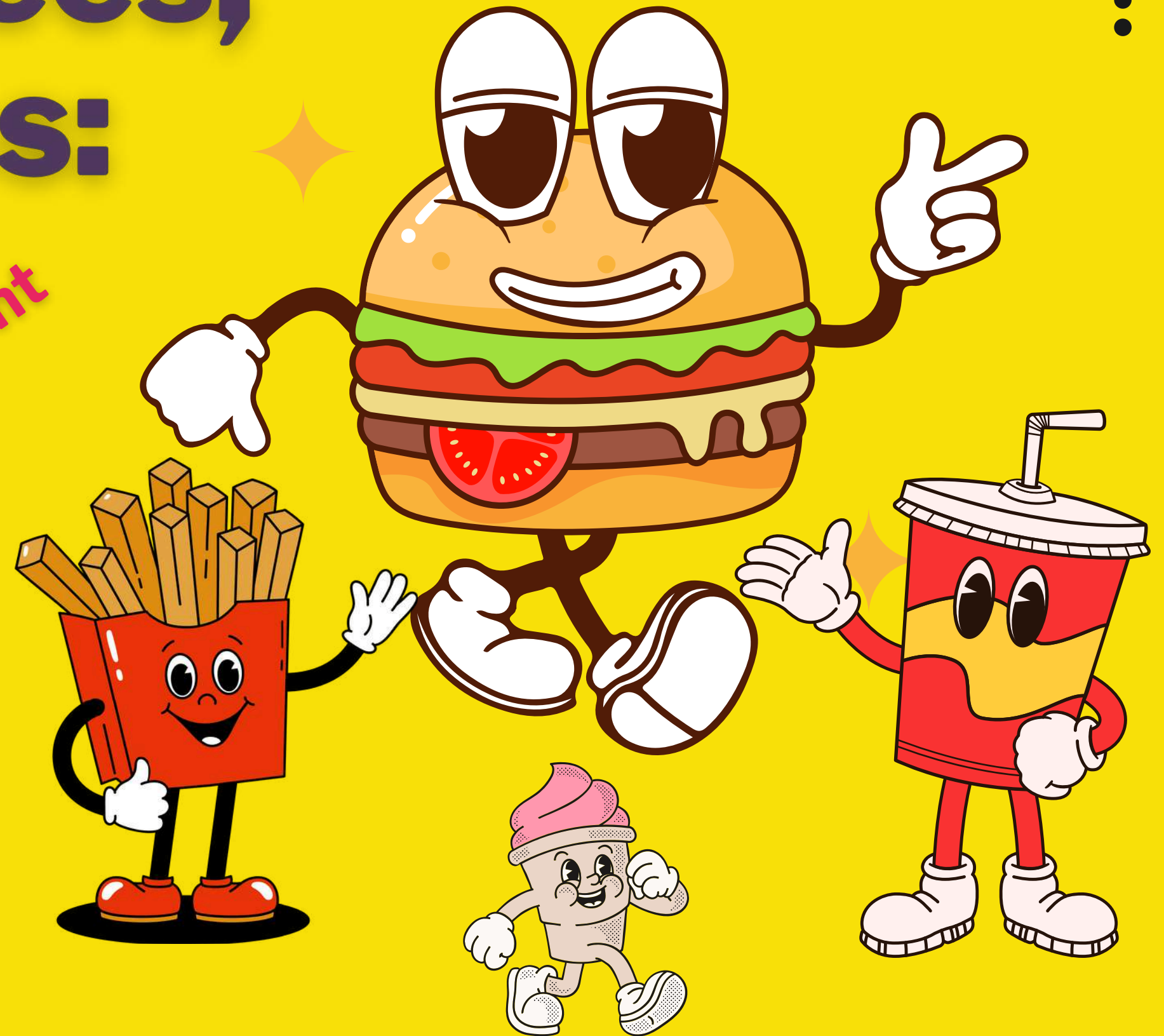


# Happy Employees, Happy Business:

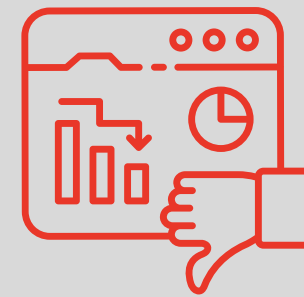
*Social Media for Internal Engagement*





# Challenge

A fast-food chain was struggling with low employee engagement, which affected customer service and productivity.





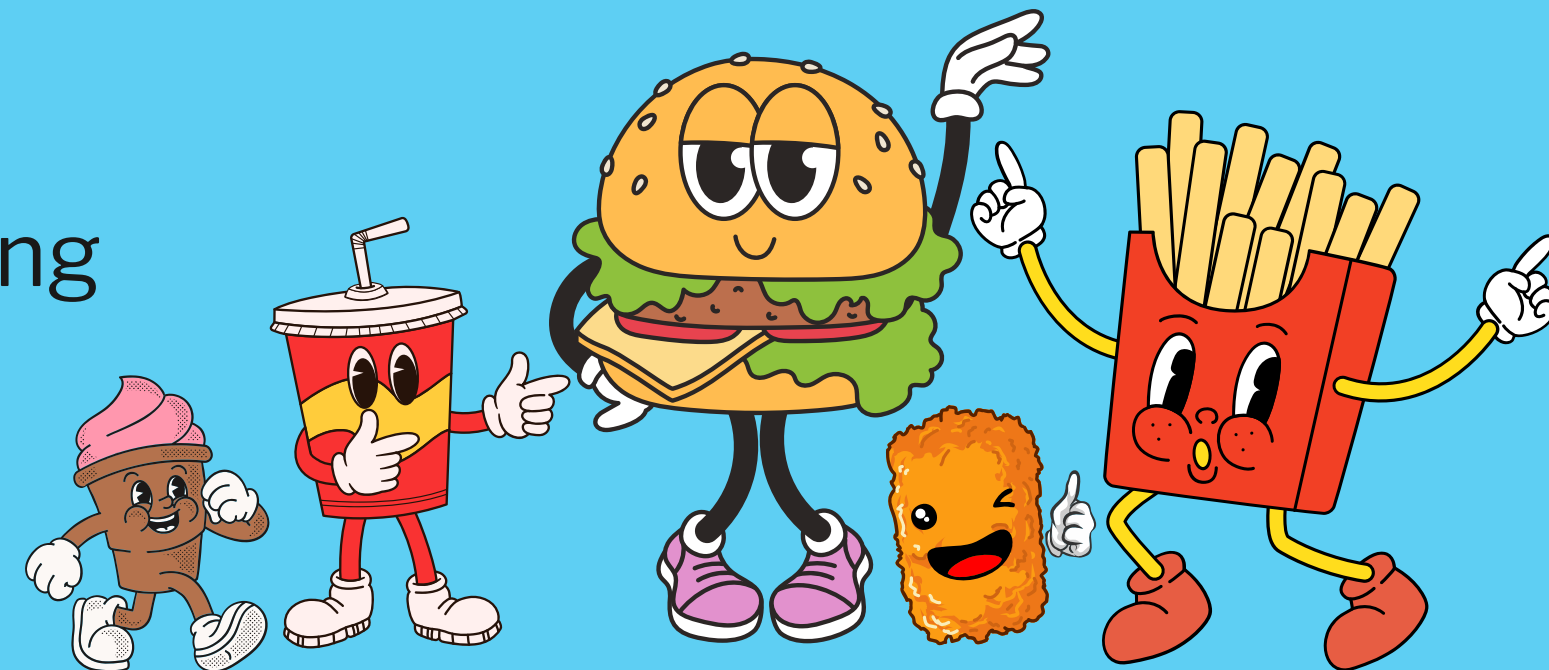
# Strategy



🏆 Introduced an employee recognition program on Workplace by Meta; assisted shift managers with creating content about their team's achievements.

🎉 Created internal social media campaigns celebrating work anniversaries, birthdays, and Employee of the Month features.


📢 Designed internal newsletters and team bonding activities to boost morale and motivation.






# Impact

 Employee satisfaction jumped to 95% within three months.

 Higher morale improved customer service scores and increased overall sales.



 Showed how internal marketing is just as important as external branding.





# Takeaway for Business owners



✓ Happy employees = better customer service = increased revenue.



✓ Social media isn't just for external marketing—it can transform workplace culture too.

