

### SnapComms Internal Communications Tools:

**Push internal communications out to staff:**

At times that suit their work flow / they are more receptive (Snap Shots, Snap Mag, Snap Ticker).

**Helping people navigate other information sources**

All tools have click-through link capability helping people navigate documents on share drive, information on the web etc.

**Provide only the information people specifically require**

All tools are able to be targeted to different groups of staff, partners, suppliers etc.

**Communicate with field workers**

Staff do not have to be online to receive communications which will display at pre specified times even while offline.

**Leverage the intranet investment**

All of the Snap Tools have click-through capability and can act as 'teaser' or 'signposts' to specific pages on the intranet (and web or files on the network).

**Location independent**

The Snap solution is fully hosted and managed. Secure communications can be received by anyone with internet access, regardless of their global location.

### Innovative Internal Communications Tools



**Screen Saver Messaging**

Turn screensavers into Digital Signage. Raise staff awareness of key messages. Click through links to leverage other information sources. Read more on Page 2.



**Scrolling News Feeds**

Push information updates to employees. Push out existing RSS feeds (opt in possible but not necessary) or write your own content. Ideal channel for call centers. Read more on Page 3.



**Staff Generated E-Mags**

Aggregate internal emails to reduce information overload. Push out user generated content. Reduce the resource required to produce a staff e-magazine. Read more on Page 4.



**Staff Quiz Tool**

Employee quiz tool. Delivered as a desktop alert or by hyperlink. Automated real time reporting. Reinforce staff learning via research links and display of answers. Read more on Page 5.



**Staff Survey tool - High Response Rates**

Staff feedback / survey / poll / benchmarking tool. Delivered as a desktop alert or via click through. Auto reminders and real time reporting. Read more on Page 6.



**Desktop Alerts - High Cut-through**

Desk top message alerts to ensure message cut through for important employee updates. Video Desktop Alerts and RSVP Desktop Alerts. Read more on Page 3.



**Employee Blogs, Forums, & Help Desks**

Internal communications specific. Quick, easy and cost effective. Little IT resource required. Read more on Page 7.



## Screensaver Messaging

If you don't have frequent enough contact with people, you can't expect to influence them – screensavers are a great way to have regular, repetitive contact without being intrusive or causing annoyance – you are communicating internally at a time when staff are not actively using their computer and are therefore at their most receptive. Screensavers can act as dynamic and interactive billboards around the organization.

Here are some examples of how screensavers are used:

### Helping staff represent their organization in a positive way

- Current price plans, friends and family offers etc.
- Reminder of 'key strengths' of the organization

### Keeping people focused on key business goals

- BHAG promotion
- Target and KPI reminders

### Intranet updates:

- Message from CEO on the intranet, link through to his/her page
- Updated product or service information

### Align staff to organizational values

- Promote values and reflect current brand images.

### Driving business growth, involving people, sharing ideas

- Series of screen savers can be used profiling current status of KPIs within the organization (e.g. % uptake of a particular product, % on time deliveries, % faults) or requesting ideas from staff on how to further improve. Ideas submitted can then shared on subsequent screen savers

### Profiling employee support programs:

- Promoting employees share schemes
- Promoting employee assistance programs
- Promoting skills development programs

### Promoting corporate responsibility program and values

- Recycling
- Charities
- Reducing carbon emissions etc

### Promoting other internal communications tools

- Promoting Snap Staff E-Mag
- Promoting the printed employee magazine

### Supporting management initiatives

- Development program updates and enrolment requests
- Request for feedback on managers

### House keeping reminders

- Reminders about switching unused lights off
- Security reminders
- Screen saver featuring the 'Cleaning up fairy'

### Keeping staff informed and up to date

- Business updates – e.g. changes to the business.

### Driving attendance at internal events

- Business update seminars
- CEO appearance
- Executive chats
- Webcasts
- Video casts
- Work / life balance seminar

### Christmas Initiatives

- Promoted EGreetings available for use by staff
- Promotion of Christmas party
- Christmas collection boxes for charities



## Desktop Alert

Some important messages need high cut through. Snap Desktop Alert can help deliver the following types of messages:

### Alert staff to important new information ahead of, or timed to coincide with external communications

For example; acquisition of another company, crisis updates etc.

### Target managers as a specific group

For example, provide advance notice of changes to the organization thereby allowing managers to consider how to provide context to their teams and structure the answers to the questions that they might ask (teams can be targeted with the same information slightly later than their manager).

### Compliance Communications

Reporting and automated reminders mean that the Snap Desktop Alert format is ideal for messages that must be read e.g. legal compliance, health and safety updates etc.

### Drive attendance

Visibility of the senior management team is a key driver of staff engagement. Snap Desktop Alert can be used as a reminder service to ensure that the maximum number of employees are able to benefit from events like; town hall meetings, webcasts, brown bag lunches etc.

You are able to achieve very high cut-through by using the Snap Alert tool, the response time can be very quick and it takes only moments to configure and target a Snap Desktop Alert message.



## Scrolling News Feed

Snap News Ticker is like an RSS feed only it's most flexible and really quick and easy to use. You don't need an RSS enabled intranet. Administrators can quickly send out any employee news update with a link, simply by typing in a headline, inputting link details and selecting the target staff groups (who will receive the news feed).

Administration can be assigned to members of specific teams or groups of users to ensure that only relevant information is delivered as a news feed to their interested audience.

Typical applications for Snap News Ticker include:

### Leverage intranet usefulness

By promoting new content or updates to those staff groups to whom such information would be of interest.

### Provide information updates and news to specific teams

For example:

- Latest sales figures for the sales teams
- Latest production statistics for production team
- Business reports for managers

### Management specific information updates

A cross department feed focusing on specific issues related to the management function can address silo mentality and keep managers focused on thinking strategically. It can also ensure that managers are informed and equipped to provide their team with context around key employee messages



## Snap Staff E-Mag

Research has shown that the average office worker is interrupted 11 times per hour with messages that have nothing to do with the task he or she is performing at that time. Each interrupt has a cost. It takes time for the worker to refocus back into their work. There is a better way. Snap Staff E-Mag was designed specifically to address this issue.

Most emails, particularly those addressed to 'all staff' contain generic information that is often not relevant and does not have to be read 'there and then'. Snap Staff E-Zine allows anyone in the business to input generic information updates into an electronic staff magazine format. Anyone in the business (including suppliers and partners if appropriate) can easily contribute articles to Snap Staff E-Mag. The editor has an opportunity to review, amend and/or approve articles prior to publication.

Typical articles in Snap Staff E-Mag include:

### Regular message from the CEO

Note) Their message is pushed out to staff. They don't have to visit his or her intranet page, click on an email link or visit a blog site.

### Updates and news (intranet, performance, IT etc)

It is important for staff to be aware of this information. Snap Mag puts it into a 'one stop' readable format that does not clog email inboxes.

### Welcoming people to the business and fare-welling those leaving

These sorts of messages can annoy staff if delivered as email due to the sheer volume of email they already receive. However, in a targeted E-magazine format, staff are able to have a quick scan and feel like the company is noticing and valuing it's employees.

### Announce competition winners

An article that can be interesting in an electronic staff magazine format but annoying (or ignored) if delivered by email.

### Latest staff survey results

Click through links mean that readers can scan a summary of the findings and click through to more detailed analysis if this is of interest.

### House keeping updates

Car parking update, use of meeting rooms, promote other internal communication tools etc.

### Advertise internal staff vacancies

This is a very popular item. Staff like to know what is changing within the business. Also, if an employee is dissatisfied with their work, they are able to review the internal opportunities before looking externally.

### Staff special offers

E.g. gym membership, restaurant offers etc. A way of showing staff other 'value' they can receive by being an employee of the business.

### Promote fun events

E.g. 'Mobro', 'Mufti' day, Loud Shirt Day etc.

### Classified notice board

Cars, houses, garage sales, lost and found, sports teams etc. Classified are a great way to increase readership of an electronic staff magazine and to help staff become familiar with submitting, reading and responding to articles.

### Key benefits of Snap Staff E-Mag:

#### Reduce Information overload

Snap Mag is a great way to reduce the volume of general 'news and admin' email. There is an option to display the magazine as the default logon screen. Most people like to read something to warm into their day. Click-through rates increase significantly when this option is deployed.

#### Increase cut through for general information updates

It means that, instead of 11 interrupts per hour, staff can focus on their specific task and chose to read all general information in one format. They are expecting these types of messages and hence are more receptive.

#### Build employee engagement

The classified section is a great way to build feelings of involvement and staff engagement. Any member of staff can submit anything, as long as it falls within the broad categories defined by the administrator. E.g Sports clubs, social clubs etc



## Staff Quiz Tool

How do we know if our employees:

- Have up-to-date skills and knowledge?
- Have appropriate attitudes?
- Have an understanding of key business goals as it relates to them and their role?

Have our staff communications programs had an impact?

Snap Staff Quiz is quick to set up, easy to target to specific groups and easy to answer. A 'sixty second' multiple choice quiz can be short, punchy and really effective, especially if there is an incentive such as entry into a prize draw. Participation rates of 90% (running quizzes about once every 2 weeks) can be achieved.

Key uses for Snap Staff Quiz include:

### **Build staff knowledge and reinforce training**

In 30 days, staff forget 80% of what they've learned if the information isn't reinforced. Snap Staff Quizzes can help build and reinforce knowledge by asking questions about key products, pricing, services, values, and projects

### **Fun initiatives**

Motivate staff with fun competitions and prizes and help them feel good about turning up to work each day OR  
Build team spirit with a team 'pub quiz' which can be run over time with screen savers reinforcing and promoting who's winning.

### **Event feedback**

Gather employee feedback on business seminars

### **Shift employee attitudes**

By asking hypothetical questions. E.g. A person you meet socially has a question or complaint relating to the business – what do you do? A, B or C? OR

Someone suggests an idea that can improve the way you do your job, do you A, B or C?

### **Reinforce company values and desired employee behaviours**

For example, use of email and messaging policies.

Snap Staff Quiz is a fast, low cost easy option with automated reporting.



## Staff Survey Tool

Understanding what people are thinking and allowing them to have two way conversations is very important in today's social media orientated world.

A paper based staff survey can sometimes be an option but often it is 'buried' beneath mounds of paper or lost by employees. An email with an attachment or a link to the intranet or a website can also be utilised but response rates are typically low and managers have to waste time chasing staff up. Staff surveys can also be expensive to set up and process.

The key strength of SnapComms Staff Survey tool is that it isn't too complicated. It's quick to set up and works best if it's short and punchy. A built in automated reminder and the fact that the survey can 'pushed' onto users desktops ensures that the response rates to Snap Staff Poll are extraordinarily high.

SnapComms Staff Survey tool works best as a benchmarking tool, a temperature check, or as initial research prior to the launch of a more comprehensive (and expensive) survey. Here are some examples of its application:

### Involve staff

- Preferences re pay options, health schemes etc
- Would a recognition scheme work?
- Voting for favourite brand images (prior to their use in the market place)
- What do you think of our company's products or service?
- Nominate 'Heros' or employee of the month

### Benchmark employee attitudes

- How do you travel to work?
- How often do you recycle?
- Is our business 'people focused' enough?
- What do you think of our Internal Communications, is it what you need?

### Gather employee feedback

Employees often have vital insights with regard to important business issues or have ideas regarding how to improve business performance. SnapComms Staff Survey tool allows organisations to capture these insights and suggestions.

### A measurement tool

- Review of internal communications effectiveness (have attitudes or awareness shifted as a result of specific communications projects?)
- Feedback on events (e.g. half year business review)
- Measure performance of external contractors – e.g. IT support by asking employees about their experiences

### Collect business improvement ideas

- Health check for the finance / HR / Legal / IT team
- Submit ideas to eliminating customer 'turnoffs', faults or increase sales and usage

### Measure impact of training

Are people doing things differently a few months on?

### Measure Managers as communicators, improve Information Cascade

A short Staff Survey can be used to measure levels of staff understanding of key messages / their perception on how informed they feel. The last question can be – who is your line manager? It is then possible to put a measure around how well individual managers are cascading information to their teams. If there are meetings where all the managers get together with their managers it's a great key indicator to report on. Consider funding a small 'Communicators prize' to the manager with the best feedback and offer coaching to those with less favourable results. What gets measured usually gets done.

### Use the SnapComms Staff Survey tool to undertake an internal communications review.

Include other channels (e.g. printed magazine) in review. Ask questions such as:

- Message relevance – Do you like the content?
- Understanding – Do people understand the BHAG? What does it mean to them?
- User friendliness – able to find right information
- Impact on attitude – "In this hypothetical situations do you A, B, or C?"



## Interactive Channel

### Blogs:

Extend the Value of Leadership Communications:

- Collect questions and issues beforehand
- Keep conversations going after a briefing
- Make senior managers more accessible and create a feeling of openness and transparency
- Allow staff to ask questions and seek clarification

### Discussion forums:

- Establish relationships
- Increase staff collaboration
- Reduce business silos
- Manage employee knowledge
- Build employee commitment
- Generate and share ideas
- Gather qualitative feedback

### Helpdesk and Q&A channels:

- Support remote and/or distributed staff
- Targeted moderated helpdesks, for example, around an organizational change

