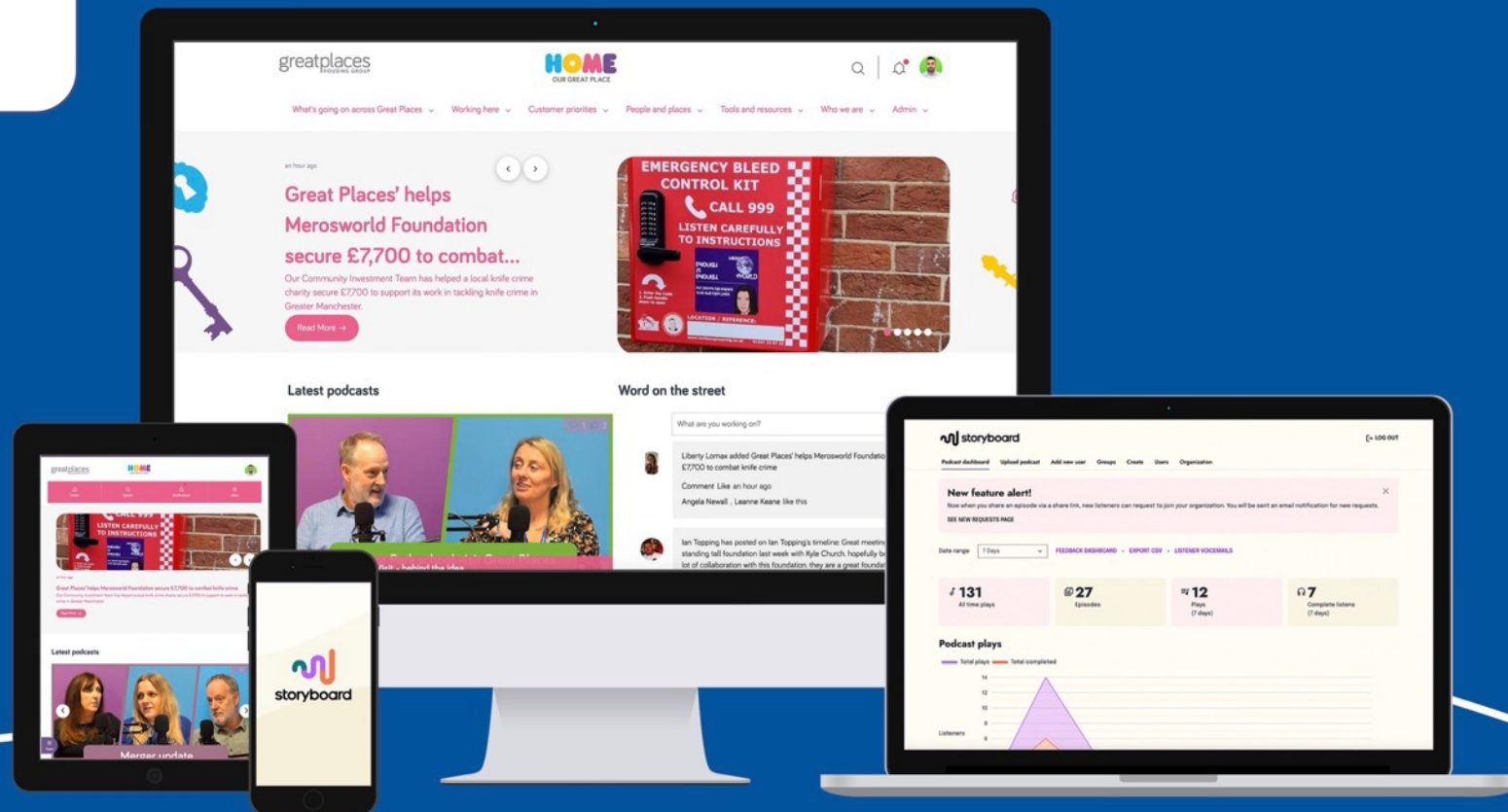


# How digital delivers our Internal Communications strategy

**Carl Holloway**  
Director of Communications



# The Strategy

## Word on the street

What are you working on?

Leane Dixon has posted on Leane Dixon's timeline: Are you running with great places? a brand new experience, meeting new colleagues and achieving goals! Email Youcount@greatplaces.org.uk by the 21st- April (tomorrow) to Join in the Manchester 10K!

Comment Like 29 minutes ago

Victoria Flatters likes this

Zoe Brooks has posted on Zoe Brooks's timeline: A beautiful handmade Easter basket from our customer Danielle. She confirmed it was for all Docherty Team support and how much she has achieved at Docherty Project.

Comment Like 3 hours ago

Focus on 2-way  
engagement

## Blogs

**Director blogs**

- Autism Awareness Webinar Screening by Roslyn Jayabalan 21 hours ago
- Why Multi-Factor Authentication (MFA) is crucial in protecting... by Craig Billins 3 days ago
- Is hustle culture giving you trouble? Are you ignoring how stressed you are? This stress awareness month its... by Leane Dixon 8 days ago
- Hi All I started with GP just over one year a...

**Colleague blogs**

- Autism Awareness Webinar Screening by Roslyn Jayabalan 21 hours ago
- Why Multi-Factor Authentication (MFA) is... by Craig Billins 3 days ago
- Is hustle culture giving you trouble? Are you ignoring how stressed you are? This stre... by Leane Dixon 8 days ago
- Hi All I started with GP just over one year a... by Julia Herlihan 9 days ago

Meaningful  
colleague voice

## HOME

**Manager Briefing**  
Supporting and challenging Developing people Motivating and inspiring

**Tasks for Managers**

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20

**Key policies for Managers**

- Annual Leave Policy
- Sickness Absence Policy
- Probationary Period Policy
- Disciplinary Policy and Procedure
- Absence Without Leave Policy
- Overtime Policy

Young Scientists  
Stunning Science at

Empower line  
managers



Visibility of  
leadership



## The Audit:

- Overwhelmingly positive
- Lots of stuff to read
- Not always relevant
- I don't have time



# HOME

Our Great Place

# Building different tailored experiences

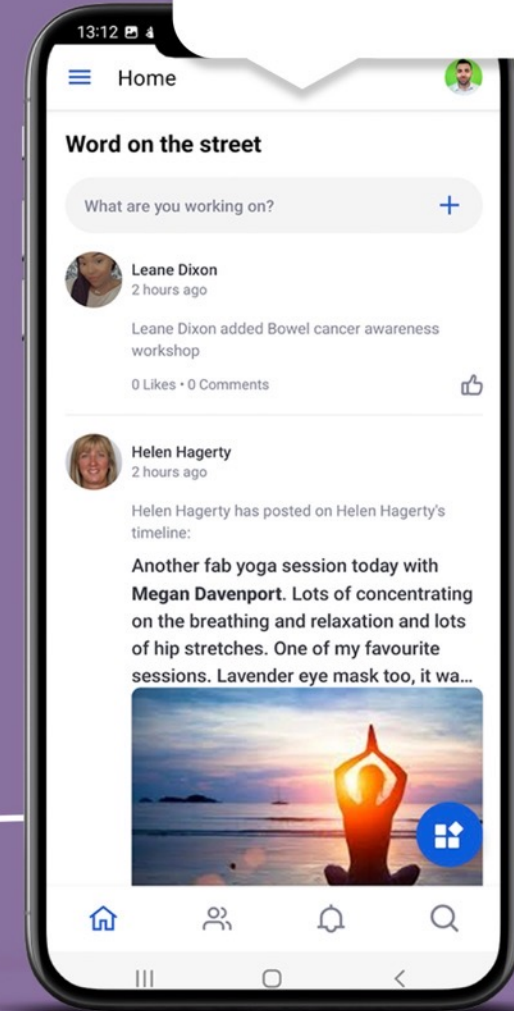
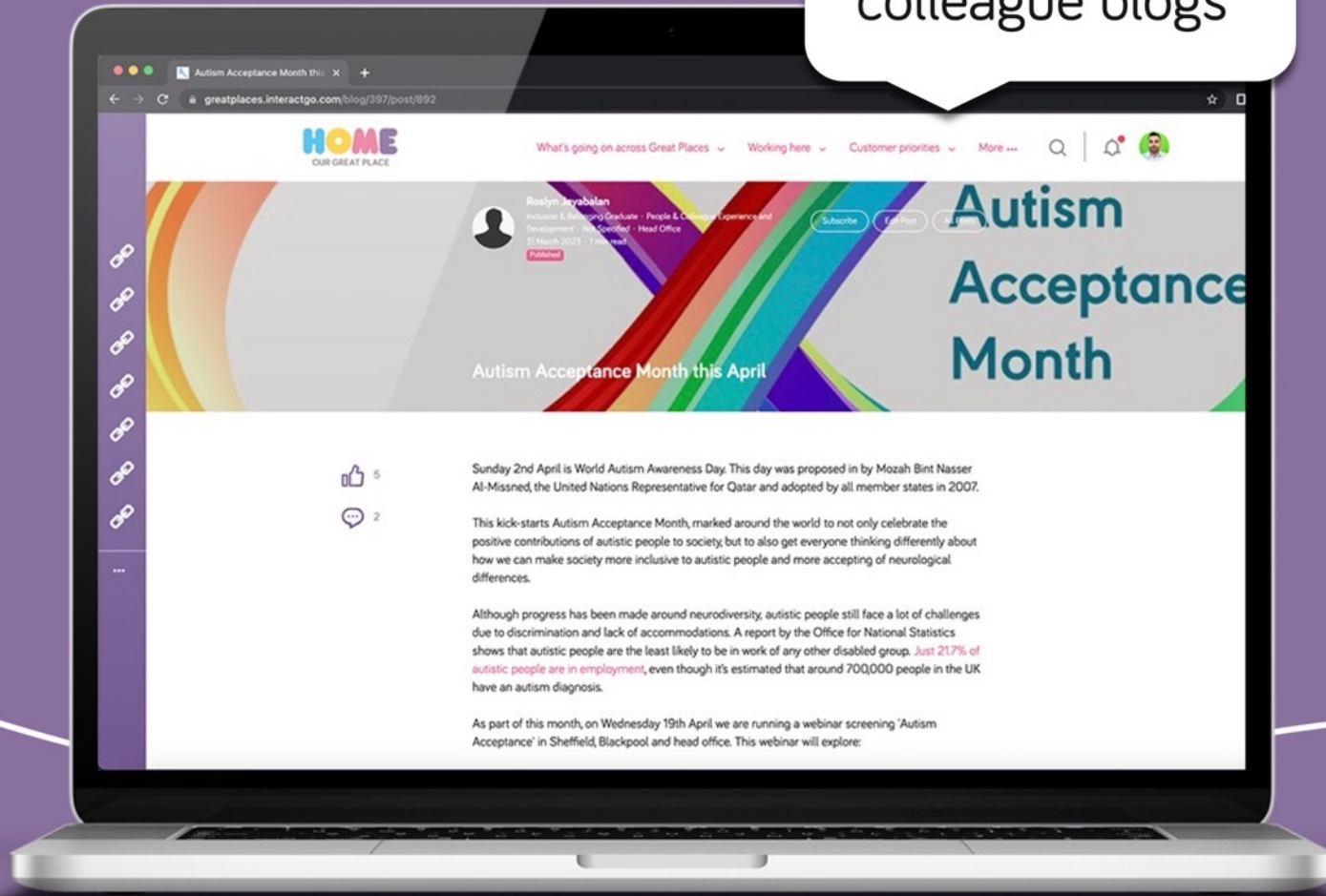
Personalised intranet home page for managers

Personalised intranet home page for frontline colleagues

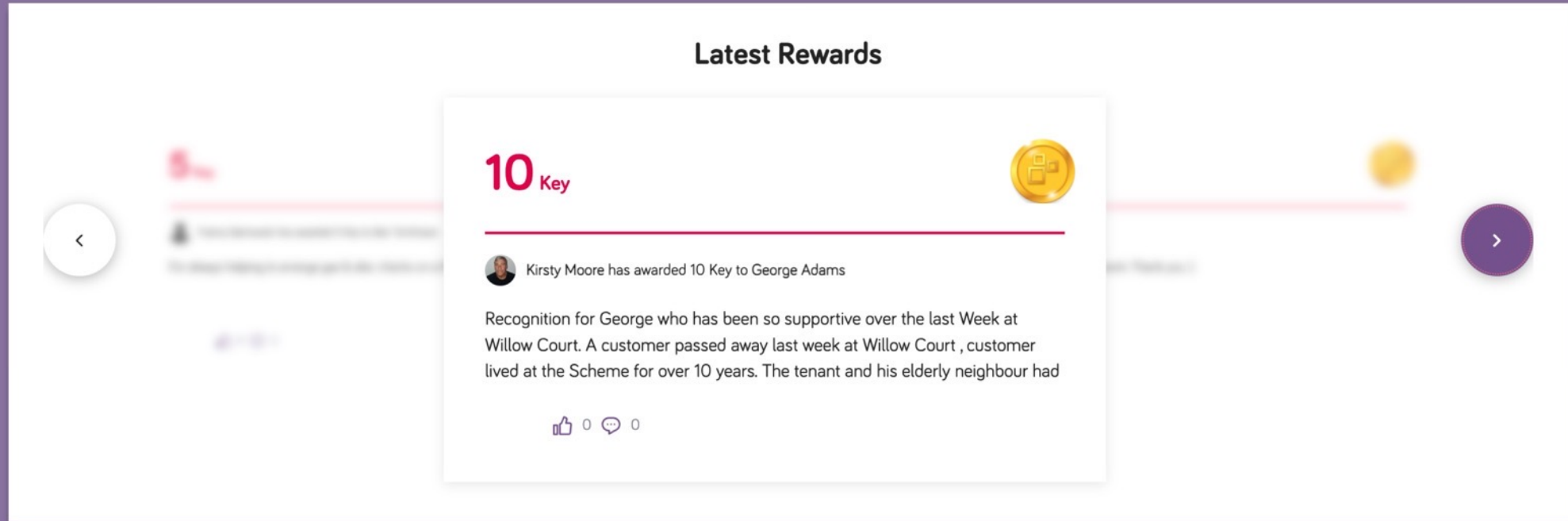
# User generated content unedited

Unedited  
colleague blogs

Word on the  
street



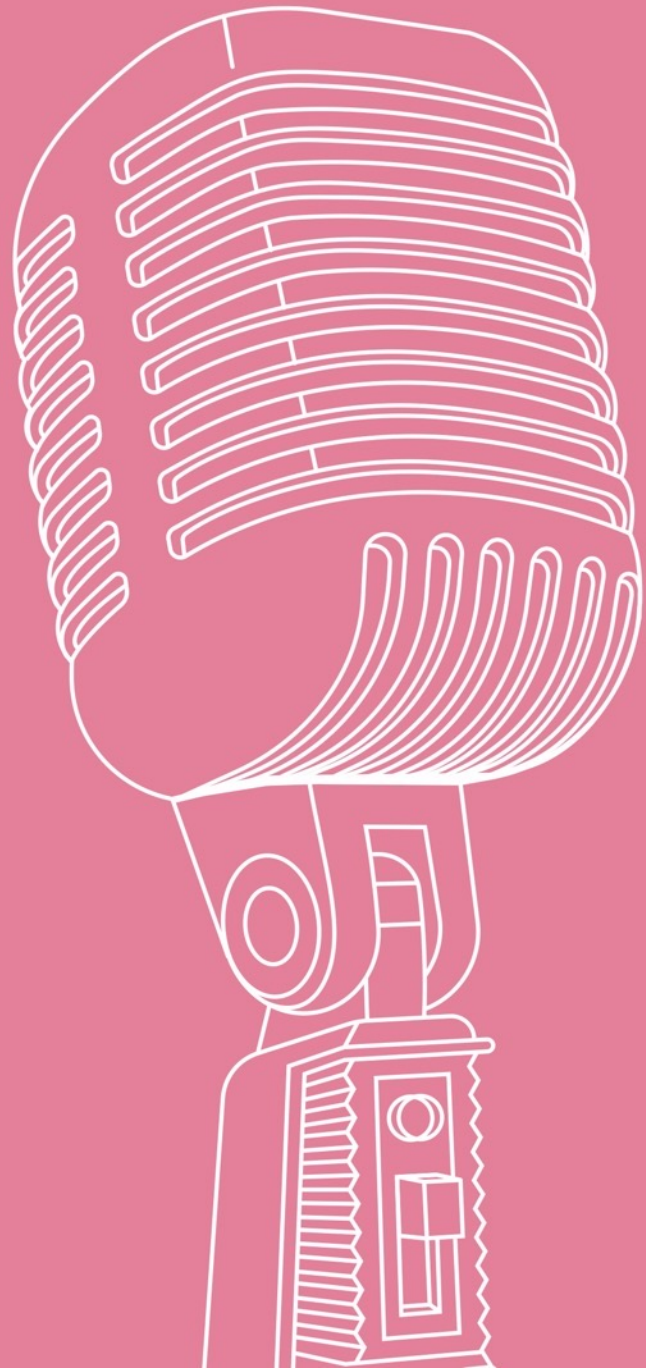
# Peer to peer recognition





**Emailers and Surveys  
(coming soon)**





# Podcasting

# Timeline of our CEO's vlog

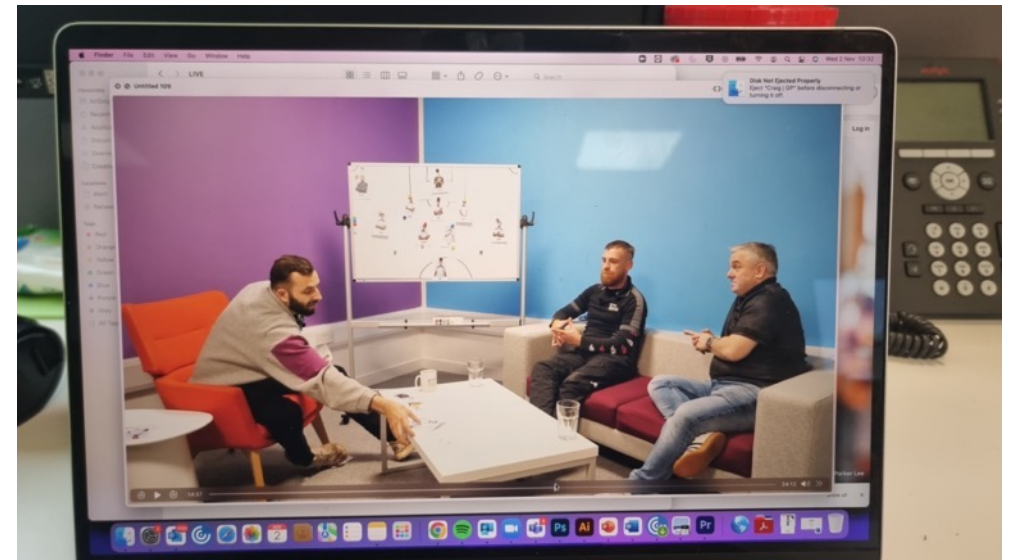


Weekly updates at the beginning of Covid lockdown



Regular podcast produced in our in-house studio

# Our in-house studio





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We're launching our  
new podcast app



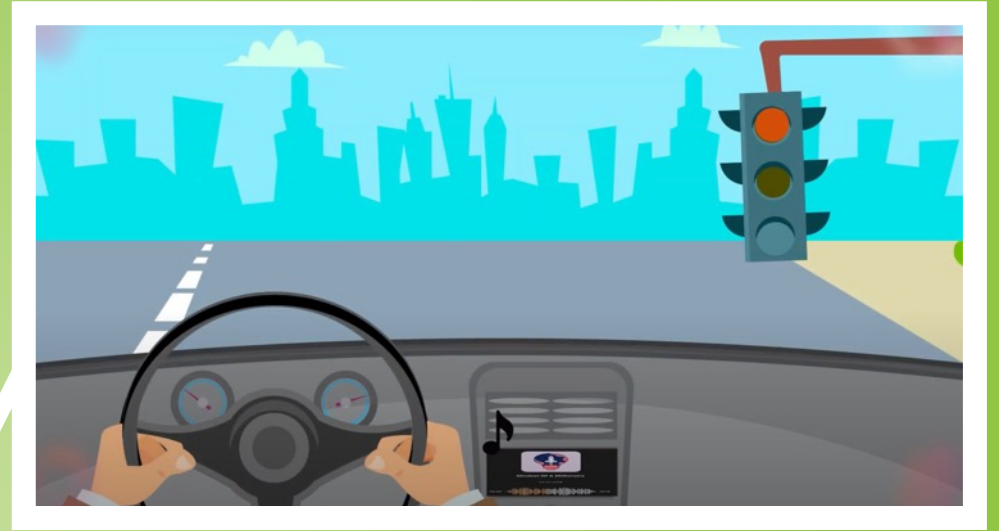


Groups matching the segmented experiences on Home



Weekly Bulletin as an audio podcast

Colleagues can listen in their work or personal vehicles



# Live/Hybrid Events

Hybrid Chat with  
Matt events



Live in-house  
virtual  
conference





# What's next?

