



Hello and Welcome
to Karatbars!

Here are some tips
for dealing with
Social Media.

Introduction

The Internet has become indispensable in our society today, it is for not only for small start-ups, but also highly used by large companies within the 21st century marketplace. In this context, the usage of social media, especially Facebook, is gaining more and more importance in day to day business and marketing efforts.

Of course, the question can be asked what is the advantage in participating in the "social networking" phenomenon? Which can be translated as „social bonding“. Let me discuss it in a few sentences.

For my company, social media is a platform for customers and business partners to share their experiences, innovations and opinions about the Karatbars products, but also to make new contacts. It is a great platform for discussions and recommendations for Karatbars newbies or even strangers, who know nothing yet about the company, it is also a guide to take them on the way to a golden future.

It therefore it gives me great concern when promoting your commitment via social media .

Social Networking is the fastest way to reach many people and to promote Karatbars. You can create regional as well as international contacts to increase your own business. Through social media, the whole world is just of a click away.

In addition, Facebook is the perfect advertising platform. Many companies have come to rely not only on the traditional mass media, such as newspaper, radio, television and film, but have discovered the huge potential of social networks. As mentioned above, thousands, if not millions of people can be reached by a click. This is the most effective distribution of information and opens up new business opportunities for us all.

Of course, we at Karat bars do not want you to feel alone, so we have designed a brochure for you that will help you to succeed in social media. It is intended to serve as a guideline, since this form of communication can also pose certain dangers. Therefore you will find here eight specific tips to help you to be always on the safe side in the Internet and comply by the Karatbars Social Media Regulations.

See you soon on Facebook, Twitter, etc.

Your Harald Seiz

Social Media -What is it?

The term „social media“ can be described as: A website/ application that enables users to create and share content such as photos, statuses, music, videos etc.

It can be viewed as a platform that supports the user over the internet in communication and the interactive exchange of information.

Simply put, social media is similar to a regular's table. You meet up with friends in your favorite pub and talk about work, family or your last vacation, about the weather or about politics.

And this is what is happening today not only in real life but also online, but of course in a much broader scope. People exchange ideas, make new acquaintances, share their interests with like-minded people and let pictures tell stories of their lives.

Why the growing popularity of social media is very important for business,

I have already explained above. Fact is, that those who ignore these possibilities the internet has to offer, is like ignoring potential customers.

This relatively new medium can help you to spot trends early and to respond to criticism by direct contact with customers. With your expertise, you can direct discussions in the right direction and this ensures more satisfaction to your customers.



Social Media -What is it?

Marketing 2.0

Many of our business partners - especially the „big leaders“ - use the tools of social media quite naturally: for example, to present themselves as a person of the public to obtain information and to cultivate their business contacts. And the same thing they expect from us. Therefore, we cannot neglect this new „participatory media „: neither the opportunity nor the risks.

Karatbars International GmbH 2.0

The image of Karatbars is not determined by me alone – it is a creation of our employees and business partners. Because you are the ones to whom Karatbars owes its reputation. Our customers trust us and appreciate us. This is a valuable benefit that distinguishes us from our competitors. To ensure that this remains so, we need your help :
If you use online networks private or professional, you may of course be recognized as Karatbars employees or business partners. But please note this: Never speak for Karatbars or act as you would be „Karatbars“ - unless you have been instructed to do so from corporate in the course of your work

Responsibility 2.0

By using the social media, we, our business partners and our customers can get faster information than ever before. Conversely, there is also the danger of thoughtless spread of information that is not meant for the public. Therefore, the following is applicable when marketing via social media: The protection of our customers, our business partners and our own know-how has absolute priority. Please take this responsibility seriously.
Thereby protecting yourself, our business partners, our customers and Karatbars International GmbH.

8 Tips for your online marketing efforts

1. Always be yourself! The internet allows a seemingly easy, anonymous or incognito presence to occur. But the more authentic you are, the more they will listen to you.

2. Protect your privacy. Always remember: Everything you publish on the Internet will be widely accessible. What the public then does with your details is beyond your control. Statements that you express from a spontaneous urge or emotion can still be found years later on the Internet - even if they are deleted immediately after publishing!

3. Remember that what you do in the Internet, can affect your actual day to day life. Therefore you must also carefully consider your online opportunities and risks of your actions.

4. Do not forget that also online there are real people behind everything - like you and myself – we want to be treated with respect and courtesy. If you want

to talk about your professional activities online, then please speak with respect and fairness about colleagues and superiors.

5. Separate opinions and facts. To avoid confusion, you should make it clear which parts of your statements are opinions and which facts. You should also indicate whether it is your personal opinion or the opinion of the company.

6. Make sure you follow the law. Do not post any offensive, abusive, or otherwise illegal content. Do not public any content without corresponding author references into the Internet. Be aware about Copyrights and respect the right to their own image.

7. Please indicate private utterances as such. As an employee / business partner of Karatbars International GmbH you do have the right to express yourself honestly about the company. When you do this, you should always make it

clear that you are speaking as a private person and represent your personal opinion.

8. If you want to operate a private blog and write about Karatbars, you will always be safe using the following disclaimer: "The postings on this site are my personal opinions and do not represent the positions, strategies and opinions of Karatbars International GmbH."

Where can you find Karatbars?



<https://twitter.com/KaratbarsGmbH>

<https://www.youtube.com/channel/UCTTA5INOSpKxJ9j6kRNRo2w>

<https://www.facebook.com/pages/Harald-Seiz/680259415405046>

<https://www.facebook.com/karatbarsinternationalofficial>

<http://instagram.com/karatbarsinternationalofficial>

<https://plus.google.com/u/0/b/107022773965628879907/107022773965628879907/posts>



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