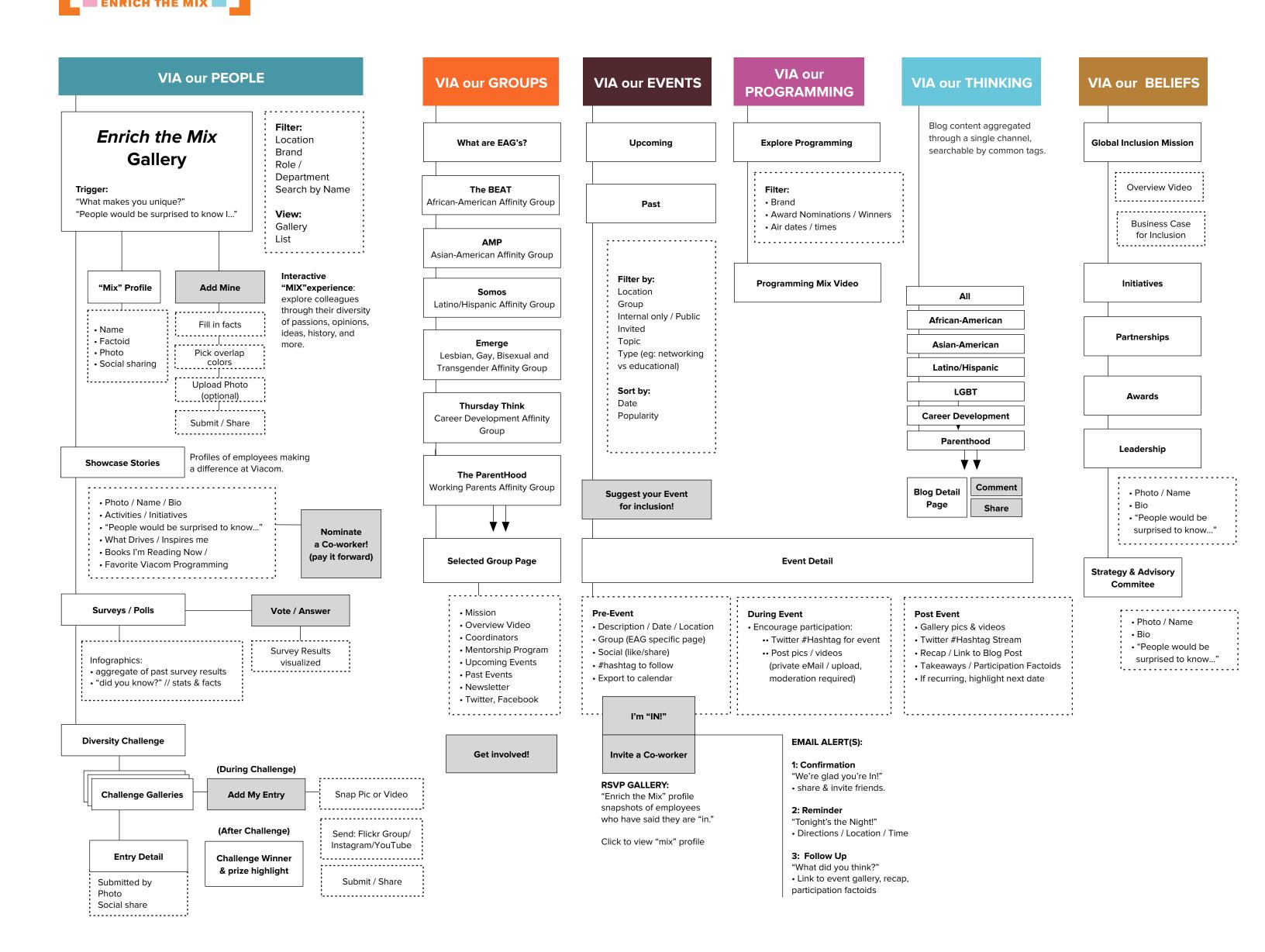
Clear: sub pages Dotted: content nested on a page

Grey: user actions & prompts



Footer

#### SITEMAP KEY:

Clear: sub pages

Dotted: content nested on a page

Grey: user actions & prompts

Colored: main navigation

# Enrich the Mix **Gallery**

VIOCOM

### Trigger:

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

## "Mix" Profile **Add Mine** Name Fill in facts Factoid Photo Social/share Pick overlap colors Add photo (optional) :----:: Submit / Share

#### Filter:

Location Brand Role / Department Search by Name

## View:

Gallery List

## **Showcase Stories**

- 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)

In-Depth profiles of employees making a difference at Viacom

## **Surveys & Polls**

Infographics:

**VIA our PEOPLE** 

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

## Vote / Answer

visualized

Challenge Survey Results

## **Challenge Galleries**

**Diversity** 

**Add My Entry** 

## **Entry Detail**

- Submitted by
- Photo
- Social share

### (After Challenge)

**Challenge Winner** & prize highlight

## Snap Pic or Video

(During Challenge)

Send: Flickr Group/ Instagram/YouTube

Submit / Share (Twitter, Facebook)

## Interactive "MIX" experience:

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



Clear: sub pages

Dotted: content nested on a page

Grey: user actions & prompts

# **VIA our GROUPS**

What are **Thursday** The **Emerge** The BEAT **AMP** Somos EAGs? **Think Parenthood** Lesbian, Gay, Bisexual and African-American Affinity Group Latino/Hispanic Affinity Group Asian-American Affinity Group Transgender Affinity Group Career Development Affinity Group Working Parents Affinity Group **Selected Group Page** Get involved! "Enrich the Mix" • Upcoming Events Teasers Past Events Mission snapshots: events Overview Video (link to calendar // view all) Showcase participants, Click Coordinators to "mix" profiles Mentorship Program Newsletter

· Facebook, Twitter



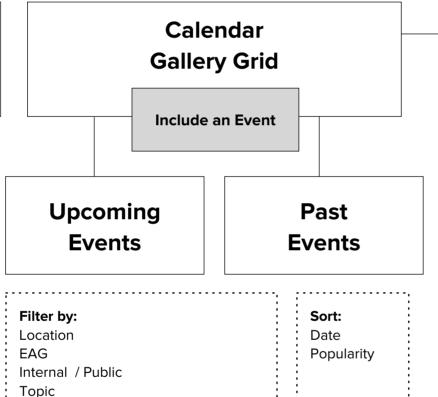
Clear: sub pages

Dotted: content nested on a page

Grey: user actions & prompts

# **VIA our EVENTS**

**Featured Events** 



Type (networking, educational, etc)

**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

### **Selected Event Details**

### **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

**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?" Includes link to gallery for the event, event recap, participation factoids



main navigation

Clear: sub pages

Dotted: content nested on a page

Grey: user actions & prompts

# **VIA our PROGRAMMING**

**Programming Mix Video** 



**Alerts** 



Colored:

Clear: sub pages

Dotted: content nested on a page

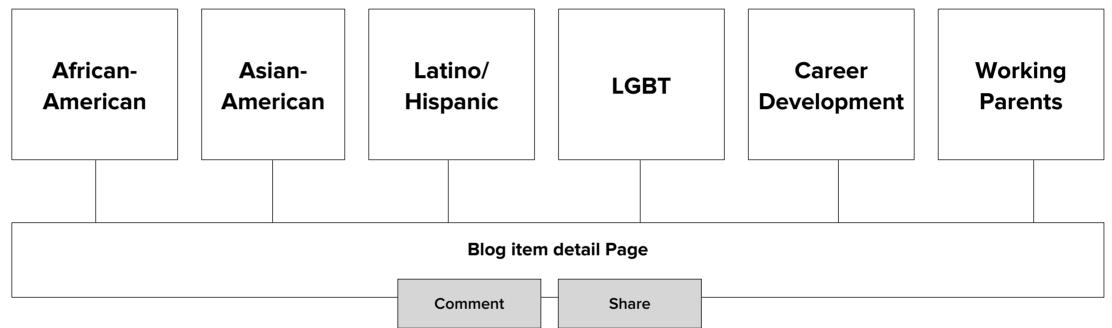
Grey: user actions & prompts

# **VIA our THINKING**

All **Posts** Sort: Filter: Date Topic Popularity Brand

Location

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





Clear: sub pages

Dotted: content nested on a page

Grey: user actions & prompts

# **VIA our BELIEFS**

Strategy & **Advisory Our Mission Initiatives Partnerships Awards** Leadership Committee Overview Video **Bio Details** Mission Statement Name Photo • Bio • "People would be surprised to know..." **Business Case for** Inclusion