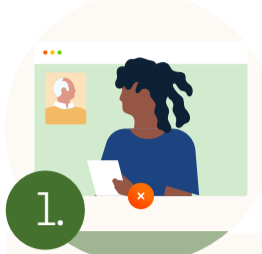
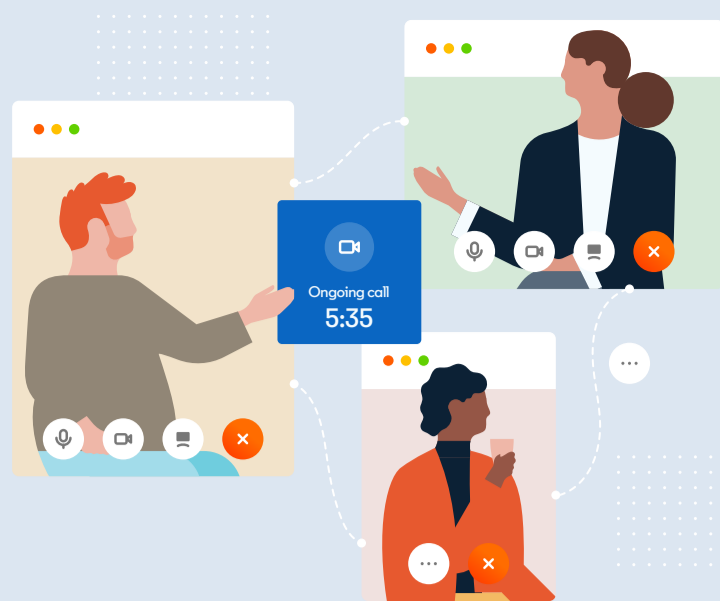


These

3 core principles

will empower your TA team to create meaningful, impactful content during challenging times



1.

Manage employees through change

People are your greatest asset. Even in difficult situations, it's important to help preserve company culture, enable productivity, build community, and grow together.



2.

Lead with trust

Now, more than ever, company values must be exhibited in a way that is empathetic, transparent, and impactful.



3.

Adapt to drive business continuity

With external factors and outcomes in flux, how you show up and provide value to employees is critical. Do what is possible to create safety, stability, and reassurance.

Start by reviewing the fundamentals of content creation:

- Never lose sight of your employees' needs
- Demonstrate trustworthiness
- Bring your brand values to life
- Be supportive
- Be human
- Listen intently
- Be mindful of tone, timing, and delivery
- Look forward while keeping your finger on the pulse

Then activate your employer brand messaging by working through each principle:

1. Manage employees through change

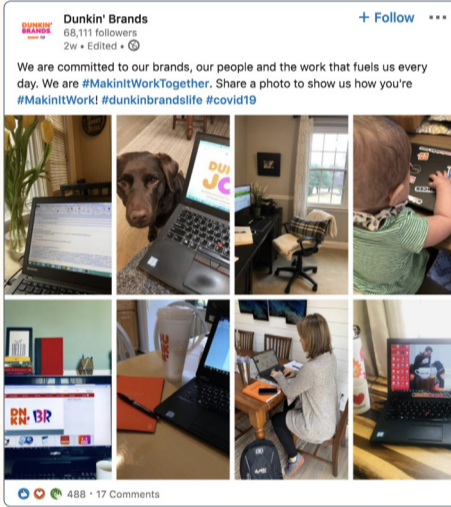
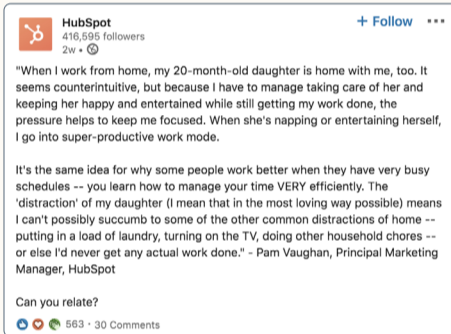
Pillars

- Culture
- Productivity
- Learning
- Community-Building

- Where does your Employee Value Proposition (EVP) align with the principle's pillars?
- Where is the relationship between your company's values and those tenets strongest?
- Crowdsource stories that illustrate that pillar in action in your organization.
- Create content (e.g. articles, videos, photos of employees) highlighting those human stories.
- Share your content.

Best in class

[Click on the images](#)



2. Lead with trust

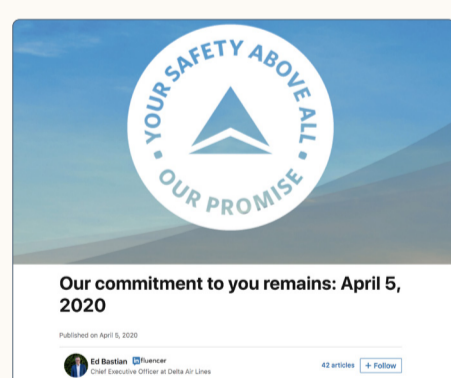
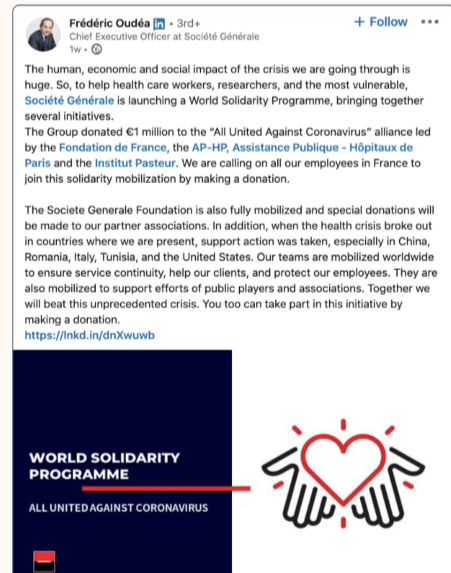
Pillars

- Empathy
- Reliability
- Transparency
- Corporate Social Responsibility

- Are there existing corporate communications containing collateral and/or strategic messaging you can build from?
- If not, then which pillar has defined your company's response?
- Leverage that differentiating principle and create content (e.g. articles, videos, first-person employee testimonials) capturing it in action.
- Collaborate with other business units to hone messaging and tone.
- Share your content.

Best in class

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3. Adapt to drive business continuity

Pillars

- Executive Leadership
- Customer Centricity
- Safety
- Assurance

- Has senior leadership directly communicated your company's evolving response?
- If not, identify 2-3 new initiatives that promote the emotional and physical health of employees.
- Assume a leadership role and proactively engage your executive team.
- Create content that spotlights their unique point-of-view (e.g. first-person blog posts, short videos of executives describing the response).
- Share your content.

Best in class

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