



# Where are we now?

---



---

*24,437 followers*

- » Shows, products, industry news, contract wins
- » Top 5 countries: 79% currently from US/UK followed by France, Switzerland, India
- » 30+ pages for various Meggitt sites/BUs
  - Consolidation plan in progress



Twitter

---

*983 followers*

- » LinkedIn content repurposed for Twitter
- » Unverified account (waiting Twitter to enable this function)



Facebook

---

*820 followers*

- » Mainly reposts of LinkedIn
- » Minimal presence



Instagram

---

*N/A*



Snapchat

---

*N/A*



---

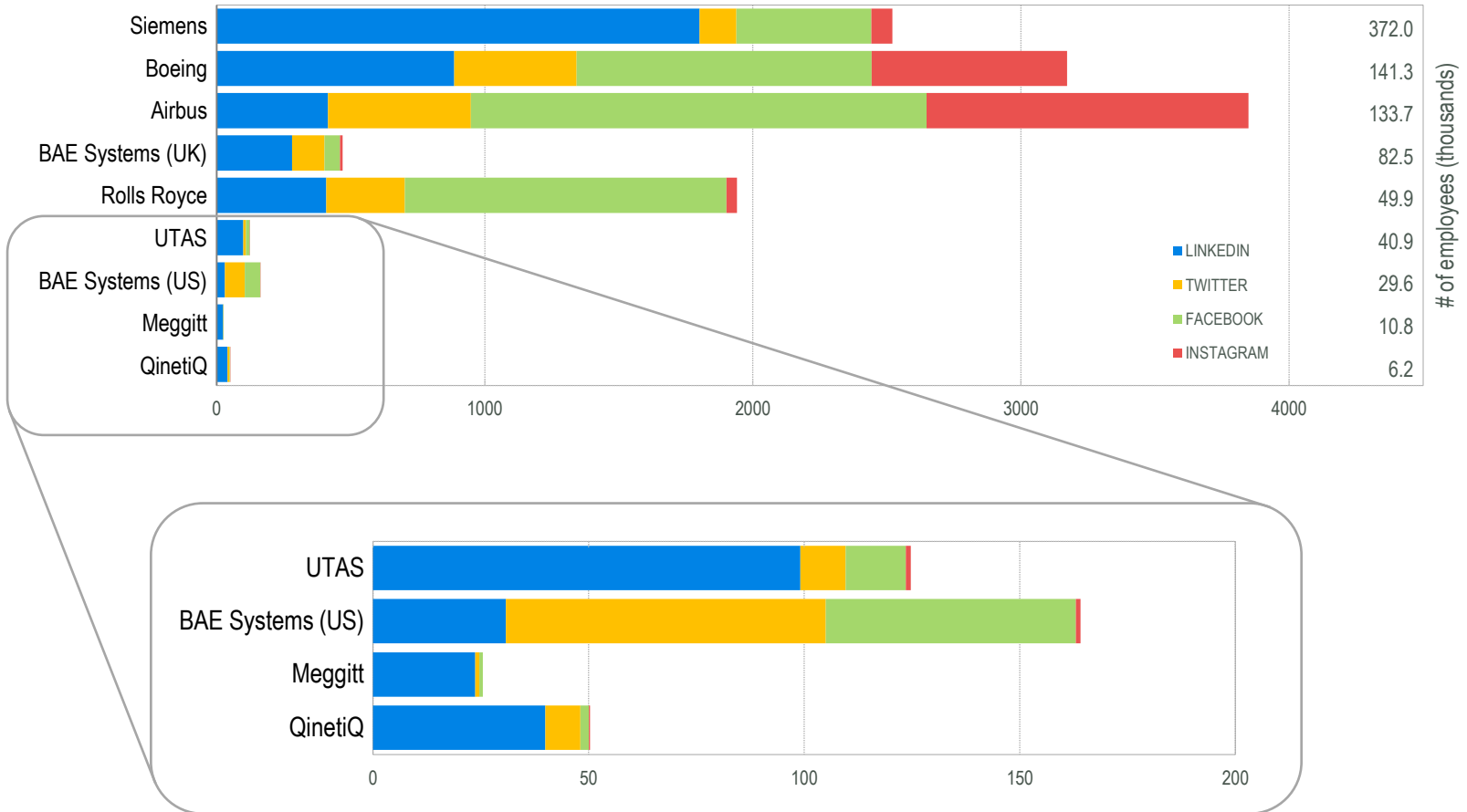
*56 subscribers*

- » 4 videos only

# How are our peers doing?

## Audience size by platform

By thousands of followers

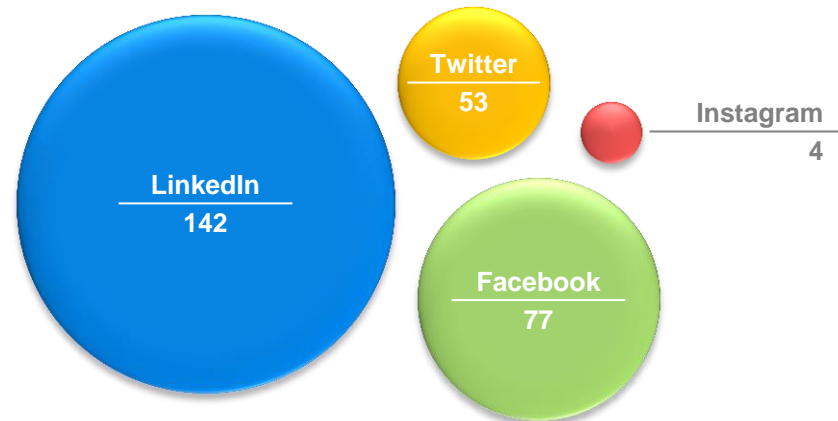


# What are the key social media platforms?

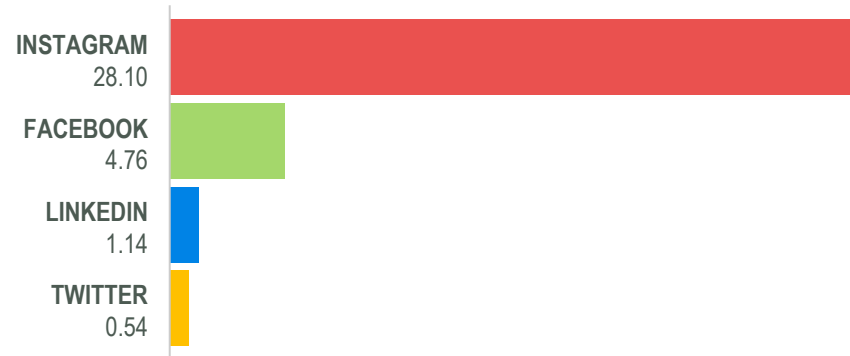
## Aerospace and Defence

TrackMaven 2016 Social Media Impact Report



**Median social media  
audience size**  
(Thousands of followers)



**Engagement ratio**  
(Average # of interactions per  
post per 1000 followers)



# Platform specific content

	PLATFORM	FOCUS	CONTENT
 <p>PRIORITY #1</p>	<b>TWITTER</b>	Primary digital advertising platform to establish brand	<ul style="list-style-type: none"> <li>» Current events, trade shows, press releases</li> <li>» Retweets of sub-pages</li> </ul>
	<b>LINKEDIN</b>	Primary people connection for recruiting/employment	<ul style="list-style-type: none"> <li>» Professional platform for recruiting, networking</li> <li>» Connect and educate STEM community</li> </ul>
	<b>FACEBOOK</b>	Secondary people connection, leads to other outlets	<ul style="list-style-type: none"> <li>» Trade shows, press releases</li> <li>» Links to posts on other platforms</li> </ul>
	<b>INSTAGRAM</b>	Branding, audience engagement	<ul style="list-style-type: none"> <li>» Products (in action, cool shots)</li> <li>» Introduce our people</li> <li>» Brand related hashtags</li> </ul>
	<b>SNAPCHAT</b>	Temporary content geared towards younger crowd	<ul style="list-style-type: none"> <li>» Live event access, behind the scenes</li> </ul>

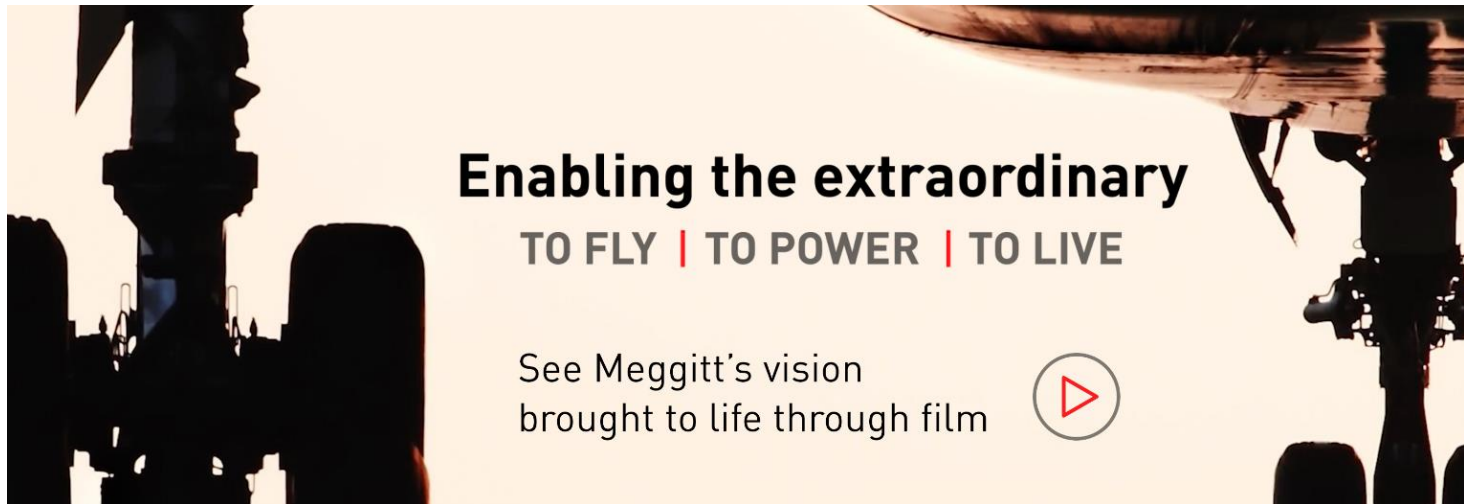
Thanks to Kyle Patterman for his inputs to this slide.

# Where do we want to be?

---

## » 2018 social media objectives

- Recruitment (all ages)
- Event promotion
- Brand building:
  - reinforce the Meggitt vision “Enabling the Extraordinary. To Fly | To Power | To Live.”
  - a world-class engineering and technology company
  - a global, integrated business
- Thought leadership
- Remember 80/20 Rule: maintain relevance to Meggitt but avoid too much Meggitt-focused content



# How do we get there? Q1 2018

## Focus on top two platforms

Increase audience 5% by end 2018

### 1 LINKEDIN

- » Weekly posts
- » Get inputs from around all of Meggitt
- » Consolidate separate Meggitt pages



### 2 TWITTER

- » Weekly posts
- » Verify account (waiting Twitter to enable this function again)



## Looking ahead

### 3 FACEBOOK

- » Review position with HR, evaluate relevance/impact
- » Note: Boeing, Airbus, Rolls Royce have their largest audience here



### ON HOLD (Q1)



### INSTAGRAM

- » Consider for 2018

### OUT OF SCOPE



### SNAPCHAT

- » No action at moment



# How do we get there? Q2 - Q4 2018

## Focus on top three platforms (Twitter, LinkedIn, Facebook)

Increase audience 5% by end 2018

### » Increase Meggitt visibility

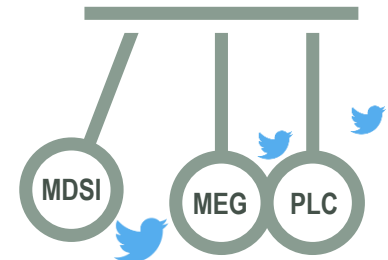
- Weekly posts on social media (content adjusted to each platform)
- Link the articles to Meggitt strategy and current events
- Consider adding sites with a specific industry or division focus (similar to Boeing and Airbus)
- Review pros/cons of an Instagram account
- Publish social media guidelines

### » Establish Meggitt social media team

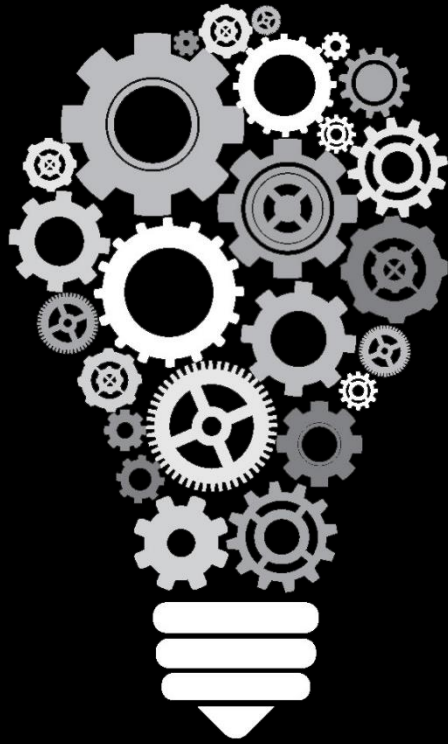
- Kick off call with social media leads at Meggitt facilities
- Encourage articles to show our diversity
- Engage with followers by responding to comments
- Interact with our peers/customers (retweets)
- Encourage reposts by Meggitt employees (Use graduates)

### » 2019 plan

- Start building the plan for 2019
- Consider other languages?







## Appendix

# What are our peers saying?



<b>Meggitt</b>	Recruiting, press	Same content as LinkedIn	Same content as LinkedIn	n/a	4 videos ...
<b>Boeing</b>	People	Technology	Technology, press	Aircraft	458 videos People, press
<b>Airbus</b>	Recruiting	Airbus, press	Technology, press	Aircraft	726 videos People, press
<b>Rolls Royce</b>	Technology	Same content as LinkedIn	Same content as LinkedIn	Products	267 videos Technology, people
<b>Siemens</b>	People	Same content as LinkedIn	Same content as LinkedIn	Variety - People, action, outreach	6,442 videos People, technology

Information contained in this document may be subject to export control regulations of the United Kingdom, European Union, United States or other national jurisdictions, including the US International Traffic in Arms Regulations and/or Export Administration Regulations. Each recipient of this document is responsible for ensuring that transfer or use of any information contained herein complies with all relevant Export Control Regulations.