

General Recommendations

1. [Screensaver messaging](#)
2. [Desktop alerts](#)
3. [Desktop newsfeeds](#)
4. [SnapComms RSS](#)
5. [SnapComms staff survey](#)
6. [SnapComms staff quiz](#)
7. [SnapComms video](#)
8. [SnapComms RSVP](#)
9. [SnapMag](#)
10. [SnapComms interactive – internal social media](#)
11. [Other general recommendations](#)

The SnapComms channels are innovative internal communications channels that help organizations meet a range of internal communications needs such as; to increase message cut through, to build awareness of key initiatives, to benchmark and measure initiatives, to drive intranet usage etc. However, like any communications channel, their level of success is dependent on usage and the quality of the content they deliver. The tips below are designed to help you maximize the benefit derived from the SnapComms channels. Feel free to contact SnapComms or your local partner for more specific advice appropriate to the culture and business sector of your organization.

As a general rule, the types of information appropriate for each channel are:

Desktop Alerts	High priority messages or where cut through or compliance reporting are important
Desktop Newsfeeds	Slightly lower priority messages, for localised team updates and also to drive intranet usage across the organisation
Screensaver Messaging	To raise staff awareness of initiatives they might otherwise ignore due to workloads
SnapMag / Internal Newsletter	To replace internal printed magazines To aggregate 'All Staff' emails into a one-stop format and reduce internal email overload Snap Mag can also serve to reduce silo mentality, to involve staff, give them a voice, increase collaboration and to open up communications across the organisation
Staff Survey	To gather feedback and temperature check and provide an upwards communications channel
Staff Quiz	To educate staff with regard to new products, best practice, business processes etc. Also perhaps to run fun quizzes as an engagement exercise
RSS	To push out Intranet RSS feeds if RSS opt in rates are low
Internal Social Media	As a simple, easy, secure low risk approach to interactive web 2.0 communications (needing very little IT resource)
RSVP	A tool to manage staff attendance of town hall meetings, new product briefings etc
Video	As a way to increase the visibility of senior managers (an engagement driver) and to help provide context around business strategies

Screensaver Messaging

- Always use a strong visual (try royalty free stock photography sites for images).
- Limit the number of words (headlines should be fewer than 7 words).
- Keep screensavers up long enough to register, but not so long that they become wallpaper (about 2 weeks seems to be a good time).
- If possible run 2 or more screensavers at one time to keep things interesting (they will sequence randomly)

A series of screensavers building a story can also be very effective. For example, consider this outdoor campaign (created in 1989 for a pub in Buffalo, N.Y.):

The (fictional) premise: A guy named William rents a billboard to send a note to a mysterious woman he saw in a bar: "Angel in Red: Saw you at Garcia's Irish Pub. Love to meet you. - William"

The story continues for nine weeks, with nine different billboards, in which we see "notes" from an increasingly desperate William, another woman interested in William, and even the woman in red's jealous boyfriend. The continuing element is, of course, Garcia's Irish Pub. And the billboards make you want to go to see what all the fuss is about.



A series of screensavers like this can be a great way to raise interest in coming projects and initiatives.

Content tips and ideas for SnapComms screensaver messaging

- Company vision and goals
- Company values
- Corporate branding
- Company dashboard
- Employee offers / benefits (e.g. health and wellbeing; secondary infection prevention)
- Staff events (e.g. Christmas party)
- Staff training programs
- Birthday messages for employees
- Welcoming new employees
- Congratulating employees on successes
- Performance statistics (e.g. sales results)
- Reminders about upcoming deadlines (e.g. when performance plans are due)
- Countdowns to and updates on product launches
- New customers
- Showcasing customers
- Showcasing sponsorship
- New contracts rewarded
- New systems
- Advice about new policies and resources (e.g. new information on your intranet)
- Hospitals telling patient stories / patient testimonials
- Hospital Policies (e.g. patient confidentiality)
- Process reminders
- Compliance reminders
- Security
- Breaking news
- Survey reminders

Implementation tips

Ask IT to reduce the default time before screensavers kick in and to increase the time before computers go into power save mode (blank screen). This will extend the visible time of screensavers.

Remember, if the SnapComms Client is installed on staff PCs but no screensavers have been published, a blank screen will appear in place of a screensaver. Initially, always ensure a screensaver have been published to all staff before the SnapComms Client is deployed. (Later versions of the SnapComms Client have an inbuilt image that will be displayed if no screensaver has been published).

Consider using a launch screensaver like this one to introduce staff to the new communications channels. If staff have been used to having their own personal screensavers, you may wish to inform them that they can still run one personalized screensaver in

amongst the screensaver sequence (via the 'My Profile' option on the SnapComms Client). If you chose this option, consider including it as part of your initial education program. Alternatively, if you would like to disable the personalization option, please inform SnapComms prior to deployment of the SnapComms Client.

If you want to run flash (swf) formats on screensavers, please ensure that all staff have Adobe Flash Player installed locally on their computers.

SnapComms Desktop Alerts

The appropriateness of desktop alerts will depend on the nature and culture of your business. However, as a general rule, retain the SnapComms Alert channel for messages that have high strategic importance or need high cut through.

Content tips and ideas for SnapComms desktop alerts software

- Change announcements
- Crisis communications
- Sudden changes to process that staff need to react quickly to (e.g. immediate change in pricing plans)
- Compliance messages (where acknowledgement or reporting is required)
- Announcements timed to coincide with external market or media announcements
- Breaking news (e.g. financial results, senior resignations and appointments)
- Reminders about upcoming deadlines (e.g. when performance plans are due)
- Countdowns to and updates on product launches
- System outages and status updates
- Advice about new policies and resources (e.g. new information on your intranet)
- Reminders about staff offers (e.g. health and wellbeing)
- Warnings (e.g. fraud alerts, security breaches)
- Invitations to company events
- Updates on competitor activity and industry changes
- Field force notifications
- Contact centers communication
- Sales campaigns motivation
- Internal marketing campaigns
- Emergency communications
- Weather notifications
- Product recalls
- Mergers and acquisitions
- Sales wins or any other department specific successes



The key is relevancy. Make sure your target audience MUST know this information and keep the frequency or alerts low enough so that the channel stays fresh. (Around 1-3 alerts a week at most is recommended - unless you're talking about a specific emergency or change situation that's changing fast).

If staff are not using computers all day (for applications that require deep concentration) and use them only from time to time (e.g. in retail stores) you can afford to use desktop alerts more frequently.

Implementation tips

Remember to check out the advanced settings for SnapComms Alert. Here you can specify how many times and how often the popup alert will reappear. For example, for less critical messages, set up the popup to repeat just a few times. If a staff member has chosen to ignore the alert pop up the specified number of times it will not reappear again.

It is also worth noting that the SnapComms Alert popup notification will not appear if the screensaver is active or if the member of staff is using an application in full screen mode (e.g. a power point show). If the alert has attempted to appear during this time, it will not retry until the default recurrence time has been met. Please contact SnapComms if you would like to use an alert that cuts through screensavers or full screen applications.

SnapComms Desktop Newsfeeds

The SnapComms Ticker channel is an ideal tool for call centers and customer facing staff. The SnapComms Ticker possesses all of the 'Advanced Settings' features available with SnapComms Alerts but its on screen display format is less obtrusive.

Consider delegating additional administration rights to nominated personnel within specific teams. This allows the teams to customize feeds for their own uses. For example, sales teams may want to run the latest sales figures along the screen towards the end of the financial year.

Content tips and ideas for SnapComms desktop newsfeeds

- Change announcements
- Crisis communications
- Sudden changes to process that staff need to react quickly to (e.g. immediate change in pricing plans)
- Compliance messages (where acknowledgement or reporting is required)
- Announcements timed to coincide with external market or media announcements
- Breaking news (e.g. financial results, senior resignations and appointments)
- Reminders about upcoming deadlines (e.g. when performance plans are due)
- Updates on product launches
- System outages and status updates
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Implementation tips

Remember to check out the advanced settings tab. Here you can specify how many times and how often a ticker will reappear. You can also specify that unopened ticker messages stay on screen as a notification icon.

SnapComms RSS

SnapComms RSS is a variation of the SnapComms Ticker channel and allows you to 'push out' existing RSS feeds to staff. It is also possible for staff to opt into their own additional personal RSS feed sources (via the 'My Profile' option on the SnapComms Client). Consider whether this is an option you would like to implement as it can dilute the impact of this channel as a corporate communications tool. If you would like the personalization option switched off, please inform SnapComms prior to deployment of the SnapComms Client.

SnapComms Staff Survey

The SnapComms Poll channel is typically delivered in an on-screen popup alert format. For this reason, it is typically recommended that you keep surveys and polls short and 'punchy' using multiple choice questions. This means that it is easy for staff to open the poll, provide a quick response, and then get back onto the work they were previously doing.

Long comprehensive surveys are often better delivered as a 'silent survey' (see below) that staff can opt into at a time that is convenient to them.

SnapComms Poll is typically delivered as a desktop alert format, so it is a good idea to avoid scheduling surveys to arrive at similar times to other desktop alert messages (refer to SnapComms Alert recommendations). Organizations using the SnapComms channels have found that one quiz or poll every two weeks is deemed acceptable to staff. This will of course depend on the nature of your organization, the type of business, how computers are being used and the perceived urgency, relevance and importance of the content.



Content tips and ideas for SnapComms staff surveys

- Staff morale surveys
- Post checks
- Process checks
- Post event feedback
- Identifying inefficiencies
- Helpdesk satisfaction

Implementation tips

Check the advanced set up options for SnapComms Poll. Here you can specify that a poll is 'silent' i.e. it does not pop up on the screen and appears only when users opt in by clicking a hyperlink (from the intranet, screensaver, SnapMag etc.). The hyperlink url can be found under the asset summary tab but only become visible when you have either previewed or published a Poll.

To ensure that Polls and Surveys repeat until answered, check the 'Recurrence' option under the Poll Options tab.

SnapComms Quiz – Staff Quiz

Like SnapComms Poll, the SnapComms Quiz channel is typically delivered as an on-screen pop up. For this reason, it is recommended that you keep quizzes short and 'punchy' using multiple choice questions. This means that it is easy for staff to open the quiz, provide a quick response, and then get back onto the work they were previously doing.

As SnapComms Quiz is typically delivered as a desktop alert format, so it is a good idea to avoid scheduling quizzes to arrive at similar times to other desktop alert messages.

Content tips and ideas for SnapComms staff quizzes

- Measure / reinforce the impact of training
- Measure / reinforce product , service and process knowledge
- Induction quizzes



Implementation tips

Check the 'Score and results table' option within the Quiz Options tab and a results screen will be displayed to staff once they have submitted their quiz answers. This can be a great way to reinforce learning. To ensure that Quizzes repeatedly appear until answered, check the 'Recurrence' option. For optional quizzes, either use the silent option or set the recurrence frequency to 1.

SnapComms Video

The SnapComms Video channel can be used to push out company videos in a desktop alert format. Please note that, at this time, this channel permits the delivery of Windows Media files only. Please contact SnapComms if you would like to deliver alternative formats.

Content tips and ideas for SnapComms video

- Message from the CEO
- Showcasing marketing videos
- Showcasing / sharing best practice with employee competitions
- Change updates
- New office / facilities virtual tours
- Training examples
- Humor



Implementation tips

To view videos, all staff will need to have Windows Media Player installed locally on their machines.

SnapComms RSVP

SnapComms RSVP is a meeting request or invite that behaves like a Desktop Alert. This tool is ideal for maximizing the impact of events such as change management briefing sessions or CEO road shows. You can include explanatory text and ask employees to select which session or meeting they want to attend. Once responded to, staff can chose to populate their Outlook calendar with the appointment.

Note) if staff subsequently cancels the appointment in their outlook calendar, this will not be tracked by the SnapComms Content Management system.

Content tips and ideas for SnapComms RSVP

- Training sessions

- Multi-session town hall meetings
- Brown bag meetings
- Staff socials
- Industry updates

SnapMag / User Generated Internal Newsletter

Research shows that it takes 64 seconds for staff to get back into the work they were doing before an email interruption. Sending out 'all staff' group emails (IT outages, general news and administration, marketing and HR updates etc.) can therefore detrimentally impact staff workloads and stress levels.

It is possible to eliminate the need for 'All Staff' emails by directing all these messages into a SnapMag.

To ensure the magazine can be scanned easily, encourage staff to enter news items as brief news 'teasers' and include 'read more' links to further information, instead of submitting a long article. (Links can be to relevant intranet or web pages or documents on a shared network).

The magazine template can be customized to meet your needs. Options to be considered include a 'submit an article' button (articles can also be submitted via the SnapComms Client but this is not as visible), links to intranet pages and other resources.

It is also possible to allow staff to format (font size type and color) their own articles, however this option is not generally recommended as the magazine can look 'like a dog's breakfast' as a result.

If you are copying articles from word documents, you may find that some of the formatting from word is retained. One way to avoid this is to copy the item into the 'notepad' on your computer as an interim step (which strips out all formatting).

Until you become familiar with SnapMag, it is recommended that you initially publish a magazine to yourself only (or a small test group) so that you can review the look and content display within the magazine. Once you are satisfied, you can widen the target audience for publication.



Content tips and ideas for SnapMag / User Generated Internal Newsletter

- Important news
- News from each department
- Regular message from the CEO and / or leadership team
- Operations updates
- Stock updates
- Housekeeping updates
- Industry updates
- Product updates and developments
- Updates on major work underway
- Incentives updates
- Stores / facilities updates
- Performance statistics and results
- Top performers
- Deadlines / Reminders
- Customer feedback / Testimonials
- Internal / Current vacancies
- Leaderboard
- Ask a question
- Suggestions
- Weekly tips
- Fun facts
- Humor (e.g. cartoons, quirky features of your organization)
- Health and well-being: how to tips
- Themed articles to coincide with events in the wider community (e.g. earth hour, charity events)
- Competitions / Winners
- Monthly promotions
- New staff members
- Staff promotions
- Staff social events
- Staff benefits / offers
- Staff celebrations – birthdays, birth of child etc.

SnapComms Interactive – Internal Social Media

The SnapComms Interactive range of channels (Blogs, Discussion Forums, Q&A spots and Interactive Helpdesks) are relatively new channels from SnapComms. Please discuss your proposed use of this channel with SnapComms (or your local reseller) as it may be possible to customize the channels further to meet your specific requirements.

Other general recommendations

Template design

All of the SnapComms Tools use templates to display message content onto PC screens. Whilst organizations can choose to use the standard 'vanilla' templates available from Snap, it is typically preferred that the template represent the brand or required look-and-feel of the organization.

The organization, or their chosen designer, is responsible for supplying SnapComms with image files that represent the required look-and-feel of the desired templates. A comprehensive overview of template design specifications is available from SnapComms.

The template formats for which images files are required are:

- SnapComms pop up formats (Alert, Quiz, Poll, RSVP, Video)
- SnapMag
- SnapComms Desktop Newsfeeds

Testing content

Until you become familiar with the SnapComms channel formats, it is recommended that you test messages either via a preview option (available on most channels) or by targeting content to yourself (or a small test group) first.

Issues to consider

- Are there any areas of your business where any of the channel formats may not be appropriate? (Emergency response units, computers visible by the public etc.). Consider targeted content in 'silent mode' or switching off some of the SnapComms channels for these users
- Are there any Mac users within your organization? The SnapComms channels do not currently run on MAC computers, therefore provision should be made to ensure communications reach Mac users
- Do you have staff with low or no PC use? How will these staff be reached?
- Do you have staff who may want to access the SnapComms content from their personal home computers or from mobile devices?

If you have answered yes to any of these questions, please contact SnapComms or your local partner to discuss this in more detail.

Final thoughts

Every organizational IT environment is different; hence it is normal for a few kinks to need be ironed out during early implementation of the SnapComms Channels. The team at SnapComms will be on hand to assist and support during this time to ensure your deployment experience is as smooth as possible.

Remember SnapComms is a continuously evolving solution, so if there are features or changes you would like to suggest, feel free to contact our development team to discuss how these might be implemented.

