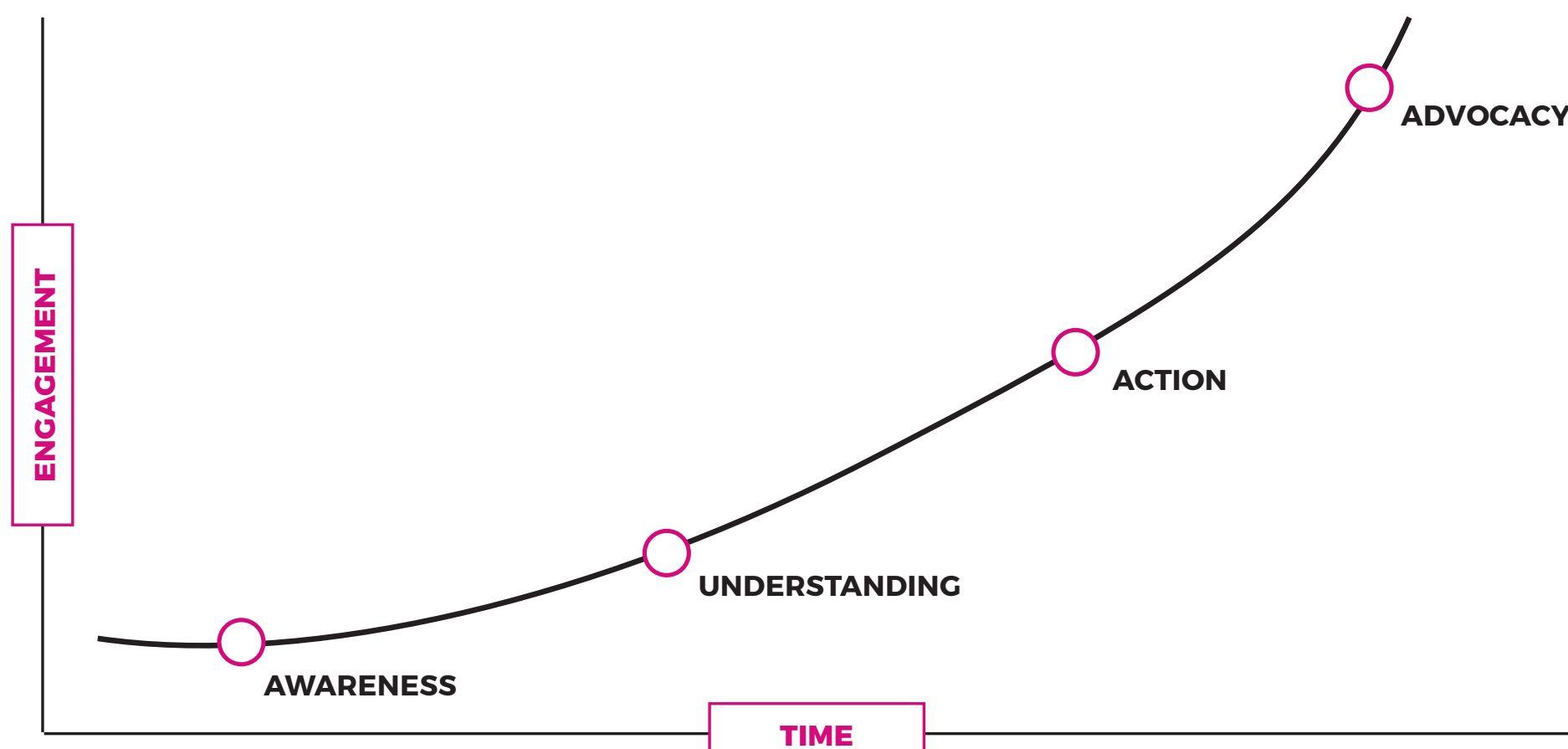


HR COMMUNICATIONS & EMPLOYEE ENGAGEMENT

Moving employees from awareness to advocacy.

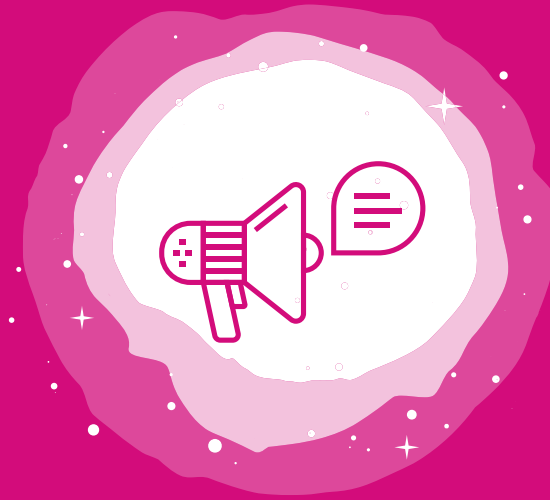
ENGAGEMENT CURVE

Engagement is a journey, not a destination. Delivering the right message, in the right channel, at the right time empowers employees to increase their level of engagement and move along the curve.



STEP 1 AWARENESS

If employees don't know about it, they can't use it. Proactively communicate with employees throughout the year about their total offer.



STEP 2 UNDERSTANDING

If employees don't understand what to do and why they should do it, they'll lose interest in their engagement journey. Use clear "what's-in-it-for-me" messaging and compelling call-to-actions.

STEP 3 ACTION

If it's difficult to take action, employees will abandon their engagement journey. Make completing an action as easy as possible by removing barriers or obstacles that could lead to frustration or uncertainty.



STEP 4 ADVOCACY

If employees take action and have a good or valuable experience, they will want to share their story. Seek out employee success stories and offer employees a way to share.

COMMUNICATION CHANNELS

Each communication channel serves a different purpose, and lends itself to different types of messaging. To build an effective communications strategy define your goals, craft your primary message, and then identify the right channels for delivery.

	AWARENESS	UNDERSTANDING	ACTION	ADVOCACY
Digital Displays	●			
Print Posters	●			
PPT (Presentation)		●		
PPT (Brochure)		●		
Email/E-Newsletters	●		●	
Video		●		
Intranet	●	●	●	
Brochure (digital & print)		●	●	
Giveaways/Tchotchkes	●		●	●
Kits		●	●	
Direct Mail/Home Mailers	●	●	●	
Blog	●	●	●	●
Town Hall	●	●		
Event(s)		●	●	●
Landing Pages			●	
Vendor/Login Pages			●	
App	●	●	●	●
Infographics	●	●		
Webinar		●		
Social Media	●		●	●

BEST PRACTICES

Consistent look, feel and messaging across communications.

Make sure communications being used along the engagement curve are part of the same family.

The right message, in the right channel, at the right time.

Think about when to use long-form messaging versus quick hits. Consider where and when employees will be receiving each message and tactic.

Repetition is key.

People need to see or hear a message at least three times before it's remembered. Don't be afraid to repeat your message.