

General recommendations

“Content is King”

The Snap channels are innovative internal communications channels that help organisations 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 dependant on usage and the quality of the content they deliver. The tips below are designed to help you maximise the benefit derived from the Snap channels. Feel free to contact Snap Communications or your local partner for more specific advice appropriate to the culture and business sector of your organisation.

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

Snap Alert	High priority messages or where cut through or compliance reporting are important
Snap Ticker	Slightly lower priority messages, for localised team updates and also to drive intranet usage across the organisation
Screensavers	To raise staff awareness of initiatives they might otherwise ignore due to workloads
Snap Mag	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
Snap Poll	To gather feedback and temperature check and provide an upwards communications channel
Snap Quiz	To educate staff with regard to new products, best practice, business processes etc. Also perhaps to run fun quizzes as an engagement exercise
Snap RSS	To push out Intranet RSS feeds if RSS opt in rates are low
Snap Interactive	As a simple, easy, secure low risk approach to interactive web 2.0 communications (needing very little IT resource)
Snap RSVP	A tool to manage staff attendance of town hall meetings, new product briefings etc
Snap Video	As a way to increase the visibility of senior managers (an engagement driver) and to help provide context around business strategies

Snap Shots Screensavers

- 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.

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 Snap 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 has been published to all staff before the Snap Client is deployed. (Later versions of the Snap 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 personalised screensaver in amongst the screensaver sequence (via the 'My Profile' option on the Snap Client). If you chose this option, consider including it as part of your initial education program. Alternatively, if you would like to disable the personalisation option, please inform Snap Communications prior to deployment of the Snap 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.

Snap Alert – Desktop Alerts

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



For example:

- 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

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 Snap 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 Snap 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 Snap if you would like to use an alert that cuts through screensavers or full screen applications.

Snap Ticker



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

Consider delegating additional administration rights to nominated personnel within specific teams. This allows the teams to customise 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.

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.

Snap RSS

Snap RSS is a variation of the Snap 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 Snap 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 personalisation option switched off, please inform Snap prior to deployment of the Snap Client.

Snap Poll – Staff Survey channel

The Snap 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.

Snap 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 Snap Alert recommendations). Organisations using the Snap 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 organisation, the type of business, how computers are being used and the perceived urgency, relevance and importance of the content.

Implementation tips

Check the advanced set up options for Snap 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, Snap Mag 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 Snap Poll Options tab.

Snap Quiz

Like Snap Poll, the Snap 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 Snap 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.

Implementation tips

Check the 'Score and results table' option within the Snap 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.

Snap Video

The Snap 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 Snap if you would like to deliver alternative formats.



Implementation tips

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

Snap RSVP

Snap RSVP is a meeting request or invite that behaves like a Desktop Alert. This tool is ideal for maximising 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 choose to populate their Outlook calendar with the appointment.

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

Snap Mag

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 Snap Mag.

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 customised to meet your needs. Options to be considered include a 'submit an article' button (articles can also be submitted via the Snap 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 colour) their own articles, however this option is not generally recommended as the magazine can look 'like a dogs 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 Snap Mag, 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.



Snap Interactive

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



Other general recommendations

Promote content using other channels

Screen savers and/or Snap Mag can be a great way to promote content available in other channels. (E.g. Click the link to read the latest issue of Snap Mag, participate in a quiz or survey or read the latest forum posts)

This allows you to use 'silent publish' options and allows staff to opt in to participate in some communications.

Understand the impact of the default settings

The default settings within the Snap Content Manager are based on the optimal settings commonly used by most organisations. However, not all organisations or communications requirements are the same and it sometimes becomes necessary to change the default settings of the tools (available in the Advanced Tab within the Content Manager).

If the default setting are to be changed keep in mind the following:

Recurrence times

Overt formats (Snap Alert and Snap Ticker) do not appear when a full screen application is running (E.g. Screensavers and PowerPoint). If they attempt to appear but can't for this reason, they will go away for the specified period.

The worst case scenario is that these formats try to appear every time the screensaver is on so will not be seen as fast as they might. (Hence the 45 minutes recurrence default setting, as most meetings last for 1 hour)

NB) this will change in the coming months and the administrator will have an option to display backed up content immediately after a full screen application is closed.

Repeat until completed

Occasionally formats like Snap Poll, Snap Quiz and Snap RSVP will be opened by an employee but not completed. For this reason the 'Repeat recurrences until a response is submitted' option default setting is ON. If this setting is changed, make sure staff know how to re-visit content (via the message history or hyperlink) because the pop-up will no longer appear as the main message window has already been viewed.

Template design

All of the Snap Tools use templates to display message content onto PC screens. Whilst organisations 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 organisation.

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

The template formats for which images files are required are:

- Snap pop up formats (Alert, Quiz, Poll, RSVP, Video)
- Snap Mag
- Snap Ticker

Testing content

Until you become familiar with the Snap 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 Snap channels for these users
- Are there any Mac users within your organisation? The Snap 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 Snap content from their personal home computers or from mobile devices?

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

Final thoughts

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

Remember Snap 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.