

A Communications Case Study

A global consultancy business has developed a comprehensive internal communications strategy to raise awareness of its corporate membership of WorkLife Central, resulting in excellent take-up and engagement:

INTERNAL CALENDARS

All WorkLife Central Live events are added as individual listings to a Family Network calendar and also UK intranet calendar. Whilst this involves some internal admin, it gives great visibility.

HR LEAD CONNECT EMAILS

All Live events are included in a bi-weekly UK Connect email from the UK HR lead. This email is used as a summary of all key activities that are taking place over the next two weeks and covers all people-related topics.

TEAMS CHANNELS

Specific content from WorkLife Central is advertised as posts in our various Teams channels, for example family-related events would be advertised in our Family Network, Resilience events would be shared in our Mental Health Network and LGBTQ+ events in our Pride Network.

FAMILY NETWORK CALLS

We always mention the membership as part of any general family calls to ensure everyone is aware of the support on offer from WorkLife Central.

NEW JOINERS MEETINGS

All networks have the opportunity to promote to new joiners what they do and we include a message about WorkLife Central in the overview we give at these meetings.

NEWSLETTERS

WorkLife Central events are included in Newsletters across our various networks; Family, Mental Health, Enablement and Pride.