

TO: Brian Davidson, Chief Executive Officer

FROM: Kristin Galloway, Public Relations Manager

DATE: September 10, 2019

SUBJECT: Proposal for Updating Employee Communication

The ways colleagues communicate is changing. They are networking and connecting through social media. An estimated 78% of 30-49 year olds already use Facebook and a regulated, productive way to incorporate it into work would benefit the company.

A closed Facebook group would help break the departmental and geographical boundaries (headquarters or any of the four plants) within the company. The current, one-way method of communication talks at employees, rather than with them. Shifting from one-way to open communication will strengthen internal relations.

The conversations on the closed, employee-only Facebook group would exclusively consist of work-related matters.

Topics that would be encouraged in the group include:

- Announce company news (i.e., new hires, promotions)
- Link to positive press about the company
- Highlight community involvement
- Recognize individuals or teams of employees for their work
- Encourage employee engagement, physical health and emotional wellness

Topics that would continue to be addressed on the password-protected website include:

- Information pertaining to benefits and retirement
- Private personnel matters
- Salary
- Performance reviews

As a company, we must continually reinforce our missions, values and strategies to rally employees around a common cause. Engaged employees are a competitive advantage in any industry, and go above and beyond to make a measurable difference in their organizations

Social media provides endless opportunities to motivate employees in fresh and creative ways. This open, two-way method of communication would be the most effective way to maximize our internal communication efforts to support our business goals.