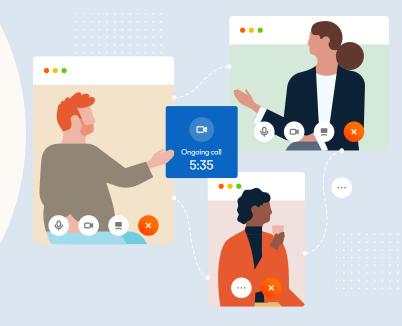
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These



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





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.



Lead with trust

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



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:

1.	Never lose sight of your employees' needs	5.	Be human
2.	Demonstrate trustworthiness	6.	Listen intently
3.	Bring your brand values to life	7.	Be mindful of tone, timing, and delivery

4.

Look forward while keeping your finger on the pulse

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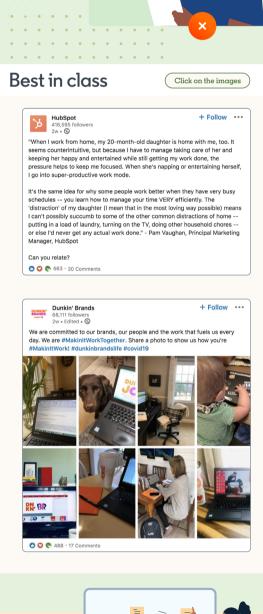
Then activate your employer brand messaging by working through each principle:

1.

Manage employees through change

Pillars

- ☑ Culture
- ☑ Learning
- Productivity 🗹 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.



2. Lead with trust Pillars 🗹 Empathy ☑ Transparency ✓ Reliability ✓ Corporate Social Responsibility



+ Follow •••

Frédéric Oudéa 🛅 • 3rd+ Chief Executive Officer at Société Générale 1w • © The human, economic and social impact of the crisis we are going through is huge. So, to help health care workers, researchers, and the most vulnerable, Société Générale is launching a World Solidarity Programme, bringing together www.rel.initiutes several initiatives.

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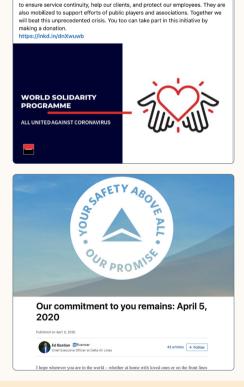
several initiatives. The Group donated C1 million to the "All United Against Coronavirus" alliance led by the Fondation de France, the AP-HP, Assistance Publique - Höpitaux de Paris and the Institut Pasteur. We are calling on all our employees in France to join this solidarily mobilization by making a donation.

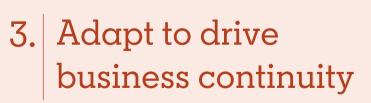
The Societe Generale Foundation is also fully mobilized and special donations will be made to our partner associations. In addition, when the health crisis broke out in countries where we are present, support action was taken, especially in China, Romania, Italy, Tunisia, and the United States. Our teams are mobilized worldwide the content experiment the content of the protect our employees. They are the content of the content of the content our entents.

containing collateral and/or strategic messaging you can build from?

Are there existing corporate communications

- 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.





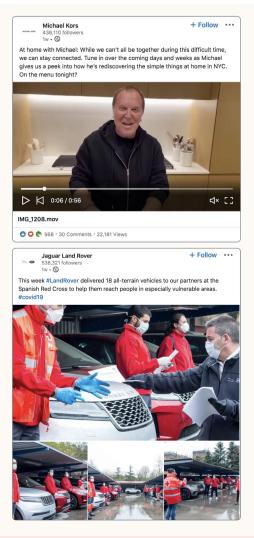
Pillars

- 🗹 Executive Leadership 🗹 Safety
- Customer Centricity 🗹 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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