

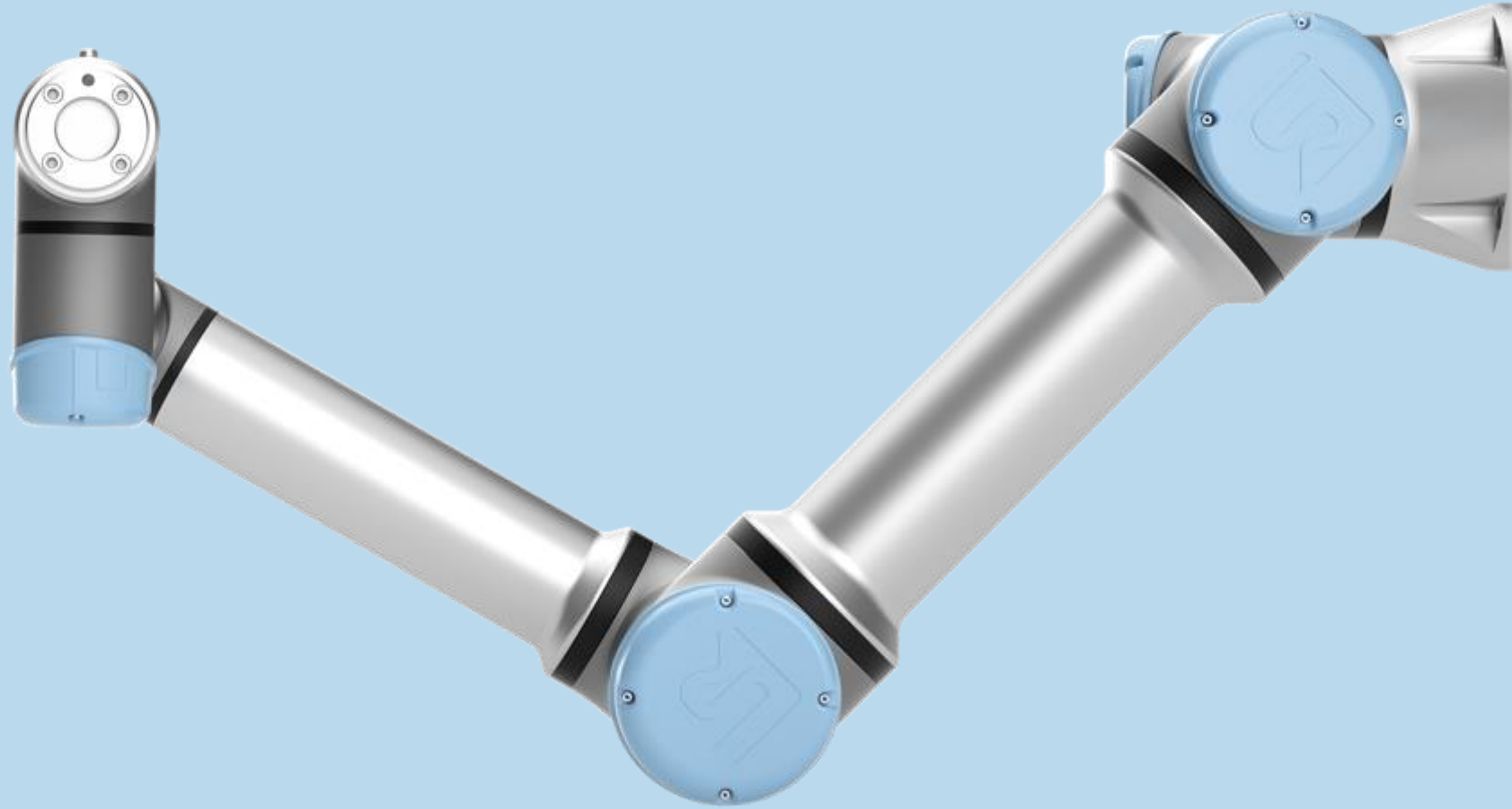
Playbook
Let's collaborate
on social media!



Agenda

1. Our social media landscape
2. Inspiration: 6 content formats that work for us
3. Get your content featured on our platforms
4. Use our content on your platforms





Our SoMe Landscape

Social Media in UR

Followers:

[LinkedIn: 130,000](#)

[Instagram: 85,000](#)

[Facebook: 1,072,000](#)

[Twitter: 30,000](#)

+ 10,000 monthly reactions

+ 1,000,000 monthly impressions







For your inspiration:
6 content formats
that work for us

Application post

Vertical 4:5 format video

"Amateur" footage

 45,000 impressions

 1,297 likes

 14 comments

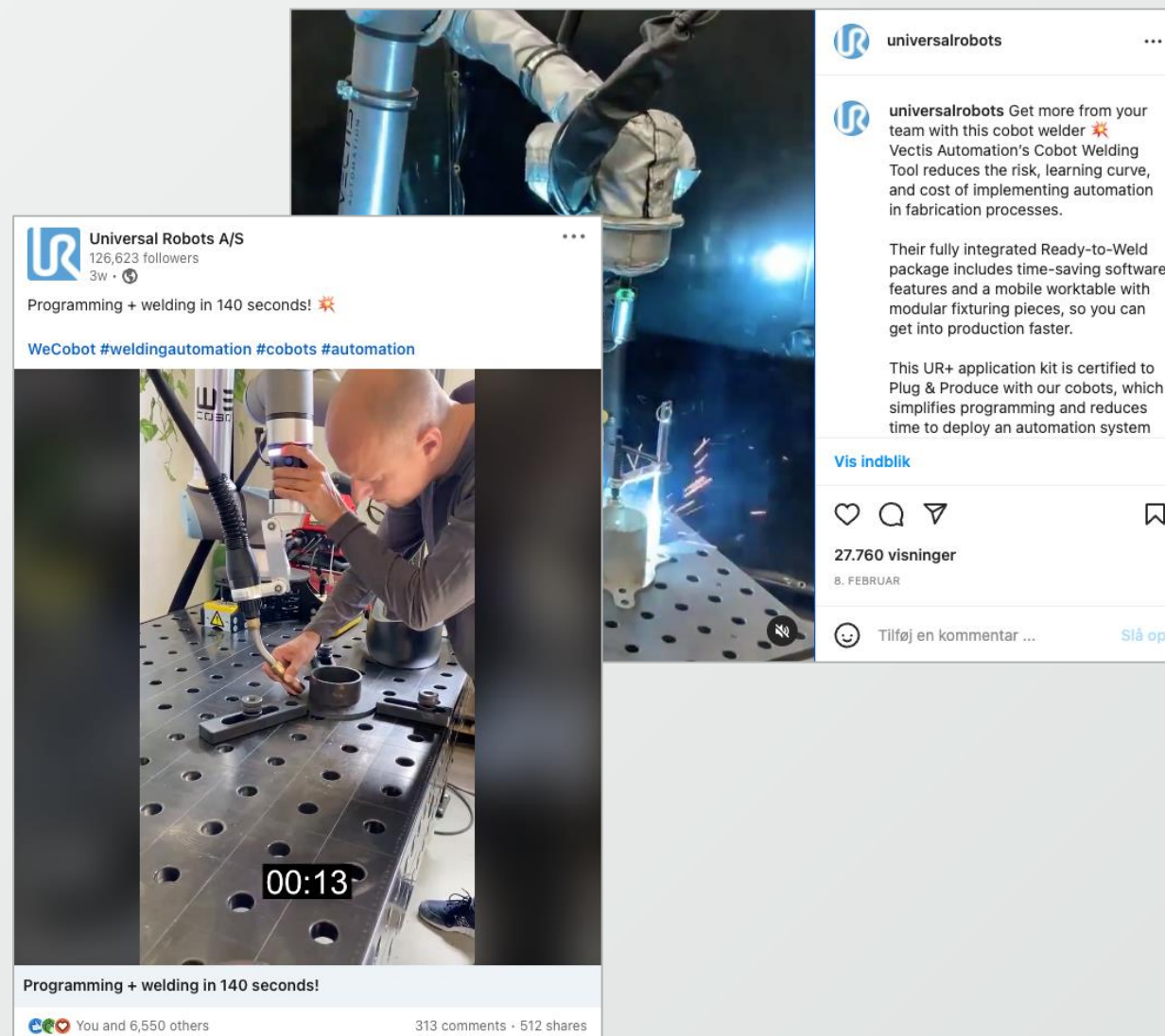
[Link to post](#)

 468,000 impressions

 6,551 likes

 313 comments

[Link to post](#)




The collage features three main elements:

- Top Right:** A close-up of a white robotic arm with a welding torch, emitting a bright blue light as it works on a metal component.
- Bottom Left:** A person in a grey shirt is shown from the side, focused on adjusting a robotic arm mounted on a perforated metal table. A video player overlay shows a timer at 00:13.
- Center:** A screenshot of a social media post from 'Universal Robots A/S'. The post text reads: 'Programming + welding in 140 seconds! 🌟' and includes hashtags #WeCobot, #weldingautomation, #cobots, and #automation. It shows engagement metrics like 126,623 followers and 313 comments.
- Right Side:** A screenshot of a social media post from 'universalrobots'. The text describes the 'Vectis Automation's Cobot Welding Tool' and its benefits, such as reducing risk and learning curve. It also mentions a 'Ready-to-Weld' package and a 'Plug & Produce' certification.

Application post


Professional video

Cut and edited

 19,500 impressions

 238 likes

[Link to post](#)


Universal Robots A/S
 121,374 followers
 6d · Edited ·

DCL Logistics erfüllt sich den Traum der Automatisierung! Und das Ergebnis lässt sich sehen 🤖👇

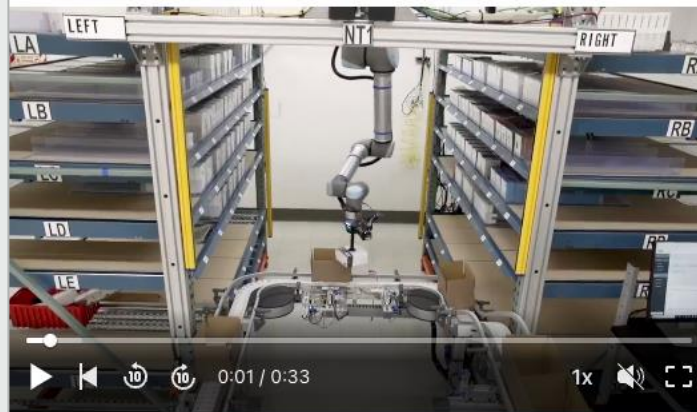
Eine schwankende Nachfrage prägt das Geschäftsfeld des E-Commerce Drittanbieters: 40 Prozent des Umsatzes entfallen auf die letzten zwei Monate des Jahres. Das fordert Flexibilität – die unsere Cobots mitbringen. 🌍

Durch den Einsatz eines UR10e konnten 50 Prozent der Kapazitäten eingespart und die Produktivität um 500 Prozent gesteigert werden. 📈


Jetzt unsere Anwendergeschichte lesen & Inspiration tanken ➔
<https://lnkd.in/d8t7Byqx>

#ecommerce #cobot #automatisierung #produktivität

[See translation](#)





Logistik leicht gemacht: DCL setzt auf Cobots!

 You and 196 others 7,188 views

Case story video


Square or 4:5 format

 49,200 impressions

 533 likes

 15 comments

[Link to post](#)



Universal Robots A/S
121,381 followers
2w · 🌐

⋮

On the FIAT 500 electric car production line, some of the assembly processes and quality controls required the introduction of automation technologies.


Additionally, given the fairly high average age of the factory workers, the question of ergonomic well-being was a keenly felt issue.

Collaborative automation has freed operators from repetitive and physically demanding manual tasks so that they can be employed on processes with greater added value.

Read the case story here:
<http://urrobots.com/h9C>


[Stellantis](#) [#manufacturing](#) [#fiat](#) [#cobots](#)

11 Collaborative Robots Help Stellantis Assemble the New FIAT 500 Electric Car




Click the link to watch the full video

▶ ⏪ ⏩ 🔊 🔇 0:05 / 0:38 1x 🗄

 Hanne Lillelund Ovesen and 532 others
10 comments · 17,676 views

Event Photo gallery

 5,000 impressions


 78 likes


[Link to post](#)



Event


Vertical video

 43,000 impressions

 798 likes

 16 comments

[Link to post](#)



Universal Robots A/S
126,625 followers
6d · Edited · 

Check out this clip of [RightHand Robotics, Inc](#) Robotics at [#MODEX2022](#) booth B8622 utilizing our UR5e cobot to power the RightPick 3 Robot System. Both the hardware and RightPick AI software have been reconfigured for greater performance, offering system integrators and warehouse operators an enhanced item-handling solution!


Learn more in the press release <http://urrobots.com/hfX> [#materialhandling](#) [#automation](#) [#palletizing](#)




0:14 / 0:17 1x  

  Hanne Lillelund and 579 others 13 comments · 33 shares

Poll

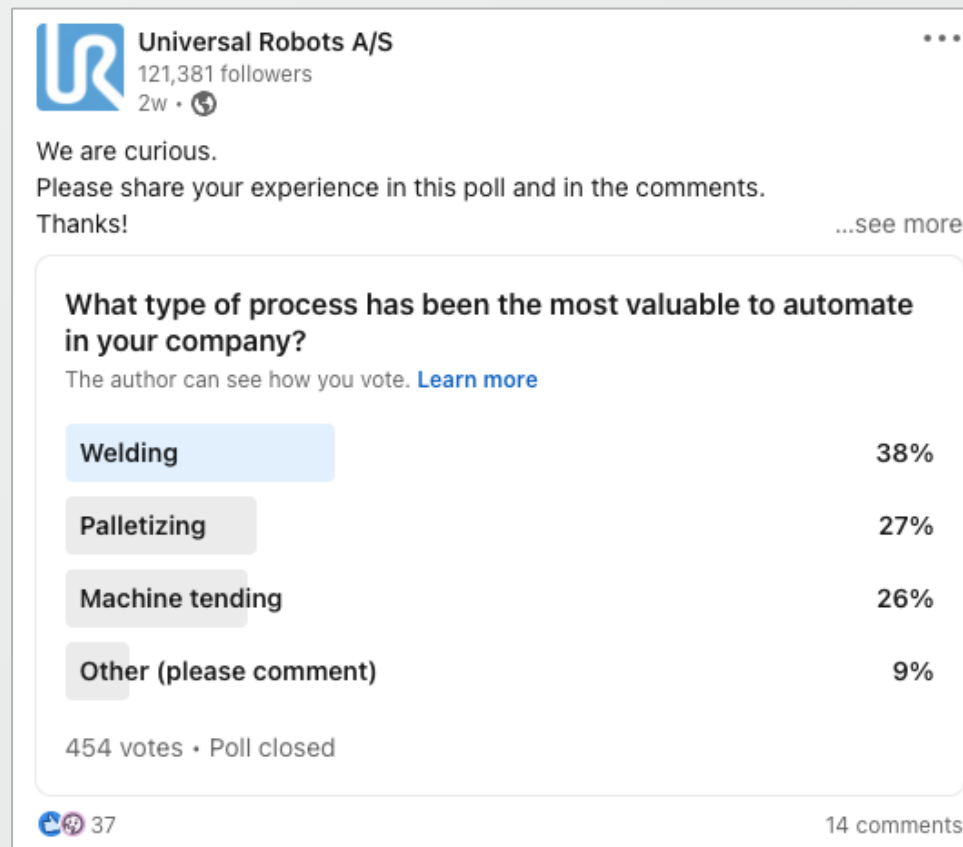
 48,200 impressions

 37 likes

 14 comments

 454 votes

[Link to post](#)





Universal Robots A/S
121,381 followers
2w · 🌐

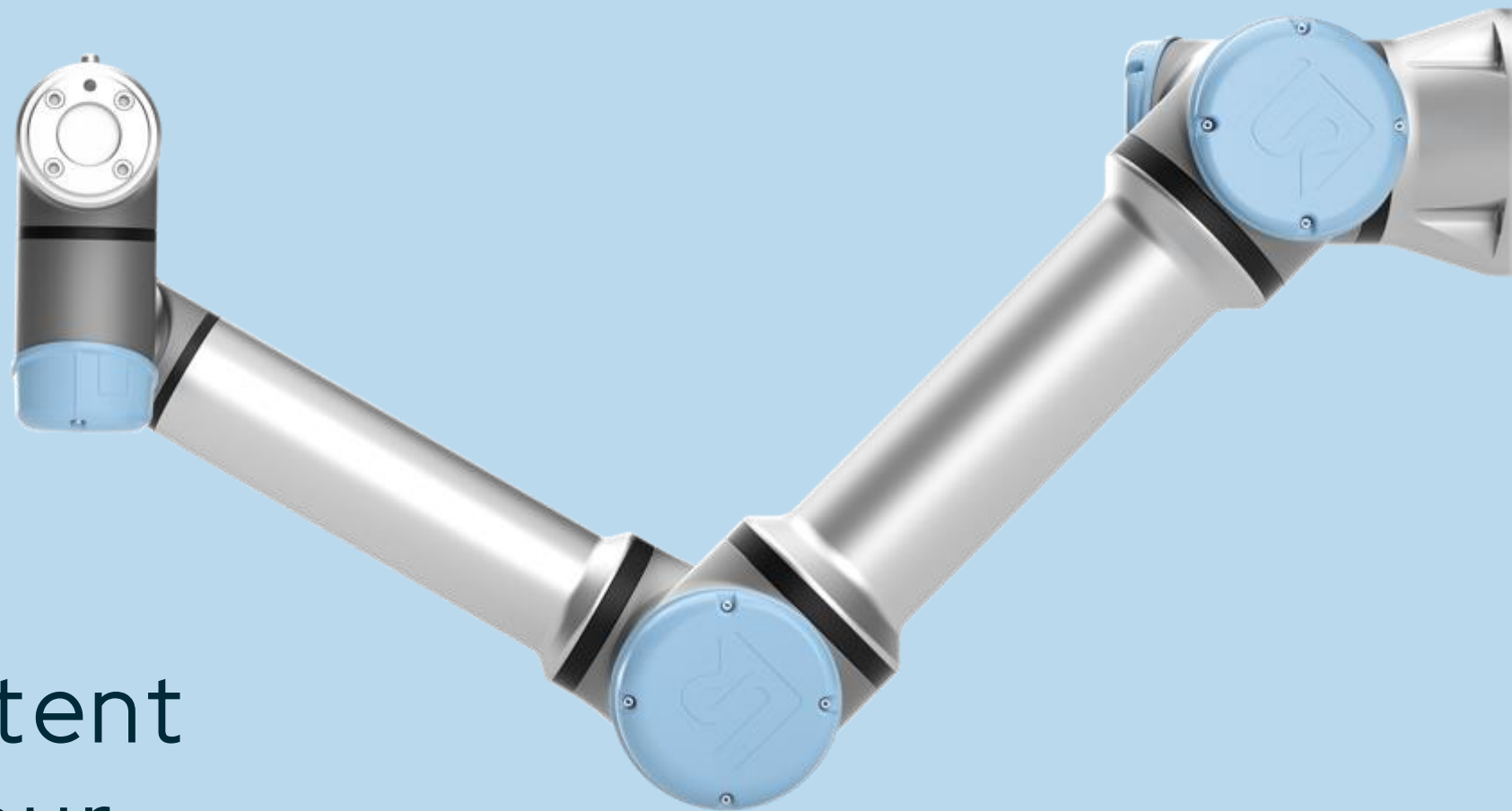
We are curious.
Please share your experience in this poll and in the comments.
Thanks! [...see more](#)

What type of process has been the most valuable to automate in your company?
The author can see how you vote. [Learn more](#)

Welding	38%
Palletizing	27%
Machine tending	26%
Other (please comment)	9%

454 votes · Poll closed

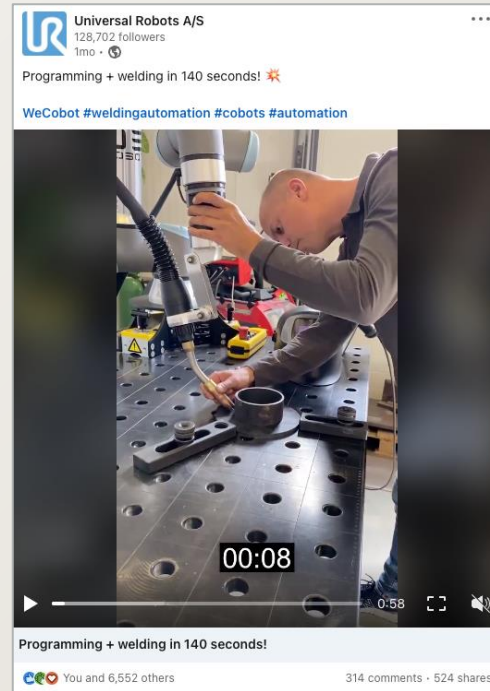
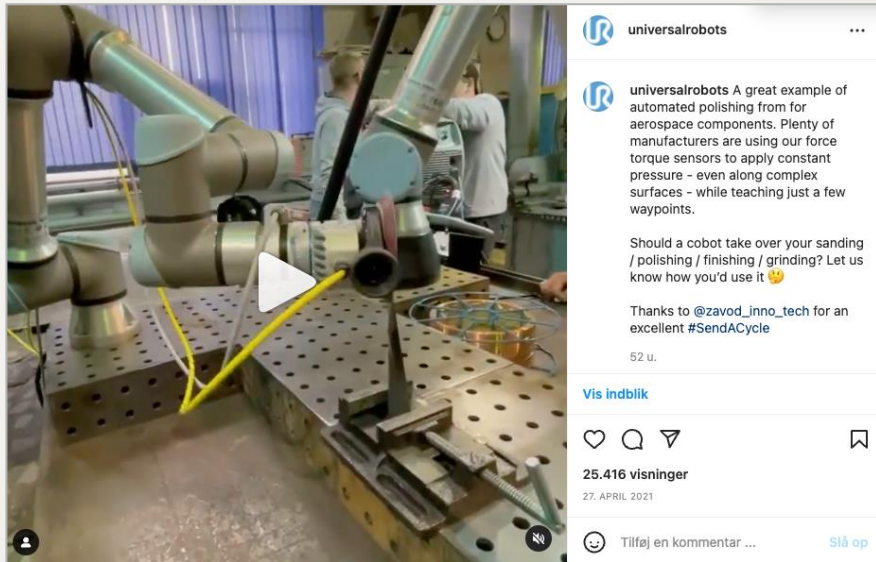
  37 14 comments



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!

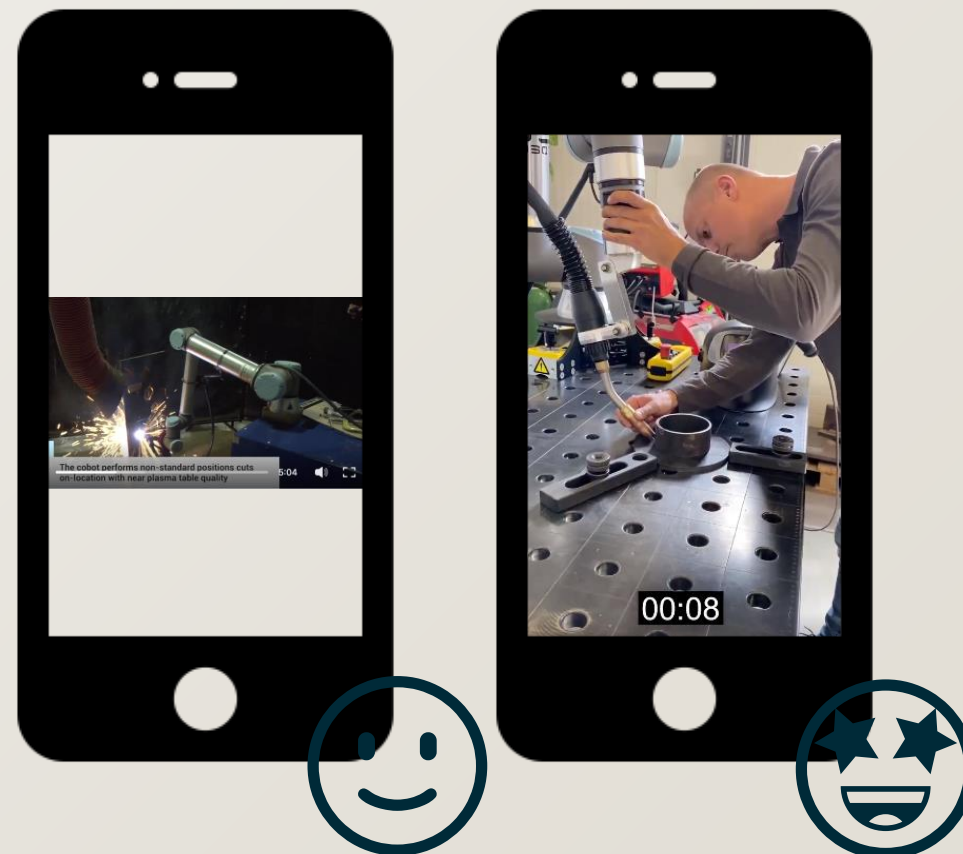


Optimize your content for UR channels on LinkedIn and Instagram

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

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
- Show how easy it is to use the robot
- Keep it short (30-90 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



Let's collaborate


Click here to submit your content:

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

How we can support you:

- We can speed up your video if needed
- We can cut your video if needed
- 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>

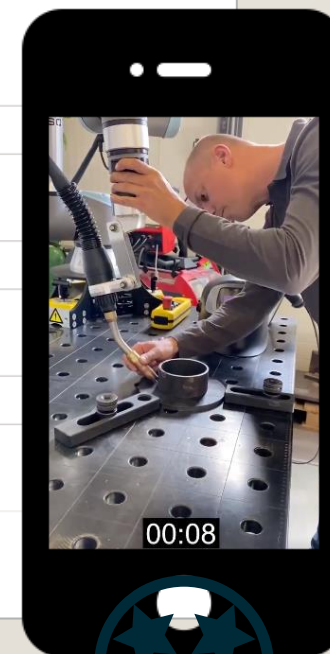
/The SoMe Team

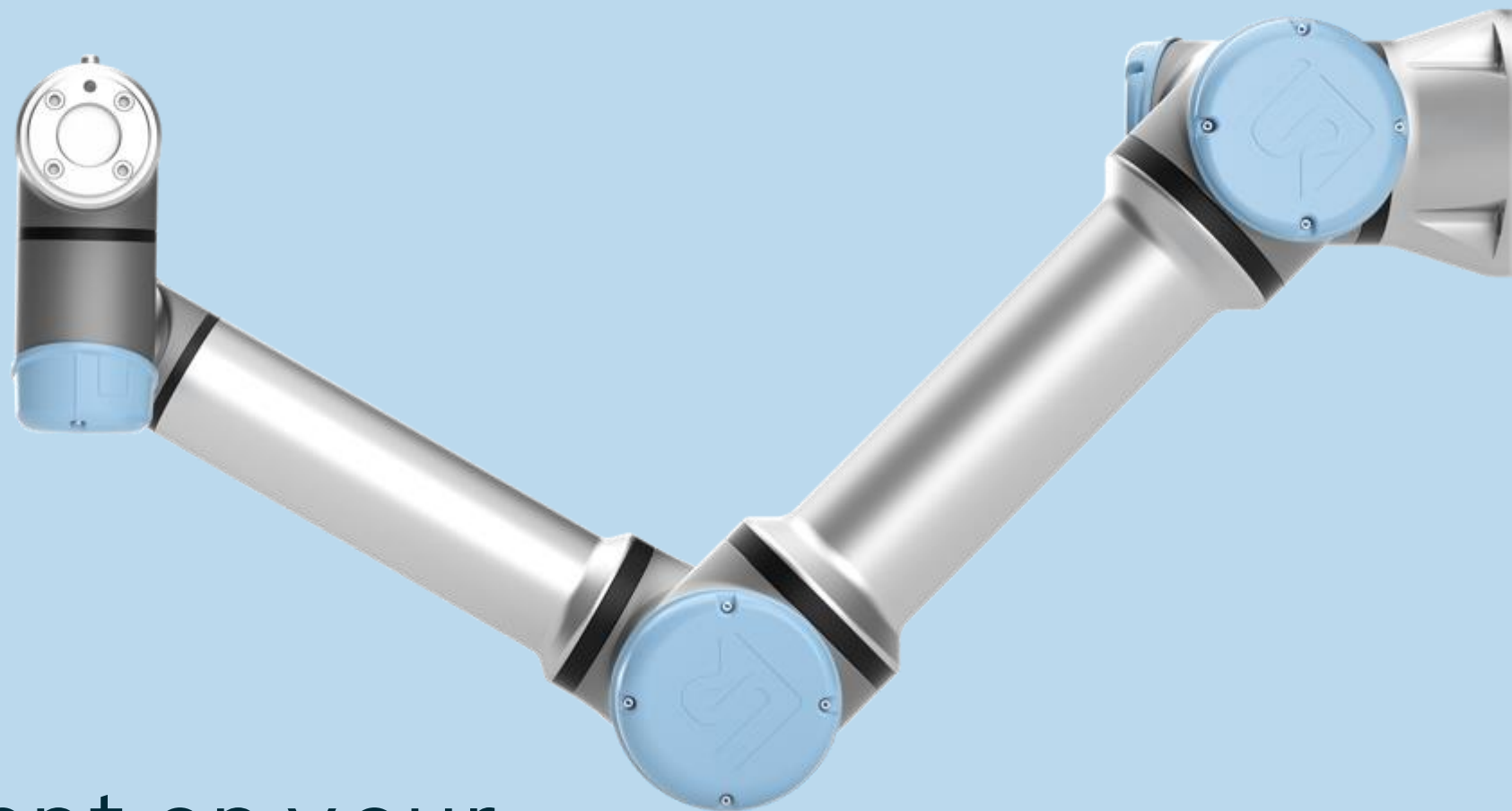
Your Name *

Your Company *

Your Email address *

Suggested video / graphic / photo content *





Use our content on your
platforms

Use our content on your own platforms

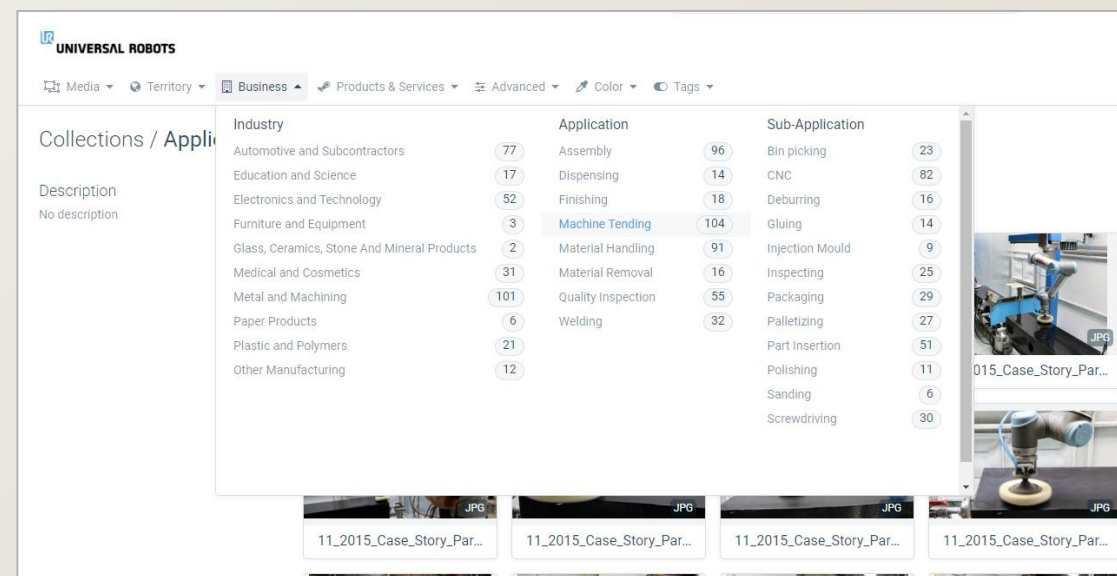
We have a library of content that you can use on your own social media channels.

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

Thank you

Let's change the world!

