

COMMUNICATION CAMPAIGNS AND ENGAGEMENT

In brief

Internal communication campaigns to promote training initiatives, convey and reinforce values, messages, and key skills for the organisation, encouraging everyone's involvement and participation, and fully stimulating their development potential.

What is it?

Campaigns that promote training with push and pull initiatives, social in character, aimed at stimulating people's participation and involving them on both an emotional and a rational level, by stimulating their participation in training initiatives, particularly in online training. Some examples: short videos conveying key messages, tailored event(s), printed materials (posters, brochures, postcards...), multimedia courses on the intranet with content that is in line with the messages, publishing videos, photos and self-produced stories that revolve around a predefined programme with voting and messages to colleagues about the published content.

What is it for?

- integrating training and internal communication
- encouraging involvement, participation and sharing of innovation during training
- breaking down possible resistance to change and promoting the acquisition of new behaviour

http://www.skilla.com/en/strumenti_dett.asp?id=62#.Uyq0IPldWSE