



1 Be careful what you share. Clarify that your opinions are **YOUR OWN**

2



2 **DON'T SHARE**
If it happens by mistake, own it and say sorry (your followers will understand)

3



3 **BE SURE TO FOLLOW MAPFRE'S CORPORATE PROFILES**

10



10 **TAKE CARE WITH NEGATIVITY**
AVOID the TEMPTATION to REPLY.
We have trained spokespeople and channels to take care of this.

11



11 **DON'T** use the company's official logos as your profile photo, but feel free to show our brand

12



12 **And above all - talk about what you like. Be friendly and respectful.**
Let the Real You shine through!

13



13 **Help us to convey MAPFRE's Commitment to society.**
There are more than 33,000 of us
think about how far we can go together!

5



5 **TAKE PART IN OUR CAMPAIGNS**

4



4 **SHARE CONTENT**
ABOUT MAPFRE'S VARIOUS PROJECTS
(as long it's been cleared for publication)

How can you contribute to strengthening our BRAND through your SOCIAL MEDIA profiles?

9



9 **AMPLIFY the GOOD TIMES**
We can all contribute to making MAPFRE a great company to work for

8



8 **CELEBRATE** the success of your colleagues. New arrivals, promotions, internal mobility

7



7 **SHARE** new stories that we publish on our corporate profiles

6



6 **SHARE** details about your working life on LinkedIn



DON'T FORGET to REPEAT our HASHTAGS!
#ThinkPink
#inMAPFRE moreUnited than Ever
#MAPFRE sustainable
#MAPFRE volunteers
#MAPFRE is trust
#PlayingOurPart



We're counting on you!