

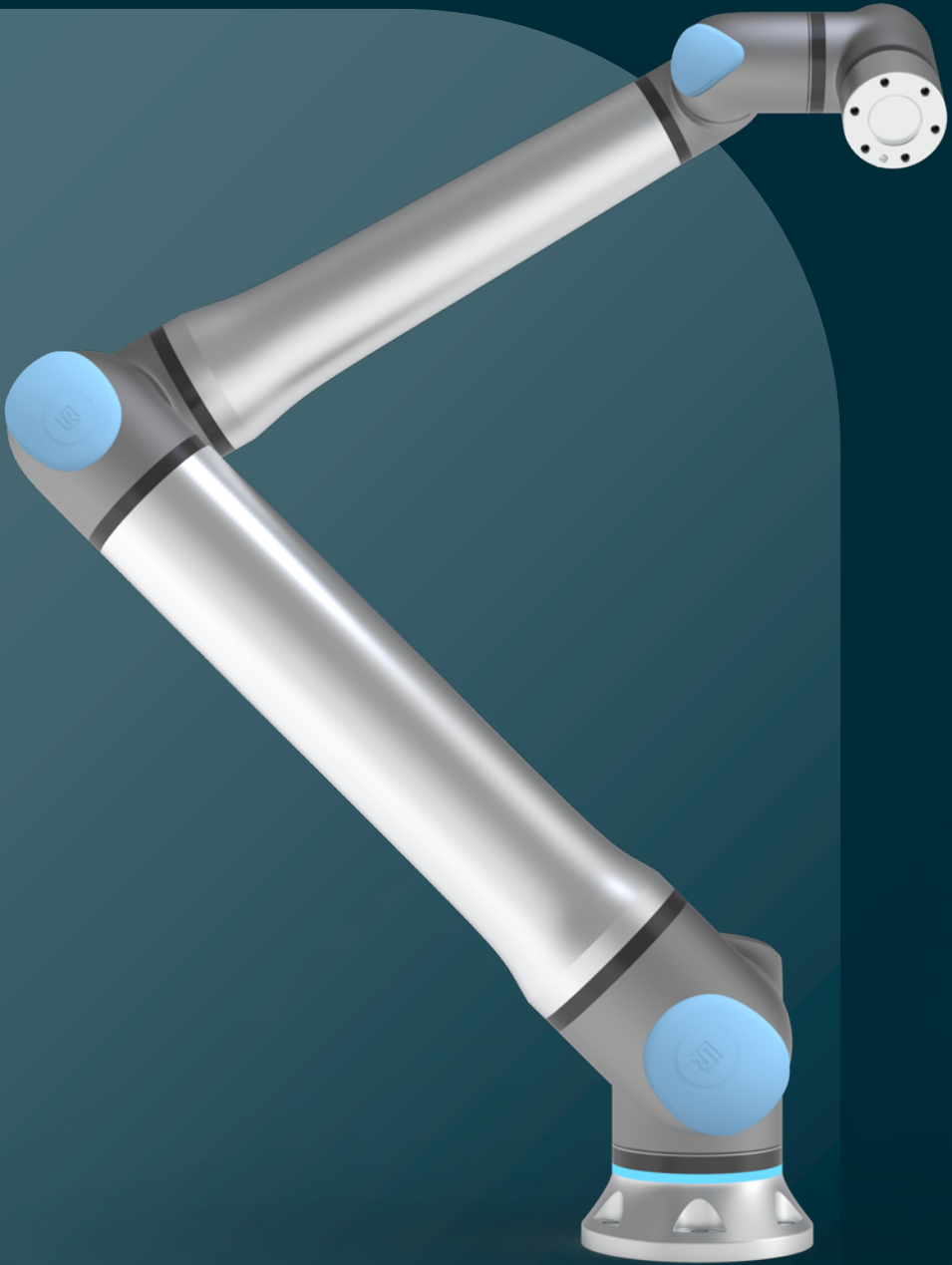
# Playbook

## Let's collaborate on social media

Morten Vium, Global Social Media Strategist

2023





## Why collaborate on social media?

Together we can reach and influence more people:

- You get global distribution of your content
- You increase awareness of your brand
- You get quality content for your own channels

## UR social media in numbers

### Followers:

[LinkedIn: 160,000](#)

[Instagram: 90,000](#)

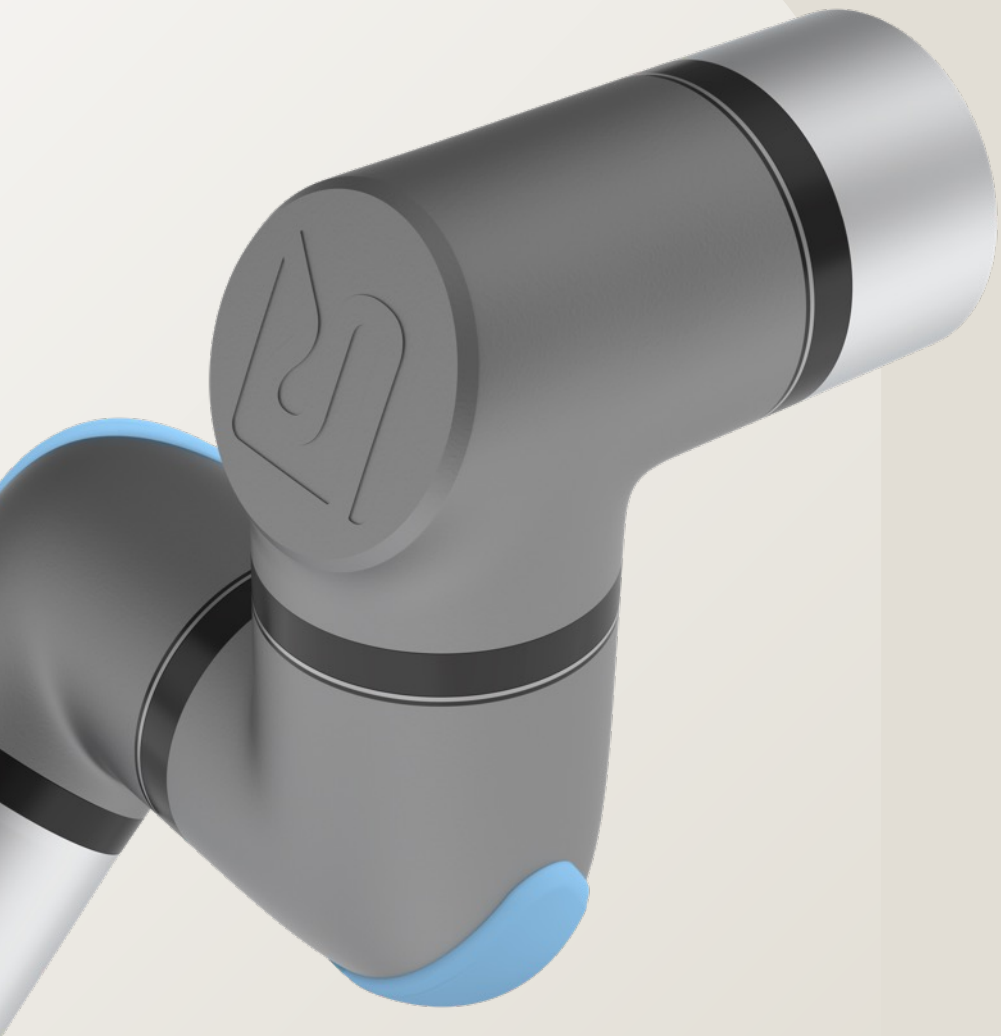
[Facebook: 1,070,000](#)

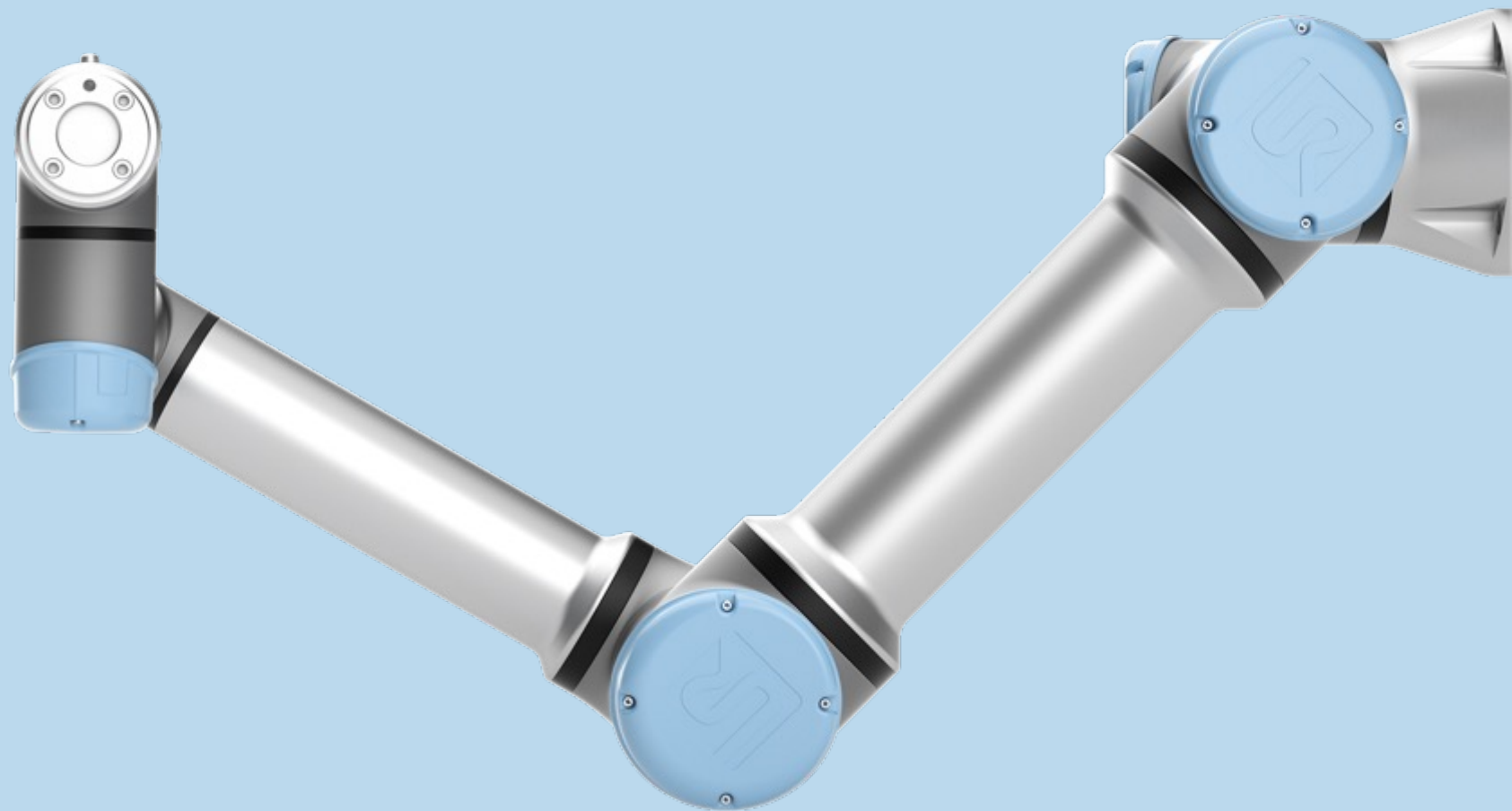
[Twitter: 30,000](#)

### Engagement (monthly):

+ 20,000 reactions (likes etc.)

+ 2,000,000 post views





# Best practice

# Best practice - Application posts

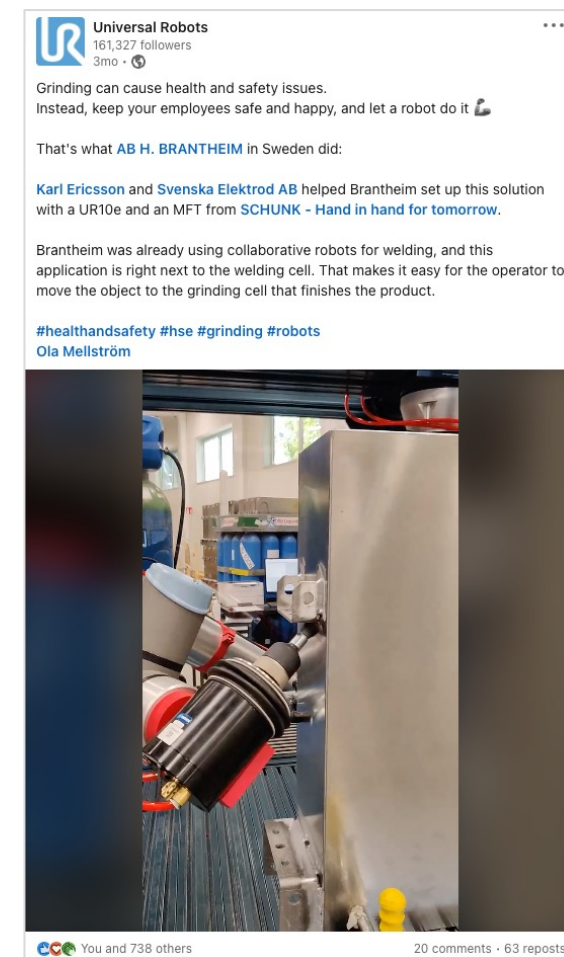
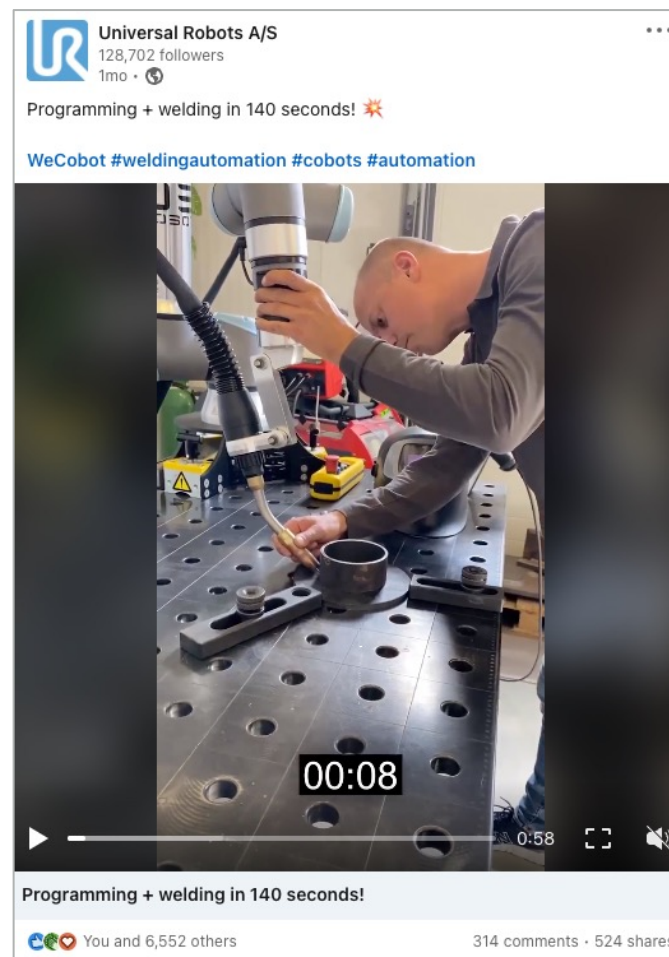
Vertical video from a real-life application work very well for us.

Keep it short (15-90 sec)

Links:

<https://www.linkedin.com/feed/update/urn:li:activity:6907600674159480832/>

<https://www.linkedin.com/feed/update/urn:li:ugcPost:7006178986791731200/>





# Best practice - Event posts

Photo galleries, partner selfies, and vertical demo videos work very well for us

Links:

<https://www.linkedin.com/feed/update/urn:li:activity:7045012528006860800>

<https://www.linkedin.com/feed/update/urn:li:activity:7041341050480656385>



**Universal Robots**  
161,328 followers  
2d · 🌐

🚩 Äntligen får vi avslöja!  
SE Automation blir ny återförsäljare för UR Sverige 🇸🇪

...see more

See translation

**SE AUTOMATION**  
Automation för alla

Distributörer för  
**MiR**  
ölis

SE Automation - ny återförsäljare för Universal Robots i Sverige  
universal-robots.com · 3 min read

👍❤️👍 Maria Lumby and 50 others  
6 comments



**Universal Robots**  
161,328 followers  
1w · 🌐

Warm-up for European Robotics Forum 2023 🤖

1. Prepare booth!
2. Show a delegation of robot specialists and researchers how we bui ...see more

Sandra Jelisavcic and 194 others  
4 comments · 2 reposts

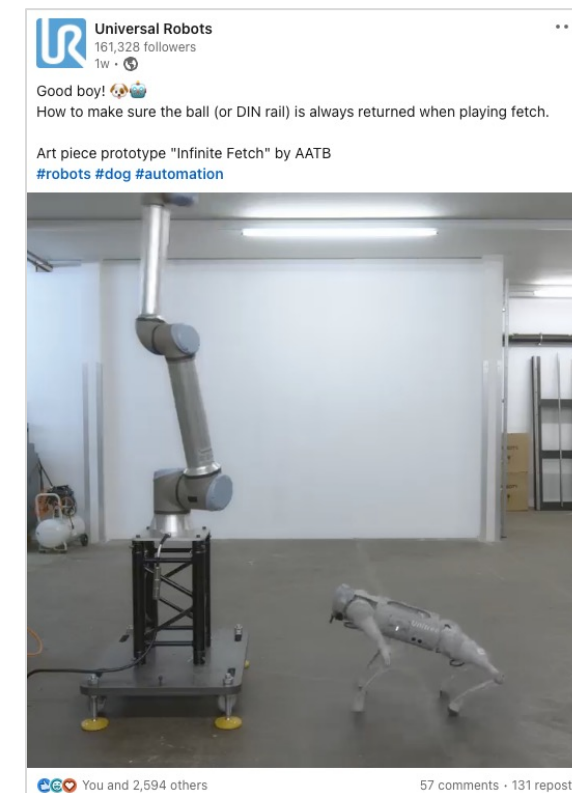
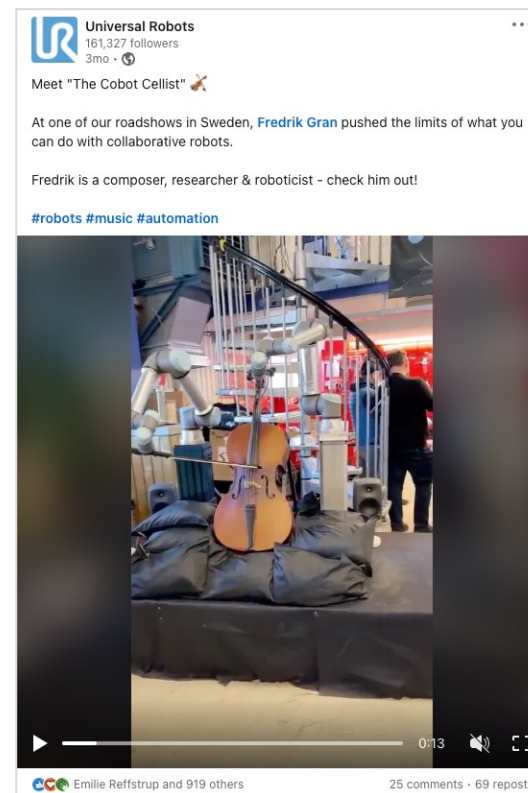
# Best practice – Fun applications posts

Fun videos of the robot doing non-industrial tasks can work very well if people can relate to them.

Links:

[https://www.linkedin.com/posts/universal-robots\\_robots-dog-automation-activity-7042401141254422529-QPBF](https://www.linkedin.com/posts/universal-robots_robots-dog-automation-activity-7042401141254422529-QPBF)

<https://www.linkedin.com/feed/update/urn:li:ugcPost:7008694606305361920/>

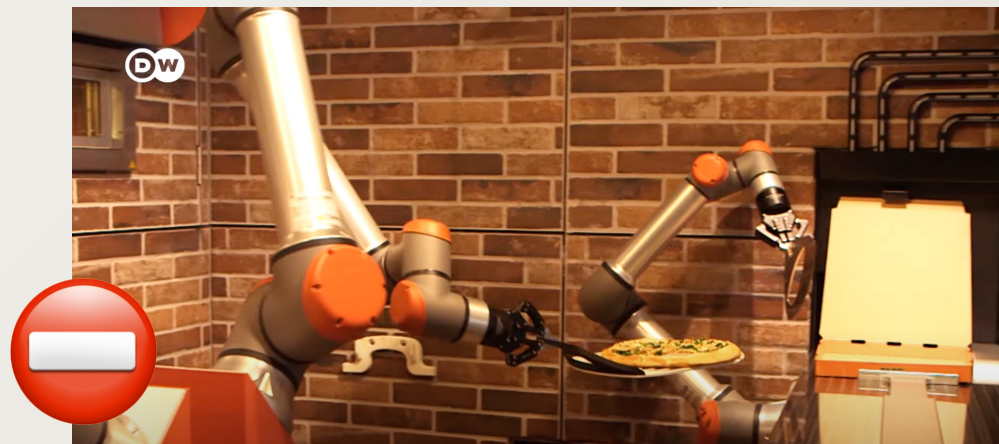
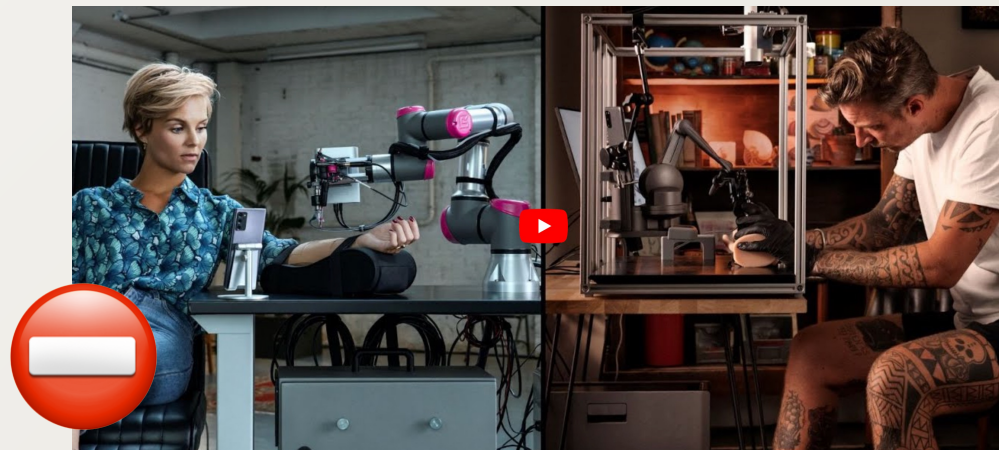


# Please don't share...

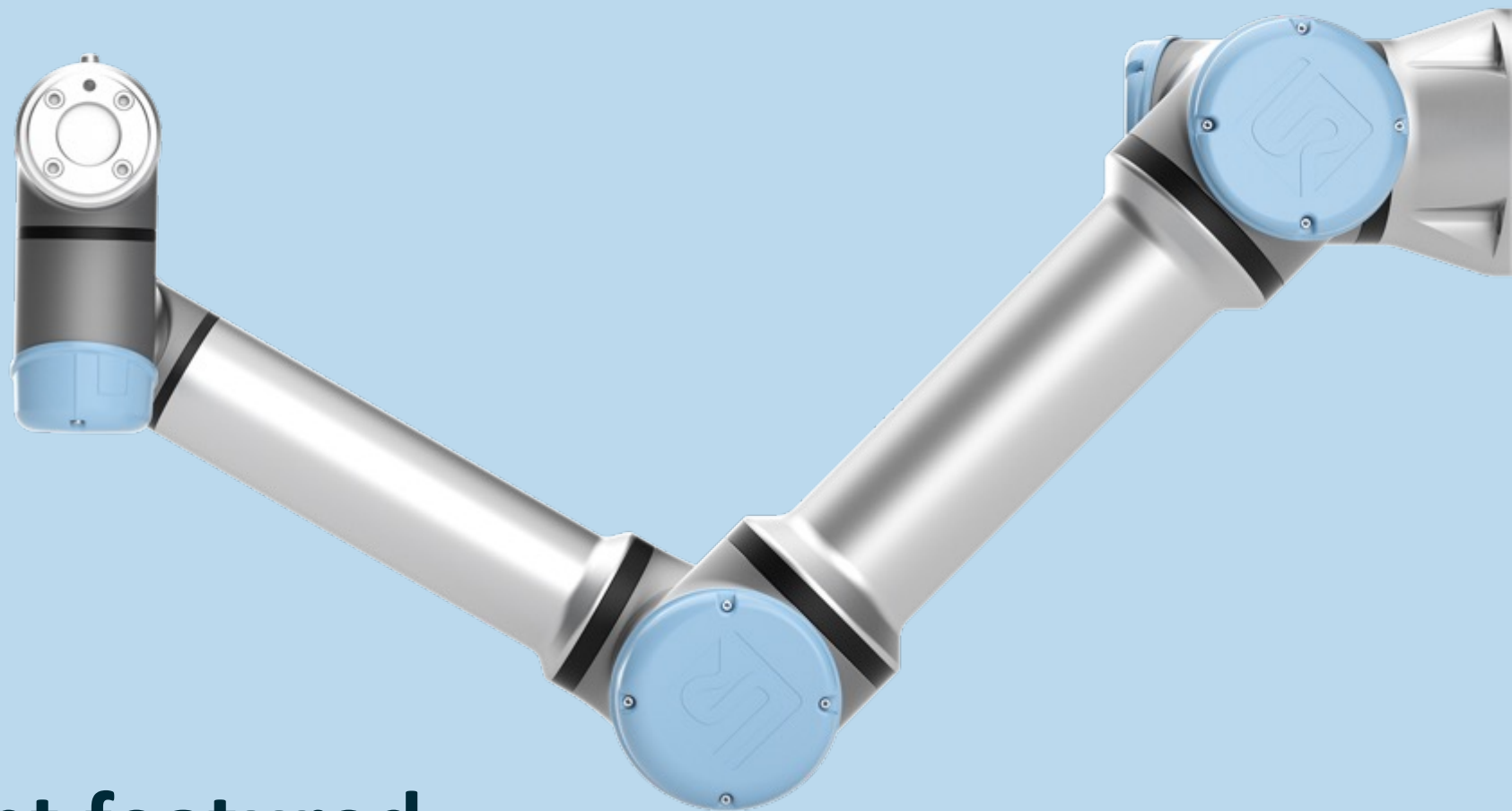
We do not share or engage with content showing cobots handling **unpackaged** foods, drinks, medical applications, or performing human body procedures - medical or non-medical.

These are unintended use and are not endorsed by Universal Robots.

We recommend you don't share this kind of content either.







**Get your content featured  
on our platforms**

# Our followers love great video content from our partners!

## We would love to create attention around your content as well!

**Universal Robots**  
147,900 followers  
7mo · 🌐

CNC + Cobot = Productivity++


"The customer was very surprised that the installation and commissioning of the robot and Safedoor could be realized in a few days. After the training on the systems, the customer is now independently on the road and very, very satisfied."

Great job by the customer, [Made4CNC](#), and [MS-ELECTRONICS GmbH](#) 🙌

Click here to get in touch with a guide who can help you automate your machine tending:  
<http://urrobots.com/hkZ>

#cncmachining #machinetending #robots #cobots

**If you have a CNC machine  
you should have a cobot!**



2x speed

Installation and commissioning  
was done in just a few days

Automate machine tending

👍👍👍 You and 1,631 others      47 comments · 143 reposts

**Universal Robots A/S**  
128,702 followers  
1mo · 🌐

Programming + welding in 140 seconds! 🚀

[WeCobot](#) #weldingautomation #cobots #automation



00:08

Programming + welding in 140 seconds!

👍👍👍 You and 6,552 others      314 comments · 524 shares

**universalrobots**

Get more from your team with these cobot welders. The UR+ application kits in this post are certified to Plug & Produce with UR cobots, which simplifies programming and reduces time to deploy an automation system for your welds. Not all these kits are available globally – visit the UR+ showroom in our bio to find out the best cobot welding tools in your region!

- Vectis Automation's Cobot Welding Tool reduces the risk, learning curve, and cost of implementing automation

Vis indblik

👍👍👍 Synes godt om fra [rarukautomationlimited](#) og 4,111 andre

18. JUNI 2021

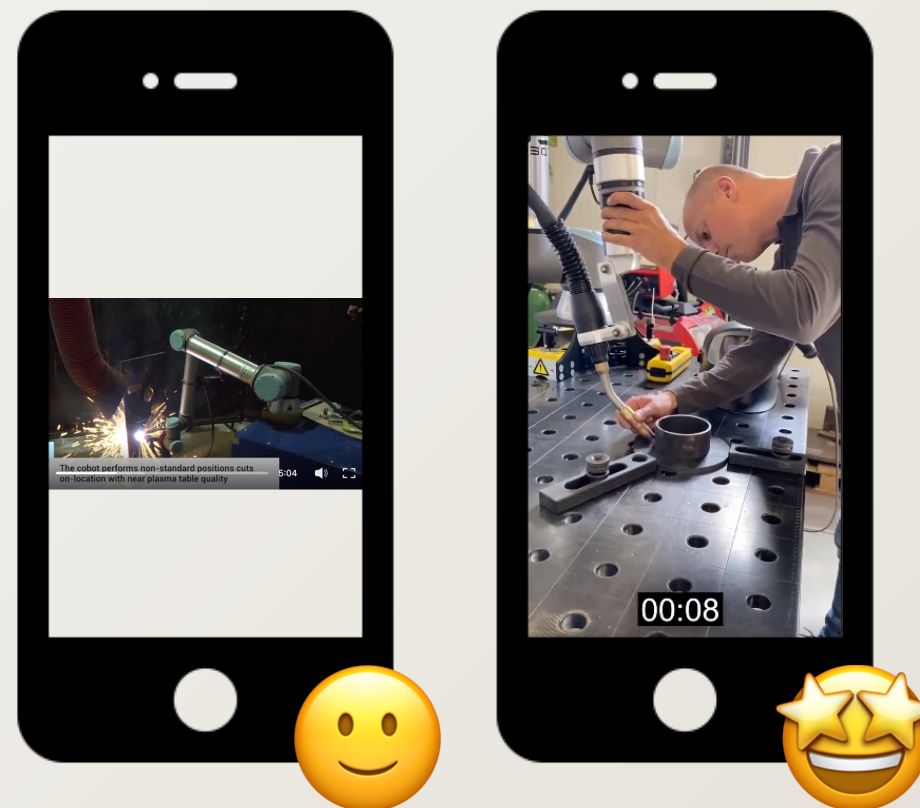
🗨 Tilføj en kommentar ...      [Slå op](#)

# Optimize your content for UR channels on LinkedIn, Facebook, and Instagram

## Here are best practices for videos our followers love:

- Show your application in a real-life situation at a customer's site or a test set-up that looks real
- Solutions for welding, palletizing and machine tending are very popular
- Keep it short (15-90 seconds)
- Show at least one full cycle with a workpiece
- Film your video in vertical format (4:5 or 9:16 ratio)
- Remember consent from customers and people in the video

**Two videos with the same width.  
Vertical video grabs more attention**



# Submit content

Click here to submit your content:

<https://wearecobots.com/some-content-submission>

## How we optimize content:

- We edit your video if needed
- We add UR outro
- We write post copy that work with the messaging of your video
- We post the video on our social media channels if it fits to our requirements, and tag you

### Submit content for Universal Robots' Social Media

Thank you for helping us spread the word about cobots!

Please use this form to submit your content suggestion for our social media channels.

Important: You should get consent from the customer or whoever is in the video/photo. Please print this form, have the customer fill it out, and attach it in the field below: <https://wearecobots.com/some-consent-form>

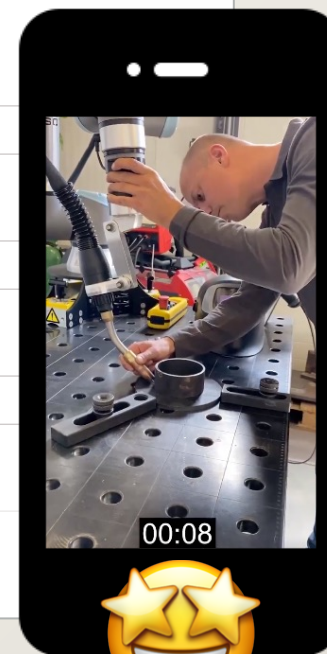
/The SoMe Team

Your Name \*

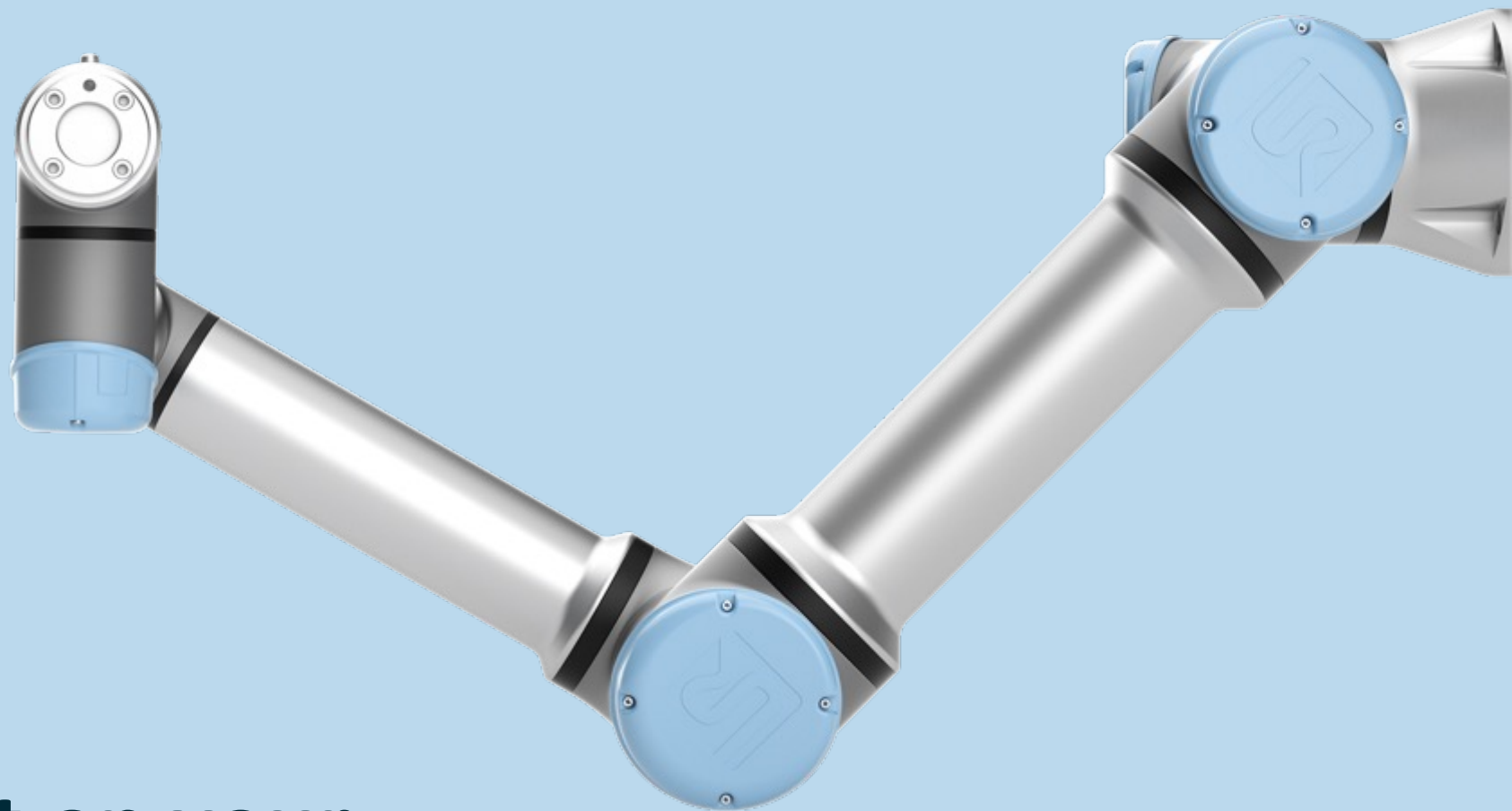
Your Company \*

Your Email address \*

Suggested video / graphic / photo content \*







**Use our content on your  
platforms**

# Use our content on your own platforms

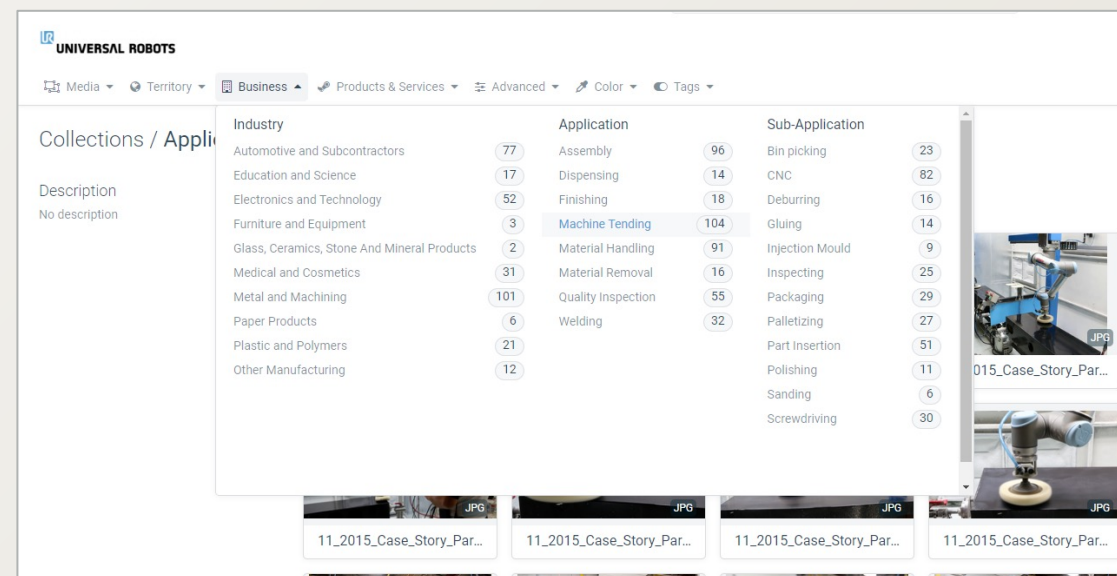
We have a library of content that you can use on your own social media channels.

## Find it here:

<https://wearecobots.com/some-ur-media-assets>

## Terms:

- Always tag Universal Robots in the post copy, so we can engage in the conversation and help spread the word
- Do not alter/change the content without written permission



*Tip: You can sort and filter the gallery by industry or application*



# Let's collaborate!

**If you have questions please reach out to:**

Morten Vium, Global Social Media Strategist  
[movi@universal-robots.com](mailto:movi@universal-robots.com)

# Thank you

Let's change the world!

