

CECP Accelerate Community

Employee Communications 2018-2019

OVERVIEW

A company has gone through the rigorous process of establishing a social strategy through stakeholder input. But how does it launch it, keep excitement up, continue to create awareness, and ensure the entire company sees it as intertwined with the mission and purpose of the company?

Building on the learnings of the Employee Communications Community in year one, this community will gather case studies of effective employee communications practices, sharing examples of how companies are creating awareness among a wider segment of employees of the social investment work of the company. The Community will also be the pilot group to test and refine the Employee Communications Benchmarking Tool created in year one, which benchmarks and identifies areas for growth.

Company Leadership

Workday, Equinix, Wynn Resorts, USAA, DTE Energy

CECP Leadership

Sara Adams, Senior Director, Communications and Marketing



Contributing Experts

- Ethan McCarty, Integral Communications
- Cameron Brain, Everyone Social
- Susan McPherson, McPherson Strategies

Key Learnings

Challenges

- External communications don't translate into internal communications
- Company voice doesn't translate into community voice
- Programs and goals don't translate globally
- Too many channels
- Email fatigue
- Share metrics in too many ways
- On site opportunities don't work for all (people can't take time out of day to volunteer, esp. hourly)
- Overall awareness is not high ("we have a volunteer program?")

Effective Practices

- Purpose statements
- Employee and community champions: Diffuse decision making/idea generation/feedback
- Mix employee news with other relevant news; catch people on channels they are already using
- Metrics dashboards
- Storytelling
- Create virtual/after work opportunities/recognize work people do in their "day jobs"
- Onboarding (expose to purpose and programming early)

Resources

1. CECP Employee Engagement Benchmark Tool
 2. CECP Scorecard guidance
- *Strategic Scorecard*: For the CEO audience, captures high-level metrics.
 - *S in ESG* report: Introduces Total Social Investment as a metric that bridges between CEOs and community investment teams.
 - *Guide to Social Scorecards*: Fundamental principles to use measurement to manage for social and business outcomes.

Visit <https://cecp.co/accelerate-communities> to learn more

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Community Activity

The Community undertook bi-monthly group calls and two in-person meetings to talk about issues common among the companies, with one-on-one calls with CECP in the interim to discuss company specific issues. Special guests on the calls and in the meetings discussed behavior change, metrics, purpose and fulfillment, and agile strategies, among many other topics.

Action Items and Opportunities

Employee Communications Tools

- CECP has developed, through years one and two of the community, a Communications Benchmarking Tool.
 - Companies take a Communications Survey that provides a score, which places them on the benchmark's spectrum.
 - CECP also undertakes communications Audits at varying levels of depth, from a mini-audit that scans company websites for CECP's Pillars of Excellence, alongside a list of competitors, to a deeper dive of newsrooms and social media, as well.
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Next Steps

- Companies in the Community will continue their one-on-one communications support with CECP through the summer, with summary findings and recommendations for their continued work beyond the Community.
 - All CECP companies can access CECP Communications Audits, the Communications Benchmark Tool, and the Communications Survey.
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