

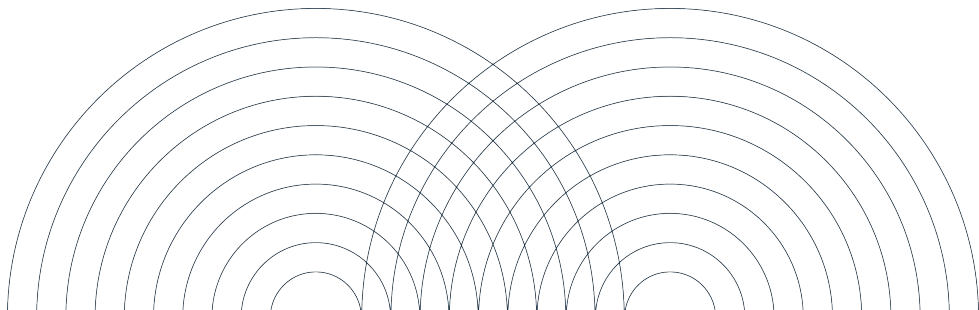
Proposal: #announce-people

Updated October 2021



Agenda

- What's the Goal?
- Why Do We Need This?
- What Will This Be?
- How Will We Execute?
- Discussion / Next Steps



What's the GOAL?

Establish a single, “go-to” Slack channel to improve People-related communications

Improving communication is a critical step in building resilient teams, promoting collaboration, and delivering an optimal employee experience.

The Growing Impact of Business Communication - Grammarly Business



WHY Do We Need This?



Streamline and simplify communications

For both the People team and employees



Ensure visibility of important information

By cutting through noise of Slack



Improve employee engagement and experience

To ultimately drive impact and success

What Will This Be?



#announce-people

- **New channel** for People-related activity, including:
 - ◆ Experience, Ops, Benefits, L&D, Perf/Dev, Comp, Employee Relations, and DEI
- **Real-time source** of announcements, updates, CTAs, reminders, etc.
- **Complementary** to broader communications channels.

- **Alternative to #announcements-global**, which is reserved for activity that is:
 - ◆ Applicable to all Samsarians
 - ◆ Mandatory information or call to action
- **Proven use case:** #announce-biztech

announce-biztech ▾ For critical BizTech announc...

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How Will We Execute?

Create channel

Promote channel
(Invite all Samsarians)

Provide posting access
(People team, program leads, internal comms)

Incorporate into comms plans

Monitor effectiveness and engagement

Discussion / Next Steps



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