

Upholding a Reputation in a Delicate Information World

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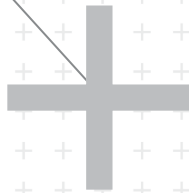
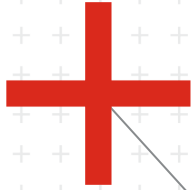
20 seconds

That's how long people are willing to skim a news story once it's open.



10 seconds

That's how long you have
to see if people will stay on
your website.



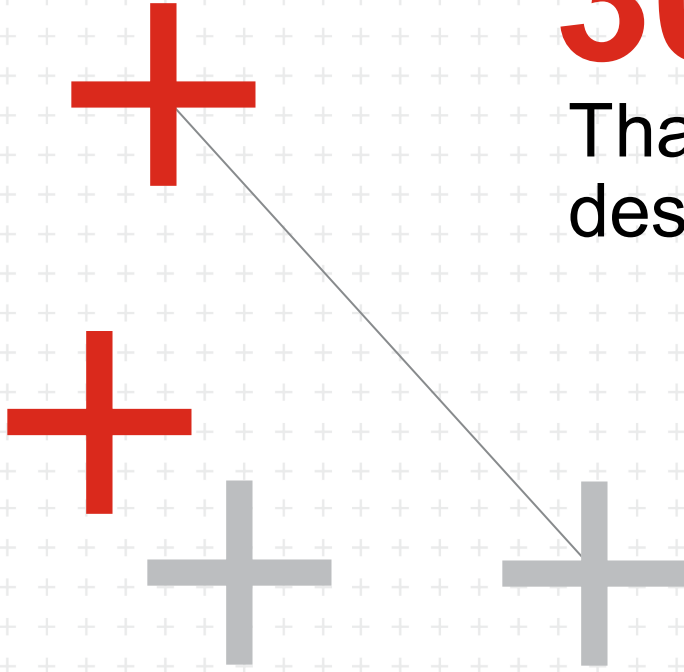


9 seconds

Amount of time you have to grab attention as people skim on social media.

30 seconds

That's how little time it takes to
destroy a good reputation



There is no B2C or B2B... it's
all **H2H** (humans to humans)



Committed to Making a Difference



PRODUCT
delivering solutions
for a better tomorrow

PROCESS
minimizing our
environmental impact

PEOPLE
benefitting our teams
and communities

Committed
to Making a
Difference



BLACK HISTORY MONTH

FEBRUARY

Today we celebrate Magna women all over the world

A negative online reputation can impact who comes to work for you



79% Likely to use social media in job search



+



+



86%

Likely to use social
media in job search
(younger job seekers)



86%

Likely to use social media in job search (younger job seekers)

1 in 3

Turned down a job for bad online reviews

64%

Candidates research a company online



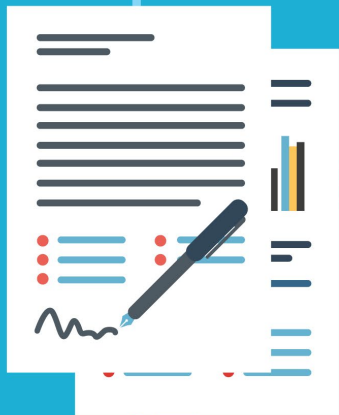
37%

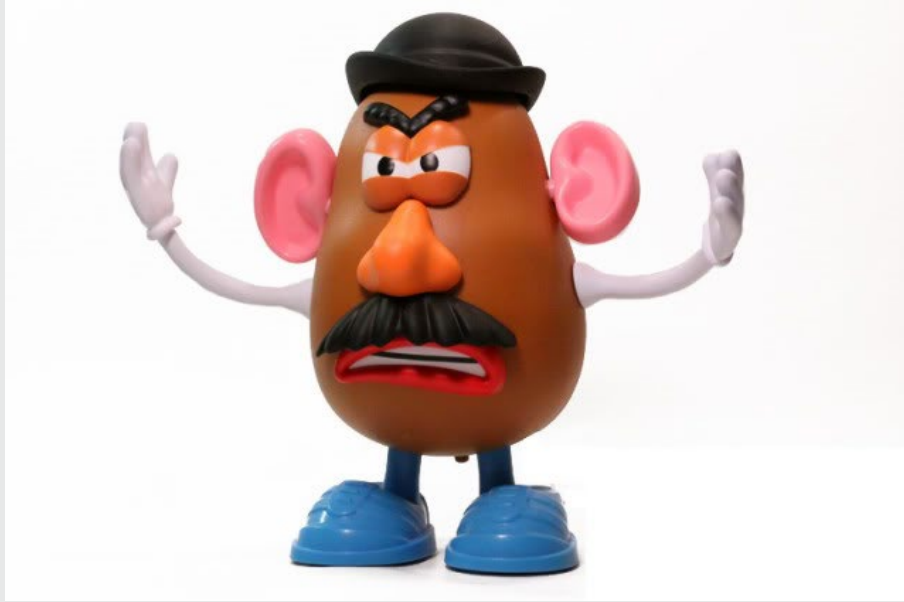
Will move on if they cannot find info on the company



50%

Will not take a job (even for more money) from company with bad reputation





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Social Media has made reputations fragile...

Reputation makes up over
25% of a brand's market value
(Deloitte)



One tone-deaf ad
resulted in
\$1 billion
in lost market value

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For Magna it's about
saying what we do, and
doing what we say

Social Media



MagnaInternational (Default)
Posted by GAIN
Sep 10 · 🌐

Around the world, Magna employees are helping to improve their communities through environmental action and donations of their time and money. Here... See More



 80

 1 Comment 8 Shares



MagnaInternational (Default)
Posted by GAIN
6d · 🌐

30 years of German Reunification – Enrico Boehme, General Manager Magna Exteriors Meerane, located in former East Germany, reflects on the impact... See More



 You and 127 others

 3 Comments

 6 Shares



MagnaInternational (Default)
Posted by GAIN
6d · 🌐

"We are manufacturing for today – and for the new reality. For us, the transition to new mobility means meeting the needs of the current market wit... See More



 You and 68 others

 Like

 Comments

 Shares



Magna International @MagnaInt · May 1
Thank you @banburynews for highlighting our Magna team's efforts in Banbury, England, with the donation of more than 700 protective visors. #MagnaInAction #SpreadJoyNotGerms bit.ly/2yfyKIU





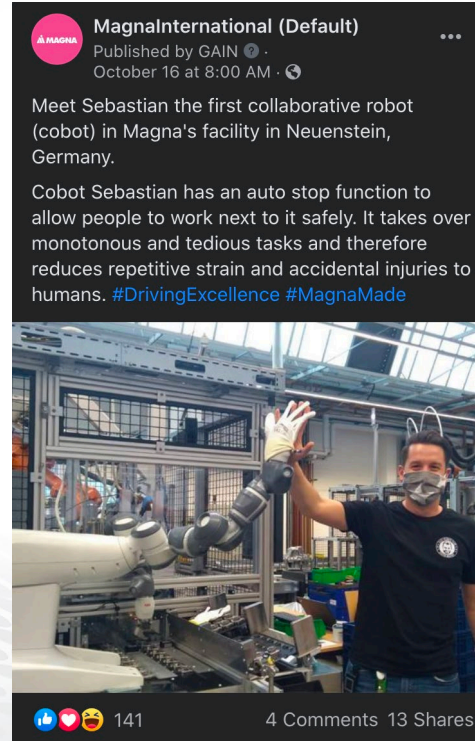
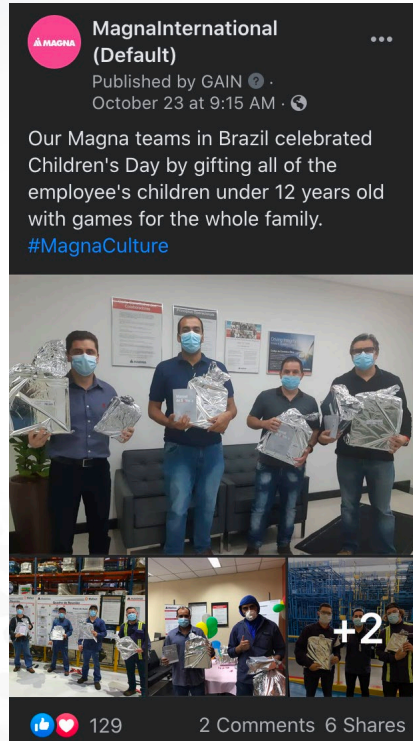
 3

 16



Social posts – Sharing our stories

Our highest engaged posts highlight employee activities



These 3 posts have...

Reached **13444**
People

Engaged **1256**

Has to start from the inside

A large, dense collage of numerous small photographs of people, likely employees, arranged in a grid-like pattern that forms a large, abstract shape. The photos show people in various work settings, some smiling, some in uniform, and some in group shots. The collage is set against a light gray background with a subtle pattern of small dots.

158,000
Company Ambassadors

LinkedIn articles



Black History Month: Celebrating Contributions, Connections and Community

Published on February 9, 2021



Andrew Barrow

Human Resource Manager, Employee Advocate Program at Magna International

1 article

✓ Following

When I was growing up in London, Ontario, my family would observe Black History Month with a field trip to the nearby Buxton National Historic Site & Museum, which honours one of Canada's final stops on the Underground Railroad and network of safe houses for fugitive

Lessons from a Leader and Mentor

Published on March 8, 2021



John O'Hara

President, Magna Mechatronics, Mirrors, Lighting and President, Magna Electronics

1 article

✓ Following

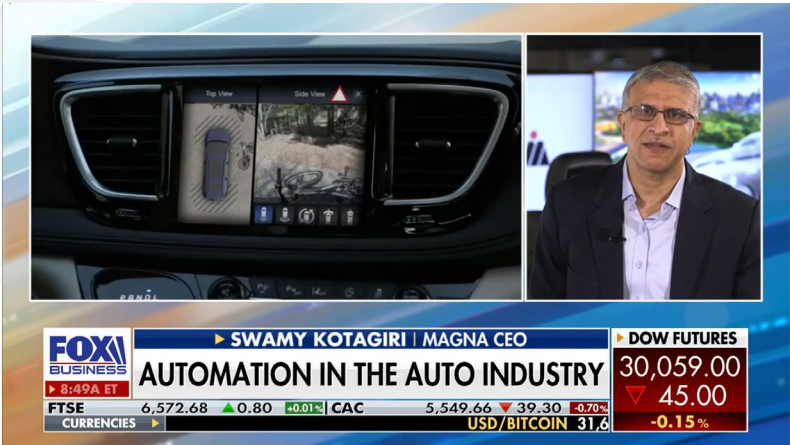
I am fortunate enough to have grown a career at Magna that allows me to oversee multiple facilities and thousands of hard-working employees around the world. But I always remember how a leader and mentor I met early on continues to influence my career in powerful ways.

Her name is Phyllis Myshrall. She was my boss and an operations manager responsible for making automotive safety products in Canada when I was starting out in the early 1990s. I still apply the pragmatic and disciplined approaches she practiced. From an operations standpoint, she's the best I've seen – and she's still actively in operations today.

A key lesson: management needs to be a presence on the shop floor if you want to reinforce high standards in safety and efficiency.

Phyllis didn't depend on reams of data, problem-solving techniques or management consultants to achieve results. Instead, she would frequently be on the shop floor at the start

Strategic Media Outreach



“Behind every person, behind every company, behind everything, is a story of how it got there – and the most relevant stories connect on a personal level.”

– Beth Comstock, CMO of GE



DRIVING **EXCELLENCE.**
INSPIRING **INNOVATION.**