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Introduction

Welcome

Firstly, thank you for choosing to introduce Loop to your workforce. We are excited for you to unlock its potential.

Loop's power comes in the people that use it, so it's important to get all your staff 'in the loop'. (And yes, we love a good pun!)

So, this workbook and it's kit has been designed to help you create and execute a communications plan for all your end users, that is aligned to your objectives for Loop.

We sincerely hope you find the workbook and kit useful. If you have any questions, please make sure to reach out to your CSA

Should you have any feedback or suggestions for the workbook or its kit, please let us know by emailing comms-vault@allocatesoftware.com

Thank you.
RLDatix Marketing Team
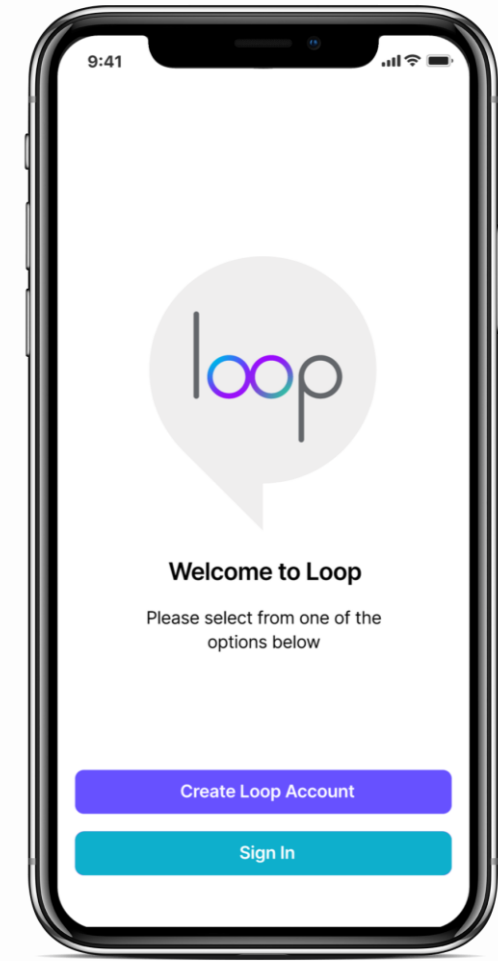
1.

The importance of a communications plan

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The importance of communications plan

Before we jump into creating a communications plan, it is important to understand why a communications plan is important when it comes to launching a new product such as **Allocate Loop**. Most of us know why a comms plan is a great tool to have but it's always good to reminder ourselves.

- Whatever your objectives or reasons for introducing Loop are, it can offer your workforce major benefits to help keep connected with their workmates and managing their work life balance, whether that be being able to book their annual leave on the go, ensuring everyone has got the latest updates or even simply, arranging a post shift social with their teammates. Plus as an organisation, you can benefit from a new channel that is direct, engaging and easy to execute.
- But **the success of Loop is the people**. And put simply, your organisation will feel no benefit of Loop if no one is using it.
- The way to get people using Loop is telling them about it. If we don't tell people about it, no one knows it's there or the benefits from it.
  - We love a good analogy here at Allocate. A good one for this situation is think about Ferrari in a desert that is being given away for free to the first person who gets there. You think it wouldn't take that long to get snapped up. But if no one has been told about it, then it will sit there. And It's not likely to be stumbled upon by people. So a great benefit goes to waste.

The importance of a communications plan

- So how do I tell people about the Loop? We understand health and care organisations are unique and face so many different challenges. From size of workforce, to its spread and everyone working different shifts and days, internal comms can be challenging. It's not as simple as hitting 'Send All' on one email and sticking a poster on the fridge in the break room.

- This is where a communications plan, using various comms channels and tactics that are aligned together, will help you to effectively and efficiently promote Loop to your workforce. A good comms plan will help you:
  - **To plan out the 5 W's**
    - **What** you're telling your workforce
    - **Who** needs telling about Loop
    - **Why** they should use Loop (How it will benefit them/remove any objections they have/answer any questions they have)
    - **When** they can get Loop
    - **Where** people can get Loop
  - Plan out your timeline for your communications
  - Understand and plan the different phases you'll go through in your comms plan
  - Turn your plan into tangible actions

Going from good to great.

When we are talking about Loop, a good comms plan will ensure your workforce understands what Loop is, when and how to get it. It also gets them to download the app. Simple!

But what turns a good comms plan into a great one?

A great one goes beyond just telling people this it is and get it here. It's ensuring that people really understand why it benefits them, why they should use and remove any objections they may have about using it. In essence, a great comms plan gets your workforce excited about using Loop.
A great comms plan goes beyond the launch of Loop. It then also helps to drive adoption and usage beyond when users first download it.
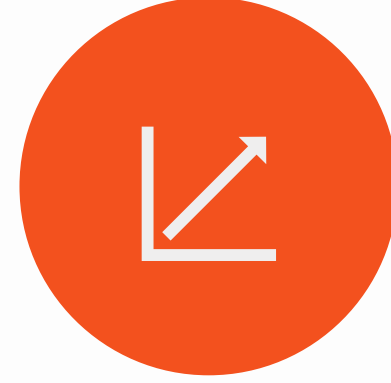
Recap

- To recap, a great communications plan will ensure you:

Effectively communicate the right message to the right audience
(The What, Who and Why)

Get people ready for Loop

(The Where and When)

Drive adoption and usage of Loop beyond launching the product

- This workbook will help you create a communications plan that helps to deliver on these key points.

2.

Understanding your objectives for Loop

Setting your objectives.

- So you're launching Loop, which is amazing! Before we get into planning how you're going to communicate it to everyone, it's important that you know as a whole organisation, what are your objectives for Loop.
- Your organisation will have a key reason or two as to why they want to introduce Loop. It may be that you want to introduce Loop for all its features or you want Loop for one feature in particular. Examples of this could be:
    o People aren't getting messages on emails, noticeboards and more traditional channels. So you want a new direct channel that has better uptake and is more engaging
    o Your temporary staff can only book bank shifts via the office hours of the Bank office. So you want to introduce a new way for workers to book bank shifts anytime and anywhere
    o Staff can only access their roster via a webpage and you want to make it easier for them to access on the go. So you want to introduce an app for them to do that.
- Depending on what your objectives are, will therefore effect the what, the who and the why of your communications plans. If your objective for Loop is around getting your workforce using the rostering features, then it counter productive to lead with messages about connecting and communicating with.
- Before we get into the messages, it's useful to then gather your internal team who are launching Loop and get down on a single page the project's purpose. On the next page you'll see a sample of the project one-pager we created to show you. A blank template is also provided with this workbook.

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TOP TIP, this is great tool to not only align the project team together but also your senior stakeholders and board.

A blank version of the Project Purpose for you to use can be found in the Communications Vault.

What is the project called?	Loop launch	When is it live? Include here is it is phased by departments or groups of staff	End of November 2021 (Full launch to Organisation)
What is the project?	To launch Loop as a new communication and engagement tool within the organisation.	Clinical Sponsor	Nick Wilson
		Business Sponsor	Liz Jones
Organisations	Allocate Hospital	Communications Lead	Chris Hammersley

Goals		Why are you doing it?	
Goal 1	Staff find it easier to communicate with their teammates that they are rota'd with	Staff Benefit	• Staff receive our communications faster and more easy to digest, rather than getting lost in emails or on noticeboards • Staff are able to communicate with other members of the team pre and post shifts, should information need to be shared
Goal 2	Staff feel communication between them and the organisation has improved.	Care Benefit	• Staff able to digest communications on the go • Staff have the right information at the right time to do their job
Goal 3	Allocate Hospital are able to send out emergency communications quickly and easily, that have maximum reach.	Organisation Benefit	• Prepared to send emergency comms out should we need to. IE: COVID-19 situation, • Able to more easily engage with
Goal 4		Other	

Which software products are you launching, and with which feature configurations?

For launching just Loop, this will just be Allocate Loop. For other projects, this might sound 'techie' but often launch products together that would change the messages. Certain products have additional kits to help you.

Product/s	Features/uses
• Allocate Loop	• 121 Messaging between teammates, pre-created groups from rosters, • Newsfeed and Allocate Hospital page, able to post content from organisation • Additional Engagement Module: Send out surveys and polls, send out targeted communications from Organisation.

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Setting your communication objectives

- So, the project team and you are all on the same page. That's a great start.
- It's time to think about the specific communications objectives/goals that come from the project purpose.
- What to think about:
  - Think about what your 5 W's are for the project.
  - The What: What are you communicating about Loop? What specific features do staff need to know about
  - The Who: Who exactly are you communicating to? Does 'the what' change depending on 'the Who'?
  - The Why: What benefits will this deliver to the staff group (or groups)? Why should they be excited by Loop coming? And how do you remove any objection people may have?
  - The When and Where: What date can users get their hands on Loop? Where can they download Loop from? Where and when can users also get more information on Loop.
- By doing the 5 W's, it also allows you to think about what tactics work best for each staff group for when you come to creating your communications plan
- Plus, it will help you focus on what possible concerns you need to overcome and any possible influencers with staff groups that can help with communicating Loop

- On the following page, we have a template to help you establish your communication gaols.

Communication objectives | Example

Staff Group (The Who)	e.g. All Rostered Nurse Workforce				
Staff Group Objective		**Benefits**	**Concerns**	**Influencers**	**Locations**
Download Loop Communicate with each other via Loop Build stronger staff relationships		Always get the latest news directly	Can't I just use WhatApps? Is it going to be hard to connect to	Ward Managers Junior Doctors	Allocate Hospital

Key Dates (The When)	Organisational Launch – 01st November 2021		Goals	Get 25% of organisation onto Loop on launch day
Key Messages (The What)	Stay in the Loop with news from Allocate Hospital Connect and communicate with teammates		Best tactics for reaching staff group	Newsletter Articles Drop-in sessions/demo's Incentives Video Ambassadors Morning briefings Launch event
What do they need to know? (The Why	• How to download Loop • How they can communicate with teammates • How the get messages from Allocate Hospital	What do you need them to do?	• Download the app • Chat with teammates • Read Allocate Hospitals updates • Comment/like/enga ge with content	How do you want them to feel?	• Excited • Empowered • Engaged with • Part of the Allocate Hospital community

A blank version of the Communications Objectives for you to use can be found in the Communications Vault.

Top Tip #1: You may need to consider different staff groups here if you have an objective that is specific to a certain group of staff.

Top Tip #2: Run focus groups with the groups you are trying to reach if you are not sure of all the answers.

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To recap

- Recapping understanding both the project's purpose and also, your communication objectives/goals.

Have an understanding of why your organisation is introducing Loop

Understand the 5 W's of what you need to do with your communication plans

- The next part of the workbook goes into how you can take your objectives and align them into the various messaging packs that Allocate has developed as part of the launch of Loop.

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2a.

How you'll use the communication features of Loop

How you'll use the communication features of Loop

As an addition, once you've established what your organisations objectives for Loop are, it's important to think about how the comms features of Loop fit into this. Whether you focus is more on the rostering than its comms features, it's still importance to consider these areas so everyone is clear on how to use it.

- Using Loop
  - How will this fit in with your existing communications tools?
  - Where does it fit for cascading information?
    - IE: for an urgent update, use Loop first and other channels for catching others?
  - What can and cannot be communicated about on Loop? IE:
    - Can: success stories, good news stories, improvement work updates, etc
    - Cannot: business sensitive information, patient information, etc
  - Will you be replacing any existing communications platforms for Loop?
  - Do you have any polices in place for using work based communications tools?
    - Do you need to updates these with introducing Loop?
  - Who will pick up the 'abuse reports' or 'reported concerns'?

- Your organisations page
  - How often will you share posts from your organisations page?
  - What sort of content will you send from here? Informative, engaging, social? (This should be informed by your objectives for Loop)
  - What communications will you send out from here?
  - Who is responsible for updating the content? Whether it is just your rostered employees using Loop or whole organisation will affect your decision on these points?
  - If you have direct messaging based on HealthRoster filters (from the Engagement Module), who should be allowed to use this and when should it be used?

- Groups
  - Outside of the automatically rostered groups that will be created, what other groups should/need to be set up:
    - IE: Any existing societies, Book Clubs, Gardening Club, Fantasy Sport leagues, etc
  - Is everyone allowed to set up their own groups should they wish?

- Pages
  - Are there any other pages you wish to set up

- Useful Links
  - What useful links will you add to this section. Up to 3
  - Would you include a link here to your policies for communications tools?

3.

Aligning messaging with your objectives.

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Aligning messaging with your objectives.

- The team is aligned on the objective's for introducing Loop.
- You have your communications goals down.
- It's now time to look at turning these goals into messages that mean something for your end user audience.
- To help make the process of turning the benefits of Loop and your organisation's purpose into tangible messages, we have developed a range of **'messaging streams'** that suit the wide range of objectives you may have.
- There are many different messaging streams, but we have broken them down into 4 categories:

Communications Module focussed	Rostering Module focussed	Temporary Staffing focused	Transition focussed
These messages focus on the communications benefits that Loop can deliver.	These messages focus on the rostering benefits that Loop can deliver.	These message are aimed towards the benefits that Loop can provide to temporary or bank workers	These messages focus on anyone that is currently using a different Allocate product and want/need to move their staff onto Loop.

Messaging Streams

- These 4 categories can be broken down into further detailed Messaging Streams, as highlighted on the right.
- Further details of each messaging stream can be found on the following pages.
- There is also information about which Messaging Streams can be used with which app version of Loop.
- Click the Messaging Stream to jump to more details

Communications Module focussed	Temporary Staffing focussed	Transition focussed
S1: Comms functionality focus (including Rostering Module)	S5: Using the Bank	S10: Moving from Me and EmployeeOnline

Rostering Module focussed		
S4: Rostering functionality focus (including Comms Module)	S6: Using the Bank (Nurses Focused)	S11: Moving from EmployeeOnline
	S7: Using the Bank (Medical Focused)	S12: Moving from Me

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Messaging Streams

	Communications Module focussed
Stream	**S1: Communications functionality focus**
I should use this stream if:	Where the organisations wants to promote both the communications and rostering functions to its workforce, with a lean towards communications as the priority.
Headline	Keeping you in the loop
Sub Heading	Loop, your new app to keep you connected with your workmates and in control of your work life

Benefit Messages	• Connect with and message colleagues easily, without having to give out your personal number or email
	• Get auto-added to staff groups, based on your roster, to chat with your team
	• Get the latest workplace news and updates direct to your newsfeed
	• Plus, manage all aspects of your working life easily, including:
	    • View and manage your roster on the go
	    • See what activity and teams you are scheduled with
	    • Book annual and study leave
	    • Book bank shifts anytime and anywhere

Artwork examples

Messaging Streams

	Rostering Module focussed
Stream	**S4: Rostering functionality focus**
I should use this stream if:	Where the organisation wants to focus on its workforce using Loop for its rostering features
Headline	Stay in the loop with your work life
Sub Heading	Manage all aspects of your roster and working life with our brand new app, Loop From your roster to booking leave. Manage all aspects from your working life with our brand new app, Loop

Benefit Messages	• Manage all aspects of your working life, including:
	   • View and manage your roster on the go
	   • See what activity and teams you are scheduled with
	   • Book annual and study leave
	   • Book bank shifts anytime and anywhere
	• Plus stay in the loop with your colleagues and our latest news
	   • Send direct messages between colleagues and teammates
	   • Get the latest workplace news and updates direct to your newsfeed

Artwork examples

Messaging Streams

	Temporary Staffing focussed

Stream	S5: Using the bank
I should use this stream if:	Where the organisation wants to use Loop to make use of its bank features over traditional bank offices and hotlines.
Headline	Shifts at your fingertips
Sub Heading	Easily book bank shifts anytime and anywhere with our new app, Loop

Benefit Messages	• Book unfilled bank shifts on the go
	• Get notifications when bank shifts become available
	• Easily manage, cancel and swap your bank shifts
	• Plus stay in the loop with your colleagues and our latest news
	   • Connect with colleagues and send direct messages to each other
	   • Get auto-added to staff groups, based on your roster, to chat with your team
	   • Get the latest workplace news and updates direct to your newsfeed

Artwork examples

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Messaging Streams

Stream	S6: Using the bank (Nurses)
I should use this stream if:	Where the organisation wants to use Loop to make use of its bank features over traditional bank offices and hotlines.
Headline	Nursing shifts at your fingertips
Sub Heading	Easily book nursing bank shifts anytime and anywhere with our new app, Loop

Benefit Messages	• Book unfilled bank shifts on the go
	• Get notifications when bank shifts become available
	• Easily manage, cancel and swap your bank shifts
	• Plus stay in the loop with your workmates and our latest news
	   • Connect with colleagues and send direct messages to each other
	   • Get auto-added to staff groups, based on your roster, to chat with your team
	   • Get the latest workplace news and updates direct to your newsfeed

Nursing shifts at your fingertips loop

Easily book nursing bank shifts anytime and anywhere with our new app, Loop

- View and express interest for unfilled bank shifts
- Get notifications on request approvals and new shifts becoming available
- Easily manage, cancel and swap your bank shifts
- Plus stay in the loop with your workmates and our latest news

- Connect with colleagues and send direct messages to each other
- Get auto-added to staff groups, based on your roster, to chat with your team
- Get the latest workplace news and updates direct to your newsfeed

Coming Soon
For more information please visit the <resource area>

place your logo here

ALLOCATE

Artwork examples

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Messaging Streams
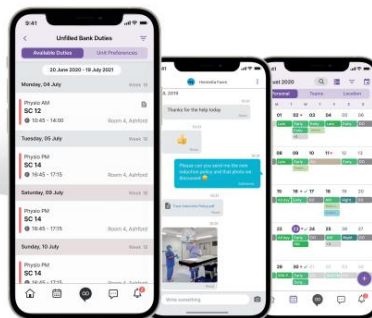
	Temporary Staffing focussed
Stream	**S7: Using the bank (Medical)**
I should use this stream if:	Where the organisation wants to use Loop to make use of its bank features over traditional bank offices and hotlines.
Headline	Medical shifts at your fingertips
Sub Heading	Easily book medical bank shifts anytime and anywhere with our new app, Loop

Benefit Messages	• View and express interest for unfilled bank shifts
	• Get notifications on request approvals and new shifts becoming available
	• Easily manage, cancel and swap your bank shifts
	• Plus stay in the loop with your workmates and our latest news
	     • Connect with colleagues and send direct messages to each other
	     • Get auto-added to staff groups, based on your roster, to chat with your team
	     • Get the latest workplace news and updates direct to your newsfeed

Artwork examples

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Messaging Streams

	Transition focussed
Stream	**S10: Transition from EmployeeOnline & Me**
I should use this stream if:	Where an organisation has a mixture of the Me and EmployeeOnline products and need to transition employees to use Loop.
Headline	Your new home for EmployeeOnline & Me
Sub Heading	Manage all aspects of your roster and working life with our brand new app, Loop

Benefit Messages	• View and manage your roster on the go
	• See what activity and teams you are scheduled with
	• Book and manage annual and study leave
	• Book bank shifts anytime and anywhere
	• Plus, stay in the loop with your colleagues and our latest news
	    • Get auto-added to staff groups to chat with your team, based on your roster
	    • Connect with workmates and send messages
	    • Get the latest workplace news and updates direct to your newsfeed

Artwork examples

Messaging Streams

	Transition focussed
Stream	**S11: Transition from EmployeeOnline**
I should use this stream if:	Where an organisation has just got the EmployeeOnline product and want to introduce Loop so they are able to use the rostering features within a mobile app.
Headline	Your new home for EmployeeOnline
Sub Heading	Manage all aspects of your roster and working life with our brand new app, Loop

Benefit Messages	• View and manage your roster on the go
	• See what activity and teams you are scheduled with
	• Book and manage annual and study leave
	• Book bank shifts anytime and anywhere
	• Plus, stay in the loop with your colleagues and our latest news
	    • Get auto-added to staff groups to chat with your team, based on your roster
	    • Connect with workmates and send messages
	    • Get the latest workplace news and updates direct to your newsfeed

Artwork examples

Messaging Streams

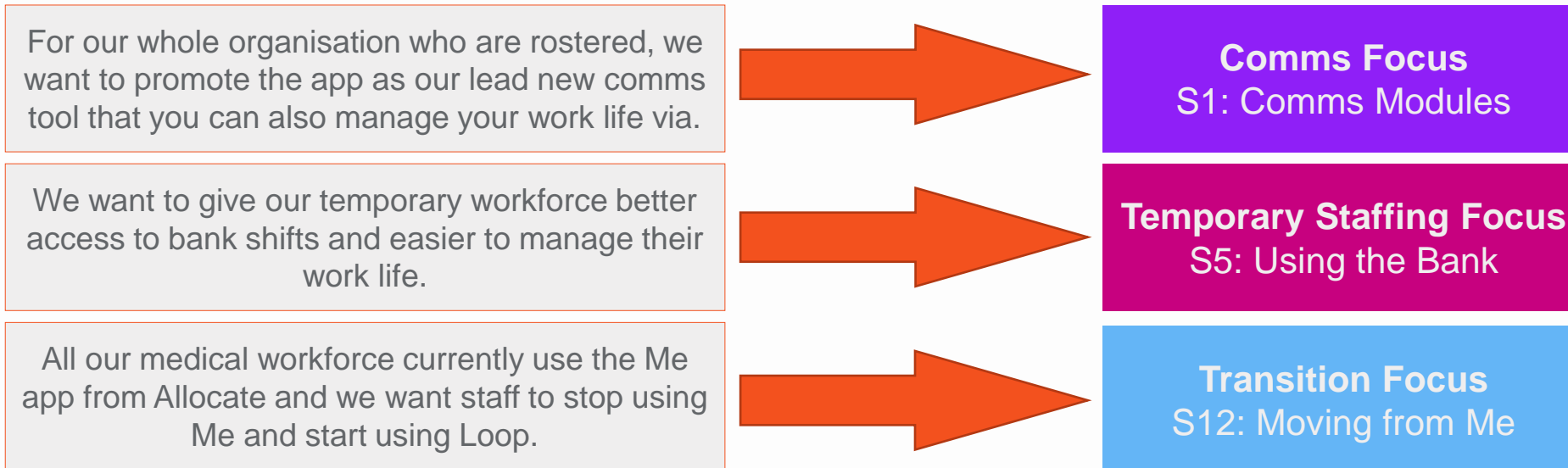| Stream	S12: Transition from Me
I should use this stream if:	Where an organisation mainly uses the Me product over EmployeeOnline and need to transition employees to use Loop.
Headline	Your new home for Me
Sub Heading	Manage all aspects of your roster and working life with our brand new app, Loop

Benefit Messages	• Everything you could do in Me, you can now do in Loop:
	   • View and manage your roster on the go
	   • See what activity and teams you are scheduled with
	   • Book and manage annual and study leave
	   • Book bank shifts anytime and anywhere
	• Plus, stay in the loop with your workmates and our latest news
	   • Get auto-added to staff groups to chat with your team, based on your roster
	   • Connect with workmates and send messages
	   • Get the latest workplace news and updates direct to your newsfeed

Artwork examples

RLDatix
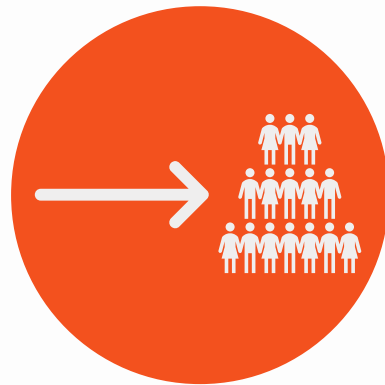
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Aligning messages to your objectives.

- So, you'll have seen that there are plenty of Messaging Streams to choose from. Considering your communications objectives/goals, you should now be able to look through these streams and to be able to pick which best suits your organisation. Consider as well that you might use more than one stream, if your comms goals are different for different staff groups.

- Examples included:

For our whole organisation who are rostered, we want to promote the app as our lead new comms tool that you can also manage your work life via.	**Comms Focus** S1: Comms Modules
We want to give our temporary workforce better access to bank shifts and easier to manage their work life.	**Temporary Staffing Focus** S5: Using the Bank
All our medical workforce currently use the Me app from Allocate and we want staff to stop using Me and start using Loop.	**Transition Focus** S12: Moving from Me

Recap

- To recap on aligning messaging streams to your communications objectives.

Understand what Messaging Streams will best suit your communications objectives/goals

If there is a need to use different messaging streams for the different staff groups.

4.

Creating your communications plan

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Creating your communications plan

- Next steps is to create your communication plan, now you know your comms objectives and understand what Messaging Stream you are going to use.
- To start, it's important to split down what the 3 key phases are.
- By splitting the launch into phases, you can clearly define when you want your end users to do at each stage and it will help define what messages you should be using.
- The 3 key phases are:

Awareness & Knowledge

Action

Participate & Reinforce

Understanding the phases of your communications Plan

- Below is a quick breakdown of the different phases and what it means for you as part of your Loop launch

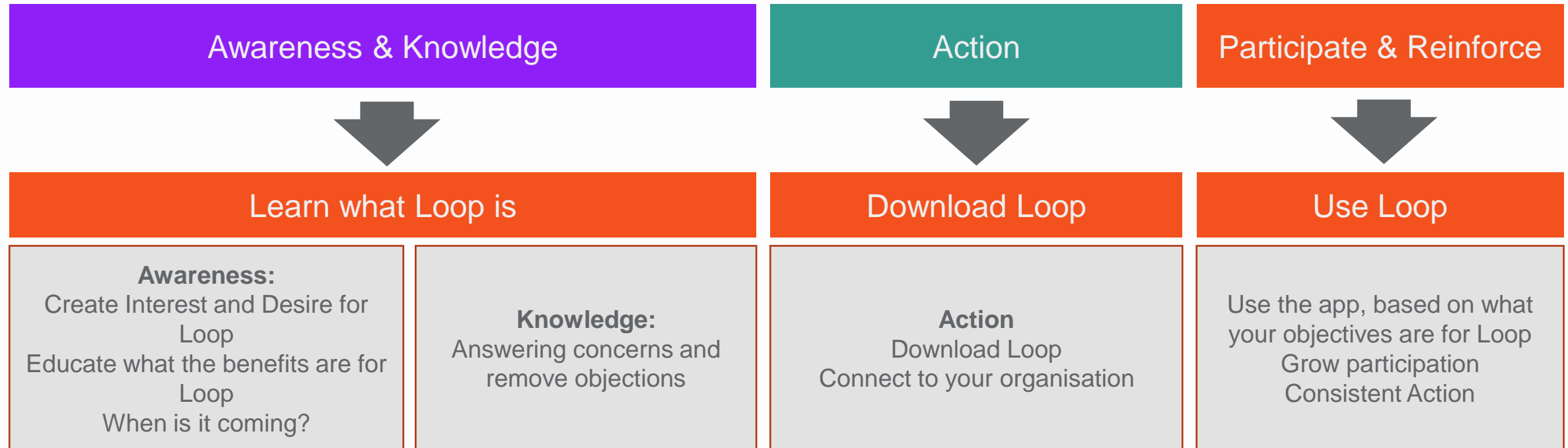| Awareness & Knowledge	Action	Participate & Reinforce
Before you let people get hold of Loop within your organisation, it's important to educate end users on what Loop is. First and foremost you need to create an **awareness** of loop, focusing on what it is and what it means to the end users. It is this part on what it means to them that will get them invested. Going beyond just being aware of it, it's making end users **knowledgable** about what it will do for them and an opportunity to handle any concerns and remove objections.	Translated for Loop, this is when you've released Loop and your end users can download it. The 'call-to-action' then is clear. Download Loop and start using it.	Just because you've launched it, doesn't mean your done. A brand new app takes time. Analogy time! You can take a horse to water but you can't make it drink. You have to show it how its done. Participate and Reinforce is about getting users to use Loop organically and using it well. Your plan for this period should focus on how you can encourage these and embed good practices for using Loop.

Our comms phases is based upon the ADKAR model for organisational change.

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Understanding the phases of your communications Plan

- Here's a breakdown of what Loop means for your end users:

Awareness & Knowledge	Action	Participate & Reinforce

Learn what Loop is	Download Loop	Use Loop
Awareness: Create Interest and Desire for Loop Educate what the benefits are for Loop When is it coming?	**Knowledge:** Answering concerns and remove objections	**Action** Download Loop Connect to your organisation	Use the app, based on what your objectives are for Loop Grow participation Consistent Action

What could I do in each phase?

- Here are some key principles when thinking about the different activity you can undertake in each phase.

Awareness & Knowledge	Action	Participate & Reinforce
Learn what Loop is	**Download Loop**	**Use Loop**

Awareness & Knowledge — Learn what Loop is

Promotional materials
- Not every way of communicating will hit or be digested by everyone. So its key to have a good mixture of different tactics for your end users. This can include a wide range of things from traditional posters on staff notice boards and leaflets in common rooms to updates in team briefings and email comms and articles in newsletters.

A resource centre
- The majority of organisations have an internal intranet or SharePoint site. Setting up a dedicated Loop area where you an put all information and resources about Loop means you have one version of everything for anyone to access. It's ideal for putting videos, resources for managers to download and FAQ's.
- Plus, in your awareness comms, having a resource area is perfect for your 'call to action' to find out more information.

Ambassadors
- It's important to have ambassadors for Loop that can act help spread the message and help remove any objections may have. Across large organisation, having a group of people that are a mixture of roles and levels covering different departments. You could give your ambassadors 'Ask me about Loop' badges

Managers Packs
- People naturally turn to their line managers for more information on work related stuff. So giving your line managers a pack of information to help share the awareness and the knowledge is great. Things can include briefings documents, detailing what loop is and answers to FAQ's, posters they can add to their team's notice boards and quick reference guides.

Action — Download Loop

Clear Call to Action
Here is where you update from 'coming soon' or 'arriving XX' to 'download now'. Having the clear call to action to download the app and start using it is key.

Make your launch an event
To help create the excitement, think about holding a launch event as well where you can people to come along and learn more about Loop and answer any questions they have.

Top tip: We all love a freebie. From handing out free pens to a free cupcake or drinks voucher can help attract your end users over and download Loop sooner.

Participate & Reinforce — Use Loop

So your users are on the app. Now its about using it.

Some may intuitively using the app following your awareness and knowledge comms but some will need help along the way.

Post your own content
You can use Loop yourselves as a channel to prompt user to do things, such as posting top tips from your organisational page or instantizing actions you want users to take with a competition.

Give users an incentive
To help encourage participation, why not run a competition or incentives that encourage use. Such as, most booked bank shifts by a department win a prize

Encourage participation like this and helping to reinforce will turn you manually need to encourage use to soon becoming organic.

This phase allows you to be a bit more reactive to situations as well. Using the data Loop can provide, you can see areas where users may not be using the features of the app you want them to do. So you can then pull out some prepared content, such as top tips or direct messages in Loop, to reinforce the actions you are looking for.

What could I do in each phase?

- To help with you when brainstorming your comms plan, we've detailed some examples of different channels that you can use for each of the phases and the benefits they can deliver.

Printed Posters and Roller Banners
- Idea for Awareness and Action phases to spread messages in large footfall areas.
- These items are viewed vary quickly in passing so have strong headlines and top level messages.
- In awareness phases, key to provide information to find out more information.
- In action phase, have a clear call to action on how to download app.
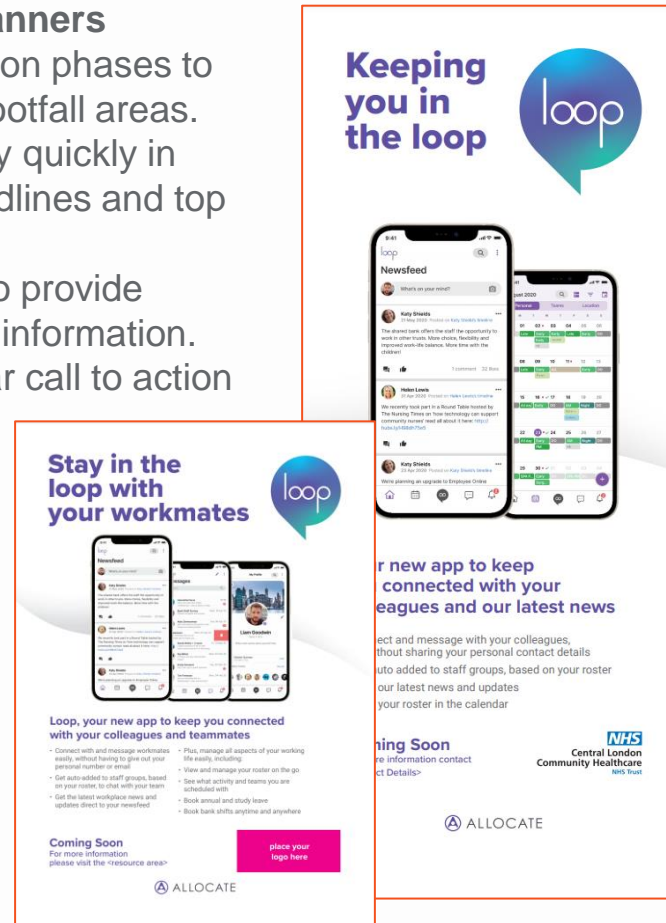
Leaflets
- Handed out to people or can be picked up on the go, these are an ideal channel for those on the go who need to digest more information.
- Ideal for raising both awareness about what Loop is and why it benefits users as well as more operational knowledge, such as giving details on how to connect to Loop.
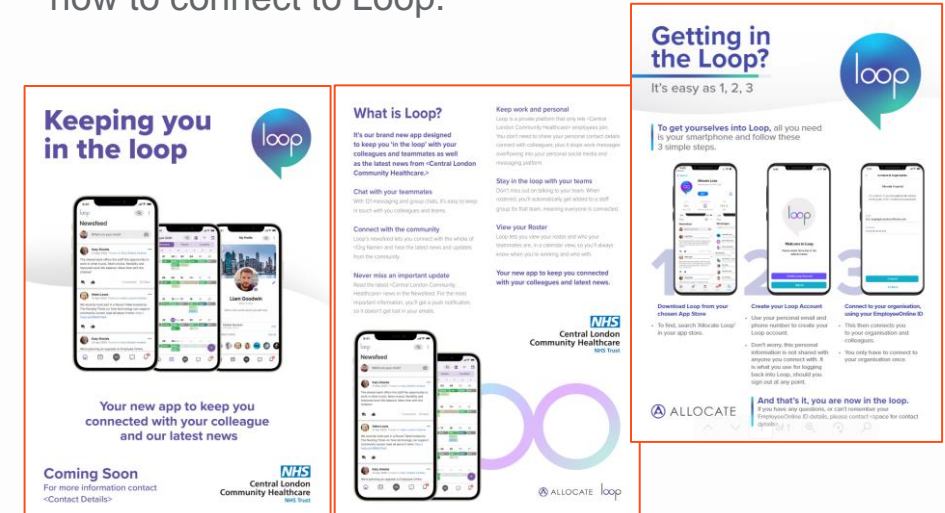
What could I do in each phase?

Digital Screens and Screensavers

- We live in a world of screens. So using digital screens in staff rooms or updating the screen saver image on locked workstations are good ways of spreading the message, without having to print anything out.
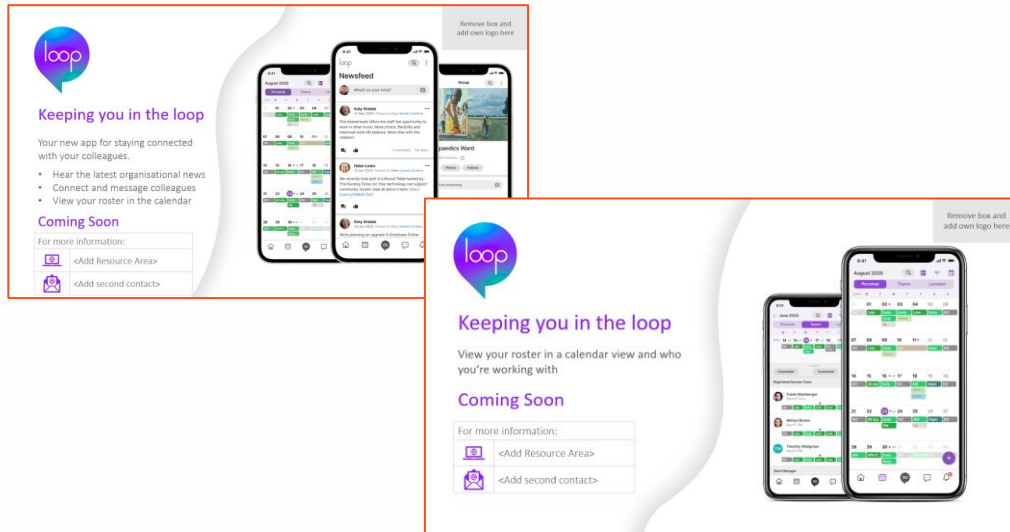
Videos

- Highly engaging and can be shared in many locations, video content is great for getting people excited for Loop. From 2 minute videos that show all the features to short ones that can help make people more knowledgeable about certain features, videos can be used in places such as digital screens in break areas, embedded on internal webpages or on internal social pages.
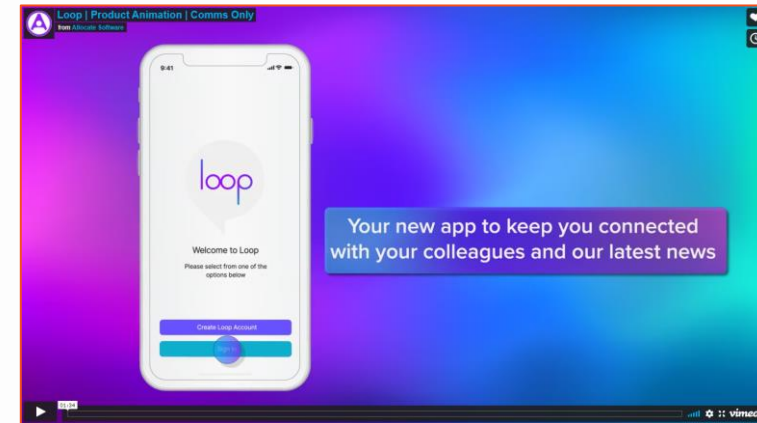
What could I do in each phase?

Digital Resource Centre

- Save having to duplicate creating the same information over and over again by having one location for all the key information about Loop, with a digital resource centre.
- A intranet page, sharepoint site or similar. Perfect for adding information about what loop is, why it benefits your end users along with hosting content such as videos, FAQ's, user guides and more.
- Plus, making it digital makes it simple to update.

Ambassadors

- Identifying who is passionate about Loop early on or who you think is a great influencer within your organisation can help spread the awareness of Loop and increase the end users knowledge.
- Equipment them with the tools to spread the message including briefing documents, FAQ's and even badges that say 'Ask Me About Loop'.
- Plus if possible, get your ambassadors onto Loop before your official launch so if they get asked about it, you can show them there and then.

Digital Banners

- Drop adverts for Loop into your existing digital communications channels, using digital banners.
- Whether a top banner on the intranet or a square banner within a digital newsletter, make these click through's to your resource hub for ease.
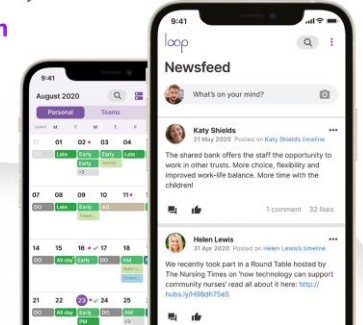
What could I do in each phase?

Social Media
- Got a internal social account such as twitter? Then don't forget to use it to promote Loop.
- Use imagery to help build the loop name and brand within your organisation.
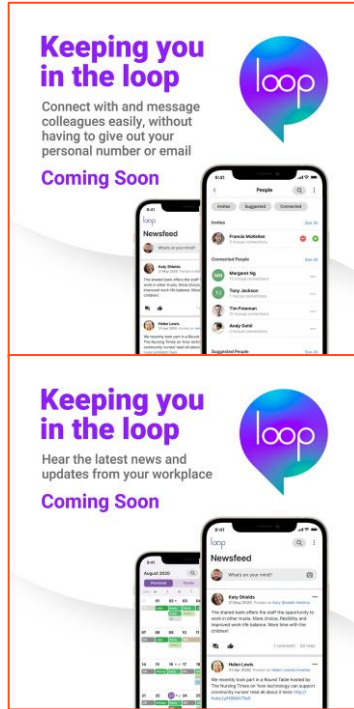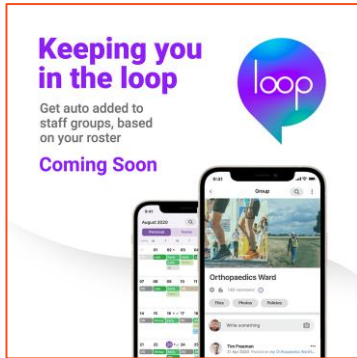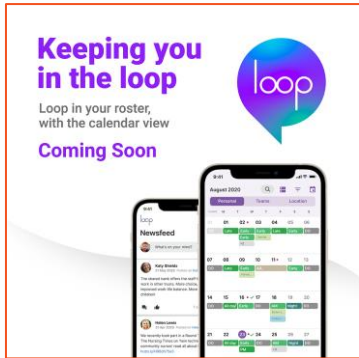
Written articles
- Direct emails. Newsletters. Digital news articles. These all create ways of telling a story of why you are introducing Loop and how it will benefit your workforce. It gives you more opportunity to really hit home the benefit message and tell a personal story.

End User Guides
- There's lots to learn about Loop, so having some reference guides that remind people about features and what it does are always good to have to quickly educate your audience.
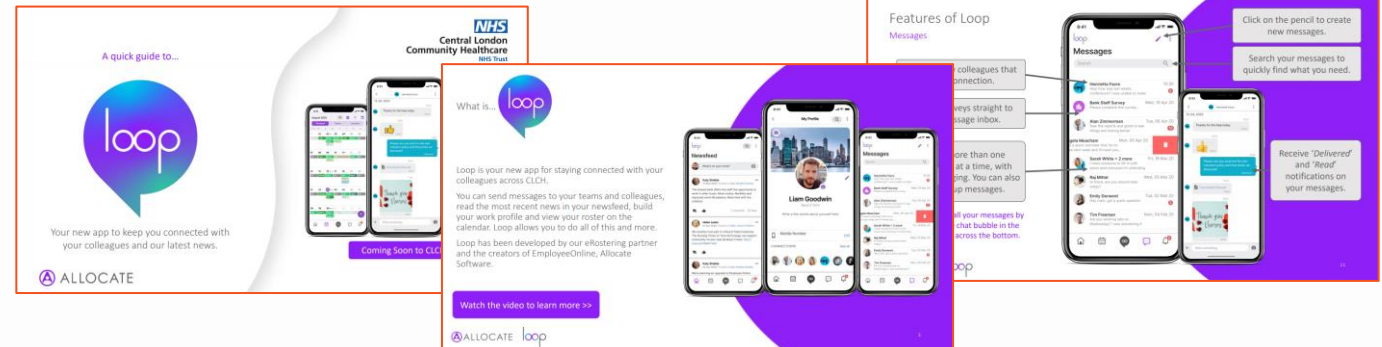
Creating your communications plan

- So, we've provided plenty to think about and hopefully, got your creative ideas following for you. Then let's put these ideas down on paper.
- Having looked through the different ideas of activity you can do, write down the different activity you would do for each phase. We've given an example below of some of the things you could do in each section in our 'Activity Breakdown'.

Awareness & Knowledge		Action	Participate & Reinforce
Learn about Loop		Download Loop	Use Loop

• Weekly News Articles
• Posters
• Leaflets
• Weekly Countdown Emails
• Internal Social Media Images
• Countdown Screens (10 days to go)
	• Central Digital Resource
	• FAQ's
	• User Guides
	• Loop Ambassadors
	   • Given early demo of Loop
	   • Provide with 'Ask me about Loop' badges, Internal FAQ's, early access to app to demo'
		• Posters (Download Now)
		• Leaflets (Download Now)
		• Launch day event
		   • Offer free cupcake to everyone that downloads Loop.
			• Content on Loop
			• Message that links back to your objectives for loop
			• Reports of usage

A blank version of the above Activity Breakdown template for you to use can be found in the Communications Vault.

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Creating your communications plan | Timelines

- For each of these phases, it's important you plan a timeline around it to fit with your go live date for end users. Below is our recommendations on these timelines. Overall, we like to think of it as an exciting new movie coming out. It just doesn't appear overnight. You get to take the time to get people excited for it and the day its coming.

Awareness & Knowledge	Action	Participate & Reinforce
Learn what Loop is	Download Loop	Use Loop

4 week period.
We recommend this length to do the awareness and knowledge effectively. Many of our customers are large sites, across multiple locations and everyone working different shifts, so allowing this time helps you to execute all your comms and for the difference audiences to get it and absorb it.

Have a constant heartbeat of news
Also, announcing Loop is coming and educating people about its benefits is not just drop of information once and that's it to the launch day. It needs to be a beating heartbeat of communication. By holding it over at least a period such as this, it means you can have new information or reinforce messages each week and bult the excitement

If you follow our recommended 4 week period, you could stagger your communications like so:
- 4 weeks until launch, announce Loop, what it is and that it is coming soon
- 3 weeks until launch, share videos and hold webinars so people can learn more about Loop
- 2 weeks until launch, announce your launch date
- 1 week until launch, have a countdown until the launch date to build the excitement

Have a launch day
When we say launch day, we mean having the day that you can focus your awareness and knowledge comms to and then swapping it on that date to take action. And you can focus all your activity on the one day, including hosting a launch event, such as a booth.

But it doesn't just have to be the one day, you could extend this over a week with your comms, to make sure you capture everyone that may not be working on your launch day.

2 months +
We recommend having a few months worth of content prepared that you can call upon.

But this phase never really ends either and is about having plans of action in place should things not go the way you hoped. Use the data that Loop can provide insights of whether you are hitting your objectives and then take action to achieve that. IE: everyone is on Loop but not enough people are sharing posts on their newsfeed, so run an incentive to encourage people to get posting.

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Creating your communications plan | Timelines

- To help then flesh out your communications plan further, we recommend dropping your ideas for activity into a top level calendar format. We've provided an example of this on the next page.
    - o Having a calendar of events will help you visualise your 'heartbeat of communications' so that you don't end up dropping all information on day 1 and then nothing until launch.
    - o It also a useful tool to show to your project team on what the communications plan, so your team are 'in the loop' ;)
    - o You don't have to use our calendar as well; tools such as Asana or Trello are great ways of visualising your plans as well these as well.

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Communications Timeline | Example Calendar

A blank version of the calendar for you to use can be found in the Communications Vault.

Phases	Activity	Week/s											
		-4	-3	-2	-1	0	+1	+2	+3	+4	+5	+6	+7
Knowledge	Online Resource page live (linked in intranets)	■	■	■	■	■	■	■	■	■	■	■	■
Awareness	Digital Banner on staff portal	■	■	■	■								
Awareness	Newsletter Article: Loop is coming	■											
Awareness	Newsletter Article/Email: Check out loop Video, join us for a demo session		■										
Awareness	Newsletter Article: Loop Launch date announced			■									
Awareness	Newsletter Article: How will I get onto Loop				■								
Awareness	Posters/Roller Banners in key staff areas	■	■	■	■								
Awareness	Newsletter Article/Email: Call for Ambassadors		■										
Awareness	Countdown to launch day screens			■	■								
Knowledge	Demo session for Ambassadors				■								
Knowledge					■								
Knowledge	Briefing documents and FAQ's given to line managers		■	■									
Knowledge	Newsletter article: How to connect info				■								
Action	Roller Banner/Leaflets (updated with Download Today CTA)					■	■	■	■	■	■	■	■
Action	Email auto Notifications (including EoL details)					■							
Action	Launch event/booth set up					■							
Action	Launch Competition (download it and get entered into a prize draw)					■							
Participate & Reinforce	First day/s reaction video					■							
Participate & Reinforce	Loop Content Plan					■	■	■	■	■	■	■	■
Participate & Reinforce	Incentives for using app (if needed, check in weekly against objectives)					■	■	■	■	■	■	■	■
Participate & Reinforce	Newsletter Article (loop has launched. Newsletter moving to Loop)						■						
Participate & Reinforce													
Participate & Reinforce													

Recap

- Hopefully following this section you'll be able to:

Create a strong communications plan that is aligned to your objectives

Have a timelines in place for each of the phases

Have understand of the activity you are going to undertaken

- Next, we'll look at taking your plan and how to execute it.

5.

Executing your plan. Introducing the Communications Kit

Introducing Loop's Communication Kit

- You have planned out your communications plan. ✓
- You have your plan linked to your communications objectives. ✓
- And you know what activity/tactics you want to do in order to execute it. ✓
- Now you just need to create all the content for these. A daunting task maybe?
- **Well there is good news!** This is where our **Loop communications kit** comes in. From posters and roller banners, to pre-drafted FAQ's and video content, we have got a wide range of assets already created and aligned to the different messages streams (as seen in section 3) for you to use. It includes:
    - o Written Templates. FAQ's. News article copy and more. These are templates that you can use as basis for writing your communications
    - o Video content
    - o Design items
    - o Printed Promotional items
- The next few pages gives you a little taste of what is available
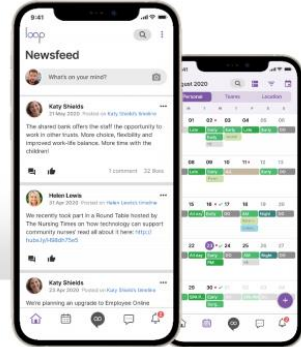
Introducing Loop's Communication Kit

Overview of Printed Promotional items

- Available items include:
  - Leaflets
  - Posters
  - Roller Banners
  - Badges
- Certain items are available to be personalised including adding your organisation logo, internal contact details and
- The files for these are supplied ready to send to your own professional printer to get produced.

Introducing Loop's Communication Kit

Digital Promotional items

- Available items include:
  - Digital Banners
  - Video's
  - PDF guides
- Certain items are available to be personalised including adding your organisation logo, internal contact details and your launch date.
- The files are supplied and can be download to use.

Introducing Loop's Communication Kit

Written template items

- Available items include:
  - Resource Hub content
  - Written article templates
  - Email content
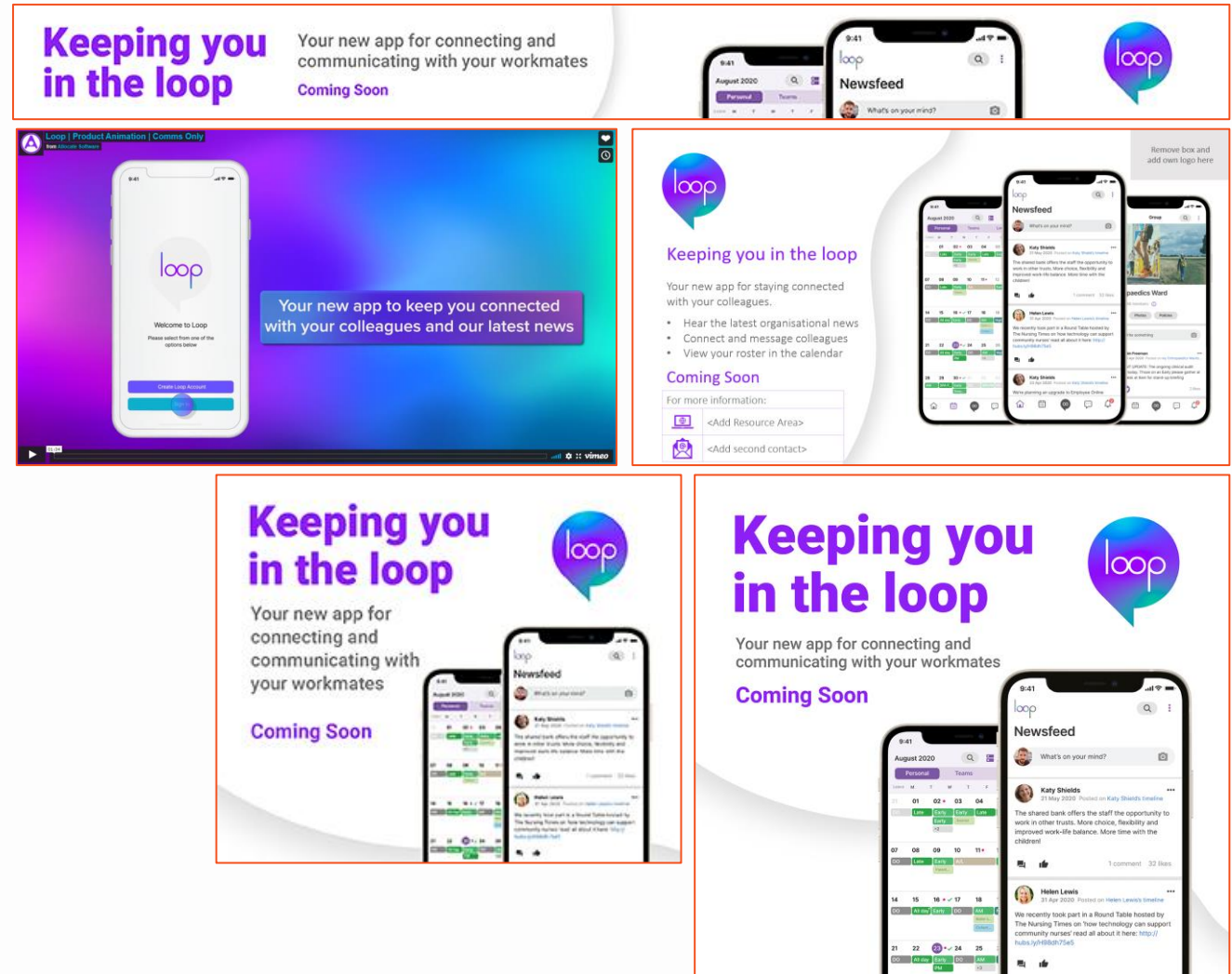- As templates, you can use these directly as they are or adapt them to add your own details, add your own personalise touch, such as a quote from a senior team member, or change it around to match your written communication style.
- The files are supplied in word documents and can be download to use.

Loop Written Article | Phase 2 | Pre-Launch Awareness Campaign

Below is an example of a short written article that is ideal for your written communication channels. It works within Phase 2 of the Launch Kit, by making your employees aware of what Loop is and how they will benefit from it. It is designed to be a short, high level introduction to Loop and so you can direct them to a key contact or an internal resource (intranet, shared area, etc) for more information.

This is ideal for use in:
- Organisation/Departmental Newsletter (Print or Digital)
- Leadership Written Communications
- Intranet News Articles
- Emails

Below are a two different examples

Loop Written Bio (150 or less Word Version, inc. Title)

Title: It's time to get 'in the Loop'.
We are excited to reveal to you a brand new app that we will soon be introducing to <Org Name>, **Loop.**

Connect with your colleagues. Send direct messages to your connections. Read the latest updates in the Newsfeed. It's all in Loop, making it easier for you to communicate with everyone and ensure you get the important news, quickly.

Loop also integrates with our eRostering software so that you can see your shifts in a calendar view format within the app. Plus, you can view who is working the same shifts and you'll automatically be added into a Staff Group, so you can easily communicate amongst the team.

Loop is coming soon to <Org Name>, so keep your eyes peeled on our internal communications channels for more details. For more information, visit/contact <Contact Details>.

Template #1 | Introducing Loop
This email gives a general introduction to what Loop is and the benefits. It tease that Loop is 'coming soon' rather than giving an actual date, but feel free to personalise should you wish to include your launch date.

Content Template:

Title: Introducing Loop

We are excited to unveil our brand new app that is coming soon to <Org Name>. Loop will allow you to connect and communicate with the whole of <Org Name>.

What can I do in Loop?

Connect with your colleagues. Send direct messages to your connections. Read the latest updates in the Newsfeed. It's all in Loop, making it easier for you to communicate with everyone and ensure you get the important news, quickly.

Loop also integrates with our eRostering software so that you can see your shifts in a calendar view format within the app. Plus, you can view who is working the same shifts and you'll automatically be added into a Staff Group, so you can easily communicate amongst your teammates.

Introducing the Communications Kit

To see the full range that the communication kit has to offer, check out the catalogue. This also includes information on how to get the bits of the kits you want to use personalised.

Everything from the Communications is stored along with this workbook and the catalogue on Allocate's Communication Vault.

Additional Top Tips
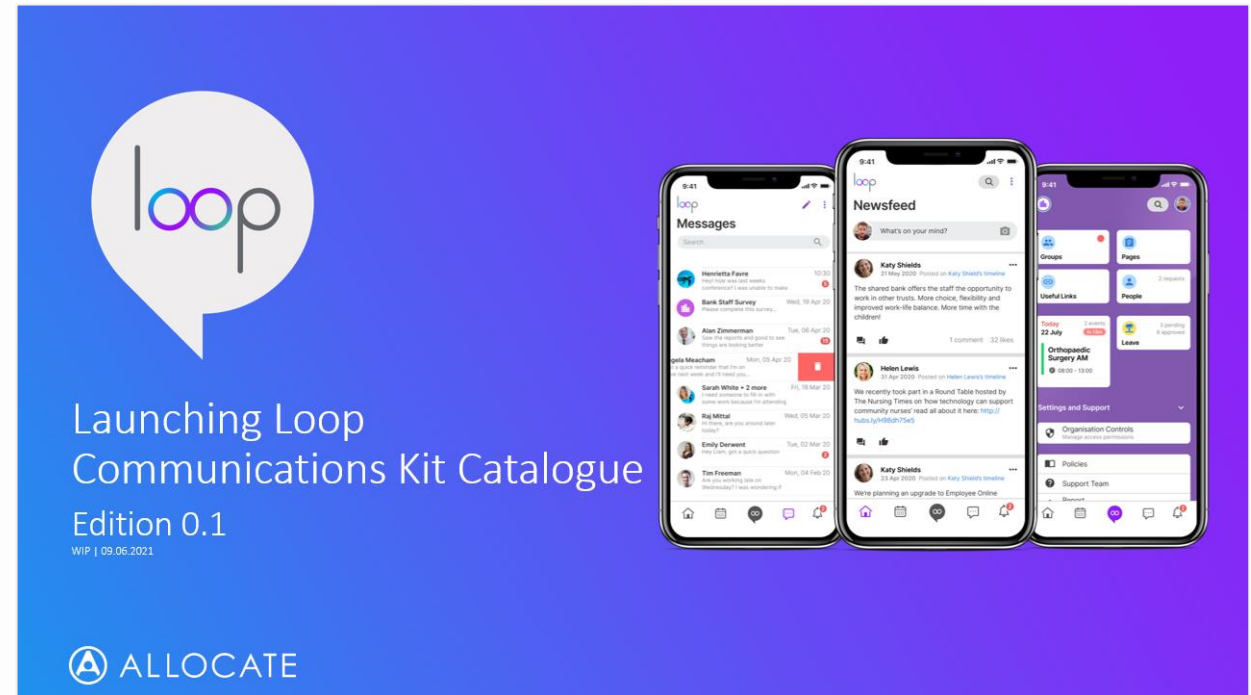
Additional Top Tips

- If your organisation has a dedicated internal communications team, get them on board before the communication planning stage to really help you promote the new app. They will properly also have an interest in the communications features of Loop.

- Make sure you give yourselves time to do your communications planning properly. Depending on the size and complexity, it could take from a half-a-day workshop to a couple of weeks work. Also, make sure you have the whole project team on board to help make it even easier when completing the project purpose and communication objectives.

Additional Top Tips

- Doing a phased roll out to different departments rather than one big launch? Then this workbook and kit still works for you.
  - Use the launch plan and phases but rather than just having one big launch plan for everyone, split each audience into their own launch plan, and therefore each phases. It will really help you to focus the right message to the right people at the right time.
  - Consider having one big Phase 1 awareness Activity but highlight to difference audiences when it is coming to then. IE: Use social and intranets to promote loop to everyone, but when it is time for certain wards to get it, use the posters and ambassadors to make just those wards aware.
- As Loop develops and introduces new features, we will supply new content in the kitbag to promote these features. When you are made aware of a new feature coming, check back in the catalogue for new assets.

Any questions or feedback about using this workbook or the kitbag?
Email: comms-vault@allocatesoftware.com

loop

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