

A Communications Case Study

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

Their D&I Advisor says:

“WorkLife Central has a host of valuable materials that suits a wide range of our employees - not just parents.”

BROAD COMMUNICATIONS

We communicate through email address groups, MS Teams chats and MS Yammer. If we share a message with an ERG it would be on their MS Teams chat or their network Yammer channel.

TAILORED COMMUNICATIONS

To take full advantage of the membership we tailor what we promote rather than drop a blanket email to everyone.

ENGAGE OUR COMMUNITIES

Our D&I and Wellbeing advisors will identify any Talks, Videos or Shorts that are linked to our business objectives. If it's specific to a community, eg Disability, we'll land that message within that group.

UTILISE AMBASSADORS

If content has been shared within a community, we encourage an ambassador to promote it more widely to the firm – we believe a Talk, Video or Short will have a better uptake if a colleague personally endorses it.

LEARNING AND DEVELOPMENT CHANNELS

We share WorkLife Central resources through our weekly learning and development email. This is driven by our L&D team seeing something they know is popular or a colleague asking L&D to promote it.

USE SHORTS THOUGHTFULLY

We know some departments are time poor, so we'll specifically send any video Shorts that support our priorities to the managers in these departments who then cascade the information to their teams.