regard.
- **age:** 30 years

Who do we reach



INTERGENERATIONAL FAMILY

- Adults live with their elderly parents and with their children in one house. Adults (teenagers' parents and seniors' kids) must ensure comfort for their elderly parents. They need something like „early warning” when their parents are exposed to a potentially hazardous situation. They also want their house to be friendly for their growing up children who need their privacy zone to be expanded.
- **age:** 45 years

Who do we reach



ADULT CHILDREN OF ELDERLY PEOPLE LIVING ON THEIR OWN

- They are responsible for providing their elderly parents with appropriate conditions for a comfortable life. They have no possibility to look after their parents all the time. They visit them about once a week. They want to be sure that their parents' house will be functional and, above all, safe for them when they are alone at home.
- **age: 40+**

Who do we reach



ENTREPRENEUR – HAS AN OFFICE

- Runs a small (or medium) business. He is both a man of the house and an ambitious employer. He wants to provide comfortable workplace for his employees. Furthermore, workplace (office) cost optimization is the key issue for him in running the company.
- **age:** 40 years

Who do we reach



BUSY PERSON WHO OFTEN TRAVELS

- To them, home is a place where they rarely stay at. However, when they are at home, they expect it to be adapted to their individual lifestyle as much as possible. They want to manage their house efficiently, even from long distances. They need to be sure that their flat functions according to their plans.
- **age:** about 40 years

Who do we reach



SELF-EMPLOYED PROFESSIONAL – RARELY AT HOME

- Has two homes. Because of his profession, he has a small flat in a place where he deals with many professional matters, while his home is his heaven. His wife and children live at this home. What is important to him? He spends most weekdays at place other than the home where his family lives, so he wants to be sure that his home is safe, functional and well-managed. And when he is at home with his family, he does not want to worry about the condition of his „business” flat.
- **age:** 43 years

Who do we reach



YOUNG TECHNOLOGY ENTHUSIAST, TRENDSETTER

- Despite young age, they spend their budget wisely and exactly know how to save reasonably and which elements of their flat are worth investing in. Of all friends, they are the ones who first try a specific gadget and share knowledge about the newest technology. For them, smart home management is something to be proud of.
- **age:** 28 years

Who do we reach



YOUNG AND AMBITIOUS, ECOLOGICAL, FRUGAL (optional person)

- Crazy about an ecological way of life. They consider their home and its ecological management as one of the most important aspects of being ecologic and something to be proud of.
- **age:** 32 years

Who do we speak to on each channel



LEADING

- parent,
- intergenerational family,
- adult children of elderly people living on their own,
- young people planning to have a baby.

SUPPLEMENTARY

- busy person who often travels,
- young technology enthusiast, trendsetter,
- self-employed professional – rarely at home,
- young and ambitious, ecological, frugal,
- entrepreneur – has an office.



LEADING (with special attention to communication addressed to women):

- parent,
- intergenerational family,
- adult children of elderly people living on their own,
- young people planning to have a baby,
- young technology enthusiast, trendsetter.

SUPPLEMENTARY

- young and ambitious, ecological, frugal → including: building a house, looking for solutions



LEADING

- young technology enthusiast, trendsetter,
- self-employed professional – rarely at home,
- young and ambitious, ecological, frugal.

PLUS: trade journalists/bloggers/specialists



LEADING

- entrepreneur – also understood as a business partner/investor,
- young technology enthusiast, trendsetter,
- self-employed professional – rarely at home,
- young and ambitious, ecological, frugal.

SUPPLEMENTARY: employer branding

How do we operate on each channel



@fibaro.global
@fibaro.poland

min. 10 posts/mo.



@fibaro

min. 10 posts/mo.



@fibaro_global

min. 10 posts/mo.



@fibar-group

min. 5 posts/mo.

How do we want to be perceived

FIRSTLY, AS A PARTNER

We are enthusiastic about a continuous discovery of something new. We are always there when a user needs to communicate, we answer their needs in a substantive way, and we ensure safety and security.

SECONDLY, AS AN INNOVATOR

We set trends, give new solutions based on our observations of users and their needs and what they are involved in.

Communication strategy - BIG IDEA



How do we communicate



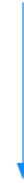
FIBARO (Domyślna)



We know how important a good night's sleep of your loved ones is. That is why we equipped FIBARO Motion Sensor with light sensors that will adjust the light to your needs. The favourite night lamp will calm down Your Little Sweetheart before bedtime and you will turn off the light at the touch of a button when your kid falls asleep.



1. We talk about a product in a specific **context, situation**. We demonstrate its application.



2. First, we **create a need**. Telling a story, we show the need in a particular situation, which is close to the users. They are often unaware that the product would be useful for them until they are shown how it works in given circumstances.



3. The next step in communication – after the need has been created - there comes the education of users – giving them specific **instructions on how to fulfil the particular need with FIBARO devices**.

Graphics – DO's



- present products in a modern way
- show a product in use
- show advantages of using the product

Graphics – DO's



- use black and white colors
- evoke interest with aesthetic interiors and surroundings

Graphics – DO's



- present positive emotions related to using a product
- present people's silhouettes as they attract attention
- show natural, real situations

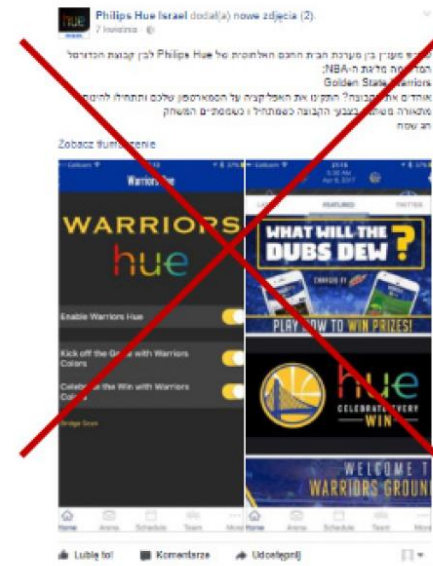
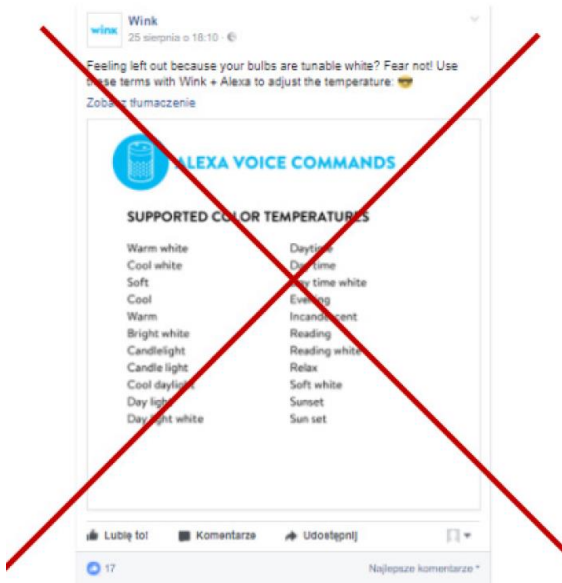
Graphics – DONT's



- present unnaturally posed photos
- use unnatural colours, lighting, contrast

Graphics – DONT's

- don't use graphics filled with letters only (on a white background)
- don't present products alone (packshot of the product) on a white background
- don't show the application screen on the format of graphics
- don't use too many elements in many different colors



Profile descriptions

EXTENDED VERSION

We believe that home is the most important place in the world. That is why, thanks to the openness and creativity of our employees, we create easy-to-use & reliable devices, software, and services that simplify people's lives by taking care of their everyday comfort and peace of mind.

FIBARO is a global brand based on the Internet of Things technology. It provides solutions for building and home automation. In just a few years' time, the FIBARO system manufactured by the company has spread throughout 6 continents, becoming one of the most advanced smart home systems in the world.

FIBARO devices are entirely created and manufactured in Poland – both the company's head office and manufacturing facility are based in Wysogotowo, 3 miles away from Poznan, Poland. Since July 2018 FIBARO brand is a part of the Nice Group.

SHORT VERSION

FIBARO – it is time for a modern life!
Your home, your imagination :)

Moderation rules

- ongoing moderation of users' comments and questions is required – response time max. 24h
- users' questions & comments cannot be left unanswered - even if a user does not ask a specific question and he / she only comments, you should always react, e.g.: with saying thank you for their opinion or with a reaction to the comment (like, wow, super)
- to technical questions you should give a full substantive reply, and if it is not required to provide personal information / sensitive data to get the solution, it is best to share it directly beneath the comment. When a user provides his / her personal information / sensitive data, it is recommended to invite them to chat in a private message
- you must not comment on questions concerning company's future plans and launches of new products until they are officially released by FIBARO. Users asking such questions should be directed at support@fibaro.com

FIBARO