



Please note that it is up to you whether you add social media links or not. You have three options:

- 1) No social media links.
- 2) Use of official Bayer social media links (Corporate or Divisional links), e.g. **“Follow Bayer on...”**  
You can either place all the Bayer social media links here, or only those of relevance to your business, or Bayer’s country-specific links.
- 3) Use of official Bayer social media links **AND** your personal links with business-related content (in this order), e.g. **“Follow me on ...”**  
You do not need to place all Bayer’s social media links in your mail footer. Please note that unlike Bayer’s social media channels, you must create the links to your personal channels yourself.

To highlight the social media information please ensure that **“Follow Bayer on ...”** is always formatted in red (Raspberry) and that your personal links with business-related content have the same color you have chosen for your name. For example, if you chose **Bayer green** for your **name**, please use the same green for **“Follow me on ...”**.

Below you can see some screenshots on how to select the correct Bayer colors in Outlook.

Footer Dark-blue	Footer Bayer-blue	Footer Bayer-green	Footer Mid-purple	Footer Fuchsia
Best regards,  <b>Firstname Surname Position Title</b> // // // // // Country-specific Company Descriptor Monsanto Legal Entity Unit Department Building ?? City, zip-Code, Country Tel: +1 no. Fax: +1 no. (opt.) Cell: +1 no. (opt.) E-mail: firstname.name@bayer.com Web: http://www.bayer.com  <b>/// Follow Bayer on:</b> /// Twitter /// Facebook /// Instagram /// LinkedIn /// YouTube  <b>/// Follow me on:</b> /// Twitter /// Facebook /// Instagram /// LinkedIn /// YouTube	Best regards,  <b>Firstname Surname Position Title</b> // // // // // Country-specific Company Descriptor Monsanto Legal Entity Unit Department Building ?? City, zip-Code, Country Tel: +1 no. Fax: +1 no. (opt.) Cell: +1 no. (opt.) E-mail: firstname.name@bayer.com Web: http://www.bayer.com  <b>/// Follow Bayer on:</b> /// Twitter /// Facebook /// Instagram /// LinkedIn /// YouTube  <b>/// Follow me on:</b> /// Twitter /// Facebook /// Instagram /// LinkedIn /// YouTube	Best regards,  <b>Firstname Surname Position Title</b> // // // // // Country-specific Company Descriptor Monsanto Legal Entity Unit Department Building ?? City, zip-Code, Country Tel: +1 no. Fax: +1 no. (opt.) Cell: +1 no. (opt.) E-mail: firstname.name@bayer.com Web: http://www.bayer.com  <b>/// Follow Bayer on:</b> /// Twitter /// Facebook /// Instagram /// LinkedIn /// YouTube  <b>/// Follow me on:</b> /// Twitter /// Facebook /// Instagram /// LinkedIn /// YouTube	Best regards,  <b>Firstname Surname Position Title</b> // // // // // Country-specific Company Descriptor Monsanto Legal Entity Unit Department Building ?? City, zip-Code, Country Tel: +1 no. Fax: +1 no. (opt.) Cell: +1 no. (opt.) E-mail: firstname.name@bayer.com Web: http://www.bayer.com  <b>/// Follow Bayer on:</b> /// Twitter /// Facebook /// Instagram /// LinkedIn /// YouTube  <b>/// Follow me on:</b> /// Twitter /// Facebook /// Instagram /// LinkedIn /// YouTube	Best regards,  <b>Firstname Surname Position Title</b> // // // // // Country-specific Company Descriptor Monsanto Legal Entity Unit Department Building ?? City, zip-Code, Country Tel: +1 no. Fax: +1 no. (opt.) Cell: +1 no. (opt.) E-mail: firstname.name@bayer.com Web: http://www.bayer.com  <b>/// Follow Bayer on:</b> /// Twitter /// Facebook /// Instagram /// LinkedIn /// YouTube  <b>/// Follow me on:</b> /// Twitter /// Facebook /// Instagram /// LinkedIn /// YouTube