



BMW Group

From One Event Screen to Four Use Cases

Four use cases, 23 social walls and 417,000 posts on one platform

In 2018 a team at BMW Group Germany put a social wall on a stage at an internal event in Munich and hoped 500 people would post to it. They ran no promotion, did one trial run the day before, and made an exception to a company rule that normally keeps phones down at internal events. It worked, attendees loved it. That one screen has since become 23 social walls: one for every market inside the employee app, one on the brand website, and several more for user-generated content campaigns.

23

SOCIAL WALLS

417,000

POSTS COLLECTED

4

USE CASES

2018

RUNNING SINCE

The platform is the same every time. What changes is who it's for, where it shows up, and how tightly it's moderated.

THE FOUR USE CASES

01

Internal events

A social wall on stage at the BMW Working Out Loud Conference. The first one, set up in a day.

500

ATTENDEES

02

Internal communications

A social wall per market, embedded in the WE@BMWGROUP employee app on Staffbase.

97,400

POSTS

03

Hashtag campaigns

Public hashtags turned into social walls: a centenary campaign for BMW Motorrad, then one per model world.

196,500

POSTS

04

Brand website

The XP Hub social wall, a permanent embed on bmw-motorrad.com that updates itself.

7,611

POSTS

One event, one hashtag, one day of setup

The BMW Working Out Loud Conference brought around 500 people to the BMW Group IT Center in Munich in February 2018. Working Out Loud is a method for sharing work in progress with the people who care about it, and BMW Group had been running it internally since 2015. The second conference was the one that got a social wall.

The team set it up on the hashtag #BMWWOLCON and projected it on the main screen between moderation segments, during breaks and through the closing workshop. Two decisions made it work. BMW Group normally doesn't allow attendees to photograph and post from its events; for this one the team made an exception and said so from the stage at the kick-off. And they ran no promotion beforehand. The wall on the screen was the promotion, and people who saw their own posts appear kept posting.



#BMWWOLCON on the main screen at the BMW Working Out Loud Conference, Munich, February 2018.



The same social wall on a meeting-room screen, where the smaller Working Out Loud groups met.

Setup took a single trial run the day before. Fabian Bayer, a digital specialist at BMW Group Germany, connected the company's Twitter and Instagram accounts, defined #BMWWOLCON as the source, and that was the whole configuration. Moderation turned out to be unnecessary. Nothing had to be hidden all day.



"We really liked how easy it was to set up a social wall with Walls.io."

Fabian Bayer, Digital Specialist · BMW Group Germany

One day of setup settled an argument most internal comms teams are still having. People will post if you show them the wall.

500

ATTENDEES

1 day

TO SET UP

0

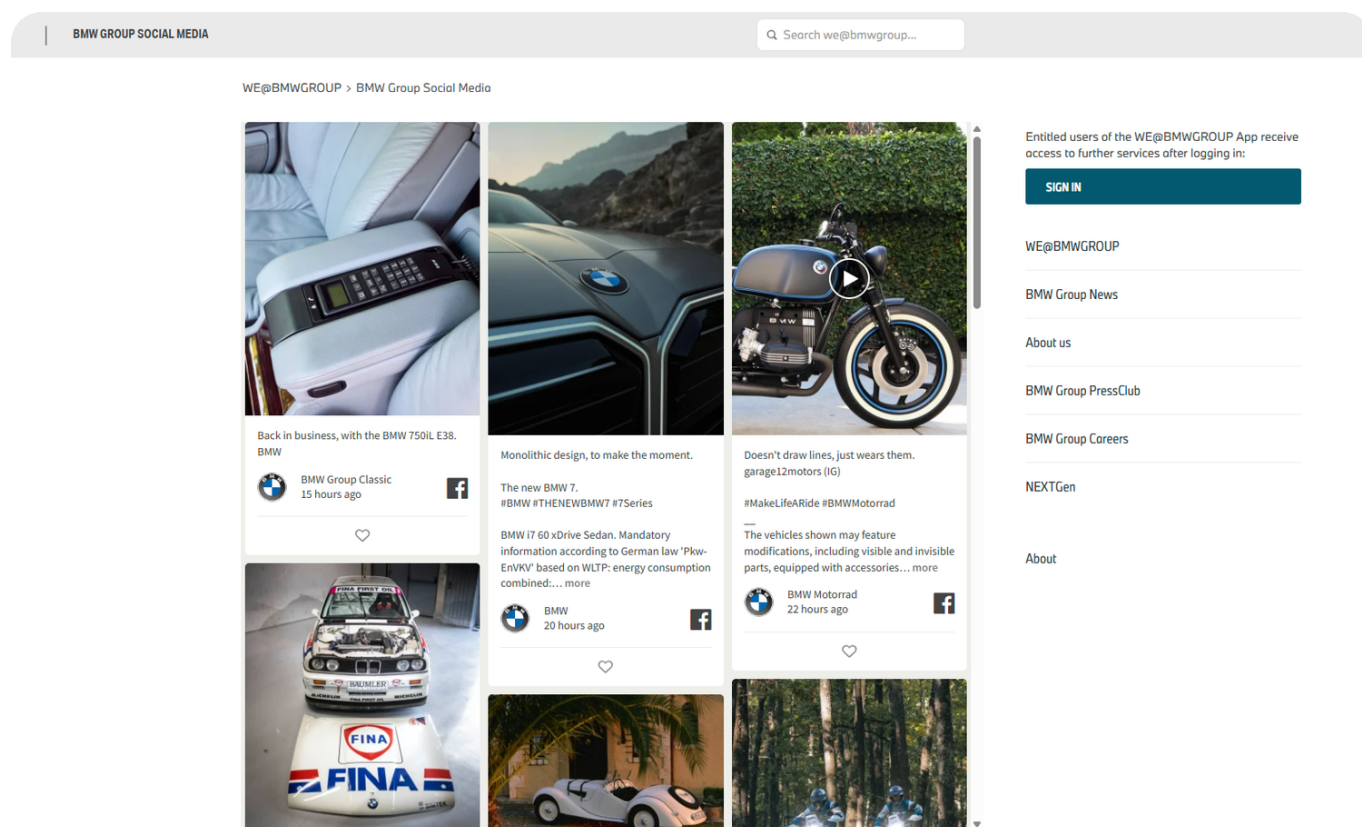
POSTS HIDDEN

A social wall for every market, inside the employee app

Ten months after the conference the first always-on social walls went live. BMW created a few country-specific social media walls.

Every wall uses social media aggregation, which collects content from social media and displays it anywhere. Across the eight walls, 63 sources are connected, all of them BMW Group's own accounts: 29 on Facebook, which aggregates content from pages, mentions, albums and hashtags; 25 on YouTube, where content is pulled using keywords, hashtags and profiles; five on LinkedIn, collected from pages, hashtags and keywords; and four on X (Twitter), aggregated using keywords, hashtags, profiles and lists. The global wall carries the widest mix at 15 sources.

Then it goes into the employee app. BMW Group's Staffbase app, WE@BMWGROUP, has a BMW Group Social Media section, and the social wall lives there as an embed alongside company news, the press club and careers content. Employees don't need accounts on any of the source networks to see the posts, and the app doesn't need a new content workflow to stay fresh.



The social wall as employees see it: the BMW Group Social Media section of the WE@BMWGROUP app on Staffbase.

8

MARKETS

97,400

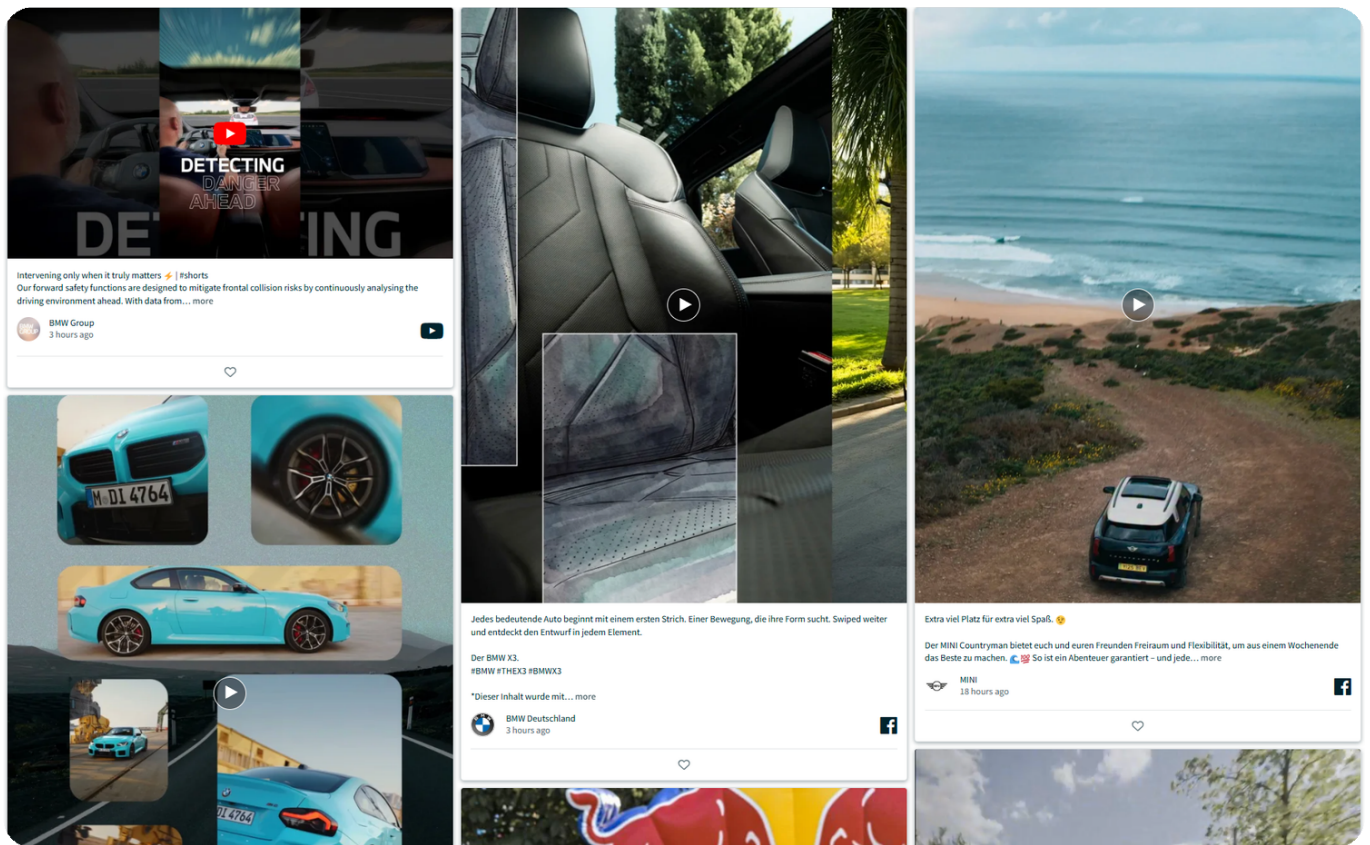
POSTS

63

SOURCES

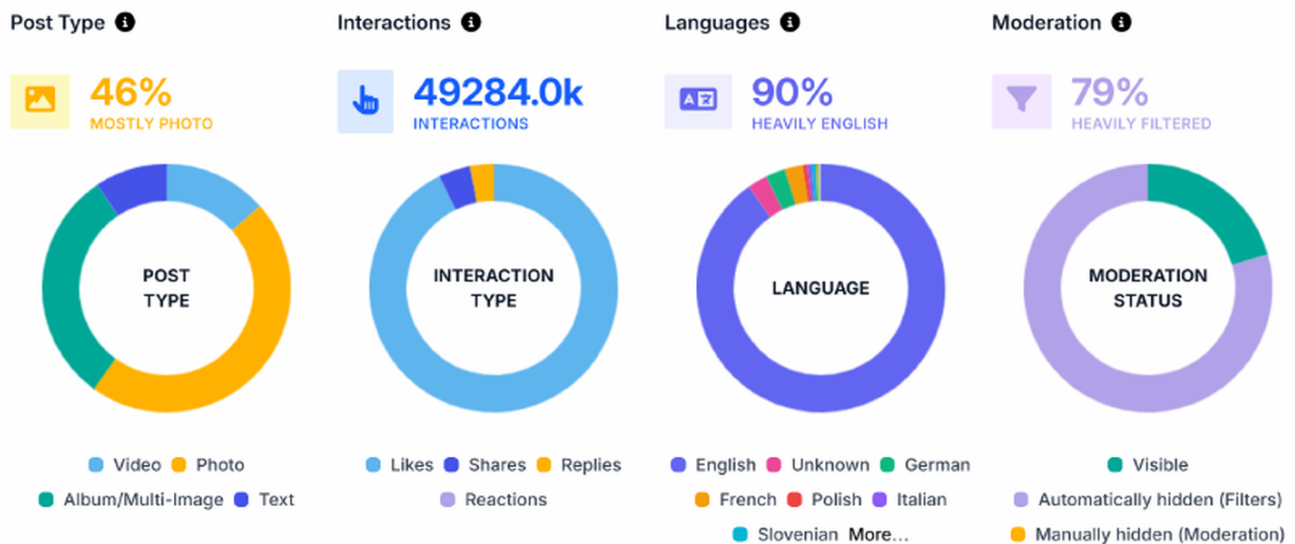
79%

AUTO-FILTERED



BMW Group Deutschland: every market gets its own social wall, built from the same pattern, in its own language.

The numbers running through them are substantial. The global wall alone has collected 31,000 posts since 2020, carrying 49.3 million interactions on their original networks. 46% are single photos. 90% are in English, with German, French, Polish, Italian and Slovenian behind it.



Six years of the global social wall in four charts: post types, interactions, languages, and how much the filters hide.

The last of those charts is the one internal comms teams should look at twice. 79% of everything collected is hidden automatically. The team wrote the rules once and the wall applies them to every post that arrives. These walls run post-moderation, so posts appear by default and the filters take out what shouldn't be there. Nobody approves posts one at a time.

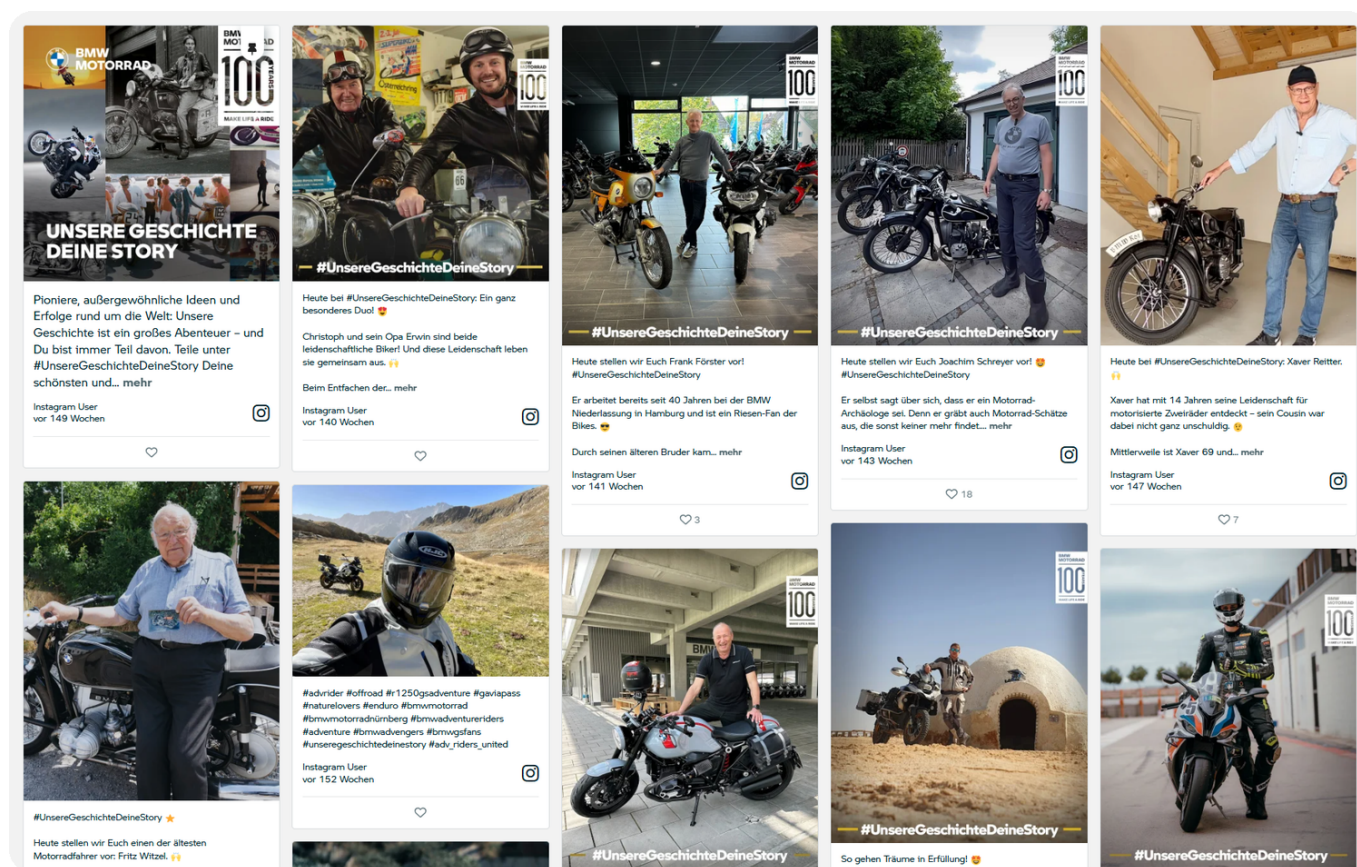
Public hashtags: from a centenary to eight model worlds

The first two use cases pull from accounts BMW Group controls. Campaigns work the other way round: the hashtag is public, anyone can post to it, and the social wall has to sort the result. BMW Motorrad has run two families of them, two years apart.

#UnsereGeschichteDeineStory: 100 years of BMW Motorrad, told by riders

BMW Motorrad turned 100 in 2023, and the anniversary campaign handed the storytelling to riders. #UnsereGeschichteDeineStory, our history, your story, ran on a single Instagram hashtag and a social wall built from it.

The posts are not what a brand feed usually looks like. 86% are multi-image albums rather than single photos, because someone describing forty years with a motorcycle doesn't do it in one frame. 92% are in German, against 90% English on the employee app walls. BMW Motorrad also picked a #UserStoryOfTheMonth, which gave riders a reason to keep sending things in.



BMW Motorrad introduced individual riders on the campaign social wall, alongside the stories riders submitted themselves.

1,000

RIDER STORIES

105,200

INTERACTIONS

92%

IN GERMAN

86%

PHOTO SERIES

Where the social wall ended up is the interesting part. Its traffic showed it running on bmw-motorrad.de and bmw-motorrad.com, and on two internal BMW Group systems at the same time. One campaign, one wall, public site and internal screens at once, with no second setup and no second tool.

Moderation worked harder here than anywhere else in the account. 59% of collected posts were hidden by filters, and a visible share was hidden by hand on top of that. That is the difference between a hashtag anyone can post to and a set of verified brand accounts.

Eight hashtags, one social wall for each model world

In January 2025 BMW Motorrad set up eight social walls in a single day, one for each of its model worlds, every one aggregating an Instagram hashtag riders were already using. Adventure riders post to #SpiritOfGS, heritage riders to #SoulFuel, tourers to #RideAndShare, sport, M and roadster riders to #NeverStopChallenging, electric riders to #PluggedToLife.

These campaign social walls are set up and managed for BMW Motorrad by Syzygy, the digital agency running the work on the brand’s behalf. More at syzygy.de.

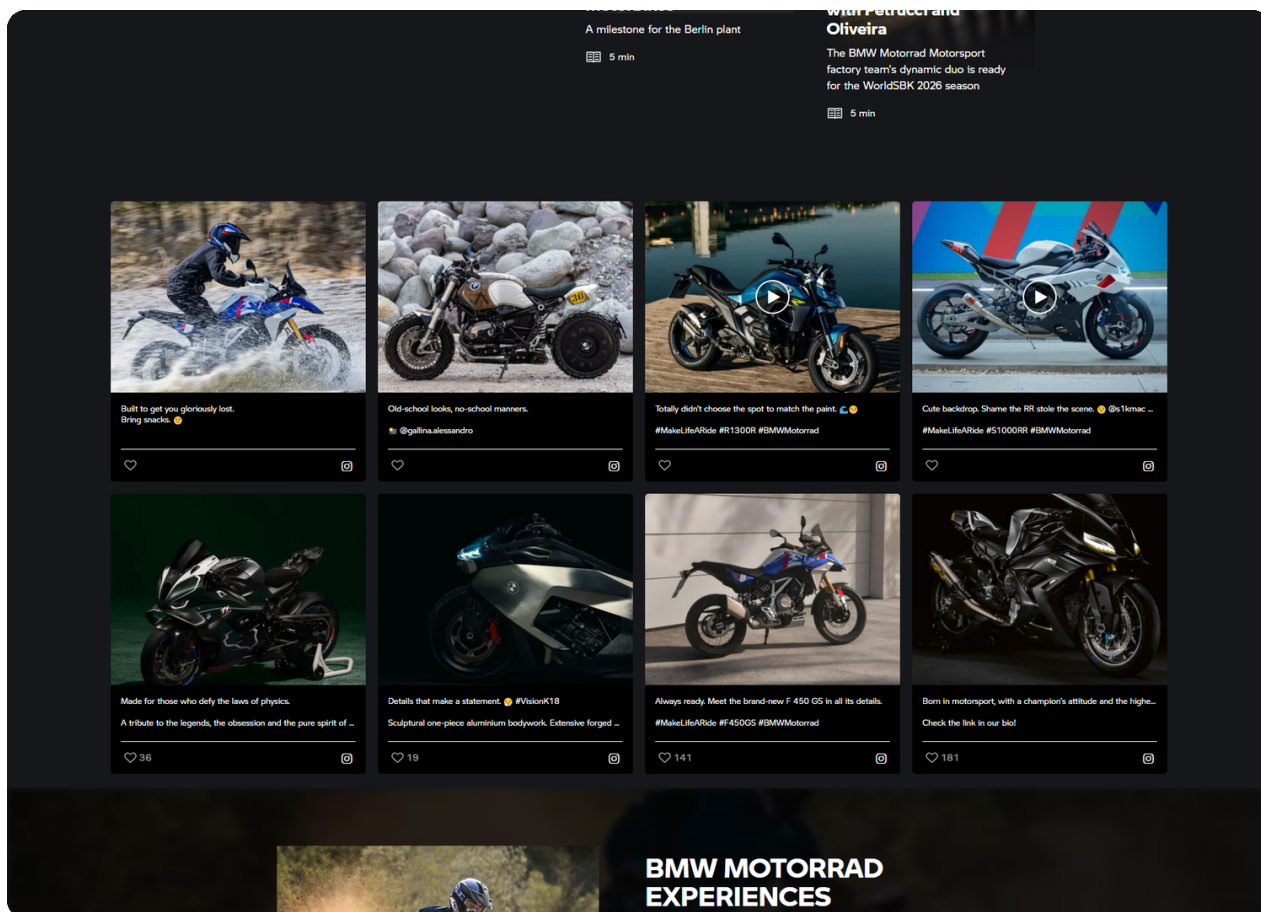
CAMPAIGN SOCIAL WALL	POSTS COLLECTED
#SpiritOfGS · Adventure	58,610
#SoulFuel · Heritage	44,921
#NeverStopChallenging · M	24,972
#NeverStopChallenging · Sport	22,898
#NeverStopChallenging · Roadster	22,801
#RideAndShare · Tour	10,781
#PluggedToLife · Urban Mobility (two walls)	10,487
Total since January 2025	195,470

The channel mix flips here. The employee app walls pull from BMW Group’s own Facebook, YouTube, LinkedIn and X accounts. The rider walls are almost entirely Instagram, because that is where riders post. The channel follows the audience rather than a company standard.

So does the moderation. Every one of these runs pre-moderation, the opposite default to the employee app: nothing is visible until someone approves it. Reactions are switched on, so visitors can respond to what they see. A South Africa video voting campaign in October 2025 used the same mechanic and collected 100,000 entries from Instagram and Facebook on its own.

A permanent social wall on bmw-motorrad.com

In June 2024 BMW Motorrad put a social wall on the brand site and left it there. The XP Hub wall mixes the brand's own Instagram and Facebook content into a grid that sits between the magazine section and the experiences block and updates itself. 7,611 posts have run through it since.



The XP Hub social wall embedded on bmw-motorrad.com, carrying rider content straight into the brand site.

7,611

POSTS

2

NETWORKS

2024

LIVE SINCE

TAKEAWAYS

What other brands can take from this

Three things are worth copying, and none of them require BMW Group's budget.

Give each audience its own social wall. A German employee, a GS rider and a website visitor want different things. One merged feed serves none of them well.

Let the source pick the moderation. Your own accounts can run open, with filters doing the work. Public hashtags should run closed, with nothing visible until someone approves it.

Build the pattern once and let other teams copy it. Every social wall after the first one was easier to stand up. The second team reused a setup that had already cleared security and legal.

None of this was one big project. One team solved one problem, and every team after that found the setup already sitting there, cleared and working.

23

SOCIAL WALLS

417,000

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USE CASES

2018

RUNNING SINCE

Want the same setup for your teams?

One caveat: this works because BMW Group already publishes a lot. If your accounts post twice a month, start with a campaign that collects posts from your own people instead.

Try Walls.io free for 14 days at walls.io/sign-up — no credit card needed.