

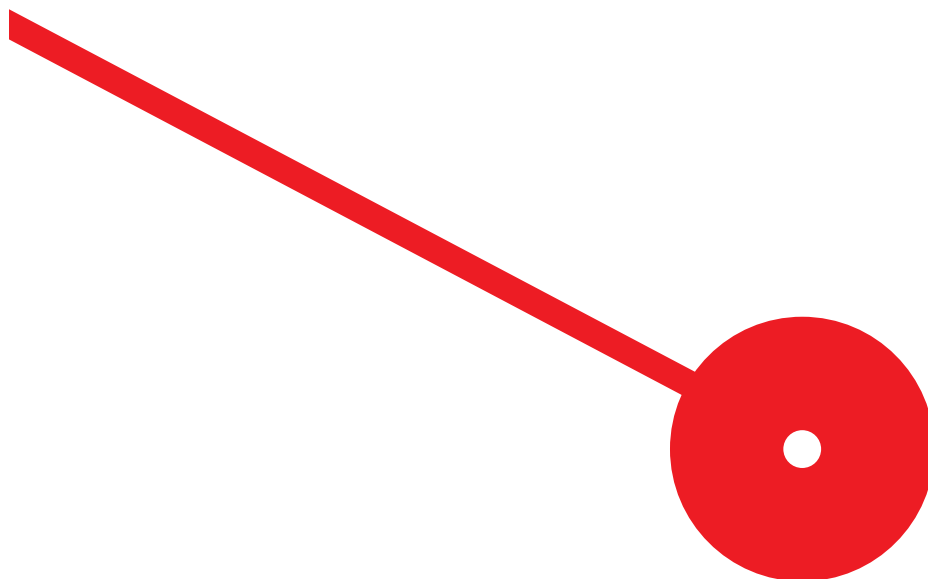


# Red Bull's Managed Channels Tools & Services Internship Report

Mónica Alexandra da Silva Rocha

Versão final (Esta versão contém as críticas e sugestões dos elementos do júri)

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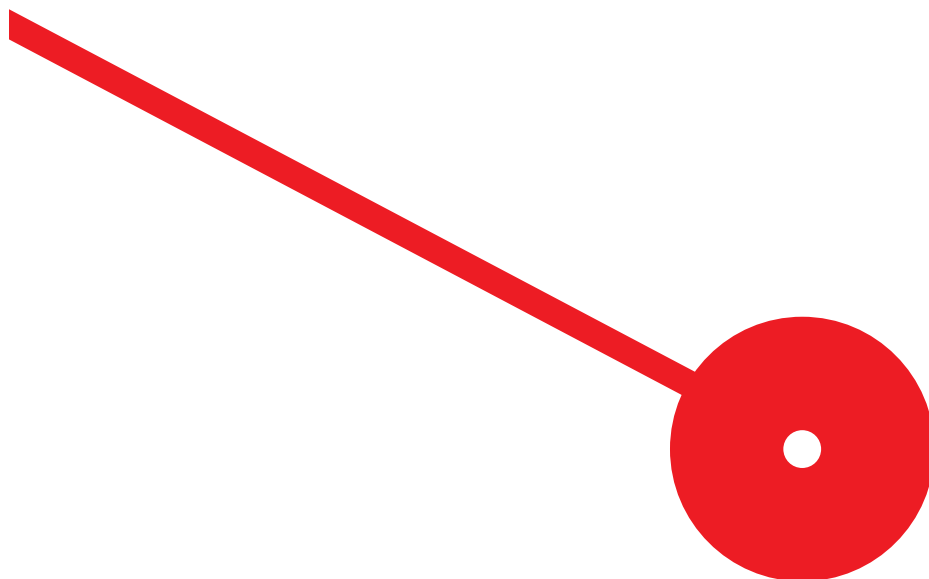




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Mónica Alexandra da Silva Rocha

**Relatório de Estágio apresentado ao Instituto Superior de Contabilidade e Administração do Porto para a obtenção do grau de Mestre em Marketing Digital, sob orientação de Prof. Dr. Ricardo Melo**



## **Dedication**

**“To my parents, for making my dreams theirs  
also and for never letting me give up.”**

**“Aos meus pais, por terem feito dos meus sonhos os deles  
também e por nunca me terem deixado desistir.”**

## **Acknowledgements**

This report is my last step before I complete my academic life, and I am very grateful for the numerous individuals that have accompanied me along this journey. Therefore, I would like to mention and thank:

First, I would like to give an honorable mention to all my professors from my bachelor's degree for preparing me so well for the professional world and also for my masters.

All my colleagues and professors in the Digital Marketing Master's for all I have learned through these 2 years.

My supervisor, Professor Ricardo Melo, for all his hard work, time, dedication and advisement. The professor's guidance and suggestions were important to make this internship report and to succeed in the masters.

Red Bull, in particular to Kathlene Hestir and Ashley Engquist, for believing in me and all the support, help and learning. They are great professionals and without them the experience would not have been the same. All my colleagues and friends that have somehow impacted my experience, taught me so much and made Salzburg and this experience unforgettable.

All my family, especially my parents, Madalena and Jaime for believing in me even when I didn't and supporting me through every hurdle. Without them I wouldn't have had the opportunity of doing this master or going abroad to do my internship. Thank you for the unconditional support through these 5 academic years.

To all of these people mentioned above, thank you so much for being part of my life and my journey. My accomplishment is also yours.

## Resumo

Nos últimos anos o número de utilizadores nas redes sociais tem aumentado exponencialmente, com isso tem também aumentado o número de plataformas disponíveis para a comunicação e o marketing digital. Assim, criou-se espaço para novos websites que promovem melhorar a experiência das empresas na criação de conteúdo e na venda online.

A melhoria da segurança está também inerente ao sucesso das redes sociais, havendo várias plataformas de suporte para que não haja nenhum cyberattack ou perda de informação.

Para atingir o sucesso no mercado digital, especialmente nas redes sociais, é imperativo que as empresas invistam numa estratégia forte e detalhada e que realizem recolha de dados para obter mais informação sobre a sua performance.

O presente relatório descreve as atividades realizadas durante o estágio na Red Bull, a empresa líder de mercado das bebidas energéticas, uma empresa com sede em Elsbeten, Salzburg, Áustria.

Durante o estágio foram realizados vários projetos com o intuito de melhorar a gestão das redes sociais e de todos os canais digitais utilizados pela empresa. Ou seja, foi criado uma nova base de dados para melhorar a recolha de dados sobre as diferentes contas das redes sociais. A forma como as pessoas fazem login nas redes sociais foi melhorada para que haja mais segurança e foi criada uma base de dados automatizada para que seja possível saber quem são os trabalhadores com acesso e a que informação tem acesso. Uma nova rede social foi criada para corresponder a uma fala de mercado.

O resultado final de todas as atividades realizadas foi a melhoria da segurança e no acesso às redes sociais e outras plataformas, a automatização de vários processos de gestão e a utilização de mais ferramentas da própria empresa e a menor dependência de terceiros.

**Palavras chave:** redes sociais, segurança, Sprinklr, gestão de utilizadores

## **Abstract**

In recent years the number of users on social media networks has increased exponentially, which has also increased the number of platforms available for communication and digital marketing. Thus, space has been created for new websites that promote improving the experience for companies that choose to create content and/ or sell merchandise online.

The improvement of security is also inherent to the success of social media, with various platforms supporting it so that there is no cyberattack or loss of information.

To achieve success in the digital market, especially in social media, it is imperative that companies invest in a strong and detailed strategy and conduct data collection to gain more insight into their performance.

This report describes the activities carried out during the Managed Channels Services internship at Red Bull, the market leading energy drink company, that is based in Elsbethen, Salzburg, Austria.

During the internship several projects were carried out in order to improve the management of social media and all digital channels used by the company. In other words the following was done:, a new database was created to improve data collection on the different social media accounts. The way people log in to social networks was improved for more security, and an automated database has been created, so that it is possible to know who are the workers with access and what information they have access to. And a new social network was created to match market speak.

The result of all the activities carried out was improved security and access to social networks and other platforms, the automation of various management processes and the use of more of the company's own tools and less dependence on third parties.

**Key words:** social media, security, Sprinklr, user management

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## **Acronyms and abbreviations**

API	Application Programming Interface
DDoS	Distributed Denial-of-Service
EU	European Union
GDPR	General Data Protection Regulation
IAM	Identify & Access Management
MFA	Multi-Factor Authentication
PAM	Privileged Access Management
POC	Point of Contact
SaaS	Software as a Service
SSO	Single Sign On
USA	United States of America

## Glossary

**Phishing:** a target or targets are contacted by email, telephone or text message by someone posing as a legitimate institution to lure individuals into providing sensitive data such as personally identifiable information, banking and credit card details, and passwords;

**Zero day:** takes place when hackers exploit the flaw before developers have a chance to address it;

**DDoS Attack:** the attacker floods a server with internet traffic to prevent users from accessing connected online services and sites;

**Trojan:** type of malware that downloads onto a computer disguised as a legitimate program;

**Crypto jacking:** online threat that hides on a computer or mobile device and uses the machine's resources to "mine" forms of online currency known as cryptocurrencies.

**Ransomware:** cryptography that uses a pair of keys to encrypt and decrypt a file;

**Port scanning attack:** method of determining which ports on a network are open and could be receiving or sending data;

**Brute-force attack:** uses trial and error to crack passwords, login credentials, and encryption keys;

**Social engineering:** users are lured into sharing confidential or sensitive data via social media, email, or other communication channels;

**Fake profile:** fake profiles can be used to mimic real public figure profiles to distribute mass-malware or phishing campaigns to their followers or contacts;

**Malicious links and content:** cybercriminals usually use malicious links to lure a victim into clicking through to a data that is hosted on third-party sites;

**Compromised profile:** could be used to expose the customers of a brand to malicious content;

**Reconnaissance:** can collate and analyze users' profiles, relationships, behaviors, hobbies, and more, then use that information to craft enticing messages and other lures;

**SaaS:** Cloud based software delivery model that allows end users to access software applications over the internet;

**IAM:** framework of business processes, policies and technologies that facilitates the management of electronic or digital identities.

## **CHAPTER – INTRODUCTION**

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In the past few decades there was an exponential increase of social media and possibilities in the digital world. Brands and companies felt the need to adapt and invest more in the digital market.

For some companies digital marketing became a major tool to create and maintain a positive relationship with customers. The focus here are the social media platforms and tools and all the channels that allow this communication to flourish.

Nowadays, the communication in social media platforms like Facebook, Instagram, Twitter, Tiktok or Twitch is faster and there is substantially more content available. This means that companies need to create content that is memorable and is recognized as being part of the brand image.

One of the biggest changes that social media has provided was in sales “consumers have experienced a revolutionary change in the way they gather information about products or services they are interested in, the way they make decisions about current or future purchases” (Vinerean, 2017, p. 28). Sales being the ultimate goal of a company, it is fundamental to create a strong social media and digital strategy.

In order to create these strategies, there are several tools that can be used to schedule posts, incorporate an online store, create analytics dashboards or geotarget posts. These features are fundamental to having a strong digital presence and to help examine what to do next.

Every day there is a new platform or a new feature to change and improve social media and digital marketing. Therefore, it is necessary to always be looking for what is new and what can and should be part of the strategy.

Cybersecurity is also a topic coming up over the past years, since the number of cybercrimes is increasing. Several social media platforms are working every day to improve the security, and right now there are several new security measures to give users more confidence that their information is safe. To complement the platform's increase in security, there are free online tools where one can save passwords and login details, so more secure login credentials can be used.

An important factor of security is to know who has access to social media platforms and tools. User management is relevant to keep track of who has access to which information and also it is easier to delete when the access is no longer needed.

Another topic in the digital market is the creation of rules to protect users' private information. In the past few years the European Union has been working hard to improve and create more laws to protect everyone online. The goal of the laws are to make digital more transparent, safe, protect and responsible.

The present document pretends to present the theoretical and practical knowledge obtained during the Digital Marketing Master's and during the 11 months internship at Red Bull. Therefore, the report covers the activities during the internship and as a complement a case study about Sprinklr and the impact of the platform in the activities performed.

## **Red Bull**

Red Bull is world-renowned for its famous energy drink. The first energy drink ever sold was in 1987 by Dietrich Mateschitz in Austria. Since then, more than 100 billion cans have been sold worldwide. Nowadays, the company has 38% of the market share in energy drinks.



Figure 1. Red Bull main logo

With the market increasing, Red Bull felt the need to create more products. As complements to the original drink, first it was created the sugar-free and zero versions. Later on, Red Bull created several editions: Red Bull Green edition- Cactus, Red Bull Yellow edition- Tropical, Red Bull Blue edition- Blueberry, Red Bull White edition-

Coconut and blueberry, Red Bull Red edition- Watermelon, Red Bull Winter edition- Apple and fig.

In 2018 ORGANICS by Red Bull was released. The only drink that is not only sold in cans, but also in glass bottles. This collection started with 4 different flavors and currently they are 7- bitter lemon, ginger ale, simply cola, tonic water, viva mate, black orange and purpleberry. The company also had some special editions over time to celebrate its own sports teams or athletes.

It is possible to buy the energy drink in 160 countries all over the world, however the special editions and the organics can only be found in a few markets. To decide which countries will have these special deliveries the company has a full team studying the markets and the consumers behavior.

Besides its cans business, Red Bull has a brand that is present in multiple markets. The company sponsors athletes and events in different sports, organizes sporting and cultural events, and has sports teams in football, ice hockey, and Formula 1, among others. The company also has its own TV channel, magazines, and studios. In total, the company has around 857 athletes and 86 teams in 77 countries.



Figure 2. Red Bull projects logo

In 2007, Red Bull created Red Bull Media House to specialize in social media and networks and to increase the visibility of its work in the digital realm. A lot has changed since then, and nowadays the company has hundreds of employees.

In Salzburg, Red Bull has three offices: Fuschl, Elsbethen, and Wals, and in several countries the company has a local team to provide appropriate responses in the field. These teams coordinate the national social media platforms to bring Red Bull closer to each market. In total, the company has more than 1,200 accounts on Facebook, Twitter, Instagram, TikTok, Strava, and Twitch. Overall, there are more than 1,300 users between Sprinklr, LastPass, Facebook Business Manager, and LinkedIn Business Manager.

## **Internship**

The internship was performed at Red Bull Base in Elsbethen, Salzburg, Austria as part of Red Bull Media House. The project started on October 3rd<sup>1</sup> and was initially supposed to finish on December 23rd. However, it was extended until June 30<sup>th</sup>, but the activities that were described in this report were performed between October 3rd and March 31st.

In total, the internship had 1232 hours, but this report it is only about 924 hours of work in the projects.

The training was done in the Managed Channels Services team and the manager and responsible was Kathlene Hestir, Global Managed Channel Services Manager.

The main goals for the team were:

- Manage the back end of Red Bull's nearly +1200 social media accounts;
- Help provide access and training to Red Bull's social media services and tool;
- Help program Sprinklr rules to auto-tag nearly 900 athletes across social media posts;
- Work with nearly 150 Red Bull country and project teams to activate Multi-factor authentication on all Red Bull social media accounts.
- Perform multiple security audits across Red Bull's managed accounts.

Apart from that, one important goal to do this internship was to finish the Master in Digital Marketing. During the internship, the team defined additional tasks that needed to be

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<sup>1</sup> The internship started on July 25th, but for University documents it was decided to start only on October, when the academic calendar also started.

completed, such as creating the company link in bio tool accounts and releasing it, programming Sprinklr auto-tag events, and creating a user massive management tool.

There were some delays during the internship due to the large number of teams located around the world and platform errors. In some projects, it was necessary to alter the dates. The table 1 shows the dates of the main milestones. In the appendix I contains a Gantt chart with all the details.

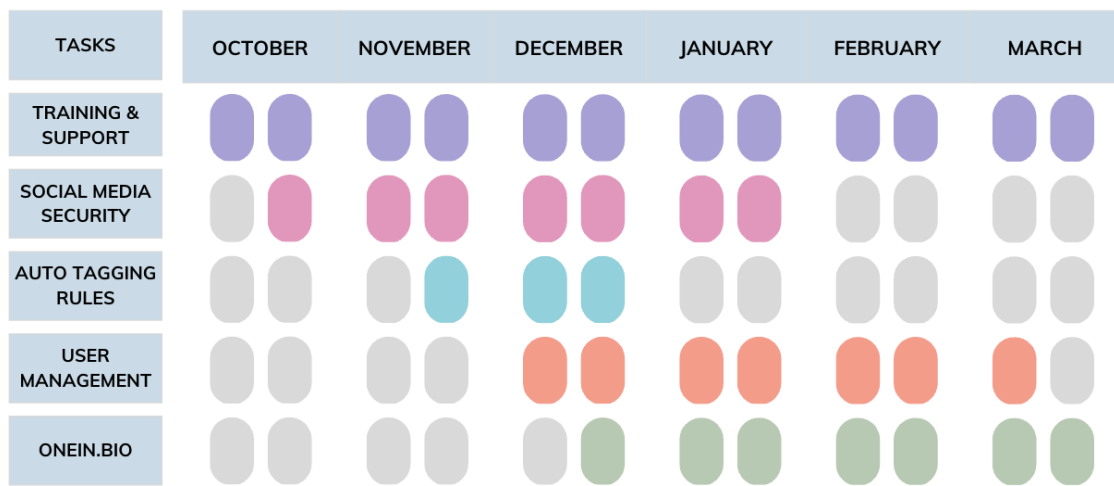


Table 1. Chronogram of the milestones completed during the internship

All these tasks will be explained in detail during this report, however it is relevant to have an idea of what each milestone is:

- **Training & support-** train the teams to use social media platforms and channels and give daily support with the platforms;
- **Social media security-** improve social media security measures on Instagram, Tiktok, Twitter and Twitch;
- **Auto tagging rules-** create back rules with all company athletes to improve insights and analytic dashboards;
- **User management-** create a database with all company users and create a software to notify every time someone no longer needs the access;
- **OneIn.Bio-** create and customize a new in-house social media link in bio tool.

## **Report structure**

After the introduction, the report is split into four chapters. The first chapter is about the literature that explains the theory of the activities performed in the internship, like the importance of security in social media or the channels that complement them. In the second chapter the activities that were performed between October and March are detailed, them being user management, social media security, OneIn.Bio and training & support.

The third chapter is a case study about Sprinklr, a very important platform for Red Bull. It is possible to understand and compare the company with the competitors in the market and understand the similarities and the differences. This chapter will also detail a project done using this platform. Finally, the last chapter is the conclusion, where each project is analyzed in detail and discussed if it was a success or not. A crucial aspect of this chapter is the impact that the internship had in Red Bull and in the team.

**CHAPTER I – LITERATURE REVIEW AND ANALYSES OF THE  
STATE OF THE ART**

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The goal of this chapter is to understand the activities performed during the internship based on theoretical support. It is important to explain why decisions were made about which channels to use and how to organize the users in a multinational company.

Since Red Bull is a European Union-based company, legal questions are an important matter, so reviewing the law is necessary to keep up with the constant changes in digital marketing rules. The improvement of security measures on social media accounts was also studied to understand which one, multi-factor authentication or phone number, is the best choice from a company's perspective.

Finally, it is possible to take a look at the importance of training the employees and the impact that this has on their performance. As well as the importance of giving support and solving the problems to allow employees to give their best.

## **1.1 Social media platforms**

First, it's important to understand what social media platforms are and the impact that they have in people's lives. As Hruska and Marevosa refers "We use the term social media to refer to 'Internet-based applications that build on the ideological and technological foundations of Web 2.0'" (Hruska & Maresova, 2020).

The most popular social media platforms are Facebook, Twitter, Instagram, Twitch and TikTok. In some countries like China or Russia these platforms are not available and they use others, such as VK, Tencent or Xiaohongshu.

The current state of social media had a big upgrade in the past few years. "Social media has evolved over the last decade to become an important driver for acquiring and spreading information in different domains, such as business, entertainment, science, crisis management, and politics." (Hruska & Maresova, 2020).

Social media changed the way people see the world, have access to information and how they organize their day. As Josh Loewen said, social media is what people use to communicate and look for the weather or relevant events (Loewen, 2020). This means that it is important to choose what to communicate and how, so the right information will arrive at the right target.

In the United States, adults spend in average 6 hours using social media every day and sometimes use several platforms at the same time (Hruska & Maresova, 2020). This explains why almost every day there is a new platform with a different impact, as well as the new features that the previous platforms are developing in order to retain users and become as comprehensive as people desire.

For companies, social media allows them to be closer to their customers, to personalize the communication and to sell. As Hruska and Maresova said. “Facebook and other social media have opened up an excellent platform for marketers and companies to increase their product promotion through viral marketing that is viewed by more than one billion connected consumers.” (Hruska & Maresova, 2020). This constant connection with consumers made companies invest more of their time and resources in digital communication. This opened space to new tools that can support to improve this job, such as Airtable, Sprinklr, LastPass, Hootsuite, Oracle Customer Experience or Adobe Creative Studio.

As soon as the organizations understood that social media is the most used tool to connect (Hruska & Maresova, 2020) they decided to invest more in digital marketing than in television, radio and other services.

It was important for companies to understand the habits of customers, with the investment of this research it was created the term social media analytics, “an emerging interdisciplinary research field that aims at combining, extending, and adapting methods for the analysis of social media data” (Hruska & Maresova, 2020).

The social media platforms included in this study are Facebook, Instagram, Twitter, TikTok, Twitch, YouTube, and LinkedIn. Facebook and Instagram are platforms for sharing photos or videos with friends and family, while TikTok and YouTube are exclusively video platforms. On Twitter, it is possible to share videos and photos, but the main purpose is to write short posts about trending topics or everyday life. Twitch is the most popular streaming social media platform. Lastly, LinkedIn is a professional platform for users and companies to share their work and advertise to potential employees.

With so many different platforms, it is necessary to find the right strategies for each one. There are plenty of books, videos and companies with the goal of helping those who want

to invest in Digital Marketing. This makes the competition increase and the investment in social media even larger.

In Red Bull, the company uses additional tools to help construct the digital strategy. These platforms are Sprinklr, LastPass and Airtable.

### **1.1.1 Sprinklr**

For social media managers, it is important to find platforms that can improve their work planning and executing strategies in social media. Sprinklr is a tool with many features, including the ability to schedule posts and to get personalized analytics.

There is no consensus as to which day of the week and time is the best to post, some marketers advocate for weekdays, while others say that weekends are better and at different times of the day (Curvelo, 2023). This means that there are no rules to succeed in social media, so each organization needs to research and try what works best in each case.

One of the most important factors to succeed in social media is scheduling the posts prior, because allows a company to improve its engagement without spending more money on digital marketing strategy (Cuevas-Molano, Sánchez-Cid & Gordo-Molina, 2021, p. 74). For the digital strategy to work it's important that the company define a strong approach based on the results. One of Sprinklr's expertise is the report dashboard with a lot of information and customized data based on what is relevant for each user.

However, each account is unique and there is no formula to guarantee success for all of them. Therefore, it is essential that companies experiment with different times and days to determine which strategy works best. Sprinklr has a range of tools to enhance this experience.

One important feature for international companies is the possibility of geo-targeting the posts and websites in social media. This is one of the most profitable marketing opportunities of the last few years, "From creating more customer-friendly websites to reducing Internet fraud, an application that provides accurate geo-targeting results could change the way business is done on the Internet." (Cruz, 2002, p. 27). Geo-targeting is a

way to find the location of a website visitor and give him content based on his location (Ramchandani & Nagar, nd, p. 2).

This method allowed companies to provide a better experience to the user, spending less money. Once the company knows from where the users are, it is possible to choose the best content to post and also the best time to do so.

### **1.1.2 LastPass**

When social media accounts are shared between different people in different places one of the biggest concerns is how to share the passwords and still keep all information safe. The increase of cybercrimes, like hacking, made everyone, but especially companies, more concerned about how to keep confidential information away from these attacks.

There are several measures that can be adopted to make sure the passwords are not weak. First, as Pure Cloud Solutions explains, it's important to “Avoid reusing passwords at all costs as you risk making it easier for cybercriminals to gain access to one or more of your accounts.” Some passwords like “password”, “12345678” or using the user’s name or birthdate are considered weak passwords that shouldn't be used. Also, a password should be changed, at a minimum, every six months to make sure that no one is trying to get the password and only people that have the password will be able to login back in the account (Pure Cloud Solutions, nd).

As the company Pure Cloud Solutions states, a password should be as strong as possible. This means that the password should have at least 12 characters and should be a combination of lower and upper-case letters, numbers, and symbols. On average, a hacker would need 34 years to be able to hack the account.

In the figure 3 it's possible to understand how long it takes to hack an account based on how strong or weak a password is. The strongest password possible is a passphrase with 18 characters including a space as a symbol.

Figure 3. Time required to hack a password

TIME IT TAKES A HACKER TO BRUTE FORCE YOUR PASSWORD IN 2022					
Characters	Numbers Only	Lowercase	Upper + Lowercase	Numbers, Upper + Lowercase	Numbers, Symbols, Upper + Lowercase
4	Instant	Instant	Instant	Instant	Instant
5	Instant	Instant	Instant	Instant	Instant
6	Instant	Instant	Instant	Instant	Instant
7	Instant	Instant	2 secs	7 secs	31 secs
8	Instant	Instant	2 mins	7 mins	39 mins
9	Instant	10 secs	1 hour	7 hours	2 days
10	Instant	4 mins	3 days	3 weeks	5 months
11	Instant	2 hours	5 months	3 years	34 years
12	2 secs	2 days	24 years	200 years	3k years
13	19 secs	2 months	1k years	12k years	202k years
14	3 mins	4 years	64k years	750k years	16m years
15	32 mins	100 years	3m years	46m years	1bn years
16	5 hours	3k years	173m years	3bn years	92bn years
17	2 days	69k years	9bn years	179bn years	7tn years
18	3 weeks	2m years	467bn years	11tn years	438tn years

Font: Pure Cloud Solutions

It is impossible to keep all these strong passwords in mind, so there are several password managers to keep them organized, “these tools enable a user to store all of their login credentials in one centralized, private, encrypted repository.” (Heaslip, 2021).

LastPass is one of the biggest platforms in the world (Kurko, Brock, Klammer, 2023). It allows a user to save all the passwords, as well as addresses, bank accounts and private notes. Apart from that, the platform also has a system that creates strong passwords automatically and tells the user if the passwords are weak or strong. For companies the platform has an important feature where it’s possible to save the passwords in groups and users only have access to the groups that admins want.

This platform aims to stop the non-safe ways that passwords were shared, like notes in the computer or mobile phone and share documents on the web. This way it’s also possible to improve the passwords for something stronger, because it’s only necessary to know the platform password and not all the others.

LastPass and other systems have made accounts safer and improved cybersecurity methods, making hacking harder and less likely to occur.

### **1.1.3 Airtable**

For big and international companies, dealing with large amounts of data is always a big challenge. Therefore, it is relevant to find the right way to manage the data and possible platforms that can support it.

The most important features that a platform should have for Red Bull are the shared views, so several employees can see it and work at the same time, be able to organize different projects in several pages and manage the access to each one. It is also important to link information from other pages to help the project.

Airtable is a very famous spreadsheet database, with more than 450,000 organizations signed (Airtable, 2023) where people and companies keep important information, do collaborative pages and automate projects. This platform can be used for different reasons like to automate processes, to unite workflows or tracking.

The website has four plans, therefore the users can choose what is best for them. There is the free plan, plus, pro and enterprise. Each plan offers a different number of workspaces and extensions, as well as the amount of information that can be stored in the platform and the number of interfaces.

These platforms changed how companies work worldwide and allow them to be more connected among employees and to make more and better projects. However, these platforms are in constant development and finding new features that can change the market.

An important factor about these websites is that many companies don't want to give information and trust to third-party platforms that they don't have full control of, what sometimes creates a limitation in the users' work.

## **1.2 General Data Protection Regulation (GDPR)**

Data protection has been a prominent topic in Europe for the past few years. The first regulation was in 1995 with the Directive 95/46/EC and in 2016 the EU adopted the General Data Protection Regulation (GDPR) that was fully implemented in 2018.

The recent implementation of the regulation made companies change some channels and tools related with social media platforms. This topic is relevant to understand why some decisions were made during the internship and the impact of the activities in social media and the company.

The creation and implementation of a regulation that truly protects the data of consumers is a major advancement in the digital world, where the regulation is special hard to create because it is not physic.

However, to find the best way to regulate something that is digital and not physical is hard and takes time and research. Therefore, it was necessary for several conventions and meetings to create and develop legal rules through the years, creating two major directives 1995 and 2016.

The first law adopted to protect personal data was back in 1981 during the personal data protection convention. The laws were defined in a technologically neutral style, which is not fully legal nowadays.

Nowadays, there is some information that websites must provide, such as information about the organization, including contact details, the purpose of data collection, which organization is using the personal data, how long they will retain the data, details of other organizations that will receive personal data, and information about data protection rights.

One of the focuses is the cookie policies as it says in the guidelines 05/2020 “The validity of consent provided by the data subject when interacting with so-called ‘cookie walls’” (European Data Protection Board, 2020).

The consent of the data collecting is a major issue, so it was defined that the consumers can choose if they authorize the company to collect their data or not “Organisations are likely to need consent under the ePrivacy instrument for most online marketing messages

or marketing calls, and online tracking methods including by the use of cookies or apps or other software.” (European Data Protection Board, 2020).

Besides that, it is also important “In order for consent to be freely given, access to services and functionalities must not be made conditional on the consent of a user to the storing of information, or gaining of access to information already stored, in the terminal equipment of a user (so called cookie walls)” (European Data Protection Board, 2020). This means that it is not enough to offer the option of accepting cookies or not, it is also important to give customers the freedom to choose which information they want to share.

Lately, there were several new rules coming up to protect users' data, but this means that the websites need to follow the rules and make the changes that were necessary. However, some websites just don't want to follow the rules, so it is necessary that the EU and each country's governments have people verifying if the data is being used correctly.

### **1.2.1 USA law vs European Union law**

As was possible to understand, the law in the European Union is very restrictive and it was created to improve customers' digital experience, however, this does not happen in the United States of America (USA).

As the biggest companies in the world are based in USA, they don't need to strictly follow EU rules, however, Red Bull is based in Austria, therefore it is extremely important to follow the GDPR rules (to avoid fees). So, this creates a direct impact in the company that needs to revise all the stakeholders that they keep contact with and find the solutions when they don't follow the regulation.

Officially, there are no national laws related to cookies and data collection in the United States of America. Whereas in Europe, countries want to make the web more user-friendly. In some other third nations there is no plan to make the digital realm safer.

As for the cookie website, CokieYes explains, there are some state laws that require websites to let customers know about the data collection. However, they cannot choose the information that is being collected and for what.

This is completely illegal by the European Union rules, but the majority of the American websites still do that and people in the EU use these pages without knowing that it is illegal and for what their personal information is being used for.

This is not only a problem in the USA, but also in several third-party countries so each user needs to be careful and choose wisely which websites to use in order to protect their data. In some cases, the companies can also have an active role in choosing the platforms that will be presented to the users.

### **1.2.2 Impact of law in Red Bull**

Because some organizations failed to comply with the regulations, Red Bull had to look for alternative websites that adhere to data protection and follow European Union rules.

Red Bull had a contract with Linktree, but the company does not give customers the option to authorize data collection and select which cookies they allow. This means that the organization does not comply with the European Union data protection regulations. To solve this problem, Red Bull created its own link-in-bio tool: OneIn.Bio. This tool was designed to address the new data protection concerns in the EU and to match the other communication designs used by the company, its website, and social media.

In this new tool, the company created an imprint page where everyone can view the company's policies according to the data protection regulations in the EU. The link for the imprint is at the end of each Onein.Bio page, as you can see in the annex II.

On the imprint page, it is possible to find all the necessary legal details and it is customized in different languages. Even to the countries that are not part of the European Union this imprint is used, therefore all user's data is protected.

### **1.3 Users' management**

The development of the new digital era created new challenges like how to manage all the uses of different channels. Users' management can be defined as "the effective management of users and their accounts, giving them access to various IT resources like

devices, applications, systems, networks, SaaS services, storage systems, and more.” (Rakesh Soni, nd)

As Rakesh Soni explains, user management enables companies to grant and manage access, while always controlling accounts and ensuring the process is secure. With the increase of hacking this management won special attention, once only people that actually needed access should have it.

One big challenge for international companies is to determine how user management should be divided and allocated. It must be decided whether control should belong to headquarters or to the local teams. Also what are the criterias to manage the users, mainly the processes to give the access and to know when this access is no longer needed or when the employee leaves the company. There is no right or wrong decision, each company must find the best approach based on the market, the business manager, and the number of users to manage.

In the case of Red Bull, user management is used to control access to social media platforms and channels, such as Facebook Business Manager, LinkedIn Business Manager, YouTube, LastPass and Sprinklr.

The main factor to decide who must have control of user management is security. In some cases, the local teams are a better feat because they can easily add and delete users when they no longer need access. In other cases, the global headquarter team should have access because they have a bigger picture of the user’s management process.

#### **1.4 New social media security measures**

The development of new social media security measures was necessitated by the increasing number of cyberattacks and the need for digital protection. The term cybersecurity means “collection of tools, policies, security concepts, security safeguards, guidelines, risk management approaches, actions, training, best practices, assurance and technologies that can be used to protect the cyber environment and organization and assets.” (Schatz, Bashroush & Wall, nd)

Cybersecurity has become an increasingly important topic in recent years, and companies have had to invest more money and resources to protect their digital systems. The most

common cyberattacks<sup>2</sup> are phishing, zero day, DDoS Attack, trojan, crypto jacking, ransomware, port scanning attack and brute-force attack.

In social media, cybersecurity is important to protect users from cyberattacks and online threats. This can be done by using strong passwords, avoiding clicking on suspicious links, avoiding posting personal information, and using two-factor authentication. Additionally, users should be aware of the latest security updates and should also be careful when downloading apps or games.

Social cyberattacks can be premeditated “which are designed to create an excited signal in a social network, often under false pretenses, so as to benefit from the chaos and upheaval” and opportunistic “which take advantage of an existing excited social network signal and, by manipulating it through various means, derive benefit” (Goolsby, nd). The most common cyberattacks<sup>3</sup> through social media, based on IPV Network, are social engineering, fake profile, compromised profile, malicious links and content and reconnaissance (IPV Network, 2019).

These attacks bring several problems to people and companies, these consequences can be leaks of important personal or company information or use of this information as an advantage (Khandpur, Ji, Jan, Wang, Lu & Ramakrishnan, 2017, p. 1049)

Red Bull is no different, so the goal in the past few months has been to improve the security system of their social media accounts. However, as an international company, it is necessary to find the right measures that fit everyone that works in the company all over the world.

After searching for the best option, the team concluded that implementing multi-factor authentication was the best option. As a plus, after speaking with the Facebook support team, they assumed that they only support accounts on Instagram and Facebook with this function activated (annex III).

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<sup>2</sup> Meaning in the glossary.

<sup>3</sup> Meaning in the glossary.

This new measure is more secure than using phone numbers or emails in the accounts, as there is no personal information attached to it. However, it is necessary to use third-party apps, like LastPass or a code generating app.

#### **1.4.1 Multi-factor authentication vs phone number**

Every time someone creates an account in a social media platform, app, or website, one of the first questions is to add the phone number. However, for a company, this is not the best approach because employees are changing all the time and only one mobile phone can receive the security codes. This means that it is necessary to change the phone number every time an employee leaves the company or the role and also that the person with the phone number needs to be available to share the security code when other people need to login.

Several social media platforms, such as Facebook, Instagram, Twitter, Tiktok or Twitch have implemented the multi-factor authentication system to solve companies' problems. This means that it is no longer mandatory to use phone numbers on social media to endure safety, but it can be used other ways like, email or one-time passcode. As Instagram explains “When you turn on two-factor authentication, you're asked to choose either text message (SMS) codes or a third-party authentication app as your primary security method.” (Instagram Help Center, nd).

The option of using an authentication app improved the company's experience, since this option allow to use an app like google authenticator to generate the code that confirm the person or the device that it is trying to login for the first time (Instagram Help Center, nd).

The Instagram team recommended using an authentication app, “This security method is recommended because you can add multiple devices connected to an account so that they can all get login codes.” (Instagram Help Center, nd). This option allows to improve accounts' security.

Not all social media platforms have these options available, so it is necessary to adapt to the options that are possible to use. On Tiktok it is only possible to add an email or phone

number. As of writing this thesis, the platform is working to add the authentication app to the system and is right now doing a test version in some Tiktok business accounts.

For a personal account to use a mobile phone for authentication is a normal procedure, however, for companies this is not a safe measure. Therefore, the new social media multi-factor authentication feature is a very innovative way to improve social media security for business.

## **1.5 Training & support**

One of companies' biggest assets are their employees, therefore it is extremely relevant to keep them happy and motivated. "Employees are the most valuable asset of every company as they can make or break a company's reputation and can adversely effect profitability." (Elnaga & Imran, 2013)

There are multiple ways to make the employees motivated, but one of the most important is to give them constant training so they can know more about the tools and platforms that they can use to improve their work. "To develop the desired knowledge, skills and abilities [sic] of the employees, to perform well on the job, requires effective training programs that may also effect employee motivation and commitment" (Elnaga & Imran, 2013). This is especially important when discussing social media and digital marketing because it is a fast paced business that develops quickly, and almost every day there is something new coming up.

The training can be about new tools or platforms or also related to new guidelines or information, this allow the employees to have more information and skills (Elnaga & Imran, 2013)

The training also includes support in the day-by-day problems that can come up, therefore it is important that the employees to have the best conditions possible to perform their work.

## **CHAPTER II – INTERNSHIP PROJECT**

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In this chapter, the tasks performed during the internship will be detailed with the goal of understanding why they were carried out, the results of the activities, and possible future work. Each subsection represents a project with different small tasks that, ultimately, helped Red Bull to improve its services and tools.

The first project involved creating a user database, transitioning from manual user management to the new database system. The next project focused on implementing new security measures for social media platforms and how this impacts the daily operations of the company.

Following that is the creation of a new in-house tool, OneIn.Bio, and the process of setting up a new digital service. This includes the creation of the platform itself, the associated legal procedures, and providing support to users.

Finally, one of the main tasks, training and support, is detailed to understand the team's training efforts for other employees and their support in various issues.

## **2.1 Users' management**

As explained in the previous chapter, user management is gaining significant relevance nowadays, making this a critical focus point for the team and the company.

Red Bull has more than 2,600 users worldwide with access to one or more of its managed social media accounts including: Sprinklr, LastPass, Facebook Business Manager, YouTube, LinkedIn Business Manager, OneIn.Bio, Strava, and Twitter Ads. Each channel has several pages or groups that are managed individually.

Sprinklr's user management differs from the other channels mentioned, as it is a third-party company with whom Red Bull has contracted a set number of users.

LastPass is a SaaS<sup>4</sup> password manager tool that is used to save passwords and to give access to several social media platforms, such as Instagram, TikTok, Twitter, Bit.ly, and Twitch. Password Manager tools, like LastPass, allow businesses to store, view and edit various login credentials in one central, private, encrypted repository. The platform is

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<sup>4</sup> Meaning in the glossary.

divided into groups for each country and project, allowing multiple teams to have secure access to view and update passwords across all of their accounts, providing more safety and protecting confidential information.

The Facebook Business Manager and Instagram accounts are linked to each other, once they are all part of the same company, Meta. Red Bull has 89 pages in Facebook, with one main page encompassing several country markets. Users only have access to the pages they need, with different types of access, such as employee and manager, content, community activity, messages, ads, insights, and revenue, each allowing different activities in the pages. This type of access is the Privileged Access Management (PAM) “PAM strategies enforce the principle of last privilege, restricting account creation and permissions to the minimum level a person requires to do a job.”. (McCarthy & Magnusson, nd)

In YouTube, Red Bull manages 69 channels between projects and teams, that are managed by Youtube CMS or Youtube Studio with users having strict and limited access to the pages and functions they need to perform their work. This access can be manager, editor, editor (limited), subtitle editor, viewer, and viewer (limited).

In LinkedIn Business Manager, the company manages 9 LinkedIn Company pages for its different brands and business, with users' permissions ranging from admin, employee, or contractor.

For this project it is important to understand first the old manual user management method and the new one. The tasks involved in creating this new method included contacting the point-of-contact, cleaning the actual access that users had, creating the users database, developing the initial software, and ultimately the creating the new database in [Airtable](#)<sup>5</sup>.

### **2.1.1 Old users' management method**

It is crucial for Red Bull to keep their social media accounts secure. The team found the best way to do this was to create request forms in [Airtable](#) (annex [IV](#)) where users could specify the platforms they needed access to and the type of access.

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<sup>5</sup> [Airtable](#) is a database used to keep important information, do collaborative pages and automate projects.

After users requested access, the team would provide the necessary permissions to work on the respective social media platforms. All of these requests are saved in an Airtable database for future records (annex V). However, it was not possible to know how long users needed access or if they were still working with the company.

The previous method the team was using to track all accesses was very manual. Periodically, the team would check each person in IAM<sup>6</sup> to see if they were still working with the company and, in some cases, the team would contact the point of contact (POC) to double check the accesses.

In some platforms, such as LastPass or Sprinklr, tracking users was too time consuming as there were too many people using the platforms. Therefore, users were often only deleted by request from other employees.

This situation was creating many problems for the team, as it was not possible to track all users' access and, when the team was able to do it, it was very time-consuming to do it manually. Therefore, it was imperative to explore potential solutions that could streamline the team's work, making it more efficient and less burdensome.

### **2.1.2 New users' management method**

The team's primary objective was to have more control over users and their access to the platforms. Consequently, it became necessary to explore automated alternatives.

To address this challenge, the team spoke to key stakeholders in aiming to find ways to automate the process and have more control over user management. In the end, the team found two solutions that not only provided improved control over user access but also enhanced platform security. However, refining the initial system into a more advanced second version prolonged the project timeline beyond the initial expectations.

The project encompassed several stages. The first was to check if the contacts for each team were correct. The second was to speak with the teams to ensure that anyone with access to the channels actually needed it. The third stage involved collecting all the information about the users and their access. After that, the team looked for options to

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<sup>6</sup> Meaning in the glossary.

create an IT rule to build a software. Finally, the ideal solution was eventually discovered, culminating in the project's completion.

#### **2.1.2.1 Point of Contact (POC)**

Every time a new project comes up, the first step is to create a wiki page in the internal documents. Here, all the team employees can find information about the project, such as why it is happening, how to do a process, and who is the point of contact. One of the main goals is to provide people with the information in an easy way and to increase their knowledge about the company's projects. This was the first task of this project: create a wiki page with the information about it. However, as it is possible to understand later in this document, some changes happened during the tasks, so it was also necessary to update the information on this page.

After that, it was necessary to check which points of contact (POCs) were still active and which were dormant since the last time this process happened. To keep track of who is still working with the company, Red Bull has an internal page called Identity & Access Management (annex VI) where it is possible to find important employee information, such as name, username, email, status (active or dormant), or company name (for external employees).

For all the teams where the POC was dormant, an email was sent to understand who is the new point of contact for the team. In the end, the database was updated with all the right contacts. With the list updated and complete, the team was finally ready to move to the next step.

#### **2.1.2.2 Clean access**

The next step was to contact all the teams to ask them to review people with access. First, an email (appendix II) was sent to all Points of Contact (POCs) explaining that the team was reviewing all access and that it was important for them to respond with any updates to their team. The global team's job was to review everyone with access and delete those who no longer needed access. This included employees and also partners, such as freelancers or third-party agencies, that work with the company in social media.

Once the email was dispatched, the teams were given a few days to conduct the access review and delete individuals who were no longer associated with their respective teams or projects.

### 2.1.2.3 Create the users database

After all the teams have checked the users with access, all that remains is to take notes about who these people and partners are and the access that they need.

The platform used to create the database was Airtable, in a base to keep record only the social tools users, as the forms to ask for access to social media platforms were already there.

The process started with going through some social media platforms, such as Facebook Business Manager, LinkedIn Business Manager, YouTube (figure 4), and Sprinklr, and registering everyone with access.

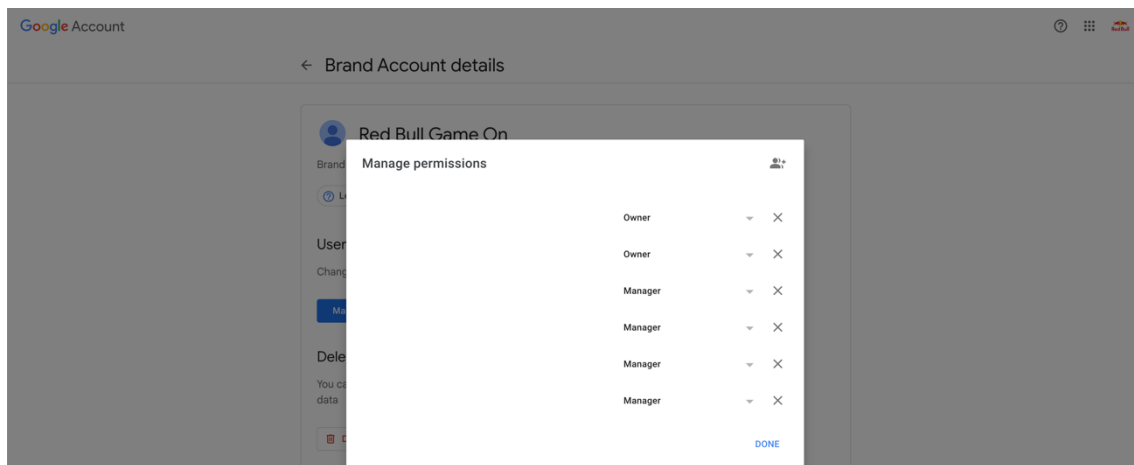


Figure 4. Example of Youtube access

In this database, as it is possible to see in the appendix III, the team collected the name and surname, username in the IAM, email, status, country of residence, the company they work for, which platforms they have access to, the type of access, and what pages they have access to.

For LastPass, which controls the access to the other social media platforms, the process was different, it only added users without a Red Bull email, due to an extra system running at the same time for this platform.

To organize the system, the team created several tabs within the airtable list to split the information |(figure 5). Each platform has its own tab with the people that have access to it. All the dormant users are in one tab to be deleted, and there is also one tab to keep a record of everyone that no longer has access. All the points of contact are also in a page to make it easy to find them.

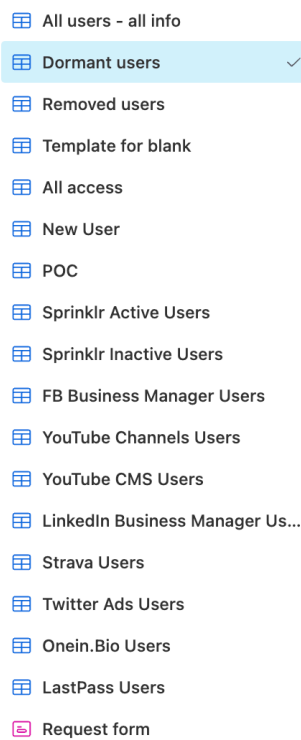


Figure 5. Airtable tabs

After the database was complete, it was time to go to the next step and make the user management software work.

#### 2.1.2.4 First users' management software

After considering several options, the team decided to move forward with two solutions. The first was to activate the Single Sign On (SSO) option, and the second was to create an automatic database with the Red Bull internal system and Microsoft Teams channel.

Single Sign On is an authentication method that allows a user to use the same set of credentials (username and password) to access multiple platforms. This feature allows everyone with a Red Bull credential to log in to several platforms, and in this case, it was activated to be used in Sprinklr and LastPass (as seen in figure 6).

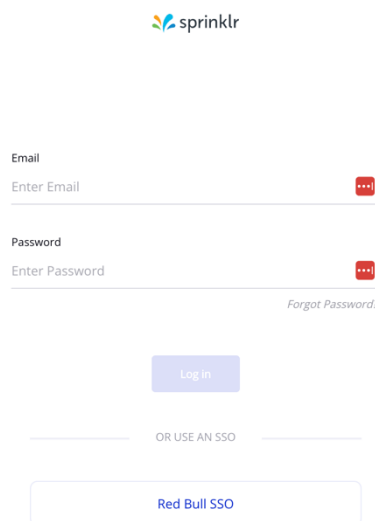


Figure 6. Single Sign On login

This feature solved the first problem, and everyone requesting access to the platforms needed a company profile. With this, the team was able to keep track of all the users.

In Sprinklr's case, this method only allowed the team to have more information about users with access, because it was not possible to know when they were leaving the company. But for LastPass, this was a very important upgrade. As explained before, with this platform users can have access to Instagram, Twitter, TikTok, Linktree, Bit.ly, Strava, Twitch, Snapchat, and Pinterest. Therefore, it was important to find a solution to make it more secure.

In the Red Bull identity management system, when a person leaves the company, their user account is deactivated by their local Human Resource manager in order to guarantee that all the internal information is safe. As such, the solution was that people could only log in to LastPass with the SSO feature, making the login impossible for anyone who had left the company.

However, there was a small problem with this solution. People with admin level in LastPass or without a Red Bull profile were not logging in with SSO - and therefore were not automatically deactivated when they left the company. Therefore, it was necessary to add all these people in the Airtable database, so that when they leave the company, the team would know and delete their access.

The second solution was more challenging. The IT team was able to create an internal system that would send a notification to the Microsoft Teams channel every time an employee's title, location or status changed. To make this work, it was necessary to create a one-time Excel list based on the information from the database. In the new page, the email, username, and a code for the project were added. After Excel was ready, it was necessary to do a bulk import to Red Bull IT software.

Therefore, after the software started running, it would send notifications to the Microsoft Teams, like the figure 7. After this notification, the team would check the username in the Airtable database and change the status to dormant and delete the access in the different platforms.

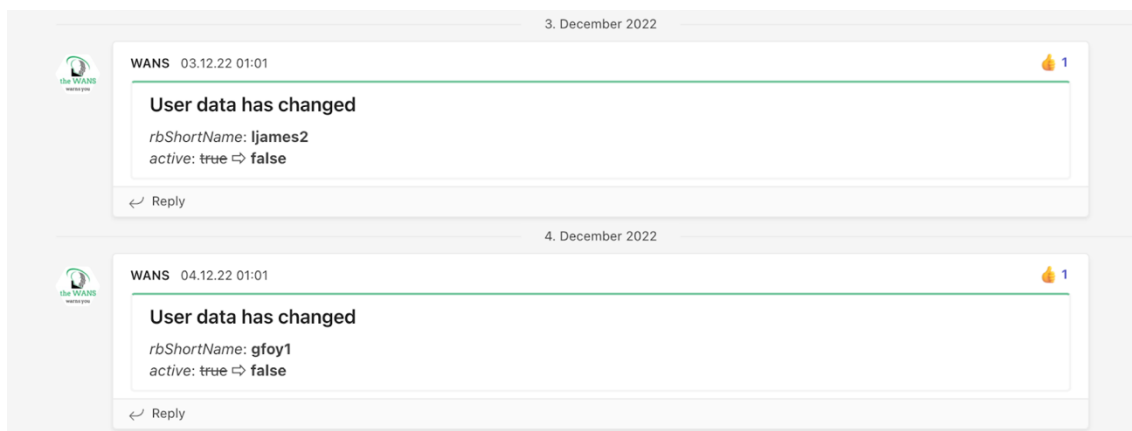


Figure 7. Microsoft teams notification

To keep a historical record of everyone who has had access at some point, the team keeps all deactivated users on one tab. In the case that they need access again in the future, they are already in the database and can simply be readded.

The software that the team created was not in sync with the database, so it was necessary to compare the list of users in the system with the database and do a list import of the new users once a month.

This software allowed them to automate the user management system, however there was still room for improvement. This was exactly what the team was looking for, so they held some more meetings to find the perfect solution.

#### **2.1.2.5 Airtable users' management**

Once the database was created in Airtable, the IT team looked for additional solutions within that tool outside of Microsoft teams.

As an initial improvement, the team implemented notifications in Airtable using a customized rule. This meant that instead of the system sending notifications over Microsoft Teams every time a user's information changed, it sent an email from Airtable. To streamline the process, the rule was set up to only one person in the team, and when that person changed the status, all the team would receive a notification by email, as seen in the figure 8. This email also included the access that the user had.

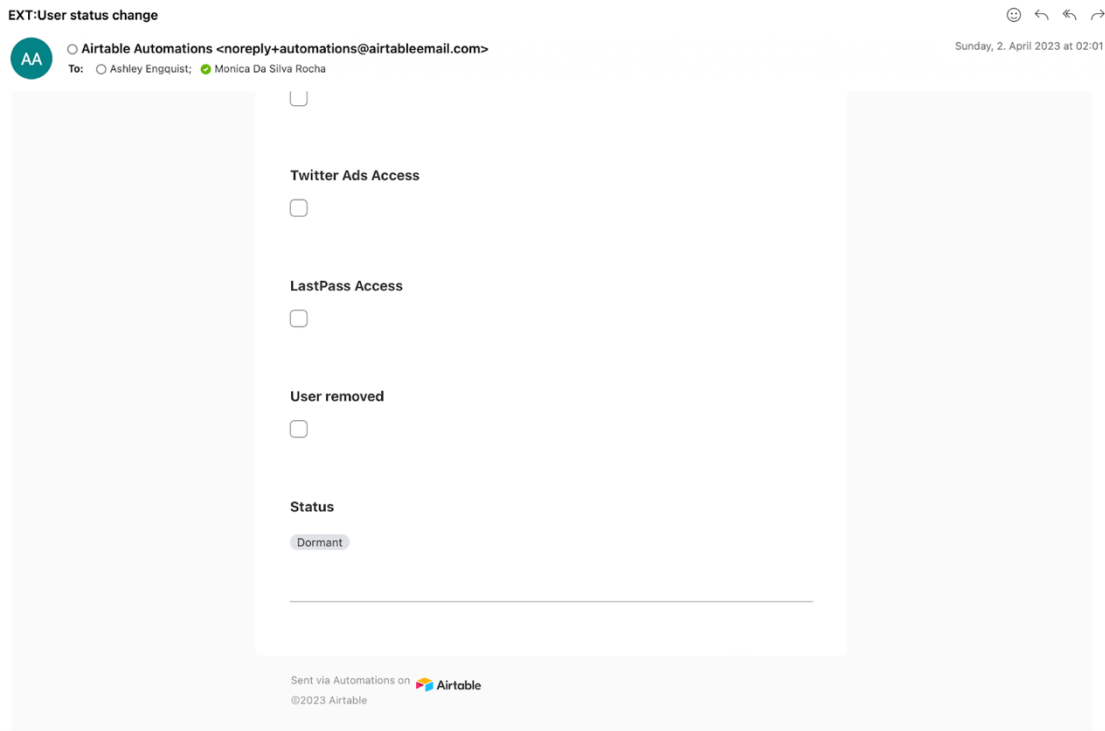


Figure 8. Airtable notification

This was a great advance in the project, however, it was not enough for the teams working on it. The IT team continued to work to improve the system they had created and came up with other suggestions. The idea was to create an API with the user's role, and every night the rule would work and notify of any changes.

This allowed them to stop importing all the new users to the rule, because this API would link the database in Airtable to the system. The only information that needed to be added in Airtable was the username, and the system would fill in the rest.

For the team, this made a significant impact, as there was no longer a need to pull information from the users or do massive imports, and there was no need to use a third party to run the project. Keeping it simple and in-house is a big advantage for the company.

### **2.1.3 Results**

There are several results that can be taken from this project. However, not all of them are quantitative; there are also qualitative conclusions that are as important as the measurable ones.

First, when the database was created, it allowed users to finally have information and control of the social media platforms. Before that, the team only had information about the 130 points of contact (POCs), one for each country or sport team all over the world. This was not totally relevant for user management, because a large part of these POCs were managers and not the people who ran the social media or the people who worked directly with the agency that did the creative job.

Right now, the database has over 1700 users and provides information about what access they have and the type of access.

Relative to the Red Bull work profile that everyone should have, there is no information about the number of non-employees that now have a profile, but during the project, the team took some time to insist that everyone create these profiles and from now on, it is mandatory to have a profile to have access to any company platform. This gives more information about the users, but also improves the security of the accounts, because it is possible to have full control over who the people with access are.

About the main purpose of the project, which was to automate the user management process, it is possible to conclude that it was a success. Before this project, the team needed to email all the POCs to check people with access and asked to delete those who no longer needed access. This process took several weeks, because there were too many people to contact and not everyone was helpful and managed the users' access. In some cases, it took several weeks to be able to reach the point of contact and for some teams, this was not important, so they did not collaborate.

The team went from this manual scenario to almost full control of the users. Mainly, this project allowed the team to not depend on the countries or teams anymore to know who had access to social media platforms. This independence was really important, because the team is now able to perform its job even better.

Overall, user management is now better, faster, and user-friendly. For now, the team is happy with the result, but this does not mean that it will stop looking for good solutions to improve its work.

#### **2.1.4 Limitations and future work**

During the project, there were some problems and limitations that made it take longer than expected.

First, during the database creation, the team realized that in some social media platforms, users were using personal emails instead of company emails. This took some extra time, as it was necessary to contact each of these people and ask for or create their Red Bull profile. Some users didn't have a Red Bull company profile, so it was important to contact their managers and ask them to create the profile. In some cases, the managers were helpful and created the profile, but in other cases, the managers didn't support the team.

For these cases in particular, it was not possible to add the users to the system. Therefore, the managers took the responsibility of having users that possibly no longer worked with the company and, because of that, didn't need access.

Over the course of four months, it was necessary to do the import to the system of new users. This was a complex process, as the team needed to download the Airtable list, match it with the list of all the users that were in the system, and create a new one with the new users that needed to be added to the system. In the end, they had to add these new users to the list of users that were already in the system. This process was done once a month.

Another limitation was that the non-employees only had a Red Bull profile that was active for one year. After that, the manager had to request an extension. In cases where the manager did not request an extension, the team would delete the access once the profile became dormant. However, in some instances, it was necessary to grant access again after deletion.

As future work, it is possible to consider the last stage of the Airtable system. When the internship was finished, the team had the idea of how to build this new system, but it was not ready to start to work yet.

As previously mentioned, users currently request access to social media platforms through an Airtable request form. As part of future work, it will be interesting to explore the possibility that the information about the user will be filled automatically from the form instead of manually. If this new software works as the IT team expects, it would be a satisfactory outcome for the project.

However, if IT discovers any potential for further improvements and increased automation, the user management software can be further enhanced. The team is open and prepared to explore other possibilities and work towards continually improving the system.

## **2.2 Social media security measures**

Since the boom of social media at the beginning of the 21st century, there has been a growing need to implement stronger security measures across these platforms. Initially, having an account only required a recovery email, which was the only method to recover passwords and double-check the identity of the person. However, as time went on, it became possible to add a phone number as a second recovery method.

Instagram, Facebook, and Twitter developed a function that detects suspicious logins. On Instagram and Facebook, it is possible to see the location where the suspicious login is occurring, and the user can choose whether it is them or not. On Twitter, when the platform thinks it is a suspicious login, it will send a code to the email to check if it is the account owner or not.

Social media platforms also created new criteria to make passwords safer. This means a strong password should have at least 12 characters, a mix of uppercase and lowercase letters, at least one number, and a special character. When a password is changed, all devices are logged out for security reasons, so it will be necessary to log in again on all of them.

However, security is still an increasingly important topic. Red Bull is always looking to improve the security of its accounts. The company decided that all security decisions needed to be managed by one, central, global team and applied to all teams around the world.

During the past few years, the better choice was to receive security codes via email. Therefore, the team created and changed all the emails to @redbull.com emails and all these emails will be sent to a main email. To make it easier and safer for teams all over the world, the company created an Outlook rule where all codes would be forwarded from one primary to a Microsoft Teams group that was made accessible to all social media team members. With this policy, everyone who needs access to an account can receive the codes. If a personal email was being used, only one person would have access to the codes and would need to share them with other users when they need them.

The strongest security measure today is multi-factor authentication. This means that the authentication process will have multiple steps. However, these steps can be taken in the social media platform or in a third-party platform.

Red Bull decided to implement this new authentication process on Instagram, Twitter, and TikTok. To manage this change, the team decided to use LastPass and an authenticator app. These apps could be from different companies, such as Apple, Microsoft, LastPass or Google.

To implement the multi-factor authentication, it was necessary to perform several tasks like check social media accounts information, communicate with the teams to be able to activate the security change, and train the teams on how to use it.

### **2.2.1 Multi-factor Authentication**

This project took more than 3 months, as there was a long process of communication with the different teams around the world. There were several steps that needed to be taken.

First, it was necessary to check if all information in the social media accounts was correct, and then the communication with the teams began. After that, it was scheduled to be the best time to set up the new security code, and all the codes were saved for future needs.

The social media platforms where it was possible to activate MFA on were Instagram, Twitter, TikTok, and Twitch. On Facebook, users need to activate MFA in their personal profiles to use META Business Suite. The social media platform requests, upon first login, that the user change the password and activate MFA with a third-party app.

During the project, there were some problems that the team couldn't control, but in the end, it was possible to finish everything and improve the social media security.

### 2.2.1.1 Verify social media accounts information

As previously explained, the first step when starting a project is to create a wiki page. In this case, a page was created for each social media platform, as the process to set up MFA is not the same for all of them.

Before the start of the setup, it was necessary to verify if the information about each social media account was correct. Some information, like the account link, username, email or the point of contact for the account was in Airtable. However, some information like username, email or password were saved in LastPass, as seen in the figure 9.

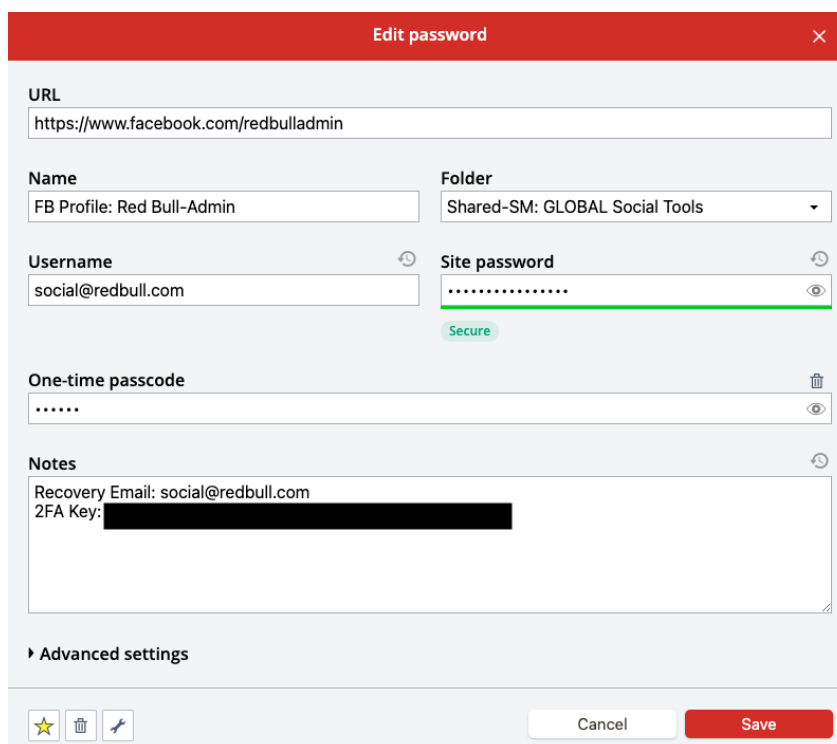


Figure 9. LastPass account

For each account, it was necessary to log in and see if the password was correct, if there was a phone number connected, and if the @redbull.com email alias<sup>7</sup> was properly set

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<sup>7</sup> An alias email is an email without a login that is used to forward emails to another account. It is also not possible to send emails.

up. In case one, several of these were not correct. In that case the team emailed the contact and asked them to update the password in LastPass.

This process could take several weeks, as some teams are not free to solve the problems straight away. After they corrected the information, it was time to start the MFA setup.

### **2.2.1.2 Communication with the teams**

Before setting up MFA, it was necessary to inform the teams about the project and how it would affect their day-to-day lives.

Therefore, an email (appendix IV) was sent to each team explaining the changes and what they needed to do. It was essential to have the team's help in order to set up MFA, as they had to participate in the process. To avoid overwhelming the team, the emails were not sent all at once.

The first accounts to be set up were those of the smaller countries, followed by the mid-sized countries, and finally the larger countries. The countries were divided according to the size of their teams, rather than geographical characteristics. Sport teams were also contacted as well as other Red Bull project accounts.

There were several stages of this communication. For teams that responded within a few weeks, it was possible to go through the process together and set up MFA for all social media accounts quickly. For teams that did not respond, a second email was sent to check if the team had received the first and if they had any questions about the process.

Finally, a meeting was arranged with all the teams that had not yet responded, in order to communicate with them and resolve any issues with the social media accounts' information and security.

### **2.2.1.3 Instagram MFA code**

Among all social media platforms, Instagram was the most important because the Facebook Support Team only helps accounts with MFA set up. At some point, it was even mandatory to have the MFA setup in order to ask for verification. On Instagram, the

team decided to use a third-party app to save the extra code, the authenticator app was chosen for this project.

In the security page, it is necessary to choose two-factor authentication and the better option is the authenticator app. After that, Instagram will give an MFA secret key that must be copied and pasted into the authenticator app, which will create a six-digit code back. This will give a code that is the new extra security code. The whole process can be seen in the appendix V.

However, there are multiple people who log into the account, so this MFA secret key needs to be available for additional future use. The solution for this problem was to save the key in LastPass, so that when someone new needs to generate the six-digit code, they can copy and paste it into the authentication app.

The team's help was essential because, for security reasons, when MFA is activated, everyone is logged out of Instagram. So, it was necessary to explain to each team how to save the codes and log in again, which meant that everyone needed to be online at the same time to turn on MFA. This was to prevent anyone from being unable to login during a critical business time and prevent any harm to the business as a whole.

This asked for some extra logistics because of the different time zones and also the different events happening. The fact that some teams have creative agencies working in the social media accounts also created an extra issue, as these people also needed the codes to log in again.

#### **2.2.1.4 Twitter MFA code**

The process for Twitter was more or less the same as Instagram. However, there were some different actions needed (appendix VI). Once the MFA setup started, Twitter gave a QR code<sup>8</sup> instead of an MFA secret key, so it was necessary to request the key, as it was important for future users to be able to set up the one-time passcode.

It is also important to explain that for each account there is a MFA secret key, and after this key has been added to an authenticator app, all users will have the same one-time

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<sup>8</sup> The QR can only be seen once while a code can be saved in LastPass.

passcode. The problem is that the social media platform only gives the key once, so it is necessary to save it for future users.

Another Twitter detail is that after setting up MFA, users will not be logged out, but the next time a new device wants to log in, it will be necessary to have the one-time passcode.

The team believed that the best way to do this was for everyone to set up their own authentication app, so that when they needed the one-time passcode, they would have it and not have to ask another person.

### **2.2.1.5 Tiktok email code**

Tiktok does not yet allow the use of a one-time passcode or an authentication app, so the process was different on this social media platform. To start, it was important to delete all phone numbers, as the app was sending the verification code in a text message, which caused a lot of issues as there were several users who needed access but only one phone number receiving the codes.

After that, it was possible to turn on MFA with a password and email. This meant that instead of a one-time passcode, Tiktok was sending a verification code through email, which was connected with a Red Bull alias email and with the team's channel rule (appendix VII). This allowed all the users to have access to the security code to log in. However, this is not the perfect solution, but it is the only possibility that the social media platform allows for now.

Tiktok is a relatively new platform, so it is expected that at some point in the future it will allow the use of a one-time passcode<sup>9</sup> instead of only phone number, email or/and password.

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<sup>9</sup> Tiktok released the option of MFA code as a test a few weeks after the Project was done and this document was written. The activation of the MFA key was an activity done during the internship, however it is not described in this document. For more information: <https://ads.tiktok.com/help/article/two-step-verification?lang=en>

### **2.2.1.6 Twitch MFA code**

Twitch has the most difficult process to set up Multi-Factor Authentication (MFA), and it required a team member to do it.

To activate MFA on Twitch, a phone number was needed, so a team member had to set up the code with help from the headquarters. After verifying the phone number, the platform provided a QR code that had to be screenshot and added to a third-party app to read the code and provide a link. This link included the MFA secret key, which had to be added to the authentication app to get the one-time passcode.

After the MFA was active, this code was an extra security measure, but the phone number had to remain in the social media account. Once the process was complete, the MFA authentication worked the same way as on other social media platforms, as it is possible to check on appendix VIII.

The need of a phone number brings extra attention, because the employee can leave the company at any time and the number needs to be changed before that.

### **2.2.2 Results**

The project took longer than expected, but in the end, multi-factor authentication was activated in 148 Instagram accounts, 78 Twitter accounts, 80 TikTok accounts, and 26 Twitch accounts.

The first and most important result was the improvement of access to log in to social media accounts. Before, only one user was receiving the codes to log in, and with this new system, all of them can and should save the one-time passcode in their phones. The fact that MFA is activated in the accounts allows them to continue the process of verifying all the social media accounts, since now it is mandatory to be able to send the request.

Another important result is the improvement of the safety of the different accounts. As it was explored before, a password can be hacked in a second or in a year. The team tries to educate users to use a hard password, but some of them don't follow the basic rules, such as using upper and lower cases, numbers, or changing the password every six months. So, this new security measure makes it harder to be hacked, because it is an extra code to get

into. Additionally, a lot of teams were not using LastPass to store their passwords, but once the MFA secret key was saved there, it became mandatory for users to use the website, which is safer for keeping and sharing passwords.

Overall, this project allows for the protection of all social media accounts against new online threats and the automation of login codes shared among the users. The teams were really happy and excited with this project, as it was making their job easier and safer.

### **2.2.3 Limitation and future work**

There were some limitations during the project, but mainly the problems were from external parts that the team couldn't control.

In the first place, the communication with some teams was too complex for different reasons. The sports teams had a very full calendar, so to be able to communicate or schedule meetings with them, it was necessary to have more time. However, this couldn't be controlled by the team, so it was necessary to delay the initial date to finalize the project.

Another problem was using the third-party authentication app, as several limitations were found in the communication with the users. In the first place, the team allowed the users to choose which app they would use and, despite all of them doing the same thing, they didn't look like each other. So, it was necessary to create visual explanations for all of them to make the communication easier. Some users had never used an authentication app, which meant some extra work, because they needed to download an app and learn how to use it.

During the last few years, the team has been giving additional trainings on how to use LastPass. However, a lot of social media teams around the world still didn't use it, and, as it was explained before, LastPass is fundamental for this project. Therefore, in some cases, it was necessary that users created an account before and learned how to manage the passwords. Unfortunately, when a user gains access to this platform, it doesn't sync automatically, so it was necessary to wait until they actually had access.

The last limitation came from social media platforms, mainly Instagram. At some point in the process, Instagram had a failure and didn't allow activating MFA in some accounts.

The team decided to open a Facebook IT ticket, but the IT team didn't find a solution, so the only option was to wait and try again later.

As future work, it is expected that TikTok will allow the use of an authenticator app instead of email as a security measure. On Twitch, it would be an improvement if phone numbers were not mandatory, as every time the person who added the phone number leaves the company, it is necessary to deactivate and activate the MFA again.

Besides this project being done with all social media accounts, it will never be finished, as every time a new account is created, one of the processes is to activate MFA.

## **2.3 Link in bio**

Link in bio is a tool that Red Bull started to use to share more than one link, since the social media platforms only allowed to share one single external link. Not only companies, but also the public in general have started to share links to their work or to other social media accounts.

Red Bull also decided to use this tool to share events, music, YouTube videos, their website, their sport teams, and the products that the brand sells. However, it was not mandatory, each team could choose what to use.

Like many others, the company chose Linktree as their partner for this function. The platform is very famous and there are not many competitors in the market.

### **2.3.1 Linktree**

Linktree (figure 10) is the most famous platform for customizing the link in bio for social media accounts. The company was created in 2016 in Sydney, Australia, and it offers a free version as well as different paid versions.

Figure 10. Linktree logo



Font: Linktree website

In the figure 11 it is possible to see the Linktree page of the Red Bull Hungary, each team could customize the header photo and the links. However, this open to the problem that the visual image was not homogeneous among all platforms and accounts and the image is really important for the brand.

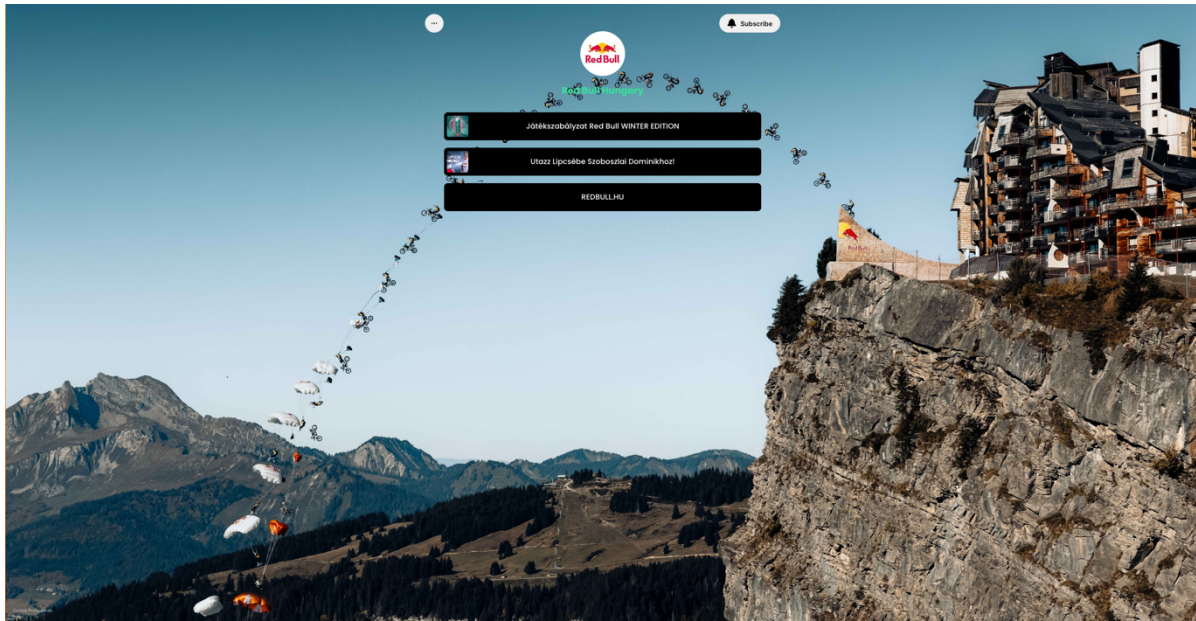


Figure 11. Red Bull Linktree page

The plans that users can choose from are free, starter, pro, and premium, with the differences among the plans being the control and customization that the user can have in the platform. Besides that, the platform has many useful tools to engage users, but in the last few months the team realized that Linktree was not following the new General Data Protection Regulation from the European Union. Since Red Bull is a company founded and based in Austria, following these rules is extremely important.

The company spoke several times with Linktree, but without success. The link in bio organization defended that they were not changing their platform, because EU regulations did not have an impact on them<sup>10</sup>.

So, the team needed to look for new alternatives that were user-friendly and respected the GDPR law. After some searching, it was concluded that there were no other good

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<sup>10</sup> After the team decided to finish the contract with Linktree, the company made some changes and adopted some “cookies” rules. However, it was already too late because Red Bull was already working in OneIn.Bio.

alternatives. Therefore, Red Bull decided to create its own in-house link in bio tool to be able to meet the company's requests and also the EU regulations.

### **2.3.2 New in-house platform**

This new in-house platform took some time to create, once everything was created in the company, it was necessary to reunite different teams to make it possible. There were a few steps to completing the platform, including creating the platform itself, finding and registering the name, and being able to customize for each country and sports team. In a final stage, it was possible to improve the platform and give answers to the team's requests about what they expected from the platform.

When the internship started, the teams had already discussed how the platform would look, and the IT team was creating and programming the backend. Therefore, in the beginning, there was a waiting period for the tool to be created before the team was able to continue its part of the project.

#### **2.3.2.1 Creation of OneIn.Bio**

The creation of this new platform began because the company couldn't find a better, legal option. Therefore, an initial briefing was held with everyone involved to discuss the platform requirements. It was essential to create a wiki page with all information about the project so all the teams involved could share their ideas and thoughts about it. This was also important to keep all information for future records or similar projects.

After the IT team finished the tool, a second meeting was held to present the platform and choose the right name for it; the chosen name was OneIn.Bio. A generic name was chosen due to Red Bull's many diverse projects, and the goal of being able to use this tool for all of them- including ones that do not have Red Bull in their name with the back end of the tool ready, it was time to start working on the customization of the accounts.

A page was created for each country, sport team, and project. However, what is in the back end is not what the users can see in the front end. In the back end (appendix IX) each page includes the URL for the front page, name and subtitle, the logo and the header

image, links for different social media accounts (Facebook, Instagram, Twitter, TikTok, Twitch and YouTube) and for the Red Bull website, links for other platforms or events, the customization options for the links and the imprint.

On the front end (figure 12) the users can see the name and subtitle, the logo and the header image, the icons with the links for the social media platforms or website, the icons with links for events or external platforms and the imprint button.

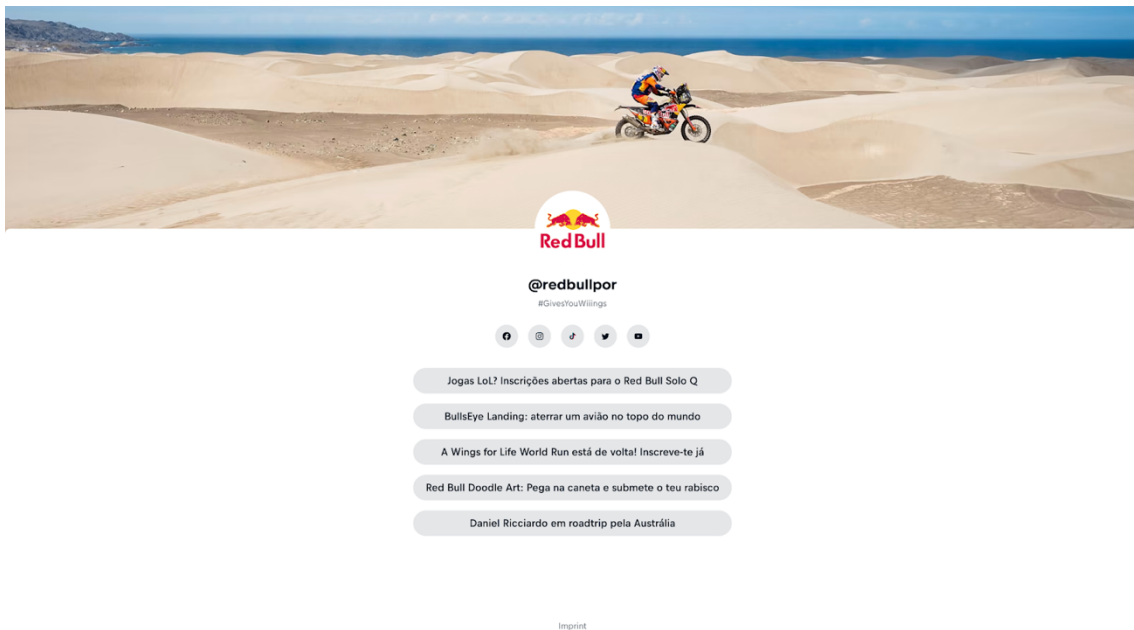


Figure 12. OneIn.Bio front end

For each page, all of these features were customized. This meant that it was necessary to search for the photos and put them in the right size to upload on the platform. The imprints<sup>11</sup> were also customized, the countries had their own language and the teams or partners had the one from their website. The links for social media or other websites were also added, so users could have an example to follow to know how to customize their page.

To support the teams, a page was created explaining what the project was and important questions such as how to log in, how to request access and how to add or delete links.

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<sup>11</sup> More information in annex II.

After that, the new in-house tool was ready to go live and see if it was an upgrade or downgrade for the teams.

### **2.3.2.2 Release the new platform**

At the final meeting before OneIn.Bio was released, it was agreed to conduct a trial for a few weeks in the Red Bull main account to ensure that the platform worked properly and to receive feedback for any necessary improvements.

A few weeks later, the social media team gave the green light that the platform was fully functioning and ready to go live in all Red Bull social media accounts.

The first step was to give access to everyone with social media access to this platform. Then, the teams were divided into two groups: teams that were using Linktree and teams that were not. This was because the company decided to end their contract with Linktree, and therefore anyone currently using it would soon lose the premium features.

The teams that were using Linktree were the first to be contacted to make the change. They received an email (as seen in appendix X), which provided context as to why this change was happening, more information, and instructions on how to log in. Additionally, feedback was requested, as these teams were used to link in bio platforms and could provide input to improve the platform.

The next step was to communicate with the teams that were not using any link in bio tool. As they were not using any platform, an email (appendix XI) was sent explaining how it works in case they wanted to use it.

As with other projects, communication with some teams took longer than others. Therefore, after a few weeks a second email was sent to provide support in case the teams had questions or did not see the first email.

In the end, all the teams moved to OneIn.Bio, but it took a while for some of them to do so, as they were not satisfied with the initial features that the platform presented.

### 2.3.2.3 Feedback from the users

The feedback from the users was important in improving their experience with the new tool. To provide the right answers to the requests, a form was created with feedback and errors that teams experienced.

To keep track of all the requests, the team created an Airtable page (figure 13)<sup>12</sup> with relevant information, such as who made the request, for which account, what the request was, its status, and when it was requested. To have the full view, answers were also added, such as relevant screenshots, feedback from the social and IT teams, and when it was completed.

	Request/feedback	Status	Notes from request	Requested by (email)	Requested on	Error	Screenshot	Social Tools feedback	Fabian's feedback	Completed on
<b>REQUEST FEEDBACK</b> Count: 2										
<b>Background photos</b>										
7	onein.bio@redbullracing	Background photos	Will not pursue	* One feedback is could y...	10/11/2022				For design consistency with redb...	
8	onein.bio@redbullnorge	Background photos	Will not pursue	Background photo	5/12/2022				For design consistency with redb...	
<b>REQUEST FEEDBACK</b> Count: 2										
<b>Video (embed YouTube)</b>										
9	onein.bio@redbullgermany	Video (embed YouTube)	Will not pursue	Linktree has a feature to L...	23/11/2022				In regards to the youtube/...	
10	onein.bio@redbullnorge	Video (embed YouTube)	Will not pursue	The option of including vl...	5/12/2022				In regards to the youtube/...	

Figure 13. OneIn.Bio feedback

The major feedback was about insights, such as having background photos or videos on the page without clicking on the links, having a schedule option for the links, wrapping the text in the buttons, creating headers to split buttons, adding additional social media links, and having grip photos or icons in the links.

Some examples of feedback were: " One feedback is could you add GIF/animated element in the hero header or profile icon? ", "I noticed there is no schedule option, is this a feature you are planning to add? It is something I have come to rely on." or "can we add VK button somehow?". Some errors were also register "I am having trouble with the upload of a new header image. I saw that other countries were able to change their image, so maybe I am doing something wrong?" or "I'm having some issues with Oneinbio, when I add a new link some of the links that are already there disappears."

For each new request, the teams involved in the project discussed whether the features should be added to the tool or not. Some were added and others were still in progress

<sup>12</sup> The full feedback page in in appendix XII.

when the internship finished. The requests that the teams decided not to pursue were closed, and the person who requested it was informed.

The errors that occurred were solved as quickly as possible, but the majority of the time the problem was syncing what the user was saving in the back end with what was showing in the front end.

### 2.3.2.4 New features

With the feedback from the teams, the IT team developed a few new features that improved OneIn.Bio. Some of them are not finished yet, but the goal is to make the platform more user-friendly while still following EU regulations. Another important factor was to keep the website visually homogeneous.

The first feature was insights to know how many people were clicking on the links. To be able to have this information, users need to use Bitly to create a new link and use this third-party platform to gain insights. Red Bull already has a contract with Bitly, so it makes more sense to use it to gain insights instead of creating a new feature inside the tool.

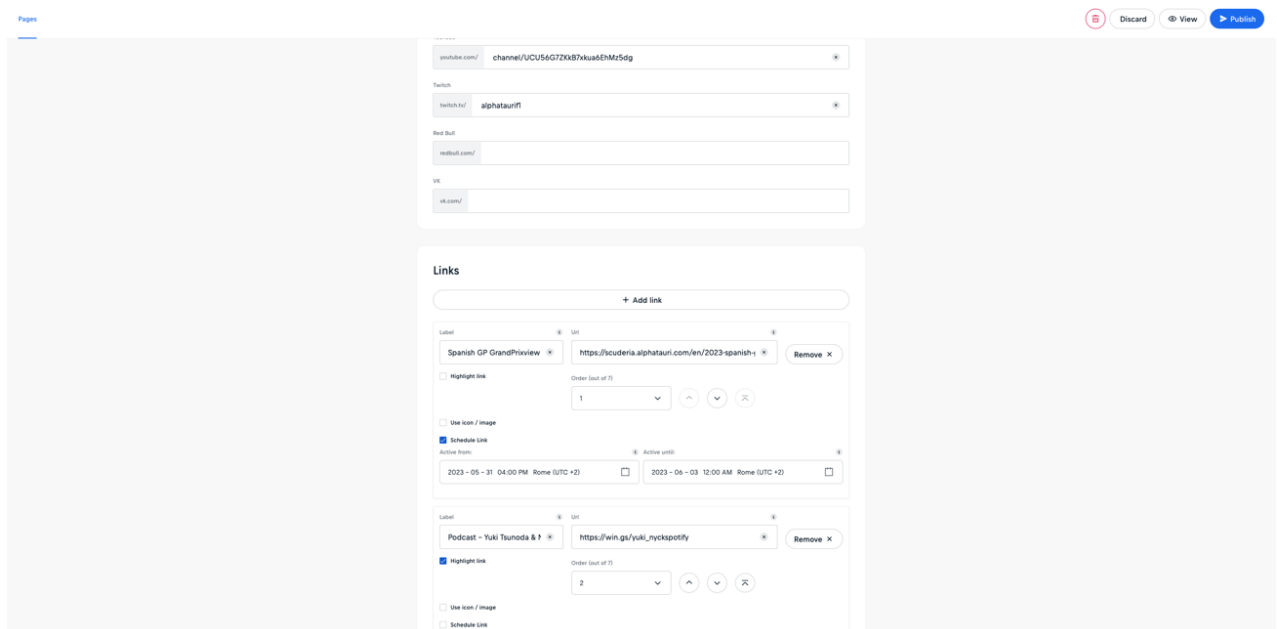


Figure 14. OneIn.Bio new features

Some teams asked for the option to schedule the links, which took some time to be ready, but it is really helpful for some teams that need to share several events in a short period, such as sport teams. Therefore, the team can schedule when the link starts and when it finishes, as it is possible to see in figure 14.

The social media buttons were also a source of multiple requests. Besides the social media buttons already created, the teams asked to add VK, Spotify, LinkedIn, SoundCloud, or Apple Music. For now, only VK has been added to OneIn.Bio (figure 14), all the others are on hold, because the IT team doesn't want too many social media icons on the pages and this is the opposite of the minimalist of the Red Bull design.

The IT team is also working to add the possibility of wrapping the text in the links. This means that instead of only seeing the first characters in the link, the text will be wrapped in the middle and in multiple lines if necessary.

All other suggestions during these first months will not be pursued for visual or technical reasons.

### **2.3.3 Results**

The main goal of this project was to follow the European Union's data protection regulations, and this was accomplished. OneIn.Bio respects all the new rules and therefore also respects the users data privacy.

The team created 191 OneIn.Bio accounts for all the countries, sports teams, companies, and projects in the Red Bull world. Although the change took some time, in the end there were more accounts using the new tool than previously with Linktree.

Something important for the team was the control of the platform compared to a third-party app. The visual image was a big goal too. One of the biggest results the team wanted was to have a tool (figure 15) that matched the design of Red Bull's actual website (figure 16).

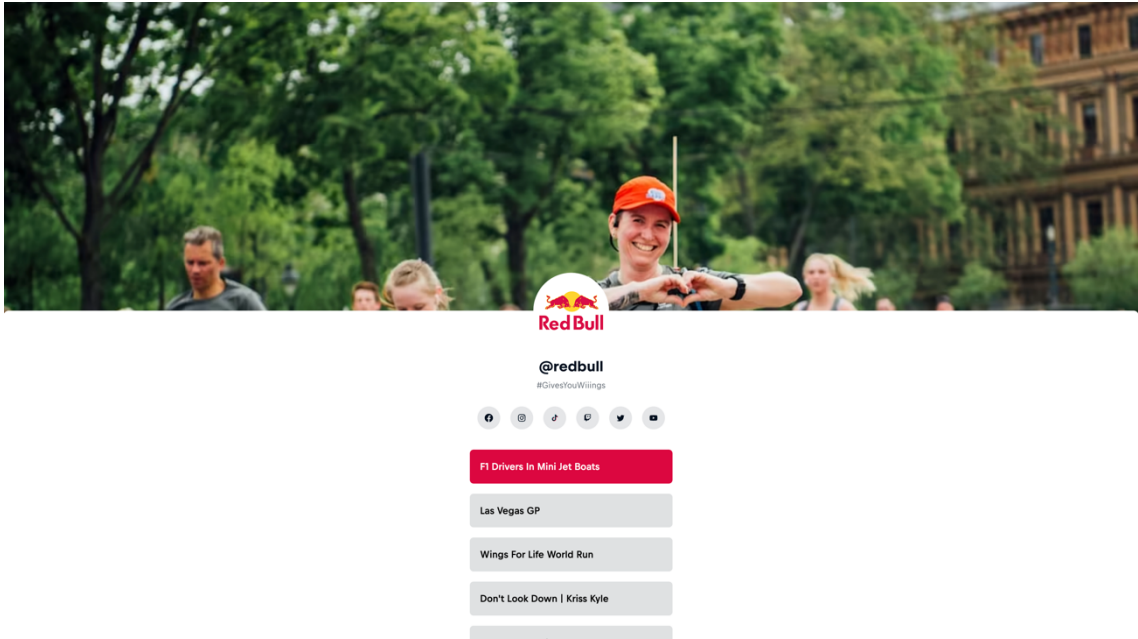


Figure 15. OneIn.Bio design

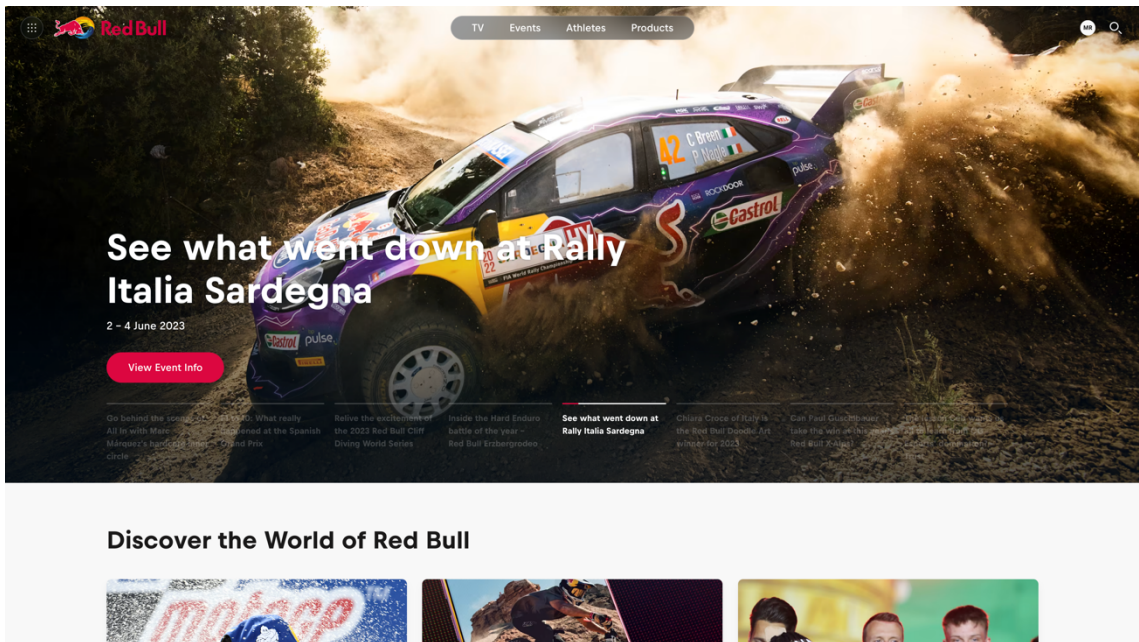


Figure 16. Red Bull website design

All the changes and updates of the features were a result of the communication with the teams. This was not particularly relevant for the headquarter team, but it had a big impact on the teams that directly use OneIn.Bio, making the platform more user-friendly.

The creation of a feedback form created more communication and employees could ask for specific features that were needed to communicate with consumers. This created an important feedback loop to the product managers who worked to design a better tool overall for the company.

#### **2.3.4 Limitations and future work**

Throughout the development process of the platform, certain limitations and challenges were encountered, which is an expected part of building a platform from the ground up.

The first challenge was the name of the platform. OneIn.Bio was the chosen name, but there were some legal questions around it. In EU, companies or products that have the name “Bio” need to have some bio products or services. After legal review, it was decided the name could be used for the platform.

After the platform was released, there were some errors that the IT team needed to solve. The first one was a problem uploading photos, so when a photo was uploaded, it was not going live. Syncing was also a problem that happened several times, so because the teams couldn't add more information, they needed to delay going live until the problem was solved.

Another limitation was the login to the platform, because this is an in-house tool, the login is done in the SSO with Red Bull's IAM software. However, in some cases the login was not working, and the IT team needed to solve it, and in other cases the users didn't have access to the platform, so the social tools team needed to give access through the IAM platform.

Handling so many different teams is always a challenge, so communication with many people is a limitation. As with other projects, some teams were more available than others. In the end, all of them changed from Linktree to OneIn.Bio, but it was necessary to delay the final date of the project.

As future work, there are several suggestions from the users that the teams were not able to implement for now, such as icons in the links, additional social media buttons, or the option to wrap the text in the link's buttons. Apart from that, more customization options

are also a reality and making the tool update faster than it is doing now is in line for new upgrades in the near future.

## **2.4 Training & support**

A big part of the internship was to provide training and support the different teams on all social media platforms and tools. The training could be in different formats. From time to time the headquarters teams presented onboardings about different information and topics. However, if a team requests a more detailed training it was also possible to schedule one on one training. The trainings are mainly about social media tools, such as Sprinklr or LastPass.

During the MFA project, meetings regarding LastPass were very common in order to give access to the platform and explain to the teams how to manage passwords and codes.

The social tools team was also responsible for providing support when the local teams had problems with social media platforms or tools. This support was to help when there was a Sprinklr failure with data or with post planning. To improve this support, the team had continuous contact with the platform to improve the user experience.

In LastPass, the support was related to login, adding new passwords, or loss of information. In the various social media platforms, there were different failures such as wrong phone numbers or emails linked to the account, loss of access, or a platform problem.

A very common support was with the access to social media accounts or platforms (Sprinklr, LastPass, Facebook Business Manager, among others). Therefore, the team used an online form that the employees can fill out asking for the access that they need. To organize all this information a database was in Airtable to keep track of all requests.

These tasks were essential for the sports and country teams to be able to perform their jobs and make it easier for both sides. Also, if the stakeholders need some training or support with the accounts, the team performs these activities as needed.

### **2.4.1 Results**

The results are hard to measure in this project, once this is an activity without an end date and the goal is that all employees can perform their job better every day. These results could be measure with small forms so employees can give their opinion about the service and suggest what can be improve.

Therefore, it is possible to state that all employees' requests to solve issues with the third-party platforms or login information were solved as fast and possible. When the problems were from a platform and nothing that the team could solve it was necessary to open an IT ticket directly with the platform so the problem could be solved by them.

### **2.4.2 Limitations and future work**

There were no major limitations in training and support. The team always needed to have someone available to help and solve the issues as they came up. Therefore, it was necessary to have at least one member working.

Some support requests are related to platform issues and in this case, sometimes there is nothing that the team can do, once it is related to the website.

As future work, it is possible to create a questionnaire so users can put what the problem is and fill in all the information. This will save some time and communication about the details of the issue. This will make the team's life easier and also open the possibility of keeping centralized records of the several issues for the future.

## CHAPTER III – SPRINKLR CASE STUDY

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In this chapter, we study the Sprinklr case, the products and services it has to offer, its strengths, weaknesses, opportunities, and threats, and how this improves the social media experience. This case study was part of the internship activities, and it was relevant for Red Bull, as it was possible to compare Sprinklr with the other platforms in the market. Therefore, it helped the team to understand if they are using the best market option or if the competitors offer a better solution.

First task consisted of understanding what Sprinklr has to offer and then the competitors in the market, so it will be possible to compare them. This was followed with understanding how Red Bull works with Sprinklr not only with the standard products and services, but also with the customized options and also how to improve the work of the athlete's team with the athletes' auto tagging rules, a project that both companies sinerged strengths to make it happen.

### 3.1 Company

Sprinklr (figure 17) is a cloud-based customer experience management platform created in New Jersey by Ragy Thomas and based in New York City in the United States of America. The software combines several applications for social media marketing, content management, social advertising, employee advocacy, and collaboration for businesses of all sizes.

Figure 17. Sprinklr logo



Font: Sprinkr website

The company states the vision as “To be the world’s most loved enterprise software company, ever.” (Sprinklr, nd) and the mission as “To enable every organization on the planet to make their customers happier.” (Sprinklr, nd).

To achieve this vision and mission, the company has over 3,200 employees and offers different products and services. In total, the platform has thirty-three products split into five areas: Sprinklr Service, Sprinklr Insights, Sprinklr Social, Sprinklr Marketing, and Unified Platform. Relative to the services, Sprinklr divides them into six areas: Moderation Services, Strategy and Analytics, Managed Services, Transformational Services, Enablement, and Success Management.

In the Sprinklr Service, the company offers products such as live chat, inbound and outbound voice, and conversational analytics. In the Sprinklr Insights, there are six different options: Social Listening, Product Insights, Visual Insights, Competitive Insights and Benchmarking, Location Insights, and Media Monitoring and Analytics.

The Sprinklr social also includes six products: social publishing and engagement, conversational commerce, local social, distributed, ratings and reviews, and advocacy. The Sprinklr marketing allows campaign planning and content marketing, social advertising, and marketing analytics. The platform has Sprinklr Intuition, displays, integration, active data retention, AI Studio, presentations, sandboxes, and APIs.

The services also include different tools to improve the user experience. The moderation service allows triaging of content and giving a response to that conversation. In the strategy and analytics, the team creates social programs to help report social strategy and analytics.

For the managed services, the company has consultants in onsite and virtual capacities to provide expert software administrations. The Transformational Services allow some organizational changes, including business process optimization, solution design, and communication design.

To start the enablement process, it is important to take some initial steps, such as planning, building, educating, empowering, and transforming. Based on the initial audits, Sprinklr has training for knowledge enablement, Sprinklr's Master Series, and agile deployment. The success management is complete with knowledge, tools, and resources to ensure that the social strategy is working to its full potential.

In total, Sprinklr has offices in 25 countries, provides solutions in 27 languages, and has people supporting from 24 different time zones. The revenue for fiscal year 2022 was

\$492.4 million, up from \$386.9 million one year ago, an increase of 27% year-over-year. The subscription revenue for fiscal year 2022 was \$427.7 million, up from \$339.6 million one year ago, an increase of 26.0% year-over-year.

The main clients of Sprinklr are Dell, NASA, Shell, Nike, Bayer, McDonald's, L'Oréal, Cisco, BMW, Adidas, American Express, Starwood, Virgin, and of course Red Bull.

### 3.2 SWOT analyses

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Account integration;</li> <li>• Custom rules;</li> <li>• Paid media reporting;</li> <li>• Account team;</li> <li>• Listening care module.</li> </ul>	<ul style="list-style-type: none"> <li>• Complicated configuration;</li> <li>• Analytic Reporting Bugs;</li> <li>• Application Programming Interface (API) limitations.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Listening tools;</li> <li>• Content management.</li> </ul>	<ul style="list-style-type: none"> <li>• Social network API changes;</li> <li>• Instagram hashtags;</li> <li>• Social reporting module vs ATLAS.</li> </ul>

Table 2. SWOT analyses

### 3.3 How to improve social media experience

There are several features that Sprinklr has that make the social media and user experience better and more complete than the one that competitors provide, as was possible to understand from the previous topic.

Sprinklr is considered a top platform to monitor social media and understand customer sentiment, and this is something that the company is constantly developing - new artificial intelligence that can make the platform succeed, but also makes organizations' jobs easier.

The API services are a strength but also a weakness in some cases. With the recent evolution of the internet and social media, there are constant changes in the API that modify how the software works and how companies can use it.

A big feature that is an asset for the company compared to its competitors is the Unified Customer Experience Management (Unified-CXM). Sprinklr believes that single-point solutions are not the future, so they have invested in a new unified, multi-point experience. There are five stages for the unifiers:

#### **Stage One - The Future of Business is Customer-Centric:**

The increase in the speed of communications allows companies to communicate 24/7 through several channels. However, these evolutions demand that brands improve how they engage with customers. For this strategy to work, companies need to use a customer-centric strategy instead of a product or brand strategy.

#### **Stage Two - Be Present. Be Engaged. Be Human Scale:**

Customers want to be listened to, no matter the platform they use to communicate. If they change the channel they use, they expect the company to continually listen to them and act. A point solution cannot do that, but a Unified-CXM can quickly adapt to the different channels and still make the customers happy.

#### **Stage three- AI finds needles in haystacks by spotlighting customer intent:**

The key to success is extracting important information from several channels all together, instead of doing it individually. The better way to do that is using artificial intelligence. The Unified-CXM powered by AI brings in petabytes of structured and unstructured data from customers across platforms. The software interprets the data and tries to find needles in haystacks to recognize and understand all signals of customer intent.

#### **Stage four- Bringing teams together helps your customers:**

The platform connects all parts of a company, allowing them to use a collaborative view with a sync process. In the research area, the AI puts together all the relevant insights that can help a brand to innovate, while in care, the software chooses the messages that need human touch and sends them to the right team at the right time. It also gives tools to the teams with resources to solve questions. In marketing and advertising, Unified-CXM knows how to deliver personalized messages to customers. In sales, it's possible to capitalize on all opportunities and make customers happy.

#### **Stage five- Never stop looking for ways to improve:**

Besides allowing companies to have a full picture of the insights across channels and analyze customers' experiences, Unified-CXM prepares the team for new strategies, processes, and collaboration. At the same time, it's possible to increase productivity, optimize campaigns, and mitigate risk. The software gives a full picture of how the organization is performing and what can be done better.

### **3.4 Competitors**

There are several companies that have the same features as Sprinklr, such as Khoros, Salesforce Social Studio, Adobe Social, Opal, Hootsuite, Oracle, Synthesio, Brandwatch, Sprout Social, and Percolate. There is also Swonkie, a Portuguese platform.

Among the competitors, it is possible to highlight a few companies like Khoros, Brandwatch, and Hootsuite. Here, each one has its own features and characteristics that will be studied and compared with Sprinklr and Swonkie. The goal is to learn the main differences among the platforms and, in a second step, compare them to understand if Sprinklr is the best company in the market and why.

#### **3.4.1 Khoros**

Khoros (figure 18) is a US-based company that provides customer engagement software, social media marketing, social media analytics, online community management, digital care, chat, and content management. The company works with 2000 brands and owns over a dozen patents for social media and care technologies.

Figure 18. Khoros logo



Font: Khoros website

The software has four platforms and eight services: customer engagement, contact centers, community engagement, and social media management. The products are brand communities, messaging, modern chat, chatbot, social and reviews, social marketing, social listening, and experiences.

The organization has solutions for industries such as financial services and insurance, telecommunications, technology and software, travel and hospitality, and retail and distribution. These solutions allow the company to easily target customers and offer their services in packages for each market. Additionally, Khoros offers three different services.

- Strategic services- in-house experts in social media and community management;
- Professional services- onboardings and implementation trainings of the softwares and platforms;
- Product coaching- complementary training to improve the process of the product adoption.

### **3.4.2 Brandwatch**

Brandwatch (figure 19) is a European company based in Brighton, United Kingdom, founded in 2007. The company is a social media software provider that primarily offers two solutions: social media management and consumer intelligence.

Figure 19. Brandwatch logo



Font: Brandwatch website

For social media management, the organization has eight different products:

- Publish: to manage all the content in one calendar;
- Advertise: to create automated ad campaigns at scale;
- Measure: to track the performance across channels;
- Benchmark: to see how the company stack up against your competitors;
- Influence: to discover influencers and manage the campaigns;
- Engage: to use one inbox for all interactions;
- Audience: to see all the audience data in one place;
- Listen: to monitor the web for insights.

In consumer intelligence, the main product is consumer research, where companies can understand consumers, the brand, and the market. As a plus, there are two add-on apps to help with specific cases: Vizia, an intelligent reporting that embeds data in the heart of the business, and Reviews, a product intelligence that understands reviews and sells more online.

Similarly to Khoros, Brandwatch also has services targeted by industries, such as agencies, CPG, financial services, media and entertainment, retail, technology, pharma and healthcare, and education. Additionally, The company has different plans if the customer only wants consumer intelligence or social media management, or both.

### 3.4.3 Hootsuite

Hootsuite (figure 20) is a social media platform founded in 2008 in Vancouver, Canada. The company built software to simplify marketing, help businesses reach customers,

accelerate sales, and improve customer service. The organization specializes in social marketing, social commerce, and social customer care.

Figure 20. Hootsuite logo



Font: Hootsuite website

The services are split into six areas: publish and schedule, engage customers, monitor activity, advertise content, analyze results, and integrations. In the publish and engage service, it is possible to use Canva templates, do Grammarly checks, use a content ideas tool, get recommended times to post, and receive hashtag suggestions.

In the engage customers service, all inboxes can be combined, such as Facebook, Instagram, Twitter, and LinkedIn, making it easier to reply across channels. For the monitor activity area, there are several tools that can be used, such as Hootsuite Streams, Hootsuite Insights, Brandwatch, Talkwalker, Digimind, Meltwater, or Google My Business.

For the advertise content service, it is possible to create ads for different social media platforms (Facebook, Instagram, and LinkedIn) all in the same place, making the marketers' job more user-friendly. In the analyze results area, it is possible to track data across social media platforms, such as Facebook, Instagram, Twitter, TikTok, LinkedIn, Pinterest, and YouTube. Finally, the company allows integration on the software for Instagram, Facebook, TikTok, Twitter, YouTube, LinkedIn, and Pinterest.

Hootsuite has four plans for different types of companies: professional, team, business, or the option to customize for the company.

### 3.4.4 Swonkie

Swonkie (figure 21) is a Portuguese company, founded in 2017, created to fill a weakness in the national market. Most of the organizations are small businesses, so it was important to have a social media manager company that could cater to this small market. The organization offers solutions in six areas: publishing and scheduling, team workflow, reports and insights, community management and inbox, competition and benchmarking, and social media and web listening.

Figure 21. Swonkie logo



Font: Swonkie website

In the publishing and scheduling service, it is possible to do it in eleven social media platforms, and it is also possible to edit and create posts and promote directly from the platform. The team workflow service allows companies to share the workspace and also create validation queues.

In the reports and insights, the company offers personalized dashboards and metrics for organic posts and ad campaigns. In the community management and inbox, customers can manage communication in social media platforms and assign it to the right department within the team to interact.

For the competition and benchmarking service, it is possible to monitor and organize content, track and compare content and hashtags, and view the best performing posts of competitors.

In social media and web listening, companies can have sentiment analysis, trends, monitor customer satisfaction, and research dashboards in real time.

### **3.5 Is Sprinklr the best platform for Red Bull?**

As it was possible to understand, there are several differences between the platforms and the services and products they offer. Each one is specialized in different areas of social media management and integrates different platforms.

One of the first points is that Khoros and Brandwatch have already targeted some business industries and have recommendations of services for each one, almost like a package for the different types of companies. In Sprinklr, the services are totally personalized; the company runs an audition to understand what products and services the customer needs and then offers a customized package.

Brandwatch has its services split into two: social media management and consumer intelligence. The company only sells the services individually or both together; there is no option to choose products from different areas individually. Therefore, Sprinklr allows customers to buy the products/services individually and choose what is best for their business goals.

In Hootsuite's case, the company has very good software; however, they are not able to do all the features independently and use Brandwatch for monitoring and for analytics dashboards.

Swonkie and Hootsuite are software programs created to be used by small and medium companies, as their pay plans only allow for the integration of a small number of social media platforms.

Just like Sprinklr, Khoros has several training services to allow customers to make the most of the platform and its services. The organization is the most complete and similar to Sprinklr. In comparison to Brandwatch, the company has invested a lot in its intelligence services, which is its current biggest strength.

Sprinklr has several teams to provide training to customers and offer support 24 hours a day, 5 days a week. As part of the process, the company tries to create and develop APIs and integrations that will fit the software of the customers and work alongside them to build the best social media management possible, which can often take months to be ready.

Sprinklr is the most complete customer experience management company and the one that offers the most personalized options to its customers. However, this also means that the software is prepared to give an answer on a large scale and not to small companies with fewer resources and only a few social media platforms to integrate.

Overall, it is possible to say that Sprinklr is currently the best platform for Red Bull because the company looks for more automated and sustainable processes to manage social media platforms and run the channels. Apart from that, Sprinklr has people in different continents to provide support in all time zones, so the team can contact support anytime of the day.

The fact that Sprinklr customize their products and services based on the company needs, make the employees work easier and allow the processes to be more automated. The close relationship between both companies allow them to work together in several projects and to try every day to improve the social media and tools experience.

This research and case study allowed Red Bull to know more about Sprinklr's competitors and what they have to offer. Therefore, in the future, if the company wants to change partners, they already have a market research to follow. For now, it is possible to state that Sprinklr is the best option in the market for Red Bull, but this can change in the future as the current companies increase the services they offer, and new companies enter the market.

### **3.6 Auto Tagging rules**

One of the most important jobs for the Managed Channels Services team is to provide support to teams all over the world. This includes providing training, supporting social media failures and hacks, and creating and improving new services and tools to make the partners' lives easier.

Sprinklr is an important part of that. Red Bull uses the platform for planning and scheduling posts and uses their different analytics dashboards, such as dynamic and live reporting, chat management, and APIs and interfaces. There is a constant and very strict communication between several teams in the company and Sprinklr to make sure that all

the information is correct, is high quality and also that Red Bull is using Sprinklr features in the best and smartest way possible.

The athletes team asked for support in creating a new system to improve the analytics data about the social media performance of the athletes. The team wanted to understand which athletes performed better on different social media platforms and in which markets their presence was strongest<sup>13</sup>.

These numbers allow the team to define new strategies with the athletes, but also with the country teams and change what is not currently working. With the increasing relevance of social media, this data is also important when the company is discussing a contract or partnership with an athlete.

Every time a post is made the team needs to tag the athlete manually, as it can be seen in the figure 22, so it is possible to have dashboards with this information. However, many athletes were not being tagged, either because the team was not tagging the athlete or because the post was not being created in Sprinklr. In the latter case, it was expected that they go back to Sprinklr and tag the athlete among other fields.

The screenshot shows the 'Create Post' interface in Sprinklr. At the top, there are radio buttons for 'Photo' (selected) and 'Video'. Below this are two buttons: 'Select Photo' and 'Upload Photo'. The form is divided into several sections:

- Campaign:** A dropdown menu labeled 'Select a Campaign' and a checkbox 'Set as Default'. To the right is a 'URL Shortener' field with the value 'win.gs(win.gs)' and a close button.
- Hide Properties (10):** A blue link to expand hidden properties.
- Is Duplicate Reel Collab Post?:** A dropdown menu with the value 'Is Duplicate Reel Collab Post?'.
- Author Country:** A dropdown menu labeled 'What country is posting this?' with the value 'Author Country'.
- Events / Initiatives:** A dropdown menu labeled 'Related Red Bull Project' with the value 'Events / Initiatives'.
- People/Partners:** A dropdown menu labeled 'Tag VIP athletes, artists, partners, etc.' with the value 'People/Partners'.
- Country Editorial Tag:** A dropdown menu labeled 'Create your own tag \*CAsE SENSITIVE\*' with the value 'Country Editorial Tag'.
- VIN:** A text field labeled '[Modify if not from SAM]' with the value 'N/A'.
- Playground:** A dropdown menu labeled 'Use to pre-filter Type/Discipline' with the value 'Playground'.
- Playground Type & Discipline:** A dropdown menu labeled 'Menu based on Playground selected above' with the value 'Playground Type & Discipline'.
- Global Editorial Tag:** A dropdown menu labeled 'Global Team Tags' with the value 'Global Editorial Tag'.
- Photographer Credit (Content Hub):** A text field labeled 'Who took the photo?' with the value 'Photographer Credit (Content Hub)'.

<sup>13</sup> Red Bull supports several athletes that represent the brand in the sports world and it is always looking for new ambassadors that represent the brand values.

Figure 22. Create a post in Sprinklr

With all this manual process and a lot of teams not tagging the athletes, only 30% of the posts had the athletes being properly tagged. This caused the Red Bull and the Sprinklr team put together some efforts to find the best solution.

As it was explained before, Sprinklr is known for integrating its systems into the company's software to find the best solution and bring out the best of its products and services. One of Sprinklr's services allows users to create several rules that are working in the background of the software. So, this was the best solution and the most efficient method found.

Therefore, it was possible to define that the rule in Sprinklr would match all possible usernames used in the posts in social media platforms of an athlete and the actual name since 2005. This meant that for each athlete it would be possible to know how many times they were tagged in posts in each market and the results of that post (interactions, likes, comments).

The first step of the process was to create a database in Airtable with all athletes and previous ones. This included all the names, several usernames that were being used in social media posts, the region and the country of the athlete, and the type of athlete.

In total, the final list (figure 23) had 1,016 athletes split by regions - Western Europe, Eastern Europe, North America, APAC (Asian Pacific), MEWA (Middle East and Africa) and LATAM (Latin America). This allowed the team to organize the database better and to not overcharge the rules.

<input type="checkbox"/>	A Sprinklr CF Tag	<input checked="" type="checkbox"/> Add...	A Person (Content Hub)	Business Region	Type	Nationality	A Notes
1	Aaron Colton	✓	Aaron Colton	North America	Red Bull Athlete	USA	
2	Aaron Durogati	✓	Aaron Durogati	Western Europe	Red Bull Athlete	Italy	
3	Aaron Fitzgerald	✓	Aaron Fitzgerald	North America	Red Bull Athlete	USA	
4	Aaron Gwin	✓	Aaron Gwin OR aaron gwin	North America	Red Bull Athlete	USA	
5	Abdo Feghali	✓	Abdo Feghali	MEWA	Red Bull Athlete	Lebanon	

Figure 23. List of athletes

In Sprinklr, a rule was created in the system to auto-tag the athletes. So, this rule matches all the variations of an athlete's name with their actual name. Instead of doing that manually, this rule tags the posts in the system. However, the athletes and the usernames need to be added in the system manually.

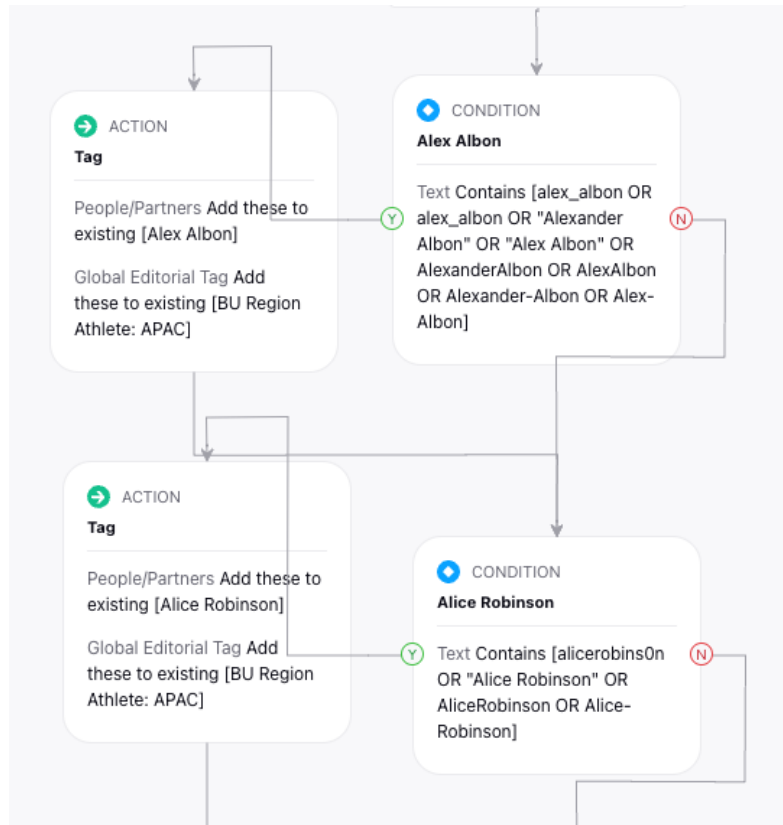


Figure 24. Auto tagging rule

As it is possible to see in the figure 24, this is how the rule looks. The action was the name of the athlete that was connected with the condition. This condition includes all the names that were used in the social media posts over the years. Once the athletes were split by geographic area, a rule was created for each one based on the number of athletes. So that the rules were not overcharged by the number of conditions.

The first time these rules were set, there was a problem with the condition. When the database with all names and usernames was created, it was used "or" to split the usernames; however, in some cases, there was an extra "or" in between, which made the rule fail (figure 25). Therefore, it was necessary to go through all the rules and delete the extra "or".

	A	
18	Ian Walsh	ian.walsh OR ianwalsh4 OR "Ian Walsh" OR IanWalsh OR Ian-Walsh
19	iiTzTimmy An (Timmy An)	iitztimmy OR iiTzTimmy OR "iiTzTimmy An" OR TimmyAn OR Timmy-An
20	Inyoung 'Dassy' Lee	dancerdassy OR dassylee OR "Inyoung Lee" OR Dassy OR Inyoung-Lee
21	Izzi Gomez	izzi.gomez OR izzigomez OR "Izzi Gomez" OR IzziGomez OR Izzi-Gomez
22	Jackson Goldstone	jacksongoldstone OR OR "jackson goldstone" OR jacksongoldstone OR jack
23	Jagger Eaton	jaggereaton OR jaggereaton OR "Jagger Eaton" OR JaggerEaton OR Jagger-E
24	Jak Crawford	jakcrawfordracing OR jakcrawfordrac1 OR "Jak Crawford" OR JakCrawford C
25	Jake Canter	jake.canter OR CanterJake OR "Jake Canter" OR JakeCanter OR Jake-Canter
26	Jake Wooten	jake_wooten OR jake_wooten OR "Jake Wooten" OR JakeWooten OR Jake-

Figure 25. Error in the rule

The rules had already been created, so this caused the team to lose some extra time and delayed the project. It was then necessary to go through the back end to change the conditions in order to make it work. Therefore, after the problem was solved, it was necessary to set up all the conditions again. After this small setback, the system was ready to finally work and give the answers that the athletes' teams expected.

The figures 12 and 13 show two examples of graphics that were built with the information from the Sprinklr rule. In the first one, it is possible to observe the athletes who were tagged most often in a country, how many times they were tagged, and their playground. The second graphic shows the volume of engagement, messages, and views on Instagram.

Athlete	Ingested Assets in Sprinklr	Asset Playground
Evgeny Aroyan	152	Athletics
Evgeny Aroyan	97	Freerunning/Parkour
Dominic Di Tommaso	63	Athletics
Matthias Dandois	59	Bike Sports
Sebastian Alvarez	49	Aerial Sports
Bora Altıntaş	46	Bike Sports
Dani Roman	43	Aerial Sports

Athlete	Volume of Published Messages	Engagements	Video Views
Danny MacAskill	37	2.3M	20.5M
Felipe Gustavo	31	289.7K	2.1M
Dane Jackson	30	1.8M	16.2M
Mark McMorris	30	721.7K	7M
TJ Rogers (Timothy James Poulin)	29	423.6K	3.2M
Thomas Oehler	29	1.5M	12.4M

Figure 26. Analytic dashboard

Figure 27. Analytic dashboard

These graphics can be seen for different countries, dates, social media platforms or playgrounds. With that, the athlete's team can use this data to see where the athletes have more value and if this is enough to keep them as brand ambassadors.

### **3.6.1 Results**

In the end, the rule that was created auto-tagged any person who was a Red Bull athlete from 2005 until now. Before this project, there were around 30% of the athletes tagged in posts and now there are over 90% of posts tagged. This was a considerable improvement in the analytic data, that helped not only the athletes team, but also several teams across the globe to have more quality information and also to make better decisions when it comes to athletes.

This project was a combined work from Red Bull, but also Sprinklr that made this a success for both sides. In the end, the auto tagging rules will help teams to know how to distribute the budget better and choose which athletes are better to invest in or not.

The analytics dashboard also helps the social media teams to know which athletes post about, once it is possible to know who is more successful in each social media account in the markets.

### **3.6.2 Limitations and future work**

There were some limitations during the project that delayed the final date like combining all usernames and nicknames for the various athletes, because some of them had more than one, but also because there were some variations of the name and some misspellings.

Some names had a second "OR" that was only noted in the end, therefore the team needed to check all rules and conditions to delete the extra word. This took some time once there were more than 1000 conditions.

Another limitation is that the athletes need to be added manually, so every time there is a new athlete it is necessary to go to the rule and to add a new condition.

Despite its limitations, the auto tagging project was so successful that the team decided to create a similar project to have more information about Red Bull events. This includes the company events, athlete events and events sponsored by the company.

As future work, the first step was the creation of a database that includes the event, the playground and sport discipline, the country responsible for it, the type of the event, the athletes that were involved in the event and the hashtags that are being used to post about the event in social media (figure 14).

□	A Sprinklr CF Tag	⊙	A Factsheet ID	🏠 P1: Playground	🏠 P4: Primary Discipline	📄 Classification	🌐 Country	A #Hashtags
1	24h Rennen Nürburgring		144064	Motorsports	Motorsports Various	Supported Event	Germany (DE)	#24h Rennen
2	Beach Volleyball Major Series		123973	Ball Sports	Beach Volleyball	Red Bull Global Series		#SwatchMajorSeries
3	Fleet Week		144517	Aerial Sports	Aerobatic airshows	Supported Event	United States (US)	#followthefleet
4	Flying Bulls: AIRPOWER22		160017	Aerial Sports	Aerobatic airshows	Red Bull Event	Austria (AT)	#flyingbulls
5	GoPro Mountain Games		165623	Water Sports	White Water Kayaking	Athlete Competition	United States (US)	#GoProMountainGames

Figure 28. Events auto tagging list

When all the information is ready to be added to Sprinklr, the idea is to match the name of the event with the hashtags that is being used. This way, it is possible to know how many times an event is being tagged and the impressions about it (likes, comments, shares, among others), just like with the athletes.

This project will allow the company to have more information about the events performance on social media and to help choose which events are worth it to continue invest on them and which events are not bringing enough benefits.

Despite some small problems along the way, Sprinklr is definitely a better way to work through social media platforms and channels. One of the company's biggest concerns is to adapt its products and services to the customers' software and integrate the process as much as possible, not only with the channels but also with the customers' platforms.



To conclude the report about the internship in Red Bull we summarize all the conclusions from the different activities, the limitations during work, and the possible future work.

Furthermore, we reflect on the impact that this eleven months' internship had for the company and for the author. How important it was for both sides, the teaching that Red Bull provided, and what it brought for the authors' personal and professional future.

The theoretical support in the report allowed the team to explain the decisions that were made in the different projects and also helped to make some decisions along the way. In highlight, the growth of social media platforms made companies begin to use third-party websites to improve their work in creating social media strategy. Apart from that, the automation of user management increases the company's security.

### **Users' management**

The creation of a user database and the automation of the adding and deleting user process allowed the company to have more control and information about the users. It also made social media accounts safer. Before the creation of the database the team had only information of 130 users and after the project there was information of more that 1700 users. Including the type of access and where they had access. During the project it was also possible to have more information about non-employees that work with Red Bull.

The automation of the process saved the team's time regarding user management, and this was the biggest goal of this project. The team went from this chaotic scenario to almost full control of the users.

### **Social media security measures**

The social media security measures project was the one that took longer to complete, but in the end, MFA was activated in 148 Instagram accounts, 78 Twitter accounts, 80 TikTok accounts and 26 Twitch accounts.

The activation of this security option allowed to make the login process easier and safer among the teams and the different users and allowed the possibility of starting the verification process. This new security measure makes it harder to be hacked, because it is an extra code to get into, and this was the main reason for this project.

## **OneIn.Bio**

OneIn.Bio was a very important project because it was a platform fully designed and created in-house and there were no outside resources used. The reason for the creation of this website was to respect and follow European Union digital rules and mainly data privacy aspects.

In this project the team created 191 OneIn.Bio accounts and ultimately there were more accounts using the new tool than Linktree. One of the reasons for this to happen was the fact that the visuals of the app and the features were created for the different teams and everything was customized for them.

## **Training & support**

The training & support performed by the team at the start, allowed all the social media teams around the world to do their job. This project is a constant work in progress and all the requests for help were solved directly by the team trying to find the mistake and making it work again or contacting third-party platforms to solve the issue. The various trainings allowed more employees start to using more company platforms to improve the social media experience and make it safer. In the support area, the creation of forms organized all the information and made it possible to see how other requests were solved and do it faster in the future.

## **Auto tagging rules**

The auto tagging rule was a very challenging project because it was in cooperation with Sprinklr, therefore it was not in total control of the team or the company. However, as a result, Red Bull went from only 30% of the posts being tagged with athletes to over 90% of information. The analytics dashboards created with the athlete's information allow the teams to make better social media strategy and activation actions with the right athletes. It also helps when the teams need to decide which athletes to keep, and which is not worth it to have a contract with.

As a result, all the activities performed during the internship helped Red Bull to improve systems, processes, security, management, social media knowledge and analytics.

## **Limitations**

There were some limitations during the eleven months of the internship. First, some activities that it is possible to find in the future work could be done if there was more time for the internship.

The user management project had some limitations during the process that delayed the project, like some users were using personal emails or they were not linked to a Red Bull work profile. Therefore, it was necessary to create the profiles and link all the personal emails with the professional.

The first draft of the system did not update the list of the new users, so it was necessary every month to compare the actual list with the previous one and add all users that were not in the system yet. By default, the non-employees have their profile activated for a year and if the manager doesn't reactivate it will change to dormant and they will be deleted even if they are still working with the company.

Social media security had some limitations along the way mainly because of third-party platforms issues. Instagram had some failures that were not possible to fix without contacting META for support. In some countries (mainly Asian) the platform does not work like in Europe, therefore extra time was necessary to understand how it works. The use of so many platforms to be able to activate MFA made the process more complicated than originally believed, because some users were not following the instructions prior to the meetings.

The creation of a new in-house platform was a very exciting project, but it had some obstacles, like the name of the website, that needed to be approved by the legal department. After releasing OneIn.Bio there were some issues, such as it was not possible to upload photos, several syncing problems or login errors.

To perform the training and support the team depends on third-party platforms, because the support a lot of times is related to issues that the users found. This dependence creates some limitations that the team can't solve. Apart from that, since this is a spontaneous activity the teams need to have at least one person working at all times

A project like the auto tagging rule that needs to combine so much information had some limitations that were solved. First some athletes' names were wrong or had misspellings,

then there was a double “OR” that needed to be deleted from the rules in Sprinklr. Finally, once the project is finished, it is necessary to add the new athletes manually in the rules system.

All the projects have a common limitation, the communication. When a company is so big and it is necessary to contact so many people from different cultures and time zones it can be difficult to reach everyone and work together. In some cases, it takes time, a lot of time.

## **Future work**

Some work was identified to be future work, however, some of this work is planning to be done in the future and other is only a suggestion of improvement. The new users database and the events auto tagging rules are planned to be done soon by the rest of the team.

The new API for the user management will transform the project and make it simpler for the team. The possibility of linking the Airtable requests to the Airtable users' access will make the actions even more automatic and will save time to the team. The fact that all work is being done in-house opens the possibility of improving and automating the user management.

There is some future work that could be done to improve even more the security of social media. The Tiktok MFA came a few weeks after the time that this report completed, however it was registered to be continued and ended up being done by the end of the internship.

On Twitch it is expected that the phone number is no longer mandatory so it will be necessary to delete all of them, but for now every time the employee leaves the company it is necessary to change the number. In all social media platforms when a new account is created it is mandatory to activate MFA.

The OneIn.Bio tool has a lot of potential for the future, several suggestions from the users can be done, like wrap the text in link's buttons, create new icons in the links, additional social media buttons and make the website update faster.

The training and support is made by email or message, therefore it will be interesting to create a questionnaire where users can explain who they are and what they need. This will save some time, improve communication and allow the team to keep records of the issues and next time something happens they can see how it was solved previously.

The events auto tagging project is a very fascinating activity to follow, because it will allow the company to have more information about the success of the events. As future work it is relevant to finish collecting the information and create the rules and the conditions to make it work. After that, the dashboards will be ready to be created.

The future work in some projects is very exciting and will impact and bring great results to the team and the company. The effort and the time spent will be worth it for sure.

### **Impact of the internship in Red Bull**

When Red Bull initially contacted me to do an interview, I was not sure if this was the right step to do, but after the first contact I could tell that I had a lot to learn with the team and the company had a lot to win with my inputs and ideas.

First, I think it was relevant that the team had decided which projects I would be working on before my arrival. In the beginning of the internship, I had several onboardings to understand the company, the projects, and meet the managers.

The first couple of weeks were overwhelming with information and knowledge about platforms and channels, but it was necessary to be able to perform the activities. The team gave me a full training, so I could support the other teams when it was necessary.

My dream job was always to work with social media, therefore I believe that it was fundamental to do this internship and learn how the back of social media work, the management processes, the safety and the analytics. This definitely changed my perspective on how to manage social media and how to create a strategy.

The responsibility of leading my projects and needing to give a heads up about the stage of them made me improve my skills of working under pressure and within deadlines. The intercultural environment and the constant communication with people from so many

countries allowed me to develop my communication skills, my English knowledge, and how to react when traditional communication is not possible.

The fact that I was allowed to search for different ways to solve a problem and give me space to try and fail until I found the right answer made me definitely grow and not give up on a project when I don't find the right answer immediately.

Finally, the last impact was the leadership example, Red Bull as a company, my team and my manager as a leader trusted me with full access to all information that I needed to do my job, gave the opportunity to participate in several events and meetings, encouraged me to ask every time I had a doubt and helped me when I was not able to find the answer that I was looking for. This is the leadership example that I want to follow and to be one day. Apart from that, the professionalism from all employees that I worked with was very inspiring.

From my side, I left in Red Bull all the results that were referred to in this document, the ideas of future work that the team can do, some work already done for next projects and all the activities are documented, so it is possible to check in the future. Apart from that, I left a little bit of Portugal and our traditions and culture.

From this experience I will bring back home all the knowledge from the different projects, the intercultural environment, the responsibility, the people, and the example. The personal and professional example of what I want to achieve one day.

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## Appendix I – Gantt chart of the internship projects

Milestones	October				November				December				January				February				March							
	3-9	10-16	17-23	24-30	31-6	7-13	14-20	21-27	28-4	5-11	12-18	19-25	26-1	2-8	9-15	16-22	23-29	30-5	6-12	13-19	20-26	27-5	6-12	13-19	27-31			
<b>Training &amp; support</b>																												
Train the teams																												
Support in daily issues																												
<b>Social media security</b>																												
Create wikis																												
Verify social media accounts information																												
Communicate with the teams																												
Activate Instagram MFA code																												
Activate Tiktok MFA code																												
Activate Twitter MFA code																												
Activatre Twitch MFA code																												
<b>Auto tagging rules</b>																												
Create the database																												
Create the rules																												
Create the dashboards																												
<b>User management</b>																												
Contact the POC																												
Clean old access																												
Create new users databaase																												
Create first users management software																												
Create Airtable users management																												
<b>Link in bio</b>																												
Creation of Oneln.Bio																												
Release the new platform																												
Support users																												
Create feedback form																												
Release new features																												

## Appendix II – Email to Point-of-contact

Hi Tova

I hope you are doing well!

According to our records you are the contact person for Sweden FB Business Manager. If this is incorrect, please let me know.

We are in the process of reviewing the permissions and kindly ask that you go through the “people” and “partners”. Please remove anyone that no longer needs access by choosing their name/ profile and clicking the “remove” button in the top left corner.

If you have any questions about a specific person or partner, please feel free to reach out to me.

Do not remove the following people:

**\*Red Bull Admin**

**\*Global Social: Kathlene Hestir**

**\*Global Social: Ashley Engquist #Kathlene**

And please let me know when have finished your review.

Best regards,

Mónica

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Mónica da Silva Rocha

Managed Channels Services • Red Bull Media House GmbH

[monica.dasilvarocha@redbull.com](mailto:monica.dasilvarocha@redbull.com)

# Appendix III – Users database

	Sharepoint link	Hub Username (f...)	Status	Email	Sprinklr Access	FB BM GmbH Ac...	FB Business Manag...	FB Business Manag...	FB Business Manager Access	Account Name
643	https://redbull.sharepoint.com/sites/intran...	arahimjafari	Active		✓					
644	https://redbull.sharepoint.com/sites/intran...	pwindelband1	Active		✓	✓			RB Philippines RB Asia	
645	https://redbull.sharepoint.com/sites/intran...									
646	https://redbull.sharepoint.com/sites/intran...	lleitner	Active		✓					
647	https://redbull.sharepoint.com/sites/intran...	lcoolen	Active		✓					
648	https://redbull.sharepoint.com/sites/intran...	dsalazartellez	Active		✓					
649	https://redbull.sharepoint.com/sites/intran...	vwong1	Active		✓					
650	https://redbull.sharepoint.com/sites/intran...	sjames1	Active		✓					
651	https://redbull.sharepoint.com/sites/intran...	smorat	Dormant						Benevento Publishing	
652	https://redbull.sharepoint.com/sites/intran...	dkuduk	Active		✓					
653	https://redbull.sharepoint.com/sites/intran...	ngorna	Active		✓					
654	https://redbull.sharepoint.com/sites/intran...	orathnasiri	Active		✓					
655	https://redbull.sharepoint.com/sites/intran...	shansen1	Active		✓	✓			RB GmbH	
656	https://redbull.sharepoint.com/sites/intran...									
657	https://redbull.sharepoint.com/sites/intran...	dbrown7	Active		✓					
658	https://redbull.sharepoint.com/sites/intran...	ckrecklenberg	Active		✓					
659	https://redbull.sharepoint.com/sites/intran...	rgopez	Active		✓					
660	https://redbull.sharepoint.com/sites/intran...	athompson2	Active		✓					
661	https://redbull.sharepoint.com/sites/intran...	ssax	Active		✓					
662	https://redbull.sharepoint.com/sites/intran...	NJA	Shared mailbox- no pro...		✓					
663	https://redbull.sharepoint.com/sites/intran...	mdasilvarocha	Active		✓	✓			RB GmbH	
664	https://redbull.sharepoint.com/sites/intran...	groux	Active		✓					
665	https://redbull.sharepoint.com/sites/intran...	tphillips2	Active		✓					
666	https://redbull.sharepoint.com/sites/intran...									
667	https://redbull.sharepoint.com/sites/intran...	zbarth	Active		✓					
668	https://redbull.sharepoint.com/sites/intran...	sarellanes	Active		✓	✓			RB US RB GmbH	
669	https://redbull.sharepoint.com/sites/intran...	mschong1	Active		✓					
670	https://redbull.sharepoint.com/sites/intran...	abahaudeen1	Active		✓					
671	https://redbull.sharepoint.com/sites/intran...	abaran	Active		✓					
672	https://redbull.sharepoint.com/sites/intran...	nwoelger	Active		✓	✓			RB Austria	
673	https://redbull.sharepoint.com/sites/intran...	zignar	Active		✓					

## Appendix IV – Email to the teams

Hi Red Bull Social Media Account Owners,

My name is Monica Rocha and I'm working with Kathlene Hestir and Ashley Engquist on the Global Managed Services team to activate MFA on all our Red Bull Social Media accounts.

### Why?

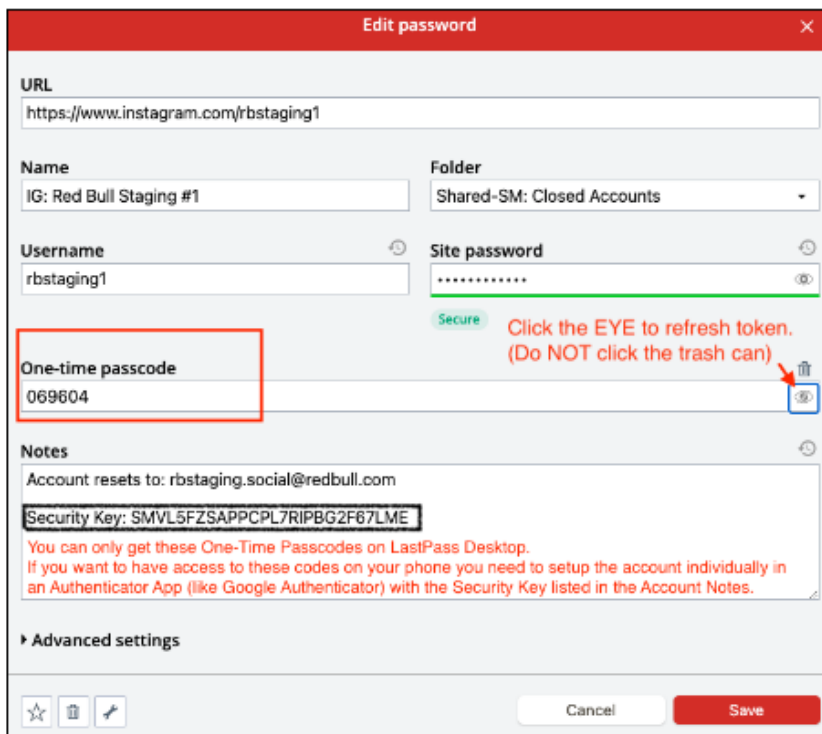
Red Bull is working to improve security across all our Social Media accounts, and because most social platforms are now requiring MFA (Multi-Factor Authentication) our team wants to make sure MFA is setup correctly with an Authenticator App/Security Key – not one of your team's phone numbers.

### What Do You Need to Do?

Nothing, we will set this up for you - however **we will message you on teams** first to make sure the account is not being used in the 5-minutes it will take for us to set this up. (We don't want to activate MFA and kickout your team during the middle of an event.)

Also, we **need you to make sure your team knows where to find the MFA tokens in LastPass** – see below:

- Once you have given us the greenlight - we'll login, activate MFA, and setup the MFA Token in the accounts LastPass entry.
- You can find the MFA Token (aka One-Time Passcode) in the LastPass entry by clicking on the EYE – also re-click the EYE to Refresh the Token. (Do NOT click on the trash can.)
- NOTE: You can only get this MFA Token within LastPass desktop version. If you want to access the MFA codes on your phone you will need to setup the account individually in an Authenticator App (like [Google Authenticator](#)) with the Security Key shown in the account's LastPass notes.



The screenshot shows the 'Edit password' window in LastPass. The URL is 'https://www.instagram.com/rbstaging1'. The Name is 'IG: Red Bull Staging #1' and the Folder is 'Shared-SM: Closed Accounts'. The Username is 'rbstaging1' and the Site password is masked with dots. The One-time passcode is '069604' and is highlighted with a red box. A red arrow points to the eye icon next to the passcode field. The Notes section contains the following text: 'Account resets to: rbstaging.social@redbull.com', 'Security Key: SMVL5FZSAPPCPL7RIPBG2F67LME', and 'You can only get these One-Time Passcodes on LastPass Desktop. If you want to have access to these codes on your phone you need to setup the account individually in an Authenticator App (like Google Authenticator) with the Security Key listed in the Account Notes.' The window also has 'Cancel' and 'Save' buttons at the bottom.

### **MFA Token vs Email Security Code??**

So this might sound a little confusing – but there are two ways that social platforms send these login security codes – so make sure to read the message to see if a code was sent via “Email” or if you need the “Token from your Authentication app.”

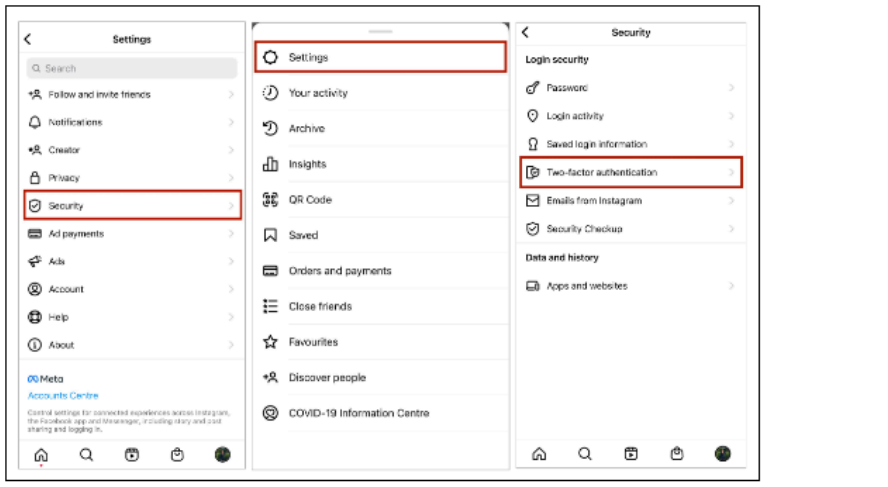
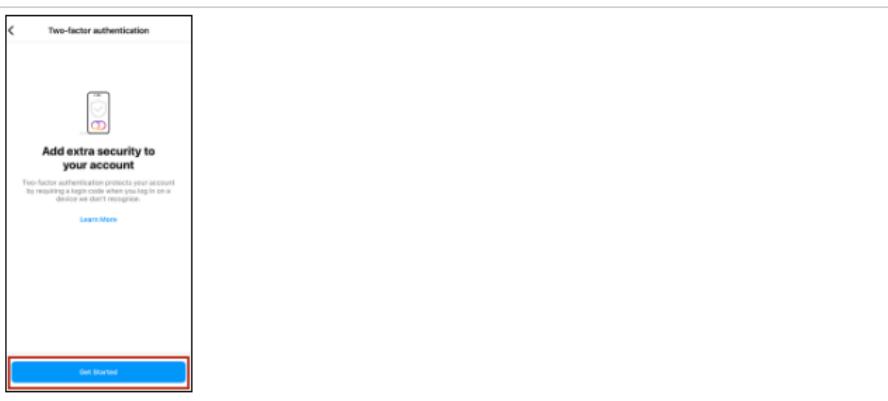
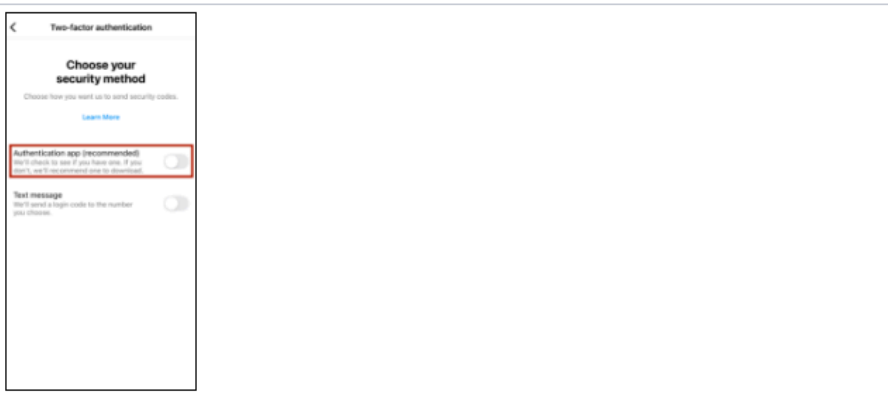
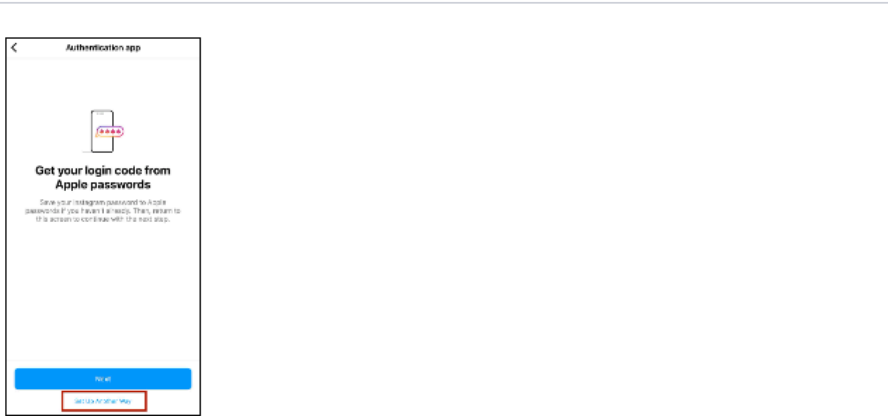
1. **Security Code via Email:** Sometimes when you login to your account the platform will randomly send a security code via email – which you can find in our “Social Media Security Codes” MS Teams channel.
2. **MFA Token:** This is an extra level of security that we have to setup (and more often we are being required to setup) on each account. Usually you are given the option to setup MFA with a phone number or an Authentication App (like Google or LastPass Authenticator.) We ALWAYS want to use the Authenticator app option because you can receive the Tokens on multiple phones. (PRO TIP: If you have to setup MFA on your personal accounts you should also use an Authenticator app and set it up on multiple phones. Learn how to do that here: <https://win.gs/LastPassMFA>)

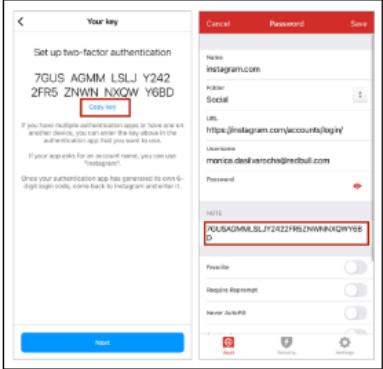
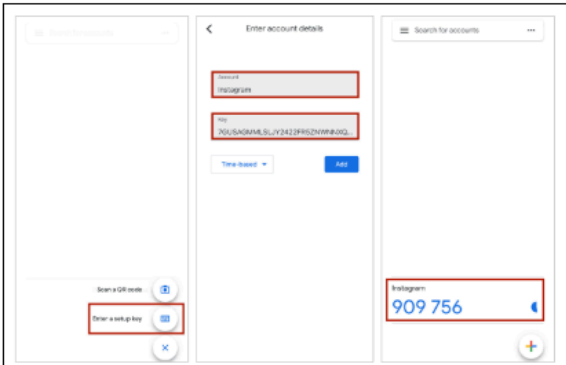
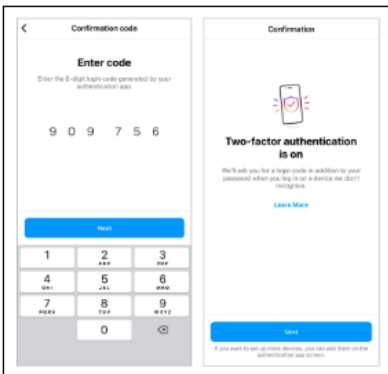
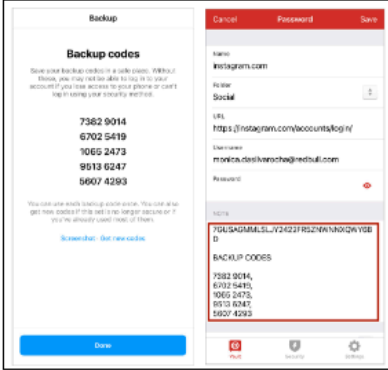
Let me us know if you have any questions!

Talk to you soon!

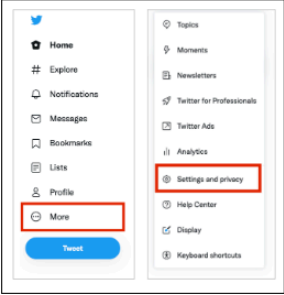
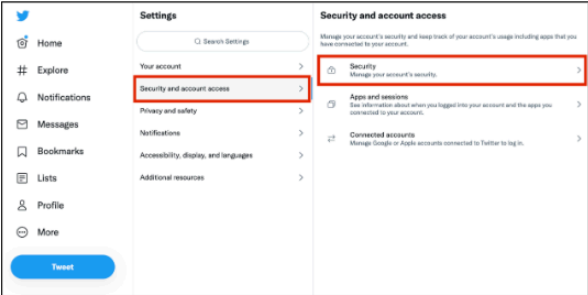
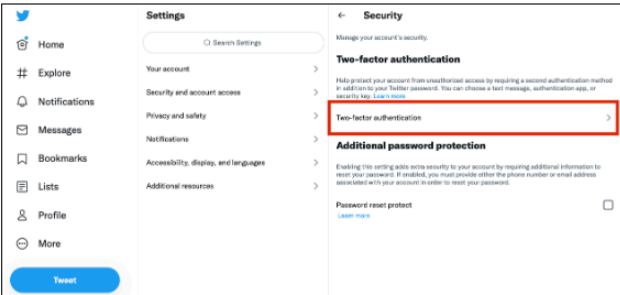
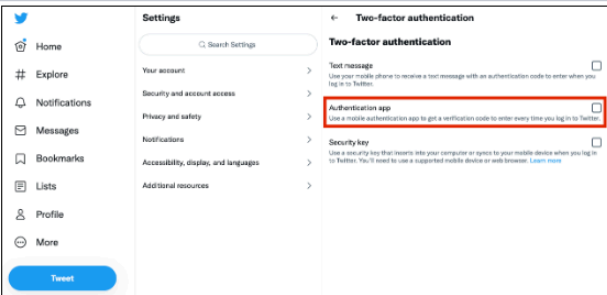
*Best regards,  
Global Managed Channels Services Team*

# Appendix V – Instagram MFA

<p>4 Go to <b>Settings</b> Click: <b>Security</b> &gt; Click: <b>Two-factor authentication</b></p>	
<p>5 Let's start Two-factor authentication</p>	
<p>6 First choose: <b>Authentication app</b></p>	
<p>7 Next, choose: <b>Set up another way</b></p>	

<p>8 Next copy the code to LastPass and Authenticator app.</p> <p>If you don't know how to create a Password in LastPass check:</p>	
<p>9 Once in the Authenticator app:</p> <p>Click: <b>Enter a setup key &gt; Past the key from Instagram &gt; Give the account a name</b></p> <p>After add the account details you will have a 6 numbers code. <b>Copy the confirmation code</b></p>	
<p>Back to instagram:</p> <p>Past the confirmation code and finally the <b>two factor authentication is on.</b></p>	
<p>Then, you will have a <b>backup codes</b>. Save the backup codes in lastPass.</p>	

# Appendix VI – Twitter MFA

4	<p>Go to <b>More</b> Click: <b>Settings and privacy</b></p>	
5	<p>Choose: <b>Security and account access</b> &gt; Click: <b>Security</b></p>	
6	<p>Choose: <b>Two-factor authentication</b></p>	
7	<p>Choose: <b>Authenticator app</b></p>	

8 Now You can start setting up MFA.  
Choose: **Get started** > Click: **Can't scan the QR code**

Copy the code and go to LastPass.

9 Save the code in notes.  
Then click: **Enter your secret key**

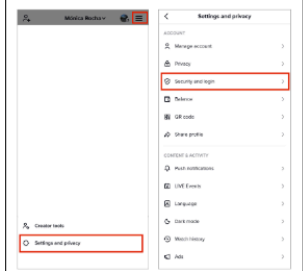
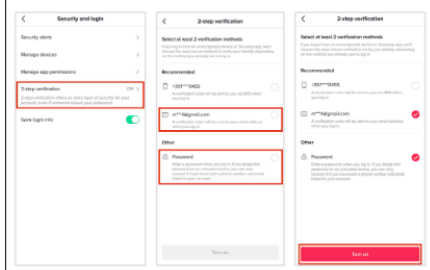
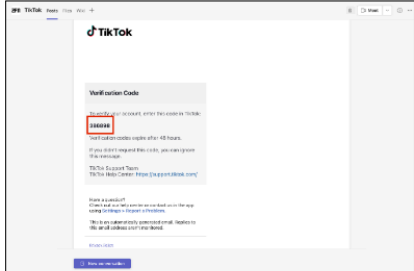
10 **Past the code in secret key and activate.**  
Then you will have the **one-time passcode**.

11 Back to Twitter.  
**Past the one-time code from LastPass.**  
Then request the **Backup code**.

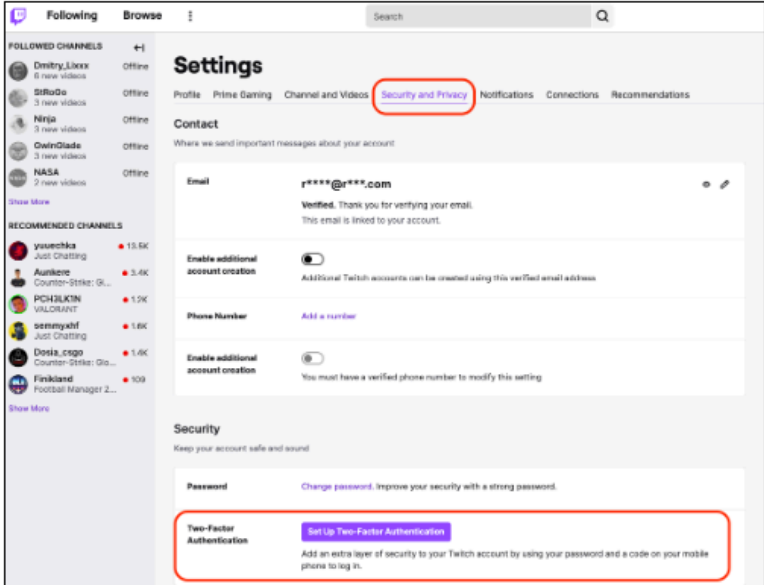
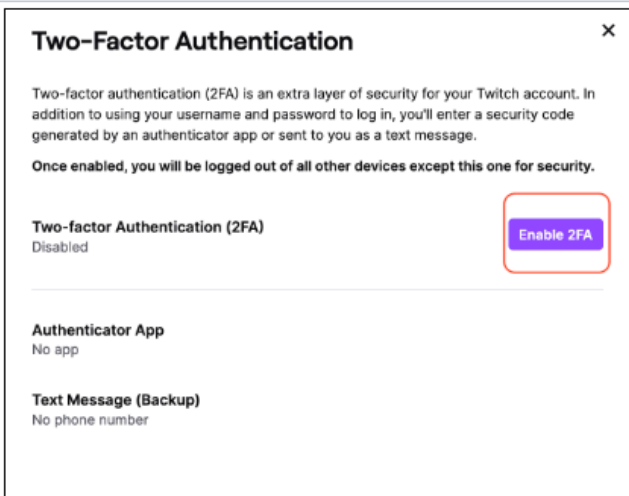
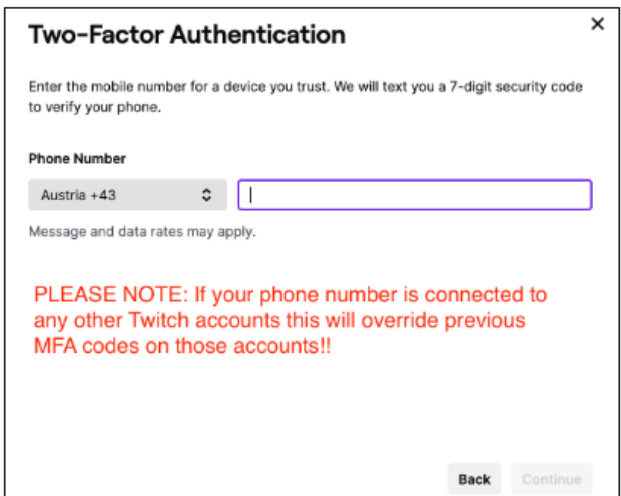
12 **Copy the Backup code and save it in LastPass.**

13 Finally, **copy the MFA secret key and save in the authenticator app.**

# Appendix VII – Tiktok MFA

<p>4</p>	<p>Go to Settings Click: <b>Settings and privacy</b> &gt; Click: <b>Security and login</b></p>	
<p>5</p>	<p>Choose: <b>2-step verification</b> &gt; Choose: <b>email and password</b> Then turn on 2FA verification</p>	
<p>6</p>	<p>When you login you will receive the code on 2FA teams channel.</p>	

# Appendix VIII – Twitch MFA


<p>4</p> <ul style="list-style-type: none"> <li>Go to: <a href="https://www.twitch.tv/settings/security">https://www.twitch.tv/settings/security</a></li> <li>Under <b>Security</b> &gt; Click: <b>Setup/Edit Two-Factor Authentication</b></li> </ul>	 <p>The screenshot shows the Twitch 'Settings' page. The 'Security and Privacy' tab is selected and highlighted with a red box. Under the 'Security' section, the 'Two-Factor Authentication' option is highlighted with a red box, showing a 'Set Up Two-Factor Authentication' button.</p>
<p>5</p> <ul style="list-style-type: none"> <li>Click: <b>Enable 2FA</b></li> </ul>	 <p>The screenshot shows a 'Two-Factor Authentication' dialog box. The 'Two-factor Authentication (2FA)' status is 'Disabled', and the 'Enable 2FA' button is highlighted with a red box. Below, it shows 'Authenticator App' as 'No app' and 'Text Message (Backup)' as 'No phone number'.</p>
<p>6</p> <ul style="list-style-type: none"> <li>Enter your <b>Red Bull phone number</b> - then enter code sent to your phone.</li> <li><b>PLEASE NOTE: If your phone number is connected to any other Twitch accounts this will override previous MFA codes on those accounts!!</b></li> <li>Choose: <b>Setup 2FA App</b></li> </ul>	 <p>The screenshot shows the 'Two-Factor Authentication' dialog box for entering a phone number. It prompts the user to 'Enter the mobile number for a device you trust. We will text you a 7-digit security code to verify your phone.' A 'Phone Number' field is shown with a dropdown menu set to 'Austria +43'. A red note states: 'PLEASE NOTE: If your phone number is connected to any other Twitch accounts this will override previous MFA codes on those accounts!!'. 'Back' and 'Continue' buttons are at the bottom.</p>

- 7
- Next, take a screenshot of the QR Code.

## Two-Factor Authentication

**Step 1: Download an authenticator app**  
Download and install any authenticator app (E.g. Google Authenticator) on your phone. If Authy is already installed, you can use Authy as your authenticator app.

**Step 2: Scan the QR code**  
Open the authenticator app and scan the image below using your phone's camera.



**Step 3: Verify your code**  
Enter the 6-digit verification code generated.

- 8
- Next we will extract the MFA Security Key and set it up in LastPass so we can all access the account moving forward. We will also send you instructions for how to setup this MFA code in an authentication app on your phone.
- <https://win.gs/lastpass10/>
- Go to: <https://zxing.org/w/decode.aspx>
  - Upload a screenshot of the QR Code:

### ZXing Decoder Online

Decode a 1D or 2D barcode from an image on the web. Supported formats include:

- UPC-A and UPC-E
- EAN-8 and EAN-13
- Code 39
- Code 93
- Code 128
- ITF
- Codabar
- RSS-14 (all variants)
- RSS Expanded (most variants)
- QR Code
- Data Matrix
- Aztec
- PDF 417
- MaxiCode

Enter an image URL:

Or upload a file (<10MB, <10MP):  Screenshot ... 13.46.57.png

This web application is powered by the barcode scanning implementation in the open source [ZXing](#) project.  
Android users may download the [Barcode Scanner](#) or [Barcode Scanner+](#) application to access the same decoding as a mobile application.  
Copyright 2008 and onwards ZXing authors



## Two-Factor Authentication

**Step 1: Download an authenticator app**  
Download and install any authenticator app (E.g. Google Authenticator) on your phone. If Authy is already installed, you can use Authy as your authenticator app.

**Step 2: Scan the QR code**  
Open the authenticator app and scan the image below using your phone's camera.



**Step 3: Verify your code**  
Enter the 6-digit verification code generated.

- 9 • Copy the Secret Key as shown here and setup the Secret Key as show below.
- Also copy the Secret Key into the LastPass notes
- Click SAVE

**Decode Succeeded**

Raw text	otpath://twit/twitch?secret=07D44VJ2E1R0KRYRQYDAAIG004PPTFN5T3DNYFR0MTC...@PPTN5T3DNYFR0MTC
Raw bytes	42 26 E7 47 06 17 57 06 83 a2 E2 27 46 E7 47 02 25 47 76 97 46 26 83 27 26 56 37 26 57 43 46 75 45 53 43 42 17 46 45 16 76 9c 45 2a 73 46 1c 48 0c ea 1e 33 49 da ba 1f 47 4a 00 46 47 16 e9 0b 7b cf 44 92 09 a4 0e 24 69 73 73 75 45 72 3d 54 77 49 74 63 48 00
Barcode format	QR_CODE
Parsed Result Type	URI
Parsed Result	otpath://twit/twitch?secret=07D44VJ2E1R0KRYRQYDAAIG004PPTFN5T3DNYFR0MTC...@PPTN5T3DNYFR0MTC

**Edit password**

URL: https://twitter.com/redbulltv

Name: TW RedBullTV Folder: Shared-SM: Closed Accounts

Username: redbulltv Site password: [secure]

One-time passcode: [empty]

Notes: **2. PASTE SECRET KEY HERE**  
Always make an additional note of the Security Key in Notes

**Activate one-time passcodes**

Enter your secret key to show one-based one-time passcodes (TOTP) in your LastPass vault.  
Secret key: **1. PASTE SECRET KEY HERE**

- 10 • Now the Tokens will be available to everyone in LastPass (desktop only)
- To receive the tokens on your phone you will need to setup the token in an Authenticator app with the Secret Key as shown on the right.

### Find MFA Tokens in LastPass Desktop

**Edit password**

URL: http://www.twitch.tv/redbullGEO

Name: Twitch: Red Bull (Georgia) Folder: Shared-SM: Red Bull Social Accounts

Username: RedBullGeo Site password: [secure]

One-time passcode: 074727

Notes: DO NOT CHANGE: Account resets to recovery email (alias: redbulgeo.social@redbull.com > social@redbull.com) Please do not add any phone numbers so global team is able to login. If you need to activate 2FA please contact global team | Email recovery codes can be found here: https://win.gs/social2FA  
Account Contact: tamar.poladashvili@redbull.com

MFA Secret Key: LPUXCWX0VGTOK2N8MQQ307QP0BOHJUIQBEMJMF4C4-IPR6LA

If you also need to access MFA tokens on your phone you can set it up on an Authenticator App like this:

### Add to Mobile via Authenticator App

**Accounts**

- Twitch EN 277 705
- Twitch 3 689 132
- 467 129 ID - Red Bull Romania

**Scan QR Code**

NO QR CODE?

**New account**

Account name: [empty]  
Secret key: Enter Key

# Appendix IX – Back end OneIn.Bio


## Profile

Url

Name

Subtitle

Logo



+ Add image

× Remove image

Header image



+ Add image

× Remove image

## Socials

Facebook

Twitter

Instagram

TikTok

YouTube

Twitch

Red Bull

VK

## Appendix X – Email Linktree users

Hey,

Monica here again from the Global Social Tools team working with Kathlene Hestir & Ashley Engquist.

We're reaching out as we are working to migrate all of Red Bull's social media accounts from our old Link in Bio tool, Linktree, to our new in-house tool **OneIN.bio**. The reason for the change is because there are a number of GDPR issues with Linktree and our new solution solves this problem.

**Next Steps:**

- We have already setup your account and you can find out how to access and edit it here: <https://win.gs/oneinbio101>
- Action Item: If you can please read the instructions in the link above and replace the link in your Red Bull Instagram and TikTok account bios as soon as possible then we will go ahead and mark your team off our migration list 🍌
- Bookmark this: You can login and find/update your account here: <https://my.onein.bio/>
- Please also let us know if you have any issues, questions or feedback about the tool!

Thanks in advance for your help!

Best,  
Monica

--



Mónica da Silva Rocha  
Managed Channels Services • Red Bull Media House GmbH  
[monica.dasilvarocha@redbull.com](mailto:monica.dasilvarocha@redbull.com)

## Appendix XI – OneIn.Bio new users

Hey,

Monica here again from the Global Social Tools team working with Kathlene Hestir & Ashley Engquist.

We're reaching out as we are working to migrate all of Red Bull's social media accounts from our old Link in Bio tool, Linktree, to our new in-house tool **OneIn.bio**. The reason for the change is because there are a number of GDPR issues with Linktree and our new solution solves this problem.

We noticed that you are not using Linktree, but in case you want to use our new tool we created an account for you. You just need to follow the next steps.

Next Steps:

- We have already setup your account and you can find out how to access and edit it here: <https://win.gs/oneinbio101>
- If anyone else needs access they can request it via IT Support here: <https://win.gs/1bioAccess> (externals can also get access to OneIn.bio as long as you have [setup a Red Bull hub profile](#) for them first.)
- Action Item: If you can please read the instructions in the link above and replace the link in your Red Bull Instagram and TikTok account bios as soon as possible then we will go ahead and mark your team off our migration list 🙌
- Bookmark this: You can login and find/update your account here: <https://my.onein.bio/>
- Please also let us know if you have any issues, questions or feedback about the tool!

Thanks in advance for your help!








Best,  
Monica

–



Mónica da Silva Rocha  
Managed Channels Services • Red Bull Media House GmbH  
[monica.dasilvarocha@redbull.com](mailto:monica.dasilvarocha@redbull.com)

# Appendix XII – OneIn.Bio feedback

Request ID	Requested by (onein...)	Request/feedback	Status	Notes from request	Requested by (email)	Requested on	Error	Screenshot	Social Tools feedback	Fabian's feedback	Completed on
<b>Background photos</b> Count 2											
7	onein.bio/redbullracing	Background photos	Will not pursue	* One feedback is could y...		10/11/2022				For design consistency with redb...	
8	onein.bio/redbullnorge	Background photos	Will not pursue	Background photo		5/12/2022				For design consistency with redb...	
<b>Video (embed YouTube)</b> Count 2											
9	onein.bio/redbullgermany	Video (embed YouTube)	Will not pursue	Linktree has a feature to L...		23/11/2022				In regards to the youtube/...	
10	onein.bio/redbullnorge	Video (embed YouTube)	Will not pursue	The option of Including vL...		5/12/2022				In regards to the youtube/...	
<b>Schedule option</b> Count 2											
11	onein.bio/redbullmotorsports	Schedule option	Done	I noticed there is no sche...		2/12/2022				The scheduling we can d...	14/3/2023
12	onein.bio/alohataurif1	Schedule option	Done	do you know if there is a ...		17/1/2023				We don't have this feature now, b...	14/3/2023
<b>Wrap Text</b> Count 3											
13	onein.bio/redbullgermany	Wrap Text	In progress	First problem we noticed L...		23/11/2022				we are planning to add a characte...	In regards to the button - ...
14	onein.bio/redbullbike	Wrap Text	In progress	would have is that it woul...		1/12/2022					the wrapping of text is so...
15	onein.bio/bergawelten	Wrap Text	In progress	We have many Links to ar...		21/12/2022					
<b>Header</b> Count 2											
16	onein.bio/redbullnorge	Header	Will not pursue	Header to separates the il...		5/12/2022					
17	onein.bio/redbullus	Header	Will not pursue	it hasn't been submitted ...		8/12/2022					
<b>Additional Icons</b> Count 4											
18	onein.bio/redbull_rus	Additional Icons	Done	can we add VK button so...		6/12/2022				for now we can't add VK.	Fabian will create a new l...
19	https://onein.bio/wingsforlife	Additional Icons	On hold	Linkedin icon		16/1/2023					
20	onein.bio/alohataurif1	Additional Icons	On hold	can we add any other soc...		17/1/2023					



# Annex I – Internship Evaluation table



INSTITUTO  
SUPERIOR  
DE CONTABILIDADE  
E ADMINISTRAÇÃO  
DO PORTO  
POLITÉCNICO  
DO PORTO

**GEE**

GABINETE DE ESTÁGIOS E EMPREGABILIDADE  
GRÊLHA DE AVALIAÇÃO DO ESTÁGIO  
ESTUDANTE Nº - 2180804

**Mestrado em Marketing Digital**  
Licenciatura/Mestrado

Estagiário

Mónica Alexandra da Silva Rocha

Nome:

Empresa

Red Bul Media Housel

Nome:

Kathlene Hestir

Tutor:

CLASSIFICAÇÃO\*

1	2	3	4	5
---	---	---	---	---

**1 - ASSIDUIDADE E PONTUALIDADE**

a - Assiduidade

				5
--	--	--	--	---

b - Pontualidade

				5
--	--	--	--	---

**2 - AMBIENTE ORGANIZACIONAL**

a - Adaptação ao meio (desempenho do Estagiário)

				5
--	--	--	--	---

b - Capacidade de integração

				5
--	--	--	--	---

c - Capacidade de iniciativa

				5
--	--	--	--	---

d - Capacidade de investigação técnica

				5
--	--	--	--	---

e - Capacidade de organização

				5
--	--	--	--	---

f - Capacidade de trabalhar em equipa

				5
--	--	--	--	---

g - Utilização de material informático

				5
--	--	--	--	---

h - Aplicação de conhecimentos

				5
--	--	--	--	---

i - \_\_\_\_\_

				5
--	--	--	--	---

**3 - PLANO DE ESTÁGIO**

a - Progressão durante o estágio

				5
--	--	--	--	---

b - Componente científica

				5
--	--	--	--	---

c - Componente prática

				5
--	--	--	--	---

d - Cumprimento do plano de estágio proposto

				5
--	--	--	--	---

e - Projeto de Intervenção desenvolvido <sup>(a)</sup>

				5
--	--	--	--	---

f - \_\_\_\_\_

--	--	--	--	--

\*Nota: para efeitos de classificação considerar: 1 – Mau; 2 – Fraco; 3 – Suficiente; 4 – Bom; 5 – Muito bom

(a) Caso se aplique  
ESTUDANTE Nº - 2180804

**4 - POSTURA**

- a - Aptidão técnico-profissional
- b - Idoneidade ética e deontológica
- c - \_\_\_\_\_

1	2	3	4	5
				5
				5

**5 - OBSERVAÇÕES A REPORTAR AO ISCAP**

*As the Senior Global Managed Channel Services Manager for Red Bull GmbH, I have had the opportunity to work closely with Monica da Silva Rocha during her time as a Managed Channels Services Intern at Red Bull Media House since July 2022. Throughout her internship, Monica has demonstrated exceptional skills and dedication in managing various tasks and projects. Some of her notable accomplishments include:*

- *Supporting Red Bull's global social media team in efficiently managing the back end of over 1200+ social media accounts across platforms such as Facebook, Instagram, TikTok, Twitter, Twitch, YouTube, LinkedIn, Giphy, Snapchat, and more.*
- *Implementing decision-tree logic rules in Sprinklr, our Global Social Media Content Management System, to automate the tagging process of nearly 900 Red Bull Athletes on thousands of social media posts in real-time, spanning the extensive Red Bull Media Network's social media accounts.*
- *Collaborating with approximately 150 Red Bull country and project teams to successfully activate Multi-Factor Authentication (MFA) across a vast number of Red Bull Social Media accounts, bolstering security measures against potential hackers.*
- *Assisting in providing access and training to Red Bull's social media services and tools, including but not limited to Sprinklr, Facebook Business Manager, Linktree, LastPass, Bit.ly, and more, enabling team members to effectively utilize these resources.*
- *Monica's commitment, proficiency, and adaptability have consistently impressed our team. She has proven to be a valuable asset, showcasing her ability to manage complex tasks, work collaboratively with diverse teams, and contribute to the success of our social media operations. I am confident that Monica's skills and potential make her an excellent candidate for the Red Bull Graduate Programme.*

*Monica's commitment, proficiency, and adaptability have consistently impressed our team. She has proven to be a valuable asset, showcasing her ability to manage complex tasks, work collaboratively with diverse teams, and contribute to the success of our social media operations. I am confident that Monica's skills and potential make her an excellent entry level digital marketing candidate.*

*Kathlene Hestir  
Global Managed Channels Services Manager  
Red Bull Media House GmbH  
kathlene.hestir@redbull.com  
+43 664 8397722  
Halleiner Landesstraße 24 • 5061 Elsbethen, Austria*

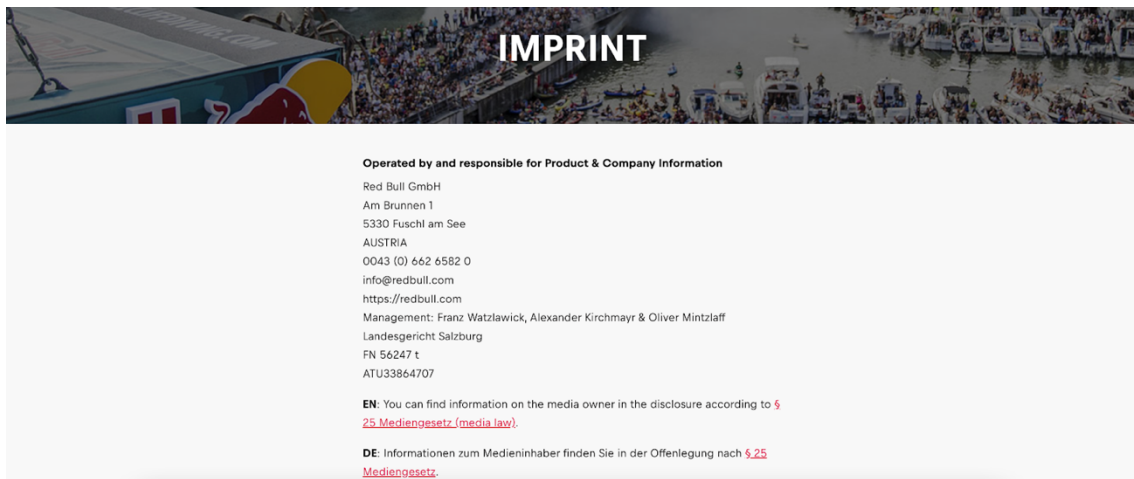
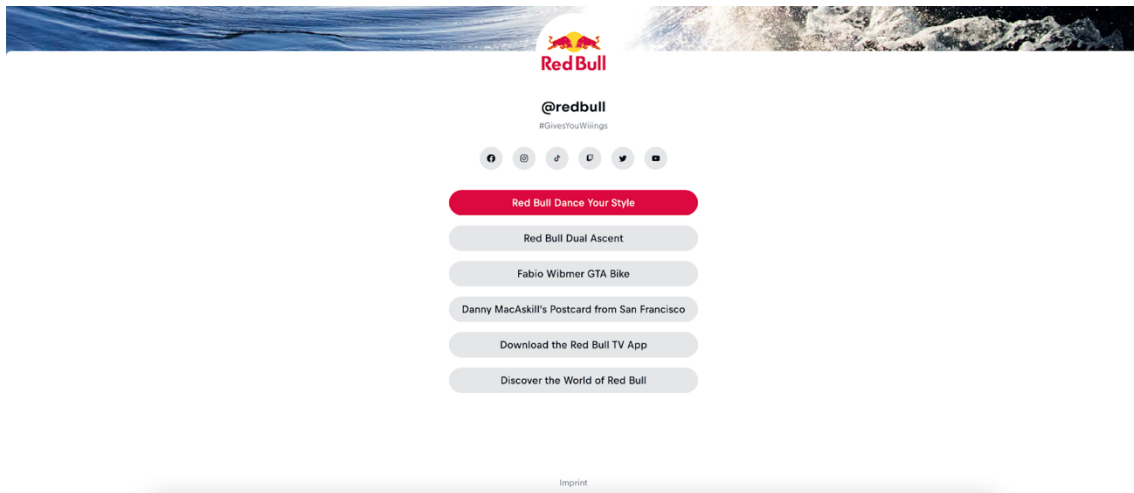
06 / 07 / 2023 Assinatura da entidade de acolhimento:  
\_\_\_\_\_Kathlene Hestir\_\_\_\_\_



ESTUDANTE Nº - 2180804

ISCAP-GEE-MOD013.v15

## Annex II – Imprint



## Annex III – Facebook support team communication

EXT:Other ad account issue | Job: 2418017478363459



Facebook <case++aazq6mjsk2stpe@support.facebook....

Wednesday, 26. October 2022 at 11:22

To: Monica Da Silva Rocha; Cc: Ashley Engquist; Kathlene Hestir

Hi Ashley,

This is Xave from the Meta Pro Team and I hope all is well.  
We have received an update from our Specialized Team and I was informed that They do not support Instagram without 2FA.


I would love to help you out in resolving your issue. What I can suggest is for you to report the issue directly to Instagram through the Application or using your computer by accessing the link below.  
How do I report a technical problem on Instagram?  
<https://help.instagram.com/381579045265733>

We will now be closing this e-mail. You may also visit this link for other helpful advertising solutions:  
<https://facebook.com/business/help>. Although we couldn't fully resolve your issue today, your feedback will allow us to continue to improve for the future. Again, thank you for contacting Meta Pro Team. We wish you and your business well. Have a great day!

Thanks,

## Annex IV – User management old method

×



### Sprinklr Request Form: New User & Additional Permissions

Do you need access to the Red Bull Sprinklr account or additional account access / permissions granted to your existing Sprinklr account? You're in the right place!

- \* Short link to this form: <http://win.gs/sprinklrusers>
- \* Get Started on Sprinklr: <https://win.gs/sprinklr101>
- \* Sprinklr Knowledge Hub: <https://help.sprinklr.com>

If you have any questions about this form, please email [redbull@sprinklr.com](mailto:redbull@sprinklr.com) and [kathlene.hestir@redbull.com](mailto:kathlene.hestir@redbull.com)

**Red Bull Profile URL (Required)** \*

Search for your name in Sharepoint, click/open your Profile to find your Red Bull Profile URL. Example:  
<https://redbull.sharepoint.com/sites/intranet/SitePages/Profile.aspx#/profile/khestir>

If you can't find your name that means you do not have a Red Bull Profile - please ask your Red Bull Manager to request one for you through this link: <https://win.gs/workbenchprofile>

**Your Full Name**

**Your Business Email** \*

Please use your work email address listed on your Red Bull Hub Profile

**Country/ Region** \*

What country are you primarily publishing for?

Select an option

**Request Type** \*

Do you need a new account or do you just need us to update your existing account

Create New Account

Add/Change Permissions

Delete Account

### Sprinklr Permissions Requested \*

**PUBLISHING & ASSETS:** If you need to publish photos/videos to Red Bull social media accounts.

**MONITORING/ENGAGEMENT:** If you need to moderate incoming comments, responding to consumers, building queues of different search terms

**REPORTING/ANALYTICS:** analytics on campaigns, tags, accounts, etc

- Publishing & Asset Manager
- Monitoring & Engagement
- Analytics & Reporting
- Listening
- Galleries (Social Walls)
- Other

### Accounts Needed \*

Which social accounts do you need to access to. Find a list of all Red Bull accounts here: <https://win.gs/38SYFlm>

### Notes

Anything else you want to tell us?

**Submit**

## Annex V – Airtable requests tracking

Full Name	Status	Request Date	Request	Email	Red Bull Profile	Social Accounts (in ...)	Country
653	Complete	11 April 2019 11:10...	Create New Account		https://profile.redbull.co...		*Global (INT)
654	Complete	31 July 2019 1:59pm	Add/Change Permissio...		https://profile.redbull.co...		
655	Complete	25 October 2022 5:44...	Create New Account		https://redbull.sharepoint...		
656	Complete	2 December 2019 5:07pm	Create New Account		https://profile.redbull.co...		Bahrain (BH)
657	Complete	4 December 2019 8:23am	Add/Change Permissio...		https://profile.redbull.co...		
658	Complete	6 February 2023 10:22...	Create New Account		https://redbull.sharepoint...		Netherlands (NL)
659	Complete	27 April 2022 1:39pm	Create New Account		[13:37] Jacqueline Pizka ...		Austria (AT)
660	Complete	9 March 2021 3:11pm	Create New Account		https://profile.redbull.co...		Chile (CL)
661	Complete	12 April 2019 1:34pm	Create New Account		https://profile.redbull.co...		
662	Complete	17 November 2... 1:43pm	Add/Change Permissio...		https://redbull.sharepoint...	FB - Red Bull Bike, FB - R...	Sweden (SE)
663	Complete	24 February 20... 2:37pm	Add/Change Permissio...		https://profile.redbull.co...		Denmark (DK)
664	Complete	4 January 2023 3:44...	Add/Change Permissio...		https://redbull.sharepoint...		Croatia (HR)
665	Complete	12 April 2019 1:34pm	Create New Account		https://profile.redbull.co...		
666	Complete	17 May 2022 1:56pm	Create New Account		https://redbull.sharepoint...		*Global (INT)
667	Complete	12 April 2019 1:34pm	Create New Account		https://profile.redbull.co...		
668	Complete	1 February 2022 9:20am	Create New Account		https://redbull.sharepoint...	IG - Red Bull (Global Main...	
669	Complete	12 April 2019 1:34pm	Create New Account		https://profile.redbull.co...		Austria (AT)
670	Complete	24 February 2022 12:50...	Add/Change Permissio...		https://redbull.sharepoint...		Australia (AU)
671	Complete	12 April 2019 1:34pm	Create New Account		https://profile.redbull.co...		
672	Complete	3 January 2023 11:25...	Create New Account		https://redbull.sharepoint...		Austria (AT)
673	Complete	12 April 2019 1:34pm	Create New Account		https://profile.redbull.co...		
674	Complete	12 April 2019 1:34pm	Create New Account		https://profile.redbull.co...		
675	Complete	12 April 2019 1:34pm	Create New Account		https://profile.redbull.co...		
676	Complete	10 January 2020 9:15am	Create New Account		https://profile.redbull.co...		
677	Complete	12 April 2019 1:34pm	Create New Account		https://profile.redbull.co...		

# Annex VI - Identity & Access Management

Identity and Access Management > Identities > Monica Da Silva Rocha

## MONICA DA SILVA ROCHA



Active

<b>Display Name</b> Monica Da Silva Rocha	<b>Identity Type</b> Employee
<b>Company</b> Red Bull Media House GmbH	<b>Login ID</b> mdasilvarocha
<b>Functional Area</b> Administration	<b>Subfunction</b> Administration
<b>Personnel Number</b> 00216399	<b>SAP User ID</b> MDASILVAROCH
<b>Identity ID</b> ID-MBP3XC2AJT	<b>Legacy Identity ID</b> ID-MBP3XC2AJT
<b>Subbrand</b> Red Bull Media Digital Prod & Tech - Prj	
<b>Global Login Name</b> Monica.DaSilvaRocha@redbull.com	
<b>Email</b> Monica.DaSilvaRocha@redbull.com	

Identity	Assign & Remove Roles	Business Profiles	History
<b>First Name</b>	Monica		
<b>Last Name</b>	Da Silva Rocha		
<b>Nickname</b>	-		
<b>Alternative Email Address</b>	-		
<b>Company</b>	Red Bull Media House GmbH (Corporate Projects)		
<b>Manager</b>	Kathlene Hestir		
<b>Recharge Cost Center</b>	80PA0ABDD		
<b>Job Title</b>	Internship		
<b>Functional Area</b>	Administration		
<b>Subfunction</b>	Administration		
<b>Telephone Number</b>	-		
<b>Mobile Number</b>	-		
<b>Fax Number</b>	-		
<b>Street Address</b>	Halleiner Landesstraße 24		
<b>City</b>	Eisbethen		