

CASE STUDY

Social Media – **strategy & execution**

for Hiab AB

Context & Purpose

Background

When I joined Hiab, a global provider of on-road load handling equipment, and got the assignment of managing their external channels, I aimed to improve its digital presence and make a shift from product-centric feeds to content focused on value propositions and reflect its brand values, culture, and customer-first approach.

Purpose

When I first joined the department, I noticed gaps in **strategy**, **structure**, and **clear goals** for the content.

This led me to take the initiative to introduce a content calendar, define relevant KPIs, and establish closer contact with the company's Brand Manager.

As Channel Manager within the global communications team, I took on the task of:

- Ensure that the social media strategy aligned with the company's and marketing's goals
- Define workflows, ownership, and governance in a landscape with multiple stakeholders publishing content
- Improve content quality, relevance, consistency, and engagement through storytelling, variety, and better planning
- Increase organic reach, engagement, and brand mentions
- Strengthen brand reputation during two major organizational changes

Strategy & planning

I created and implemented a comprehensive Social Media Content Strategy 2024.

The strategy was built around:

3 content pillars I designed the message for

- Services & Solutions
- Brand & Corporate Identity
- The Future of Load Handling

Main topics

Sustainability, Performance, Values, and Corporate News

5 tactical focus areas:

- Better planning
- Greater content variety
- Audience engagement
- Channel differentiation
- Stakeholder collaboration

I introduced:

📁 A multi-format and repurposing approach (e.g., turning long-form stories into polls, carousels, and video snippets)

📁 A weekly content calendar and planning template with clearly assigned responsibilities

📁 Thematic content pillars with campaigns like #WeAreHiab, #CommunityFriday, and product series (#HiabMoment)

Execution & coordination

Key actions included:

- ✓ Organizing weekly editorial meetings to align and review deliverables
- ✓ Coordinating cross-functional stakeholders (marketing, HR, commercial, R&D) for content input
- ✓ Leading and editing employee-generated content and customer stories
- ✓ Launching campaigns with a focus on video and storytelling, moving away from static equipment images
- ✓ Creating social media guidelines for filming, tone of voice, and format

Example of initiatives

- Social media guidelines
- Monthly newsletter with AI-recommendations and tips on copy and content
- Creative briefs for collaboration with external content production agencies
- Brand book with focus on language and visual identity
- Anti-greenwashing manual

Example of high-performing content

LinkedIn



#WeAreHiab

Employer branding with weekly employee spotlights and storytelling several times per quarter.



#HiabTraineeProgram

Initiatives to highlight efforts and activities that were not previously published externally. I recognized the need to attract young people during a time of recruitment challenges.

Instagram



#CommunityFriday

UGC featuring clips of products and solutions shared by our followers.
Published every Friday.



#HiabMoment

UGC with photos from customers who tagged the company. Published midweek.



#HiabFlashbacks

Storytelling with old photos and anecdotes.
Published every Thursday.

Results & impact

- Significant **increase in organic engagement** and UGC thanks to authentic and varied content
- **High-performing repurposed content** (e.g., testimonials and customer stories outperformed agency videos)
- **81% email open rate in newsletter** after redesign (internal comms synergy)
- **Improved collaboration** across global teams, strengthening content supply and editorial coordination

Testimonials

”Noelia easily identifies important initiatives and strengthens the internal community, company culture, and relationship with the customer. Very quickly she became an integral part of the team and understood the brands’ needs.”

– ANNIKA FALCK,
VC PRESIDENT
MARKETING AND
COMMUNICATIONS,
HIAB AB

”Noelia has played a pivotal role in enhancing our social media presence and internal communications. Through her innovative strategies and insightful content, she has managed to significantly increase engagement across our platforms. Her dedication to keeping our audience engaged and informed is truly remarkable.”

– HANNA BJÖRKESTAM,
PEOPLE AND CULTURE
DEVELOPMENT SENIOR
SPECIALIST, HIAB AB

”Noelia is a true business partner in communications—insightful, creative, and always focused on finding synergies that lead to impactful messaging. Whether as a Content Lead, Content Manager, Communications Specialist, or Content Marketing Developer, she crafts narratives that engage and inspire.”

– TOVE GUNNARSSON,
MARKETING MANAGER,
HIAB AB

Relevance

My approach is:

Pedagogical

clarity and value-first thinking in all content

Strategic and hands-on

aligning storytelling with business goals

Data-driven

applying KPIs and performance insights to iterate content

Collaborative

empowering teams to become content creators

Tools & skills applied

Storykit_

Canva

Editorial design, planning
and follow-up



Microsoft
&
Google Suite

Consistent tone of voice and
communication

Agile cross-functional
collaboration and workflows

CMS:

SOCIAL
MEDIA

Agorapulse
+
Hootsuite

NEWSLETTERS

Avidly
+
Mailchimp

WEB

Wordpress
+
Episerver

PR

Newsdesk
+
Meltwater

MEDIA
MONITORING

M-Brain



LET'S WORK TOGETHER!

Noelia

Noelia Garasievich

📍 Sergels väg 5A, 21757, Malmö

☎ 073-946 00 30

✉ info@noelia.se