

# Best Practices for Social Media

Social Media is the fastest growing outlet to connect and engage with your local customers, clubs and potential walk-in's but with this valuable tool comes responsibilities that we all must adhere to in order to maximize growth and effectiveness. The purpose of Facebook, Instagram and Twitter with respect to all TAP, 4WP and TMG social accounts is to engage with and communicate with our customers and followers. All of these pages must adhere to the TAP code of conduct and not be used as personal accounts.

We strive to offer quality work at fair prices with outstanding customer service. Look at your Social Channels as a direct line of communication with your customers. They're the first to let you know when you're absolutely killing it on all fronts and they're also the first to let you know if you're not. They're also likely to share their experience with their friends and family so it's paramount that we are constantly checking our inbox for new messages as well as posts within the last few hours to days to make sure we're maximizing our efforts engaging with them. The easiest sales leads are those that fall right onto your phone via your social channels so don't miss out on these opportunities.

We have to keep in mind that these pages are our first line of representation to the outside world and as such we have to maintain a solid reputation across the board. Most of what we will be highlighting is common sense so it should come as no surprise and we encourage you to always reach out to the 4WP Social Team with any questions or concerns regarding social media policies, best practices, campaigns or general issues and we will do our best to help you find a solution.

Before posting, consider if your post best represents the company and ensure your content does not break the following rules:

## **Does your post include the following? If so, don't do it!**

- Race or Religion
- Politics
- Nudity and Pornographic Content
- Reference to Competition
- Content Including Drugs and Alcohol

## **Is the image, video or music your posting approved to be used by 4 Wheel Parts?**

When creating content, never share or include copyrighted material without written consent or permission. That includes music, video or images which are not owned by 4 Wheel Parts. There are strict laws for using content for commercial use and because we are a national retail business, anything we post is considered commercial.

## **Are you making a post that best represents the company?**

That means only posting content that is relevant to the business, lifestyle or industry. Ensure your post would not offend or insult a customer, co-worker, or associate.

## **Is your humor in taste?**

Remember, humor is dangerous territory. Context & sarcasm is easily lost in copy. What may seem funny to you, may come off derogatory or insulting to the person who is reading it. When in doubt, don't post it. That includes memes, videos, or comments.

## **Are you sure you are posting something that best reflects our Corporate Principles?**

If you have to ask if it's okay, it probably isn't. But if you are unsure, ASK! It's always better to be safe.

## **Guidelines:**

### **Content Creation Strategy**

*As we create content for social media, the following questions need to be considered, and we should be able to answer YES to each one to validate the value of the content:*

#### **Does it enhance the brand?**

All content should enhance the overall message of 4WP as a brand, company, lifestyle and as a honorable representative of the off road industry and community. We are the experts! We offer more than just parts – we are the truck, Jeep, 4x4 and UTV destination that have been turning dream machines into reality for almost 60 years. If you don't know it by now, and you really should; anything and everything you post on the Internet can and will be seen by many individuals. Assume anything you post will be seen by your customers, coworkers, local businesses and your own family. Don't post something that could potentially embarrass you or the reputation of 4WP. This means no making fun of other people's rigs because they aren't built to your own personal style. We welcome all types and styles of trucks, Jeeps, 4x4s and UTVs. Think about how you'll make someone else feel before you post something humorous. Keep it classy and take the high road. If you have someone using profanity or vulgar language on your pages, either hide or delete their comments and if necessary ban or block them. Do NOT engage in a back and forth. Remember that our vendors, competitors and even our own executive team follow our pages so never post anything that could be deemed offensive or even remotely questionable. Be very careful with posting memes. Rule of thumb is if you have to ask someone else if it's okay, it probably isn't.

#### **Hold Your Horses:**

First to post is good in some cases, but it is always better to be second to post with correct content, a strong image and a well thought out strategy than first to post with incorrect information or a poor representation with the image chosen. New vehicle releases are one of those areas where this works. How many of the same JL Wrangler or Jeep Gladiator photos did you see on FB, IG or TW? Probably the same few, right? Now imagine if you waited a day or so and did a comparison with some other vehicle with a caption of, "Who did it better?" People love to comment on things like this so this is one of those areas where you can not only come up with better content to post but also have way more details about a new vehicle platform than the run of the mill auto journalists who are not as informed about the vehicle as you might be.

#### **Does the image fit with the branding guidelines?**

Unless you're doing a throwback type post or sharing an old photo, use the correct 4WP logo. Some of you work in Legend and get used to WRITING LIKE THIS. Make sure you don't write in all caps on any social platforms. We shouldn't be yelling things on social media... ever. All images should feel like they are part of the overall strategy but should look unique to the social experience. If we utilized all the same images in everything, we lose the value of having multiple channels in which our fans can engage with us.

### **Does it follow a story line or brand messaging?**

Is the piece of content strong enough on its own to tell a story or a piece of the core brand message? If so, don't hesitate to tie it into our overall goals and what we are as a brand. Otherwise, it should all look and feel like cool and fun content. Sales promotions don't have to fall inline with these parameters but it doesn't hurt if you can tie it in.

### **Does it create a story that feels honest and interesting?**

Not every post should talk about 4 Wheel Parts. They are already on the 4 Wheel Parts page and know the association of the content. The posts should be about connecting to our audience in an enthusiast manner more often than a sales manner. The 4 Wheel Parts logo should be subtle if it is added into an image. If it is already on the vehicle, it doesn't need to be added to the image itself. This will make the page feel less pushy and more about sharing. You don't have to specifically push 4WP or TMG branded vehicles always. You're welcome to post photos of cool rigs you come across whether locally or through your followers. Cool is cool and we sell more than just our own brands so feel free to share cool content from our vendors or others in the industry. That being said, please be mindful of not posting competitors content as we likely don't have rights to do so and it will avoid any potential conflict.

### **Does it engage our customers and audience with a question or open statement?**

Some posts should be used for the sole purpose of creating interest. These should be used to gain the most conversation possible, and will typically end with a question. While we will stick with the off-road/truck/jeep theme in these pieces, they will not be focused specifically on us. These are used to show connections to the outside world and that our page is designed to be an entertainment/informative destination, not just another sales portal.

## **Content Voice**

*When you develop the copy for a piece of content, consider who your target audience is and what you're trying to speak to. This should help you decide which voice you write (first, second or third person):*

Across our social channels, we have 4 main audiences we are speaking to, and each piece we post needs to take the appropriate tone of voice based on the desired audience. Some posts may touch more than one category:

1. **Off-Road Enthusiast:** They know who we are and either already trust us to provide expert information or don't consider us to be as technically fluent as them. They know which brands they want and which brands they don't. Overly opinionated but also great representatives to help us spread our message. If we make these people feel special, they will market for us. You have customers and followers that fall into this category. They're the DIY'ers. If they share their build progress photos with you, nothing makes them feel better than a big brand like 4WP sharing their photos.
2. **Daily drivers:** They own a Truck, Jeep or some other 4x4 as their daily driver, but 'off-roading' is not why they bought it. They wanted something that was usable. That was comfortable to drive and gave them qualities they needed in a vehicle – however, these are not the 'construction/hauler' guys. This is the 'average joe/jane' and while they can be a great customer and will spend money upgrading their vehicle, they may never see off-

road. The conversations with this piece of the audience are about customization, improvement of the vehicle in general, and touting our expertise in whatever type of vehicle they drive.

3. **Service / Workers:** They own a Truck because it is necessary for their career. These are the people who live out of their truck and treat it like a second home. It is as much a piece of who they are as the enthusiasts, but their usage is much more focused on the necessity to have the truck as a daily driver. Some of the upgrades they are interested in doing on their truck usually involves improving its usefulness as a work truck. They are proud of what they do, what they drive and want to feel like we connect with them.
4. **Outdoorsman:** Their truck, Jeep or UTV is their toy on the weekend. They may also drive it during the week, but they bought it to take it camping, hunting, fishing, surfing, boating... exploring. They might even be Overlanders but their definition of off-road is likely different from most. Fire roads for hundreds of miles and camping on the trail are where these folks spend their time and money. The conversations with these people are all about the fun lifestyle in the dirt with trucks, Jeeps, 4x4s or UTVs. These are different than the off-road enthusiasts because while they know they want the upgrades, they can be sold into different brands. This group has more disposable income and is more likely to go for the 'best' option if they trust the brand to steer them in the right direction. These people need the picture painted of why 4 Wheel Parts can deliver that experience they are looking for.

## Engagement, Replies and Conversation

Our content must be engaging and encourage commentary – but in order to keep people interested and engaged, we must focus on replying back and rewarding those who participate. People want to feel important and when they post photos of their projects on any of our channels, it should be treated the same way as if they ask us a question. They are looking for support, validation and credit for getting involved with our page. On all of our posts on Facebook and Instagram, if people post questions, share notes or post other photos, treat the commenter like they are your best friend in search of validation for the commentary. The more that we encourage people to share by replying to what they put out there, the more likely people are to share again.

Our reply voice is: honest, expert, thoughtful and light-hearted. If we do not know the answer, we find out and provide it for them. We do not shy away from unhappy customers, we work to resolve the problem the best that we can. If an exchange on any social channel devolves into swearing, or finger pointing, take it off line. If they're swearing, either hide or delete their comments. If it takes more than 3 replies, take it off line by either having them call you directly or email you. Our normal response time should be no more than a full day for the most part. While this might not always be possible, a response should be given no later than 48 hours at the most. Most inquiries will either be about advice on a build, a sales lead or something in regards to customer service and as such, we should strive to stay on top of them at all times.

## Posting Requirements

We should be posting several times each week on our social platforms. Instagram has no real daily limit so feel free to post multiple times a day there and throw in some stories as

well. On Facebook, we should be aiming to post at least 4 times a week to maintain a healthy organic audience growth.

### **Facebook:**

Facebook is not really conducive to cool content all the time as it takes on a more professional role. As such, please make sure you DO NOT auto post Instagram content to your Facebook page. If you want to use a photo from Instagram on your Facebook page, we recommend you post it natively on Facebook. Reposting it from Instagram only makes us look lazy and unprofessional. Give it a different feeling and look altogether.

### **Instagram:**

Here's where you can have as much fun as you want with your posts and be as creative as you want to be. Instagram is obviously picture and video driven so we can share cool photos and videos with our fans and grow our following at a steady pace. Take a look at some of the truck, Jeep and off-road pages you likely already follow and you'll see what kinds of content they post, the frequency that they post with and what specific hash tags (That's the # sign in case you don't know) they use. If you're posting a video, make sure you add a thumbnail image so your post doesn't look like a dark screen. Play around with stories and all the cool features within it to add a little extra life to your stories.

### **Types of Posts:**

#### ***Store Build***

These posts show off what we can do as a store and will give our customers a look at our level of skill when it comes to building cool rigs.

#### ***Local Club Rigs***

Posts like these can go a long way in helping cement a great relationship with our local clubs and community.

#### ***Humor***

Who doesn't love the occasional hilarious meme? These types of posts should do very well and there are plenty of them out there we can use or if you're savvy enough, create your own. Just make sure whatever you post isn't offensive to anyone and that it doesn't hurt our overall brand identity. Don't portray yourself or the company as a stereotypical character. It cheapens the brand and it may lead to consumers not trusting us to work on their vehicle.

#### ***Seasonal***

This is pretty easy to understand. You can come up with lots of seasonal type posts during holidays, tax season, summer, winter, hunting season, wheeling season etc. Please note, for holidays that are serious in nature (Veteran's Day, Memorial Day), they need to be posted with a respectful tone and an image that isn't promotional but connected to whom we are honoring. Fun holidays (Valentine's Day, Halloween, etc) should be used to be clever or humorous – over the top projects or memes are great for this.

#### ***Things You Don't See Too Often***

If you see something that's out of the ordinary that your followers might enjoy, share it with them. This can be rare and cool vintage rigs, old technical trivia, random trail carnage, weird trail fixes, old TV show rigs and stuff along those lines. Keep in mind people love to comment on things that make them reminisce of years gone by.

### ***Behind the Scenes***

These posts are all about what's going on in the store whether we're talking current builds, local event we're hosting or upcoming sales. Things as simple as setting up a new display of a mountain of winches for a weekend Sale or setting up car crush events. IG or FB stories are where this easily fits but you can post it to your pages as well. These kinds of posts allow us to directly speak to our customers and showcase our talent. The copy needs to speak to the everyman in a voice of confidence. No matter their project, whether it's just wheels and tires or a complete overhaul, our experts are here to support them through the process.

### ***Fan Feature***

These posts are about our fans - because they are also our customers. This is our chance to show them off and make them feel special. If you are sharing their photos, give them credit and tag them if possible. The focus is on them, they picked us as their build partner and we want to keep them connected to our page, store or brand.

### ***Product Feature***

We constantly come across cool new products that our followers and customers would love to have a closer look at. We can show them with posts like this and give them a chance to get a feel for the product which just might be the ticket to getting them in the door to shop for that product with us. They're looking for product knowledge and an honest opinion on it.

### ***Store/ Specials***

These posts are focused on either a special offer in store or a promotion of a store opening or event. The entire goal is to drive people through the doors with a special offer, price or deal. Be clear, concise and as short as possible while still getting the message across.

### ***Ask the Experts***

These posts allow us to show off our expertise and encourage our fans to ask questions and get engaged. We can encourage our fans to submit their technical questions for their project or build. It's a really simple thing and it could easily help generate viable sales leads or at the very least help us create good relationships with our customers.

### **The Bottom Line:**

- Never post something that you wouldn't be proud of having your name next to in the newspaper or on the news
- Never engage in an online debate. If it's a serious matter, defer it to your supervisor or to the social team.
- Treat everyone with respect and professionalism
- If it seems questionable, it probably is. If you have to ask, you shouldn't post it.
- Always ask yourself whether it adds value to your brand

- Use social media as a tool to broaden your store's reach and engage with potential customers to drive more traffic to your location.