

A Communications Case Study

A housing association has developed a robust internal communications strategy to promote its corporate membership of WorkLife Central amongst colleagues, resulting in high usage and strong engagement:

NETWORK SUPPORT

Members of internal ED&I networks are asked to promote WLC to their members and to discuss relevant WLC programme content in network meetings.

SOCIAL SHARES

Each week, the HR team reviews WLC's newsletters, content and flyers and produces bitesize posts to share on their internal social site.

PERSONAL STORIES

Members are asked to share any useful WLC content they watch / read / listen to on internal comms channels. This helps to demonstrate the real life impact the content can have.

CONSISTENT PROMOTION

A regular and consistent space is reserved for WLC content on the intranet and on internal comms channels so it is regularly highlighted and discussed.

EVENTS CALENDAR

WLC Talks are added to the company-wide calendar so people can sign up and get reminders about upcoming events.

DATA AND METRICS

Usage data is regularly reviewed so the team can promote the topics and formats that colleagues are most interested in.