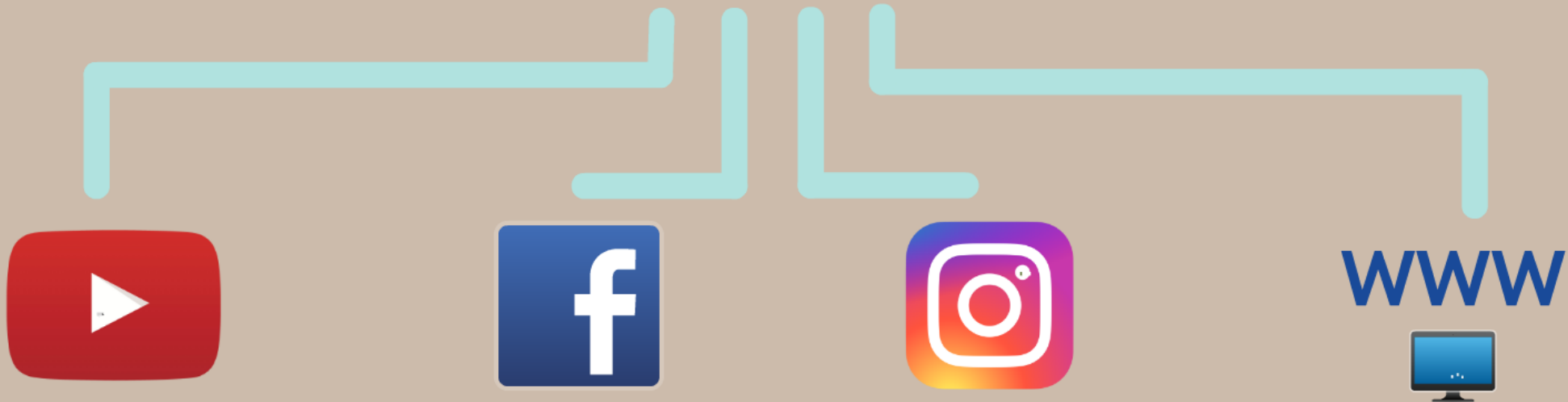


**SOCIAL
MEDIA
MARKETING**



#experiencesalzburg

JOIN US!



The use of Social Media Marketing and New technologies in Human Resource Harvard Case Solution & Analysis



Promoting running & outdoor activities around Salzburg

BEST TRAILS

RUNNING TRACKS

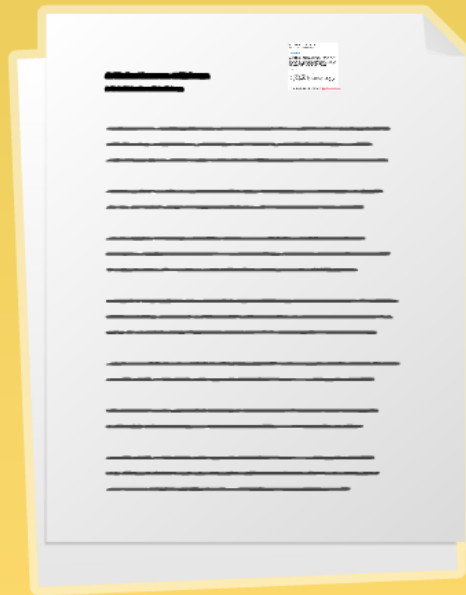
**TRICKS &
TIPPS**

**RUNNING
EVENTS**



Set up a strategy:

- guidelines
- dividing the tasks



Social Media Guidelines

Experience Salzburg – Natural Beauties Team

Guiding Statement

As the members of FH-Salzburg Social Media Marketing class, we would like to realize values, and importance of social media promotion of Salzburg in the framework of our University studies.

The corresponding team has implemented a social media policy which ought to be in line with our and the FH-Salzburg ethical values. Any member of the team, may elect to create blogposts, photos, videos and any other media content on the following platforms: Facebook, Instagram, YouTube, Experience Salzburg's Website should follow the guidelines and act responsible.

Policy

1. Any time when social media activity takes place, the member should act on behalf of the team and the FH- Salzburg.
 2. Always adhere to copyright standards.
 3. Do not disclose confidential information about the team, yourself or the Fh-Salzburg.
 4. Remember, as an employee you are ambassador for the team, the Experience Salzburg Website and the Fh|Salzburg and in any manner in all situations, including online, should reflect it in a positive way.
 5. Protect your privacy.
 6. Share content intelligently.
 7. Employees are responsible for ensuring that their online activities do not interfere with their ability to perform in the University and writing their Thesis.
- 