

SCANGRIP Social Media Guidelines for Distributors

What does the SCANGRIP brand stand for?

The SCANGRIP brand represents innovation, high-quality, professionalism, and long-term partnerships. It is well-known and respected in the market and a brand we must cherish and protect.

A SCANGRIP distributor (or any other company) may not market its business as if it were SCANGRIP. It is important that customers can see the difference between the official SCANGRIP social media accounts and other accounts established by SCANGRIP distributors. By following the guidelines, both the distributors and SCANGRIP can benefit from the strengthening of the brand on social media.

Use of the SCANGRIP brand on social media

If a SCANGRIP distributor wants to create a social media account with only SCANGRIP products, it must be clear that it is a SCANGRIP Distributor. This applies to both the username, profile picture and profile description of all social media platforms.

Acceptable social media account



- SCANGRIP distributors can use their own company logo in the profile picture or download a predesigned SCANGRIP Distributor profile picture designed by SCANGRIP.

- SCANGRIP distributors may use the brand name in the username if it appears together with distributor, e.g. scangripdistributor_germany.

- The profile description should clearly state that it is a SCANGRIP Distributor.

Unacceptable social media account



- SCANGRIP distributors may not use the SCANGRIP logo alone in the profile picture or header of any social media account.

- SCANGRIP distributors may not mislead customers to think that a social media account is an official SCANGRIP channel.

Finding and using material for social media posts

A lot of different types of content can be published on social media channels. To avoid copyright infringement on social media, it is important that you have the permission to use any given material or post your own original content.

We distance ourselves from any inappropriate posts and behavior on social media. Comments on one of the official SCANGRIP accounts that could be considered violent, prejudicial, racist, or inflammatory will be deleted immediately.

SCANGRIP BUSINESS PARTNERSITE

For SCANGRIP Distributors, we offer an online marketing platform where you will find everything you need to market the SCANGRIP products.



At the SCANGRIP BUSINESS PARTNERSITE you will find a lot of pre-designed sales campaigns and ready-to-go marketing concepts which makes it easy and fast for you to promote the SCANGRIP lights. You can also find social media packages and videos prepared for Instagram. Furthermore, you can download the **predesigned SCANGRIP Distributor profile picture**.

For SCANGRIP it is important to support customers with pictures, videos, and campaigns for marketing purposes. All material made available on the SCANGRIP BUSINESS PARTNERSITE can be used by SCANGRIP Distributors.

The SCANGRIP BUSINESS PARTNERSITE is for our business partners only and requires a password. Apply for your personal login at scangrip@scangrip.com, or send us an e-mail if you have any questions about material for social media use.