

# Content strategy template for your internal social network



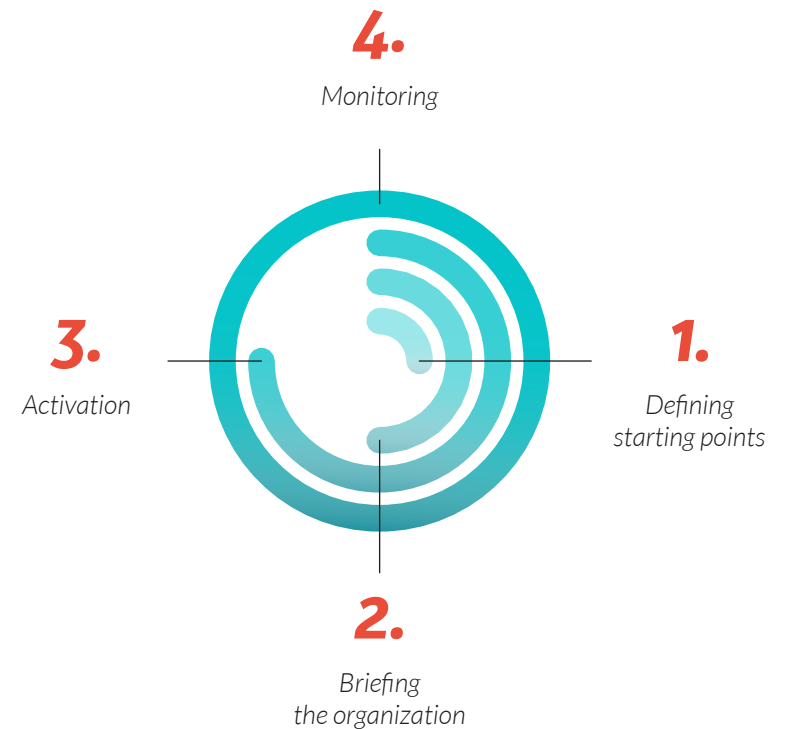
# Activation of your employees starts here.

When your organization decides to invest in an internal social network solution, it's important to ensure that your platform is actively used. By creating a content strategy to promote usage, you will maximize the value that the solution adds to your company operations. To give you the right start, we made this template for you to base your own strategy upon, with all the important elements to ensure successful use of the solution.

When defining the content strategy, you will go through the following steps:

1. Defining starting points
2. Briefing the organization
3. Activation
4. Monitoring

After you have completed these steps for the first time, the content strategy needs to be revised before it is finalized. After monitoring the activities on your internal social platform you will evaluate whether you leave the starting points the same, or want to fine-tune them.





## Thinking

### Determine principles

### Goal

- Announcements and sharing messages within the organization.
- Reach everyone in the company, despite the level they are on.
- Hear what employees think about subjects.
- Contacting employees with each other regardless of position or location.
- ...

### How

- Promote two-way traffic between employees and head office.
- Actively request feedback from shop floor.
- ...

### What

- Analysis of what information is now shared, and through which channels.
- Consider how you can overcome problems in current communication flows by utilizing Speakap.
- ...

## Doing

### Briefing organization

- Minimize use of other internal comm. Channels other than Speakap in the short term.
- Promote Speakap in the onboarding of new colleagues.
- Share (via Speakap) with the entire organization what you want to achieve by using the platform.
- Create (if necessary) separate groups for non-work related topics.
- ...

- Ensure that the managers in the organization actively use of the platform themselves.
- Allow employees to register as an ambassador to encourage active use throughout the organization.
- Go on tour through store locations and demonstrate how the platform works.
- ...

- Ensure Speakap is interactive during activation tour: likes / comments, photo / video, special promotions.
- Repeat information digitally on Speakap during the tour, so that it is clear to everyone and easy to find.
- Share the ideas that colleagues can share via the platform so that they have a better understanding. **Check our 99 ideas for sharing with colleagues via Speakap**

### Activation

- Only post important information via the platform, and not through other channels.
- Continually name the Speakap platform as the place to ask someone for help.
- React proactively on colleagues' posts.
- ...

- Make sure that everyone completes their profile (including management) as quickly as possible.
- Ask ambassadors do a post every week to encourage others.
- Keep a calendar with special events during the course of the year.
- ...

- Proactively celebrate special moments for employees on Speakap: milestones, anniversaries and announcements.
- Organize a competition on the platform: "Who posts the most useful / funny / playful contribution of the month".
- Encourage managers remind their employees of the platform to ask their questions, make announcements and help each other.
- ...

## Reflection

### Monitoring

- Observe sentiments within the organization and take action on this.
- Speak to someone's manager if someone posts something inappropriate (even though that chance is very small - believe us!).
- Observe what is posted and encourage this via the 'like' feature.
- ...

- Keep an eye what percentage of the employees are activated.
- ...

- Observe what is posted by employees and assess its variety. If there is not enough variety, repeat the usefulness of the platform during training, events and meetings.
- Frequency guideline: 3 different categories of posts per department (based on 10 persons per department) per week.
- ...



### Need help?

Are you stuck? Our Customer Success Managers are happy to guide you on how to get the most out of your internal social platform. You can contact your regular account manager, or via [info@speakap.com](mailto:info@speakap.com) and one of our colleagues will be happy to help you!