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## Appendix

### <sup>1,3</sup> Contest Terms and Conditions

Please observe the following legal guidelines when creating your social media posts:

- **<sup>1</sup>All monetary and non-cash prizes above a certain value must be taxed.** This varies from country to country. All winners are invited to contact local HR (payroll) for any questions regarding taxation.
- **<sup>3</sup>Your experiences from this team event** should in turn provide content for another **great social media post**.
- **Only use content for which you own the rights or which is royalty-free:** This applies to images, videos, texts -- and especially to music: The use of commercial music is generally not permitted unless a license is available. Instead, use royalty-free music or audio files provided by the respective platforms (e.g., from the Meta Sound Collection for Instagram).
- **Obtain written consent when depicting people.**
- **Follow established data privacy/protection guidelines:** No sensitive data or confidential information may be published.
- **Contact the Social Media Team** (Gabi Olpp and Lukas Guntern) if you have any uncertainties about copyright, trademark rights, or personal rights.

These points will be discussed and reviewed in detail at the kick-off meeting and during the finalization of the posts.

**Important:** Posts that violate legal requirements unfortunately cannot be considered or published.

## Social Media Team Challenge Evaluation Criteria

### Creativity & Originality (20%)

- Is the idea new, surprising, or particularly inventive?
- Is there an unconventional view of our world of hydraulics?

### Social Media & Engagement Potential (15%):

- How well is the post suited for interaction with the target audience?
- Is the post appealing and could it achieve a high reach (e.g., through attractive images or call-to-action)?

### Brand Fit & Corporate Identity (20%)

- Does the post reflect our mission, vision, values and our culture?
- Is Bucher Hydraulics recognized as an innovative, customer-oriented partner?
- Does the content reinforce Bucher Hydraulics as a leading provider of smart hydraulic solutions?

### Product or Technology Reference (15%)

- Is there a connection to our products, applications, or technologies?
- Does the post show how our hydraulic solutions work in everyday life, in work contexts, or in machines?

### Information Content & Comprehensibility (10%)

- Is knowledge explained in an interesting and simple way?
- Are topics (more technical) broken down effectively for a general audience?

### Feasibility (10%)

- Can the idea be realized within the timeframe and with the available resources?
- Is there a clear implementation plan?

### Storytelling & Emotional Impact (10%)

- Does the post tell a strong story with personality?
- Is it emotionally compelling, inspiring curiosity, fascination, or a sense of connection?