

# A Communications Case Study

An corporate investment bank has developed a comprehensive internal communications strategy to raise awareness of its corporate membership of WorkLife Central, resulting in excellent take-up and engagement.

## ONBOARDING

When new joiners begin work at our company, a representative from the HR team meets with them to talk through all benefits available, including WorkLife Central. We then email the relevant links to them afterwards.

## YAMMER

From time to time we will share Yammer posts about WLC content that is relevant to topics or awareness days that we are focusing on.

## REGULAR EMAILS

We send emails containing WLC content that is relevant to awareness days across all topics: wellbeing, inclusion, careers. These emails are then shared on our Intranet.

## WELLBEING CHAMPIONS

We have a wellbeing champion network where members disseminate wellbeing related information amongst employees. WLC content often features in these.

## TARGETED COMMUNICATION

When we have a large campaign such as around mental wellbeing for World Mental Health Day, we remind employees of all the resources available, including WorkLife Central.

## EMPLOYEE NETWORKS

We share WLC's inclusion content with our gender balance, LGBT+ and Multicultural networks.