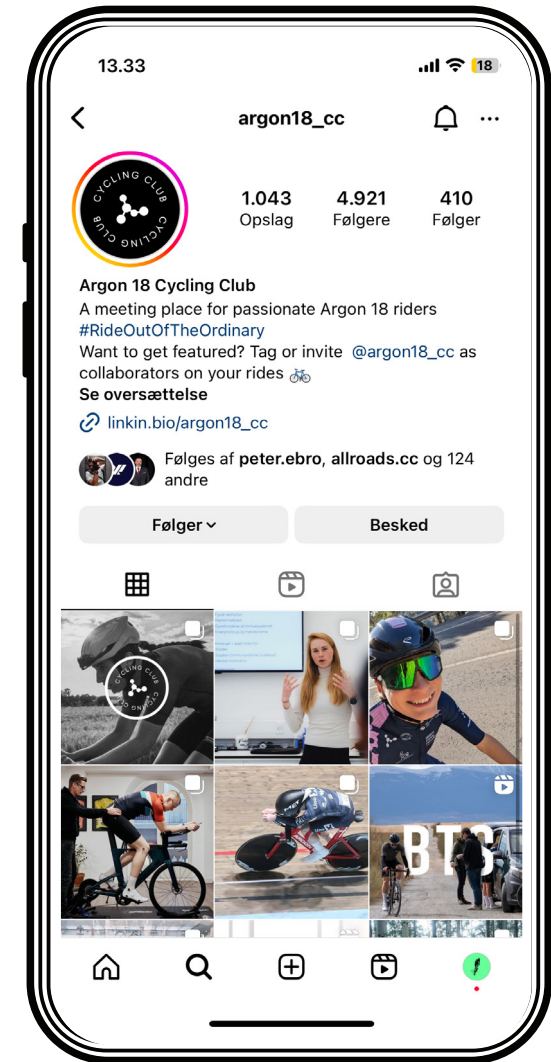
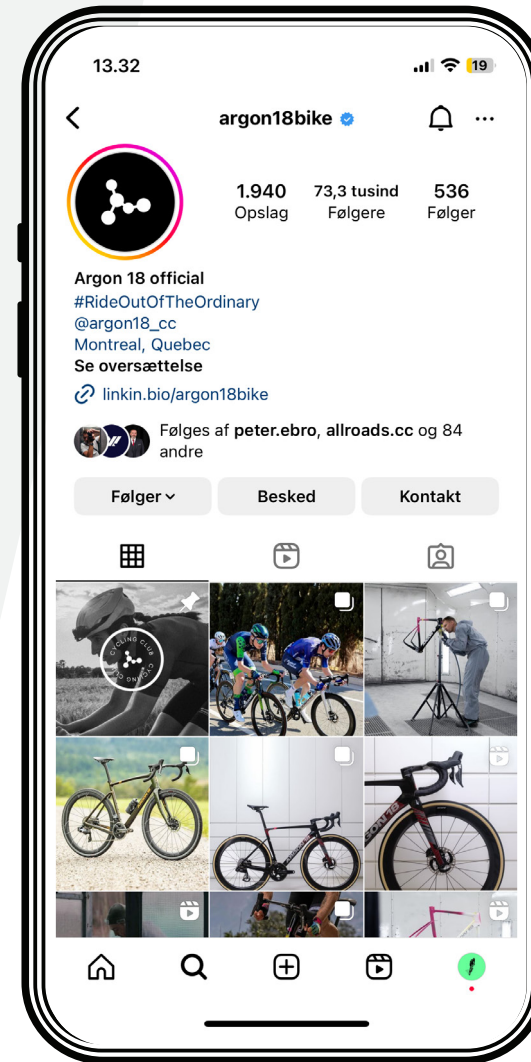


Ride Out of the Ordinary

Social Media Guidelines 2024



ARGON 18 

SoMe

Your presence on social networks greatly influences your personal brand & Argon 18's brand.

It's important that there is consistency and coherence among all the partners in the Argon 18 roster. So, here are some co-branding guidelines and best practices to help you. Above all, remember that authenticity is key - your communications must therefore reflect who you really are.



Argon18bike / Our Official Account



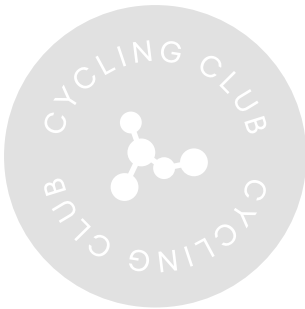
The **@argon18bike** Instagram account is our global, corporate account. This is where Argon 18 as a brand is speaking.

The account is dedicated to showcasing sleek designs, cutting-edge technologies, and thrilling rides. This is where innovation meets performance.

Tag **@argon18bike** on all your posts, so we can reshare your ride.



Argon18_cc /Our Global Cycling Community



We would like you to be an active part of our global cycling community on Instagram: **@argon18_cc**.

This is the place where we share our community’s rides, adventures, and bikes. We highly encourage you to invite **@argon18_cc** as a collaborator on all your bike related posts.



Tags

When you post with your Argon 18 bike or in association with our partnership, it is important to always tag:

- ✓ Argon 18 **@argon18bike** - our global account
- ✓ Argon 18 cc **@argon18_cc** - our community account

Hashtags

In the caption of posts related to your Argon 18 bike, please add the following hashtags:

#RideOutOfTheOrdinary #ThisIsMyRide #Argon18

Then, you can add hashtags for your bike. E.g.:

Sum Pro #AllTogetherFaster #Argon18SumPro

Sum #AllTogetherFaster #Argon18Sum

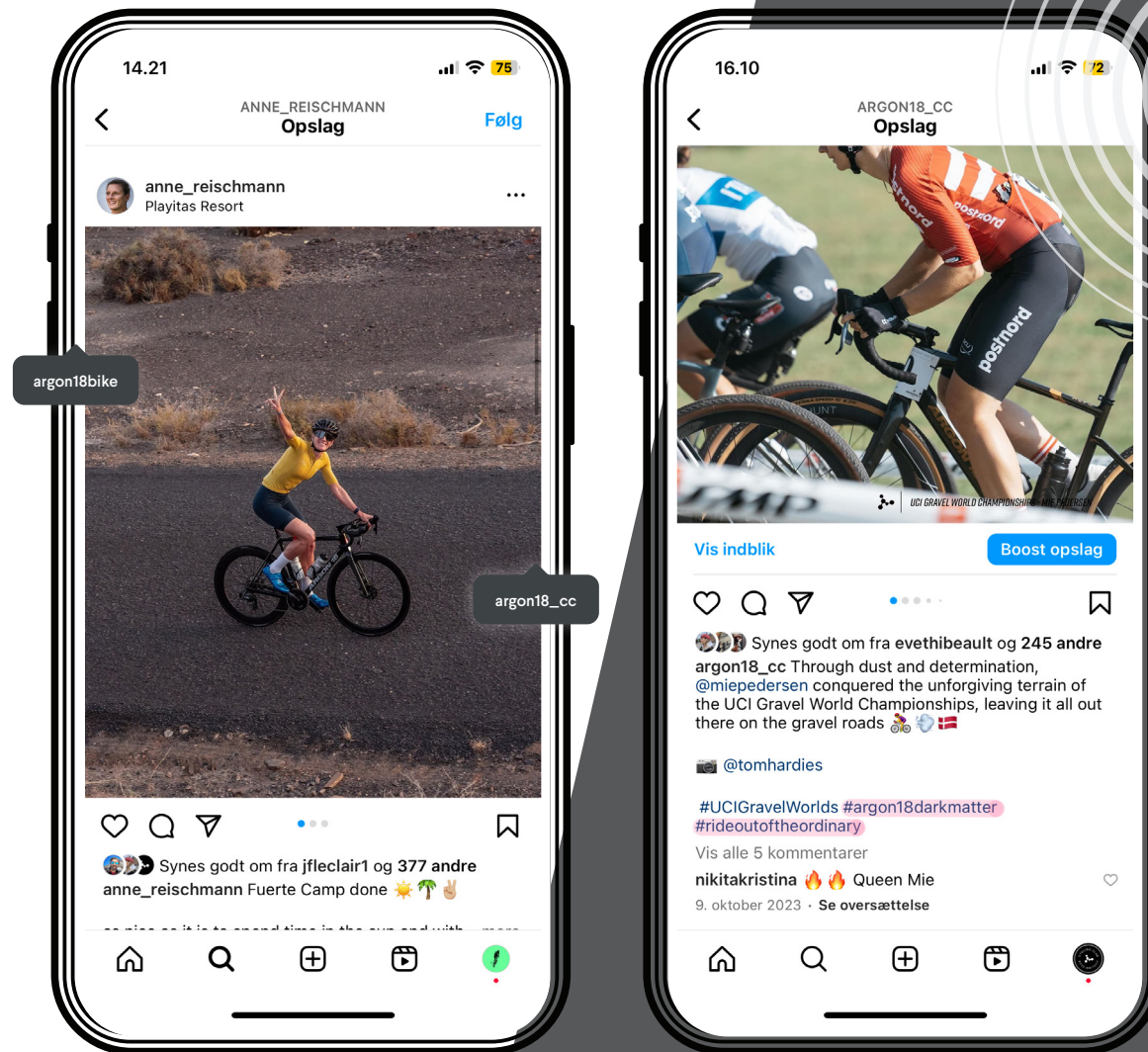
Krypton Pro #RaceRideExplore #Argon18Krypton

Krypton #RaceRideExplore #Argon18KryptonPro

E-119 Tri+ Disc #E119TriPlusDisc

Dark Matter #Argon18DarkMatter

Grey Matter #GoOnGetLost #Argon18GreyMatter

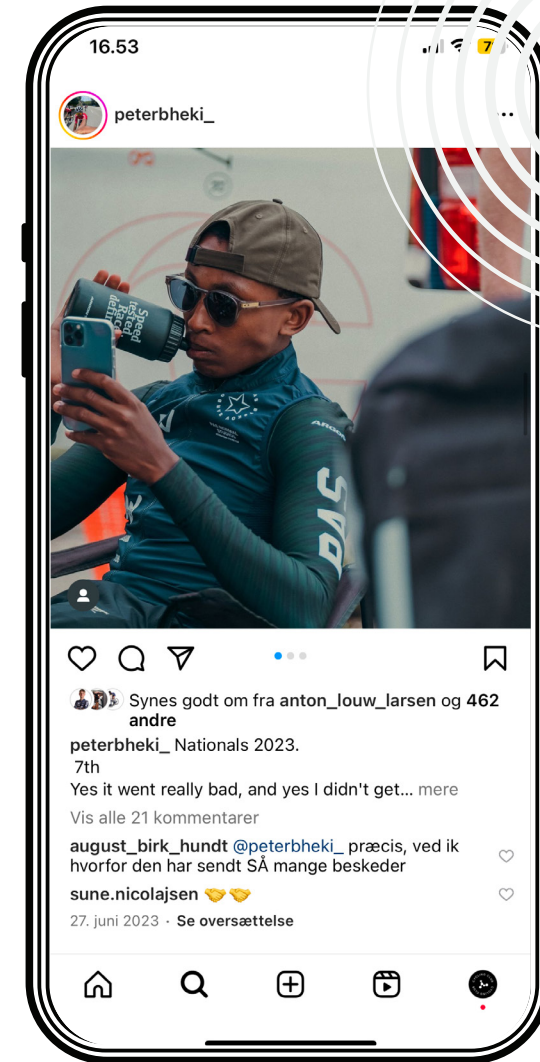


ARGON 18

Engage with Followers

We encourage you to foster engagement by responding to comments, messages, and mentions. Show appreciation for positive interactions and address concerns promptly and professionally.

We would also encourage you to engage with **@argon18bike** & **@argon18_cc** in order to grow your own following, and develop a relationship with our audience.



Ride Out of the Ordinary

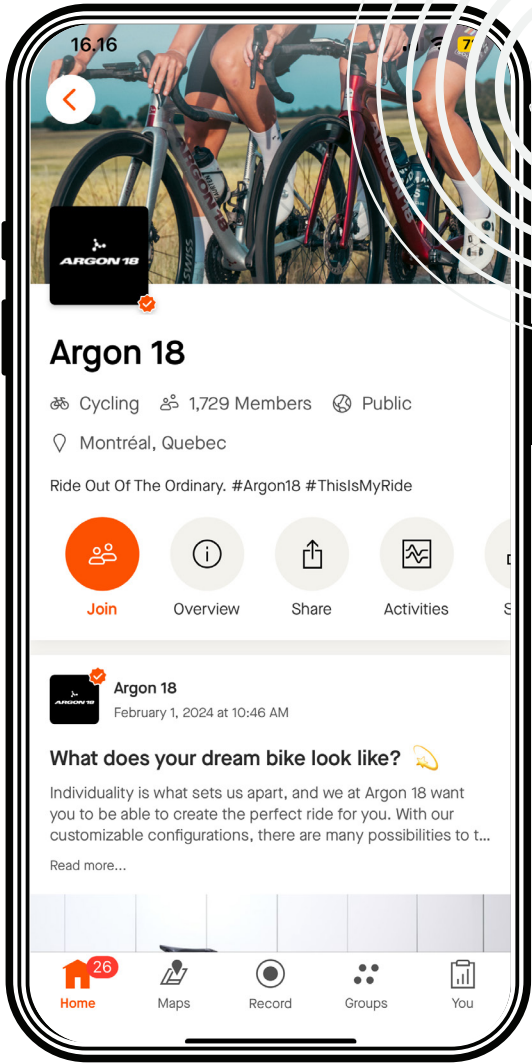


Strava

We invite you to join the Argon 18 Strava club so members can be inspired by your rides.

In order to develop the community feeling on Strava, we encourage you to share pictures of your bike and rides with the club.

If you feel comfortable interacting with members of the Argon 18 community in this club, we encourage you to do so.



RIDE OUT OF THE ORDINARY

ARGON 18 