



BayerNet

*Taking Internal Communications External and
Creating Employee Ambassadors*



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Agenda

- // A quick introduction to Bayer and our Intranet journey
- // Live BayerNet Tour
- // Q&A
- // The BayerNet App
- // Q&A

The aging, growing world population needs new and better medicines and a much larger, more reliable food supply.

Only with true innovations can we tackle the significant health care and nutrition challenges of the future.



Bayer U.S.

20, 000 + Employees

More than 300 locations



Major Intranet Consolidation began in 2016

The image displays a collage of various Bayer intranet portals from 2016, illustrating a fragmented user experience. The portals include:

- myNetwork | pharmaToday**: Features news, press releases, and company updates.
- myBayer East Coast**: Focuses on regional news and events.
- INSIDE Crop Science**: Dedicated to crop science research and innovation.
- myNetwork | Japan**: Tailored for the Japanese market with local news and events.
- Intranet | Bayer Vital**: Provides information for Bayer Vital employees.
- PHARMA today Drug Discovery**: Focuses on pharmaceutical research and development.
- myNetwork | Japan**: Another instance of a region-specific portal.
- connections**: A portal for employee connections and networking.
- myNetwork | Japan**: A third instance of a region-specific portal.

A large blue arrow points from this collage towards the consolidated **BayerNet** portal on the right, which represents the unified intranet experience.

BayerNet

HOME BAYER ORGANIZATION LOCATION PEOPLE MY IT SERVICES

Who or what are you looking for?

A+D Launches Tattoo Moisturizing Ointment

Welcome Amy Miller

Enabling Punct... St Louis (US) English

CORONAVIRUS UPDATES

TOOLS & RESOURCES

myServices Travel IT Workplace Data Media Buying COM St Louis Crop Science USA

MY BOOKMARKS

US COVID MON Core Tea... Issue response... MON Core Tea... Google Visitor Announ... NJ Bayer Identity... Digital signage Unsplash

PERSONNEL ANNOUNCEMENTS

BASIA (Bayer Asian Society Inclusion Alliance) Advancing Asian Leadership, 2021-03-25

Personnel Change: Alm Sayed Announcement by Michael Schulz and Jena Hartmann, 2021-03-02

Join us! Days of Understanding 2021: Real Dialogue for Real Change

AHA + Art Challenge

My American Dream: Harmony of Inclusion and Diversity



Live Tour



<https://bayernet.int.bayer.com/en/>

How it Works

- Personalized content
- Common global content
- Tailored country and local content
- Easy access to local tools and services
- Consistent with [bayer.com](https://www.bayer.com)
- Responsive design and navigation

Three News Tiers

Blended content based on personalization

1

2

3

The screenshot displays the BayerNet intranet interface. At the top, the 'BayerNet' logo is visible alongside navigation links for HOME, BAYER, ORGANIZATION, LOCATION, PEOPLE, MY IT, and SERVICES. A search bar on the right prompts users with 'Who or what are you looking for?'. The main content area is personalized for a user named Amy Miller, as indicated by the 'Welcome Amy Miller' message and the 'Enabling Funct...' status. A large featured article titled 'A+D Launches Tattoo Moisturizing Ointment' is prominently displayed. Below this, a grid of smaller news items is shown, including 'Bayer "Employee Voice": The employee survey at Bayer', 'World Health Day - focus on what matters most', 'CATs Chat: CATs workshops - Outlook and MS Teams - ...', 'Prepare for Controversial Crop Science Talks', and 'IT Issues: Improvements on Incident Management and...'. A sidebar on the right provides quick access to various tools and resources such as myServices, IT Workplace, Media, CDM, Crop Science, Travel, Data, Buying, St Louis, and USA. The 'MY BOOKMARKS' section lists items like 'US COVID', 'Issue response...', 'Google', 'NJ', 'Digital signage', 'MON Core Tea...', 'Visitor Announ...', 'Bayer Identity...', and 'Unsplash'. The 'PERSONNEL ANNOUNCEMENTS' section at the bottom features news about the BASIA (Bayer Asian Society Inclusion Alliance) and a personnel change announcement for Alim Sayed.



PROFILE

ADDITIONAL CHANNELS

ADDITIONAL TOPICS

NEWSLETTER

Welcome to BayerNet!

This profile is the basis for your individual BayerNet - your news, navigation and quicklinks. **Please check your settings** and complete your profile. You can also subscribe to additional channels and topics. Please note that options may be limited during the roll-out phase.

Find out more about the great range of useful features offered by BayerNet [here](#) →



Division / Business Unit

Enabling Functions / Country Platform



Country/Region

USA



Function / Unit

Communications



Site

St Louis



Language

English



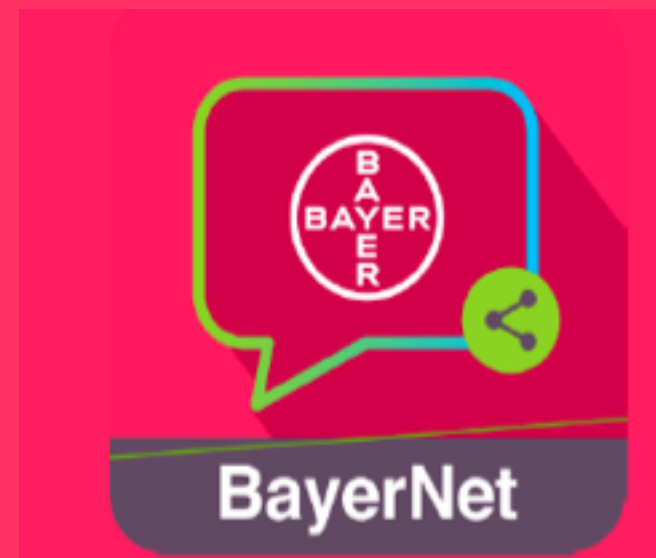
SAVE ALL SETTINGS

Q&A





The BayerNet App





A new tool for employees





BayerNet App in a Nutshell

The new BayerNet App has two main objectives:



Easy and fast 24 / 7 mobile access to company news:

Company news will be easily accessible on smartphones, even via private devices.



Support employees in advocating on social media:
Employees will be able to share content with their peers via social networks and find answers on critical questions and information on Bayer's positions.

The app provides the personalized BayerNet newsflow, an overview of Bayer social media activities, pieces to be shared on social media, as well as static content on critical topics and very important global change projects.

In the future, the BayerNetApp will be the only (standard) employee app for internal news and advocacy functionalities on mobile devices.



The BayerNet App. It's as easy as 1 – 2 – 3



- Go to the Apple App or Google Play store
- Search for “BayerNet”
- Download the app on your device



- OR – hover your smartphone camera over this QR code:



- Choose “Log in for Employees”
- Select “private phone or company phone”
- Enter your CWID and create a password

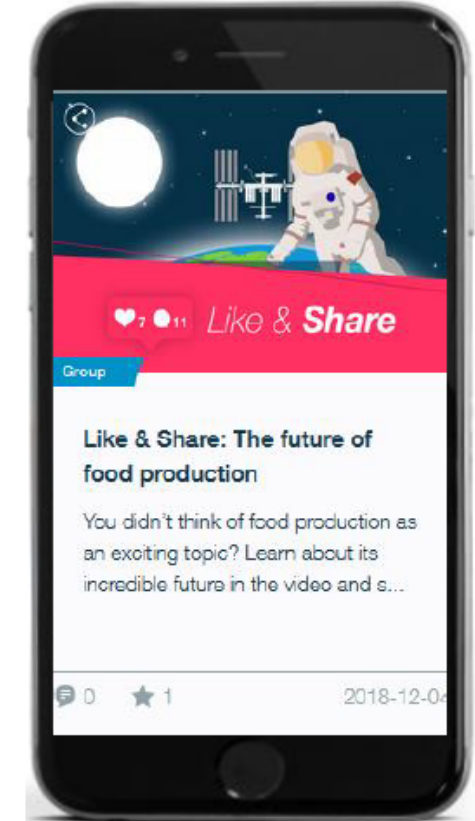
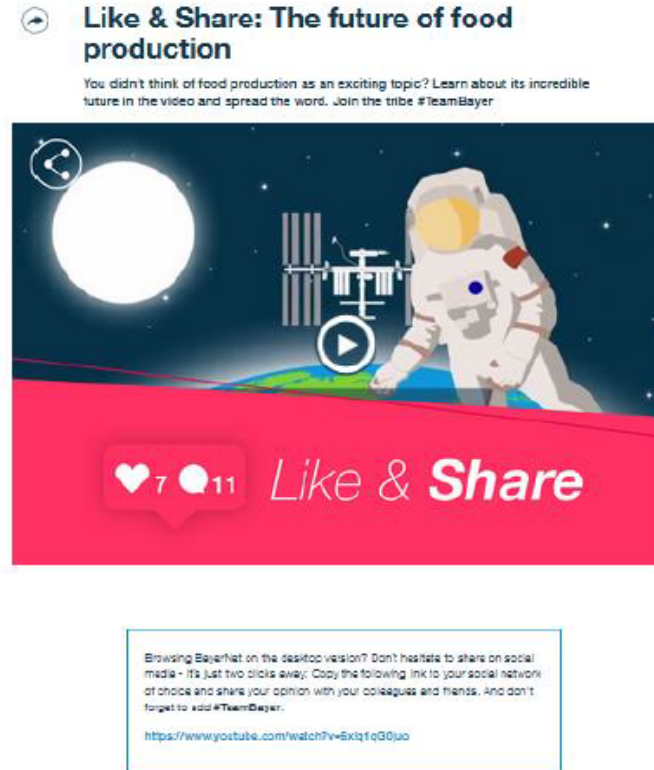


- That's it! You're in!
- Start surfing BayerNet
- Like and share articles on your social media feed



Like & Share content

Examples



BayerNet Desktop
Overview News Page



BayerNet Desktop View



BayerNet App View

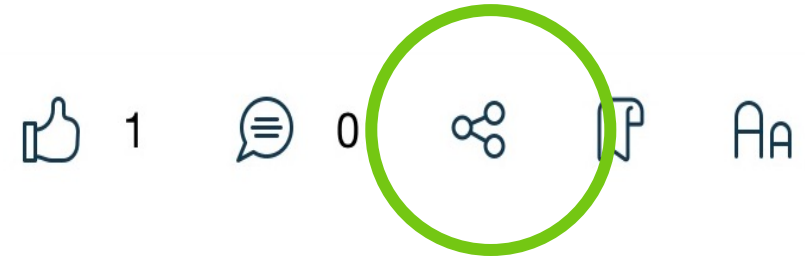


To share an article on your social media feed ...

- Find an article with the pink “Like and Share” banner at the bottom. Click on it to open it.



- Click on the share icon at the bottom of the screen



- Click on the icon for the social media feed you want to share it on.



- It's that easy! You can say something about the article you're sharing, or just post it.



“If the brand manages to engage with the individual at a human level, the possibility that the individual engages back is **62%** higher than when this does not happen.”

[Why Brands Have To Be Human On Social Media](#)

Adam with Social Media Explorer



Why Share?

Consumer Research Shows that Sharing Good News has a Positive Impact

- Bayer research with 2,200 adults in the U.S. measured perceptions about Bayer before and after sharing blog posts and videos about our products and activities.
- The results: These stories positively impacted how respondents feel about Bayer. More than **80% said** they had **a favorable impression of Bayer** after reviewing the content.
- Following exposure to our stories, perceptions about Bayer as a company that **cares about its employees, is a great place to work, has a positive impact on communities**, shares the values of the respondent and does meaningful work all increased.
- For example, after reading an employee blog about a community project in Puerto Rico, **more than half of readers said Bayer positively impacted the community**. These responses provided a **41 percentage point increase** from baseline perception.



Top Performing BayerScapes Like + Share 2020

Breakdown of views, reads, read ratio, fans and average read time found on Medium's statistics

 Bayer US in Bayer Scapes
Feb 27, 2020 · 6 min read



Shaped by FFA, a little gold card, and Dad


By Tami Craig Schilling, North America Knowledge Transfer Lead, Crop Science, Bayer...

[Read more...](#)



19

2 responses 

 Bayer US in Bayer Scapes
Apr 2, 2020 · 6 min read



Starting a new chapter in Boston

Move to a different country? Build a new team? Drive R&D projects that create a better life for...

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 Bayer US in Bayer Scapes
Jan 23, 2020 · 5 min read



Returning to the community

By Al Mitchell, Vice President, Corporate Engagement, Bayer U.S.

[Read more...](#)



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Bayer U.S. Social Media

- Employee focused content performs well across channels
 - Bayer Scapes, Women in Science, Volunteer work
- Creative and action-oriented visuals pull in more audiences
 - Quote card performance
- Social posts on “response” actions perform well
 - Covid relief initiatives, disaster relief, etc.
- Highest views on FB and LI but consistent performance is seen across IG

Thank you!

Q&A

