

GET OUR ASSESSMENT OF YOUR SOCIAL MEDIA GUIDELINES: ACHTUNG! SOCIAL FRAMEWORK



FIND OUT WHETHER YOUR SOCIAL MEDIA GUIDELINES MEET CURRENT STANDARDS

➤ When did you last revise your social media policy? While social media has become an established feature in the marketing mix, internal guidelines on the use of social media often fail to keep pace with developments. Change is a defining feature of the social media environment. It can be of a legal or cultural nature. It can occur at the national and international level.

Our achtung! digital specialists will **analyze your guidelines in light of current standards in international and national practice**. A social media policy that meets internationally accepted standards is the cornerstone of successful international communication. Set a clear benchmark for your employees. And manage legal risks.



- We will analyze your social media guidelines and assess their compliance with current legal requirements
- We will calibrate your guidelines to the specific cultural context of the respective target country
- We will assess whether your social policy meets contemporary standards in employer branding



Are you ready to get started? Let's develop a package tailored to your needs today! Just send your message to services@achtung.de