



## Welcome

By downloading this Toolkit you've taken a GREAT first step toward building an internal communications strategy that is **purposeful, engages employees** and contributes to a **thriving company culture**.

Here's what's included and how we recommend you use these resources:

- A **communications plan template** to map out your objectives, messages, audience targeting and channels
- Guidance on analyzing your intranet, employee app and email **metrics** — use that data to optimize your strategy
- Best practices for fielding **employee surveys** that yield actionable feedback
- Tips for creating **e-newsletters** employees will look forward to reading
- A year-long calendar of ideas for **employee engagement campaigns** that connect and inspire

If you need help bringing it all together or developing and executing your campaigns, SPI Group is here for you.

We're an award-winning agency that pairs digital solutions (think intranets, gamification and employee apps) with thoughtful communications strategies to deliver powerful employee engagement programs.

Best of luck with your planning!

The SPI Group