



Social Midea

Our Brand

Guidelines

Downloads

Training

Overview

Midea SNS Playbook 2025 - Overview

Purpose:

The 2025 Midea SNS Playbook defines the global framework for all Midea social media operations, ensuring a unified, professional, and emotionally engaging brand presence across markets. It serves as both a **governance manual** and **creative guide** for all Business Units (BUs) to align naming conventions, visual identity, and communication style under one global direction.

Strategic Foundation

At its core, the Playbook reflects Midea's ambition to be recognized as a **global leader in smart home innovation and sustainable living**.

Through the **AAI Framework** (Attention-Affinity-Interaction), Midea builds meaningful digital relationships by:

1. Capturing **Attention** with creative, playful, and human-centered content.
2. Fostering **Affinity** through trust, authenticity, and relatable storytelling.
3. Driving **Interaction** to strengthen loyalty and community engagement.

Core Components

1. Account & Profile Governance

- Unified naming conventions for Facebook and Instagram.
- Standardized profile visuals to ensure brand consistency.
- Centralized creation and HQ oversight for all new accounts.

2. Visual Identity System (VI)

- Clear layout rules for logo placement, typography, and aspect ratios (1:1, 4:5, 9:16, 16:9).
- Emphasis on bright, natural, and lifestyle-oriented imagery.
- Mandatory adherence to the "*clean, warm, authentic home*" aesthetic that defines Midea's personality.

3. Global Social Matrix

- HQ as **content hub and facilitator**, while regional accounts execute localized storytelling under the "Think Global, Act Local" principle.
- Global incentive plan supporting reposts and performance-based rewards (up to USD 1K per post).
- Data-driven management through monthly performance reviews and content distribution via **Midea Cloud**.

Brand Expression

Every post should communicate **emotional warmth, intelligent functionality, and real human connection**.

Midea's tone is **friendly, optimistic, and human**, turning household innovations into relatable stories that make people *feel at home*.

Platform Collaboration & Localization

BUs are encouraged to leverage HQ's **Content Library** and **Midea Cloud**:

- English versions for direct deployment.
 - Clean versions for localization and cultural adaptation.
- This system ensures both **efficiency** and **creative freedom** — maintaining one Midea voice while adapting to diverse markets.

BU Account Naming & Portrait Format Guidance



Display name:

→ Midea+MarketFullName (without a space)

(Fixed globally due to Global Pages system).

Handle / URL:

→ Midea+[Space]+[BU Market's name]

E.g. facebook.com/MideaES, facebook.com/MideaSingapore

Non-Compliant Naming Examples

Please review and avoid the following non-standard formats:

Avoid Uncommon Regional Abbreviations (Common abbreviations like USA, UK are acceptable).

✗ Midea VN ✓ Correct to: Midea_Vietnam

Ensure a Space between "Midea" and the Market Name.

✗ MideaKorea ✓ Correct to: Midea_Korea

Remove Redundant Words such as "Official" or "Electronics".

✗ Midea Peru Official, Midea Electronics Indonesia ✓ Midea Peru,Midea Indonesia



(Other brand FB Account Name List for Reference)

Instagram BU Account Naming Guidance

Display name:

→ Midea+[SPACE]+Market Full Name

Handle / URL:

→ Midea+[_]+[BU Market's full name]

E.g. Midea_Vietnam / Midea_Korea

Non-Compliant Naming Examples

Please review and avoid the following non-standard formats:

Avoid Uncommon Regional Abbreviations (Common abbreviations like USA, UK are acceptable).

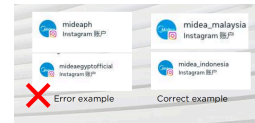
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✗ Midea Peru Official, Midea Electronics Indonesia ✓ Midea Peru,Midea Indonesia

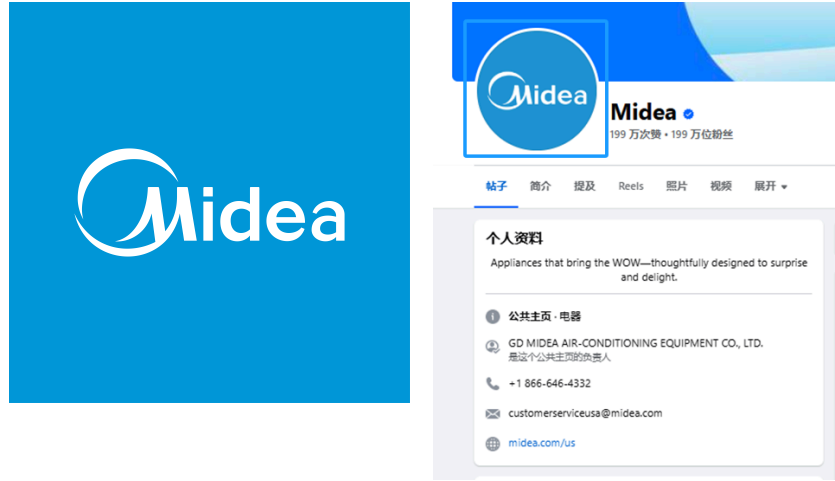




Midea BU Account Portrait Guidance

Mandatory Profile Picture

To ensure Midea's standard brand image, please use the bellow image as the account official profile for all Midea's BU accounts:



The download link for the logo: Content Library [\[LINK\]](#)

FB & IG Guidelines for Account Creation

Facebook Guidelines for Account Creation

Create a Facebook Account

1. Use the link to register a new Midea email account

<https://perm.midea.com/flows/batch-service?optId=10093>

2. Provide the following information

Account Page Name	Enter a name related to the region, Midea + Space + BU Market's Full Name, eg: Midea Indonesia.
Business Category	Select a category related to the business, such as "Business/Brand", or choose other categories according to the specific condition, such as "Product/Service".
Address	Fill in the specific address of the region (you may choose not to display the address, but filling it in will be more beneficial for page orientation and ads placement).
Contact Number	You may fill in the contact phone number of the regional business account to provide a more convenient way for users to get in touch.
Website Link (Optional)	Enter the official website link related to the region, if applicable.
Description (Optional)	Enter a brief introduction of the company or brand to help users understand the page.
Page Language	Set the page's language according to the language of the region to ensure it meets the needs of local users.
Banner Picture	Used for corporate information display, product or service promotion (desktop size: 820 pixels wide x 312 pixels high; mobile size: 640 pixels wide x 360 pixels high).

3. Contact HQ to help register the Facebook account

4. Give marketing@midea.com full access of your account



Create an Instagram Account

1. Use the link to register a new Midea email account
<https://perm.midea.com/flows/batch-service?optId=10093>
2. Register an Instagram account
3. Switch it from a personal account to a professional account
4. Fill in as much additional information as possible
5. Follow some relevant accounts to ensure activity
6. Provide username and password to HQ, HQ helps connect Facebook and Instagram account (During connection, you need to keep online to get a verification code)

Matters Need Attention

1. Avoid frequently switching login locations.
2. Provide complete account information.
3. Maintain the activity level of the account.
4. After registering an account, finish the secondary verification and finish the FB-INS connection ASAP

SNS Social Media Approach

Midea 2025 Global Social Media Operations Approach

Make Yourself At Home <small>Social Tone & Manner: Friendly, practical, and lifestyle-driven—we speak in a warm, approachable voice, offering smart solutions that simplify life and add thoughtful joy to everyday moments.</small>					
Type	Product & Technology : 40%	Brand & Emotion: 30%		Lifestyle: 30%	
Theme	#BuildYourMideaHome	#MideaMoments		#MideaHomecation	
Content Categories	Product Dimension: Energy Efficiency, Performance & Capacity, All-in-ONE, Multi- Technology Dimension: AI-powered Empowerment, Smart Home Living, Life-oriented Expression of Patent Technology	Brand Moments	Event Moments	Cultural Moments	Home Living Scenarios & Aspirations
	LAD - Heat Pump WasherDryer / Mirco Bubble Wash / Drum Clean REF - Healthy Ice & Water / Smart Control RAC - InstallCare / Maintenance / WindCare KWAH - ActiveOpen dry / Golden Hygiene / Drop & fit	Brand Stories	Exhibitions & Trade Shows	International Festivals & Regional Holidays	Daily Lifestyle Dimension: Focus on warm bits of daily routines, like cooking together, doing laundry, caring for kids, and products blending naturally into these moments. Smart Living Dimension: Effortless usability, friendly innovation, and real-life practicality. Practical innovation designed for everyone.
	Product real-life use Cases & User benefits Technology Insights & RTB Presentation	Sponsorships & Partnerships CSR/ESG	Brand & Retail Events	Home Vibes & Aesthetics Wit, hot, & Punchlines Dream Home Aspirations	

AAI Strategy Framework

The Attention, Affinity, Interaction (AAI) Framework is useful for Midea Global SNS matrix because it systematically guides how we use each platform — from capturing audience attention through compelling content, to fostering a deep connection and community, and finally to stimulating active engagement, thereby enhancing global brand visibility, loyalty, and interaction.

Attention
Reaching audiences & capturing their attention with compelling content
KPI: Impressions, Reach

Affinity
Building a connection with audiences and growing the brand community
KPI: Follower Growth

Interaction
Driving audiences to engage with interactive content & activities
KPI: Engagement



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SNS Social Media Approach

Visual Identity

Global SOCIAL MATRIX

Our Brand

Guidelines

Downloads

Training

Surprise.
 Recapturing their attention with compelling content
 KPI: Impressions, Reach

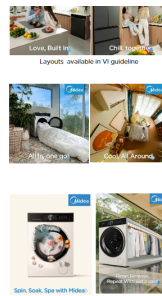
Affinity
 Building connections with audiences and growing the brand community
 KPI: Follower Growth

Interaction
 Driving audiences to engage with interactive content & activities
 KPI: Engagement

Branded Templates:
 Apply 1-3 consistent layouts with Midea blue.

Trust Through Utility:
 Deliver save-worthy, shareable tips via Carousel posts, establishing Midea as a reliable, helpful presence in daily life.

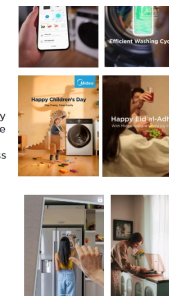
High-Value CTAs:
 "Save this tip" prompts in Reels. Reply with @mentions and a pinned comment linking to resources.



to the data source in compliance with local regulations. **GIF Layout:** Use short GIFs to visually demonstrate key features, data benefits (like energy/time savings), or problem-solving moments.

Trust-Building moments:
 Showcase moments where Midea products transform daily routines into warm, memorable experiences, conveying that "Midea brings genuine coziness to your home."

Fun & Playful Content
 Create light-hearted, entertaining posts with witty hooks or playful scenarios to spark organic conversations and shares.



2025 Roadmap

		Q1			Q2			Q3			Q4					
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
Instagram	Attention	Functionality & Entertaining content			Daily Family Life Smarter & Greener			Summerchill & Homecation / IFA 2025 campaign			Gathering moment / Holiday season campaign					
	Affinity				Partnership post Behind-the-Scenes & Fun		Seasonal & Festive Content Fun stories		MASTER SERIES / Partnership & Football content							
	Interaction	Ongoing use of relevant seasonal & community hashtags + native audio features														
		@Family moments			@Cozy household moment			@summerchill moment			@Holiday moment					
		Ongoing use of interactive stickers in Stories & Reels														
Facebook	Attention	Functionality & Entertaining content			Daily Family Life Branding & Product			Seasonal & Festive Content Brand companionship			Summerchill / MASTER-PLUS/			Gathering moment / Holiday season campaign		
	Affinity	Sponsorship						Partnership post News & Announcement		IFA 2025		UGC activation				
	Interaction	@Family moments			@Cozy household moment			@summerchill moment			@Holiday moment					
			Ongoing FB Fans Group management													

Social Media Recommended to Do & Things to Avoid

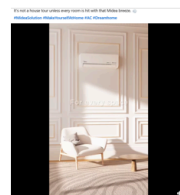
Recommended



Lead with Bold, Human Headlines:
 Use concise, eye-catching headlines that balance strong visual appeal with a conversational tone. Headlines should quickly convey value while feeling authentic and relatable.

Write Conversational & Relatable Copy
 Be human. Make your posts feel like real people talking, not a brand broadcasting.

Tell Stories with Editorialized Galleries
 Use sequential visuals to tell product or lifestyle stories that keep users swiping.



Things to Avoid



Don't Overuse Hashtags
 Avoid dumping too many hashtags. It looks cluttered and distracts from your message.

Don't Write Like a Press Release
 Avoid awkward or overly formal writing. Posts should feel authentic and easy to read.

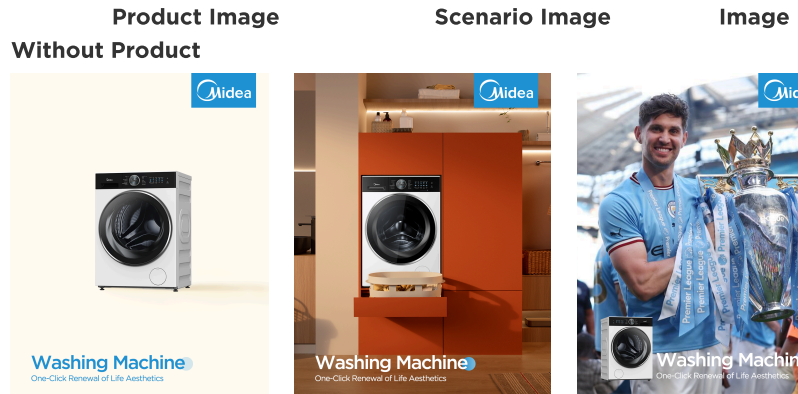
Don't Post Static Product Photos Without Context
 Always link the product to real-life uses, lifestyles or benefits to make it relevant.





Visual Identity

Vi Template - Image



Vi Template - Specification

Template: 4:5 Vertical
Version
Grid: 10X/14Y

① The main body should be positioned inside the red frame lines on all sides.

② The brand logo should be placed strictly in accordance with this specified position. Use Lozenge Block

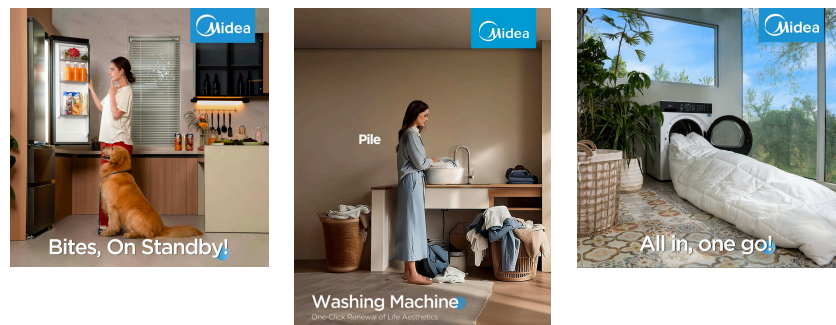
③ The text and products within the frame must be placed within the safe area demarcated by red lines.

④ Font Color Usage Guidelines
Light background (bright scenes) → Blue text
Dark background (dim scenes) → White text

Social Media VI PSD Download Link: [\[LINK\]](#)

Vi Template - Social Media Visual Dos & Don'ts

✔ Correct

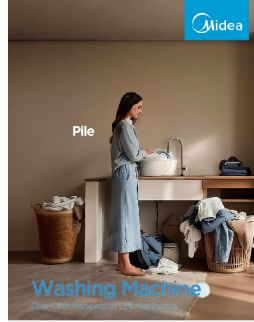


Dos:

- Use clean and natural home environments with a neat, family-friendly lifestyle look
- Choose bright, soft natural lighting to create a warm lifestyle feeling
- Capture the model in a natural, everyday moments (e.g., casually folding laundry)
- Ensure the product is clearly visible and recognizable
- Follow brand VI colors, fonts, and layout for visual consistency



wrong



3333

11111

Don'ts:

Avoid cluttered, overly commercial, or exaggerated settings

Avoid dark or uneven lighting conditions

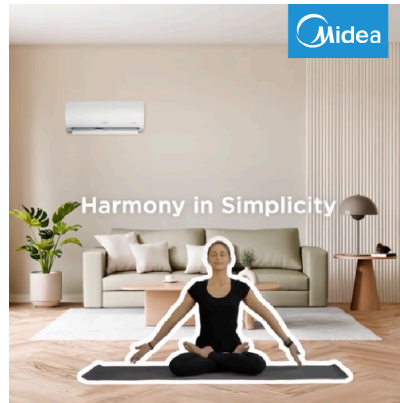
Do not place too many irrelevant items that distract from the product

Avoid stiff or overly posed gestures from the model

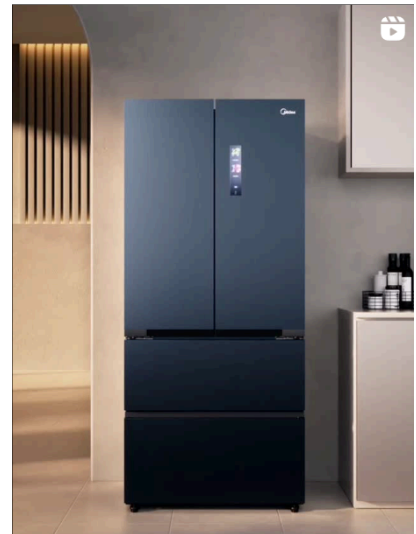
Do not change the logo's position, proportion, or color arbitrarily

Do not change the color of text or captions; always follow brand VI color guidelines (e.g., the second wrong example shows incorrect blue text).

Vi Template - Video/GIF



1:1



4:5

Usage Note:

This Vi is designed exclusively as the account homepage cover. It should appear as the first frame of your video content. Logo placement rule: The Midea logo should always be positioned at the top-right corner, with fixed margin and consistent relative size across all formats.

How to Apply:

1. Select your desired cover image
2. Generate a still frame with it using this Vi, and place it at the first frame
3. Do not use this Vi if the video already contains the brand logo



16:9

9:16




Logo Usage Guidelines:

Logo Placement: The Midea logo must always be positioned at the top-right corner, fixed at 40px from the right margin and aligned with the top edge of the video frame.

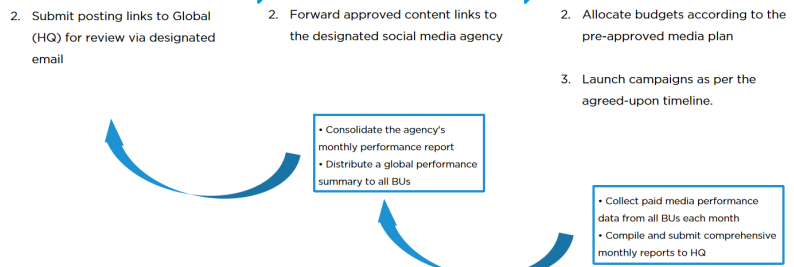
Logo Sizing: The logo should maintain a consistent proportion across all formats, with its width equal to 8% of the overall frame width. This rule applies to all aspect ratios, including 1:1, 4:5, 9:16, and 16:9.

Global SOCIAL MATRIX

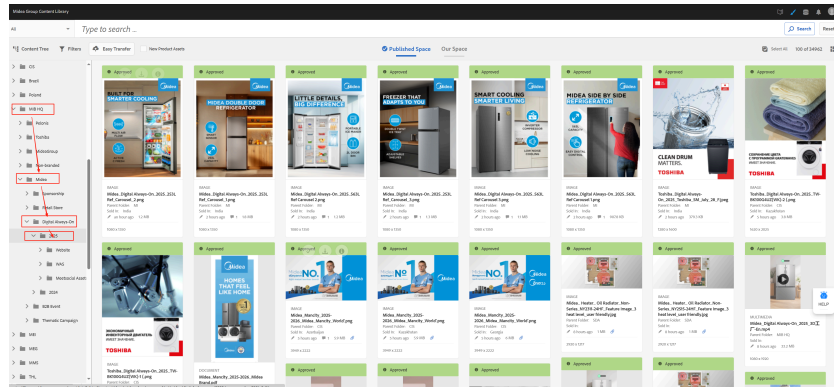
MIDEA HQ INCENTIVE PLAN

ADs Objective	Engagement (50%)	Follower Growth (50%)	How to Join with?	  
Account Operation	<p>Global Account Role: Serve as the global social framework facilitator and centralized content hub.</p> <p>Objective: Establish Midea as the recognized industry leader in technological innovation and sustainable living. We deliver a unified, progressive smart home ecosystem to global audiences while fostering deeper emotional engagement that defines the "Midea Lifestyle."</p>		<ul style="list-style-type: none"> ✓ Managed by MIB-BMM META BM ✓ MIB-BMM holds ad placement rights for media boosting ✓ Maintain consistent posting frequency 	<p>10-15 Contents Per Month</p> <p>Up to 1k \$ Per Repost</p>
Content Repost	<p>Regional Account Role: Execute a "think global, act local" strategy to adapt global brand experiences for regional markets.</p> <p>Objective: Develop culturally-relevant, consumer-centric content that strengthens local community ties and drives brand loyalty.</p>		<ul style="list-style-type: none"> ✓ Utilize approved content provided by MIB-BMM ✓ Provide timely feedback after content goes live 	<p>1.4M \$ Total Budget</p>

SOP

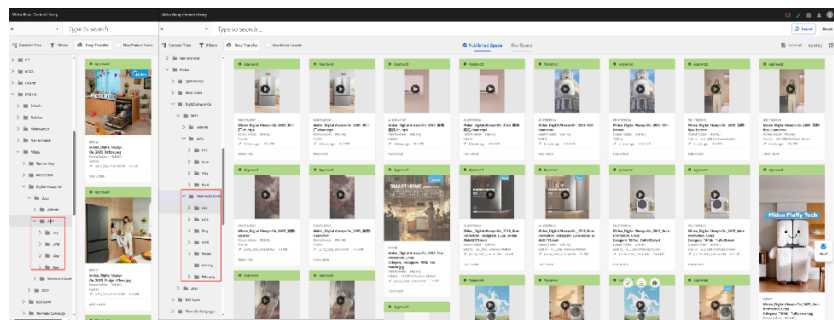


Content Library Access



*Path: MIB HQ → Midea → Digital Always-on → 2025

- Download either project files or release files by month



Global Footage: Available in the 2025 folder

- EN Version (with English copy)
- Clean Version*(text-free for localization)

Click on: [Content library link](#)

Midea Cloud Updates



1		Content description and metadata	Approval status
2		Content description and metadata	Approval status
3		Content description and metadata	Approval status

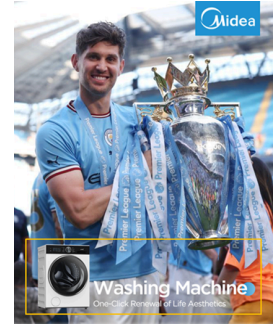
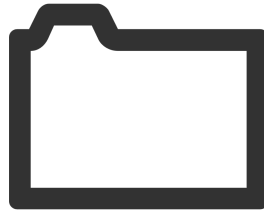
Every two weeks, HQ will compile a PPT summarizing the past two weeks' published content, including the format, copy, advertising objective, initial effects, people, and platform. The PPT will contain clickable links for cloud drive download and reposting.



1	2025-01-16 17:41:32
2	2025-01-16 17:41:30
3	2025-01-16 17:41:08
4	2025-01-16 17:40:58
5	2025-01-16 17:40:56
2-3-25 Midea HQ July footage sharing.docx.pptx	3.19KB 2025-02-17 11:17:36

You can click the corresponding numbered folder in the PPT to download the files, which are available in both EN and Clean version.

How BU can utilize global content



Download

Clean Version
Add Copy

Clean Version
Add Products

1. Download files from Content Library / Midea Cloud
 - EN Version: Direct use in English-speaking countries
 - Clean Version: For non-English markets to fit with local languages & products



2. Adjust copy & visuals
 - Localize language & adapt to local market features



3. Replace products & models
 - Based on regional specifics, then publish

Our Brand

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Guidelines

- Visual Identity
- Store Identity
- POP
- Packaging
- Props
- Communication
- Sponsorship
- Product
- Exhibition
- Digital

Downloads

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Training

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