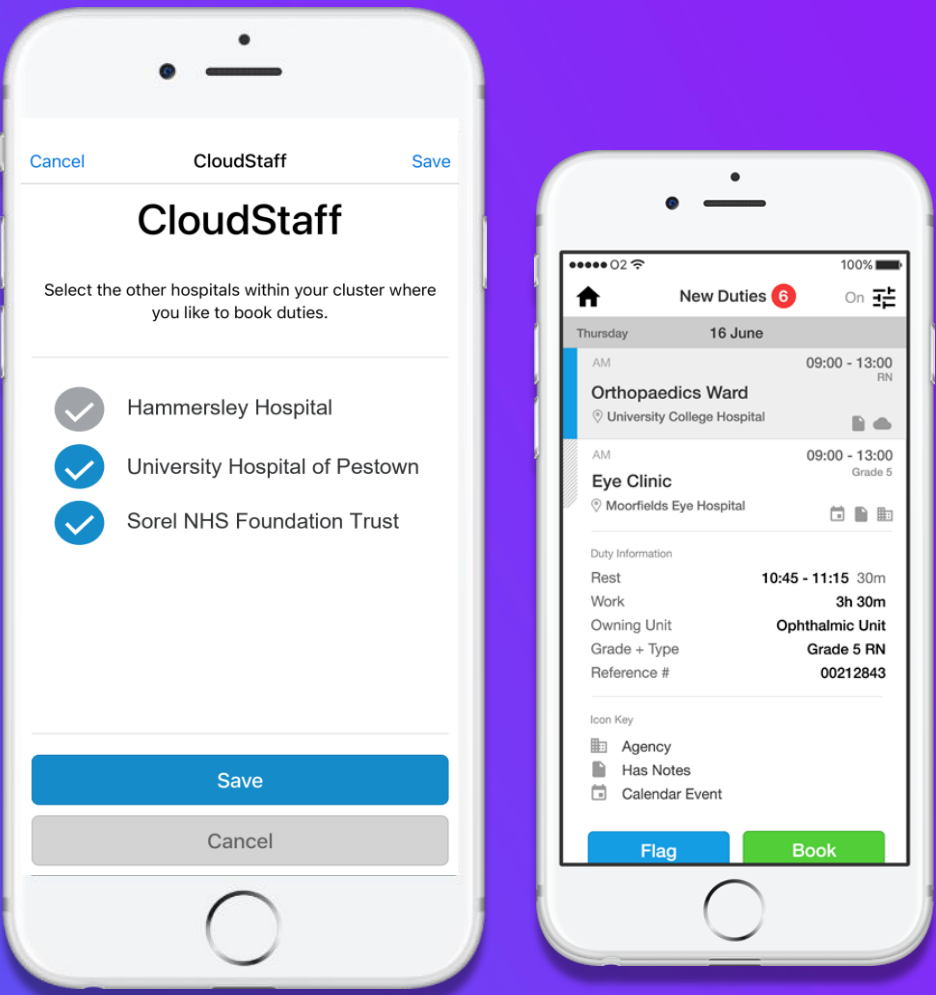




CloudStaff Communications Kit Catalogue Edition 1

24.08.2021



Introduction

As well the communication planning tools we've provided to help you think about what you need to communicate, we have also created a library of assets that you can use to execute your communications.

From posters and leaflets, digital banners and videos to written templates, there is loads to choose from that best suits your organisation.

Many of the items within the library as well can be personalised, either by yourselves or via the Allocate design team.

More information on how you can request the assets, including those that require personalisation, can be found in the Communications Vault.



Communication Kit Overview

Here is a list of the different items that are available as part of the <product name> communication kit. More details on each are provided on the following pages:

Print Assets

- Poster

Digital Assets

- Key Messaging
- Headline Messaging
- Branding Assets
- Email Signature
- Videos

Written Templates

- Email template for users
- Email template for managers

If you have any questions on these assets, please contact the marketing team at: info@allocatesoftware.com

Key Messages

Making work more flexible for you

More choice of when and where you work

Enhancing your career opportunities & gain new experience

Supplement your income and improve financial resilience

Easy to use mobile app



Making work more flexible for you.

Headline Message

With our new regional collaborative bank, you now have more flexibility to plan your life according to the additional shifts you wish to work and where you want to work them.



More choice of
when and where
you work.

Headline Message

You now have more flexibility to plan your work and life around the additional shifts you wish to work. More choice of when and where you work, improving your work life balance.



Enhance your career opportunities & gain new experience

Headline Message

More choice of when and where you work, supporting you in gaining new experience by working with different multi-disciplinary teams.



Supplement your
income and improve
financial resilience.

Headline Message

Car playing up, saving for a holiday or simply want to earn extra money? By working the additional shifts that suit you with our collaborative bank, you gain improved financial well-being.



Easy to use mobile app

Headline Message

Simply self book the additional shifts you want to work via the App or Online. See what shifts are available, at what trust and with what team. See only shifts that you are eligible for.

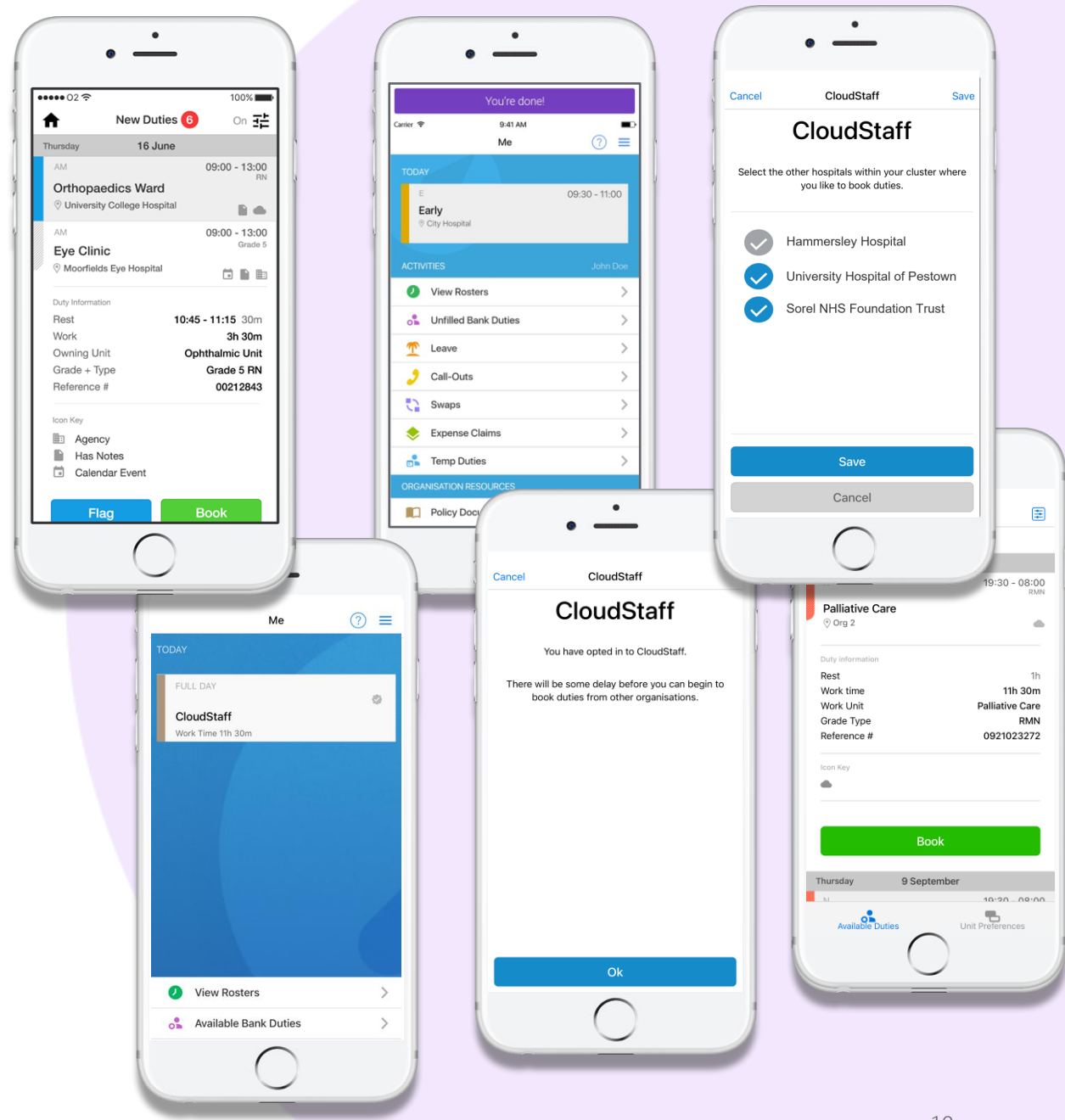
Communications Kit

Digital Item: Branding Assets

- Product Logo:



- Hero Image:



Communications Kit

Digital Item: Email Signature

- This email signature image can be added to the bottom of your email communications.
- You can add a hyperlink to the image, including:
 - Link to your own internal pages/intranet
 - Link to the Allocate website: [Allocate Software | Rostering solutions for healthcare in the UK & Ireland](https://www.allocatesoftware.co.uk)
 - Link to the CloudStaff webpage: [CloudStaff - Allocate UK \(allocatesoftware.co.uk\)](https://www.cloudstaff.co.uk)

Can this be personalised?	No
Supplied Format	JPEG




Communications Kit

Written Item: Email Template for Bank Staff


- This email template can be sent to your users to inform them of the updates.
- You can include a video update that explains the upgrade
- You could include a how to get setup guide

Can this be personalised?	Yes
What can be personalised?	Fully Editable
Who personalises it	Self
Supplied Format	Digital, word doc


Trust Name Here
Address Line 1
Address Line 1
Address Line 1
web address

Dear xxx

We have recently introduced CloudStaff by Allocate, this technology enables us to create a collaborative staff bank with [Insert trust name here] and [Insert trust name here] using your existing MeApp/ EmployeeOnline account. You will be able to register for the [Insert Name Here] Collaborative Bank from [Insert Date Here].

 CLOUDSTAFF

What does that mean for you?

From [Insert Date Here], you now have more flexibility to choose additional shifts when and where you want them. When you login to MeApp or EmployeeOnline, you will be prompted to opt into CloudStaff and you will be able to see any additional shifts available to you, not just at your home trust but also at [Insert Trust Name Here] and [Insert Trust Name Here].

What are the benefits to you for working additional shifts?

This will give you opportunity to work at new sites with different multi-disciplinary teams, enhancing your career opportunities and allowing you to gain new experience.

Supplement your income and improve financial resilience. Is your car playing up, are you saving for a holiday or simply want to earn extra money? By working the additional shifts that suit you with our collaborative bank, you gain improved financial well-being.

How do I access the shifts at other trusts?

If you would like to the opportunity to view, book and work at one of the other hospitals in this collaborative bank, all you need to do is click "yes" when prompted.

Simply self book the additional shifts you want to work via the MeApp or EmployeeOnline. See what shifts are available, at what trust and with what team. Plus you only see only shifts that you are eligible for.

For any further information please contact [Insert contact name] on [Insert phone number here] or [Insert email address here].

Kind Regards


[Insert Name here]
[Insert job title here]

Communications Kit

Written Item: Email Template for Manager


- This email template can be sent to your managers to inform them of the updates.
- You can include a video update that explains the upgrade
- You could include a how to get setup guide

Can this be personalised?	Yes
What can be personalised?	Fully Editable
Who personalises it	Self
Supplied Format	Digital, word doc


Trust Name Here
Address Line 1
Address Line 1
Address Line 1
web address

Dear xxx

We have recently introduced CloudStaff by Allocate, this technology enables us to create a collaborative staff bank with [Insert trust name here] and [Insert trust name here] using existing MeApp/ EmployeeOnline accounts. Bank staff will be able to register for the [Insert Name Here] Collaborative Bank from [Insert Date Here].

 CLOUDSTAFF

What does that mean for you?

From [Insert Date Here], as part of the CloudStaff implementation, you will soon see an additional option in your Temporary Staffing cascade when sending shifts to Bank, from your Roster. This should enable you to have an additional resource option before booking Agency staff.

Once sent to CloudStaff, all Bank staff who have opted in to the Collaborative Bank will be able to view and book the shift. Shifts filled by CloudStaff Bank workers will be indicated with a cloud icon on the shift.

Insert here any details on your roll out areas, for example, CloudStaff will be initially be available to [Insert type of shift and or area here] and the rolled out to other staff groups and areas throughout the [Insert season or date here].

What do I need to do?

You don't need to do anything now, please just keep a look out for the option to book CloudStaff and remember staff who haven't worked at our hospital before will need a new starter orientation.

This will give you opportunity to work at new sites with different multi-disciplinary teams, enhancing your career opportunities and allowing you to gain new experience.

How do users access the shifts at other trusts?

If any bank worker would like to the opportunity to view, book and work at one of the other hospitals in this collaborative bank, all they need to do is click "yes" when prompted to register for the [Insert Name Here] Collaborative Bank, when they login to their MeApp/ EmployeeOnline accounts.

For any further information please contact [Insert contact name] on [Insert phone number here] or [Insert email address here].

Kind Regards


[Insert Name here]
[Insert job title here]

Communications Kit

Print Item: Poster

- There is a poster that available that can be printed off and used in office spaces.
- Highlights the benefits of CloudStaff/Collaborative banks.
- Location/s: Noticeboards in wards, wall space in staff room areas, etc

Can this be personalised?	Yes
What can be personalised?	<ul style="list-style-type: none">• Organisation Logo• Date• Contact Details
Who personalises it	Allocate Design Team
Supplied Format	Digital image, print ready file.




CLOUDSTAFF
Making work more flexible for you

Giving you a greater choice of shifts with our collaborative bank

You now have more flexibility to plan your work and life around the additional shifts you wish to work:

- More choice of when and where you work
- Enhance your career opportunities & gain new experience
- Supplement your income and improve financial resilience
- Self-book the shifts you want to work via the MeApp or Online



Simply **opt in to CloudStaff** on MeApp or EmployeeOnline

Coming soon or Due Date
For more information please contact
[insert your email and phone number here]

ALLOCATE
an QRLDatax company

Your Organisation Logo goes here

Partner Organisation Logo goes here

Communications Kit

Digital Item: Videos

- We have a super short 20s video on using Me with Cloudstaff:
- <https://vimeo.com/294415336>
- We have a South-West London Collaborative Bank Video
- [Introducing the South West London Collaborative \(vimeo.com\)](https://vimeo.com/294415336)

Can this be personalised?	No
Supplied Format	Hyperlink



NB: You could recreate a similar video to the South West London version.



If you have any questions or feedback these assets, we are happy to help. Please contact: comms-vault@allocatesoftware.com