Social interaction

SOCIAL INTERACTION

Cost
Minimal management hours dependent upon length of campaign.
OPTIONAL EXTRA: Email and site comms to advertise the launch at £200

Audience
Online audiences on all types of programmes, but mainly focussed on recognition

Timescale to implement
2-3 days from sign off, no downtime needed

Objective
Encouraging site logins and user engagement

Mechanics
There are many different ways we can increase engagement through creating and collating employee interaction, for example 1) A featurette of funny work story submissions to create fresh new content submitted via a survey form. 2) A poll of short questions, ie, Would you rather, swim with dolphins or pilot a plane, these would be linked to the rewards in the catalogue, but it helps you get to know your team a bit better. Utilising the social media phenomenon of hashtags like #fridayfeeling #Throwback Thursday and #Mondaymotiviation we could get people to comment or choose a poll. Then when they engage with any of the polls we could use this data in our comms to say, 'You said you wanted to swim with dolphins, why dont you redeem for travel vouchers?'

Measurement
We would expect to see an increase in the amount of new and repeat users logging into the site, including an increase in the amount of redemptions.

Reward
No prize necessary, just like social media, the prize is for the fun and egagement.