VIACOM GLOBAL INCLUSION
ENRICH THE MIX

SITEMAP KEY:

- Colored: main navigation
- Clear: sub pages
- Dotted: content nested on a page
- Grey: user actions & prompts

VIA our PEOPLE

***Enrich the Mix* Gallery**

Trigger:
"What makes you unique?"
"People would be surprised to know I..."

Filter:
Location
Brand
Role / Department
Search by Name

View:
Gallery
List

"Mix" Profile
- Name
- Factoid
- Photo
- Social sharing

Add Mine
- Fill in facts
- Pick overlap colors
- Upload Photo (optional)
- Submit / Share

Interactive "MIX"experience: explore colleagues through their diversity of passions, opinions, ideas, history, and more.

Showcase Stories
Profiles of employees making a difference at Viacom.

- Photo / Name / Bio
- Activities / Initiatives
- "People would be surprised to know..."
- What Drives / Inspires me
- Books I'm Reading Now /
- Favorite Viacom Programming

Nominate a Co-worker! (pay it forward)

Surveys / Polls
- Infographics:
  - aggregate of past survey results
  - "did you know?" // stats & facts

Vote / Answer
- Survey Results visualized

Diversity Challenge

Challenge Galleries

(During Challenge)
Add My Entry
- Snap Pic or Video

(After Challenge)
Challenge Winner & prize highlight
- Send: Flickr Group/ Instagram/YouTube
- Submit / Share

Entry Detail
- Submitted by
- Photo
- Social share

VIA our GROUPS

What are EAG's?

The BEAT
African-American Affinity Group

AMP
Asian-American Affinity Group

Somos
Latino/Hispanic Affinity Group

Emerge
Lesbian, Gay, Bisexual and Transgender Affinity Group

Thursday Think
Career Development Affinity Group

The ParentHood
Working Parents Affinity Group

Selected Group Page
- Mission
- Overview Video
- Coordinators
- Mentorship Program
- Upcoming Events
- Past Events
- Newsletter
- Twitter, Facebook

Get involved!

VIA our EVENTS

Upcoming

Past

Filter by:
Location
Group
Internal only / Public
Invited
Topic
Type (eg: networking vs educational)

Sort by:
Date
Popularity

Suggest your Event for inclusion!

Event Detail

Pre-Event
- Description / Date / Location
- Group (EAG specific page)
- Social (like/share)
- #hashtag to follow
- Export to calendar

During Event
- Encourage participation:
  - Twitter #Hashtag for event
  - Post pics / videos (private eMail / upload, moderation required)

Post Event
- Gallery pics & videos
- Twitter #Hashtag Stream
- Recap / Link to Blog Post
- Takeaways / Participation Factoids
- If recurring, highlight next date

I'm "IN!"

Invite a Co-worker

RSVP GALLERY:
"Enrich the Mix" profile snapshots of employees who have said they are "in."

Click to view "mix" profile

EMAIL ALERT(S):

1: Confirmation
"We're glad you're In!"
- share & invite friends.

2: Reminder
"Tonight's the Night!"
- Directions / Location / Time

3: Follow Up
"What did you think?"
- Link to event gallery, recap, participation factoids

VIA our PROGRAMMING

Explore Programming

Filter:
- Brand
- Award Nominations / Winners
- Air dates / times

Programming Mix Video

VIA our THINKING

Blog content aggregated through a single channel, searchable by common tags.

All
African-American
Asian-American
Latino/Hispanic
LGBT
Career Development
Parenthood

Blog Detail Page
- **Comment**
- **Share**

VIA our BELIEFS

Global Inclusion Mission
- Overview Video
- Business Case for Inclusion

Initiatives

Partnerships

Awards

Leadership
- Photo / Name
- Bio
- "People would be surprised to know..."

Strategy & Advisory Commitee
- Photo / Name
- Bio
- "People would be surprised to know..."

Footer

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explore colleagues through their diversity of passions, opinions, ideas, history, and more.

Showcase Stories

- Photo / Name / Bio
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- Books I'm Reading Now
- Favorite Viacom Programming

Nominate a Co-worker! (pay it forward)

In-Depth profiles ofemployees making a difference at Viacom

Surveys & Polls

Vote / Answer

Survey Results visualized

Infographics:
- aggregate of past survey results
- "did you know?" // stats & facts

Diversity Challenge

Challenge Galleries

Entry Detail

- Submitted by
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(After Challenge)

Challenge Winner & prize highlight

(During Challenge)

Add My Entry

Snap Pic or Video

Send: Flickr Group/ Instagram/YouTube

Submit / Share (Twitter, Facebook)

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AMP
Asian-American Affinity Group

Somos
Latino/Hispanic Affinity Group

Emerge
Lesbian, Gay, Bisexual and Transgender Affinity Group

Thursday Think
Career Development Affinity Group

The Parenthood
Working Parents Affinity Group

Selected Group Page

Get involved!

- Mission
- Overview Video
- Coordinators
- Mentorship Program
- Newsletter
- Facebook, Twitter

- Upcoming Events Teasers (link to calendar // view all)

- Past Events Showcase

"Enrich the Mix" snapshots: events participants, Click to "mix" profiles

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VIA our EVENTS

Featured Events

Calendar Gallery Grid

Include an Event

Upcoming Events

Past Events

Filter by:
Location
EAG
Internal / Public
Topic
Type (networking, educational, etc)

Sort:
Date
Popularity

Selected Event Details

Pre-Event
- Description / Date / Location
- Group (link to EAG specific page)
- Social (like/share)
- #hashtag to follow
- Export to calendar

I'm "IN!"

Invite a Co-worker

RSVP GALLERY:
"Enrich the Mix" profile snapshots of employees who have said they are "in."

Click to view "mix" profile

During Event
- Encourage participation:
  - Twitter #Hashtag for event
  - Post pics / videos (private eMail / upload, moderation required)

EMAIL ALERT(S):

1: Confirmation
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2: Reminder
"Tonight's the Night!"
Directions / Location / Time

3: Follow Up
"What did you think?"
Includes link to gallery for the event, event recap, participation factoids

Post Event
- Gallery pics & videos
- Twitter #Hashtag Stream
- Recap / Link to Blog Post
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VIA our PROGRAMMING

Programming Mix Video

Explore our Programming

Filter:
- Brand
- Award Nominees & Winners
- Air Dates / Times

Date & Time Alerts

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VIA our THINKING

All Posts

Filter:
Topic
Brand
Location

Sort:
Date
Popularity

Blog content will be aggregated through a single channel, searchable by common tags.

African-American

Asian-American

Latino/ Hispanic

LGBT

Career Development

Working Parents

Blog item detail Page

Comment

Share

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VIA our BELIEFS

- **Our Mission**
  - Overview Video
  - Mission Statement
  - Business Case for Inclusion
- **Initiatives**
- **Partnerships**
- **Awards**
- **Leadership**
- **Strategy & Advisory Committee**

Bio Details

- Name
- Photo
- Bio
- “People would be surprised to know…”

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