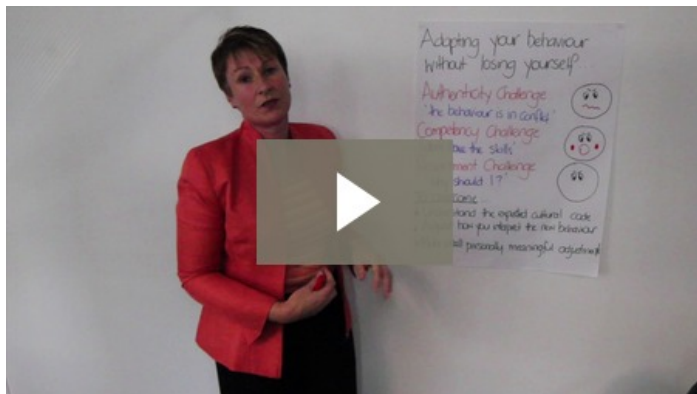


From: Marketing Team marketing@snapcomms.com
Subject: SnapComms Sales & Marketing Newsletter
Date: 3 October 2014 8:15 am
To: Matt East matt.east@snapcomms.com



SnapComms Sales and Marketing Newsletter

Video: Cross Cultural Change Communication Styles



How do you adapt your communication style without losing yourself in cross cultural environments?

Communications expert, Mariska Mannes gives some insight into this complex issue facing most businesses in the current market.

Inside this issue:

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- [Top 5 resources from the web this month](#)
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Feature update

We've updated the SnapComms platform to make the Administrator Content Manager side easier to use – display options are cleaned up.

[Here is a summary](#) of the main changes. If you or your colleagues would like to see the improvements in action, [let us know](#) (we can [set up a trial](#) or [simply book a demo](#)).

Increase employee engagement

High levels of employee engagement in an organization are linked to superior business performance, including increased profitability, productivity, employee retention, customer metrics and safety levels. Hence effective engagement communication is a key part of any internal communications strategy. Find out [how SnapComms can help](#).

Top 5 resources from the web this month

1. [Your top 5 internal communications Articles](#)
2. [Five essentials for building trust and engagement](#)
3. [Effective employee communication tips](#)

Watch our tutorials

[Product Tutorials](#)

Product demonstrations

[Reserve your spot now](#)

Talk back

How do you like the newsletter? Looking for something you can't find here? [Let Matt know](#) what's on your mind.

4. [How visual thinking maps can enhance internal communication](#)
5. [Crisis Communications: When Social Media is Mandatory, When it is Optional, and When it is Useless in a Crisis](#)

New Case Study



A large US based insurance company noticed the volume of email had increased, but message cut through to staff has dropped off due to the email overload. SnapComms helped reduce the amount of unnecessary email in business, but that is not all, [SnapComms does more than just reduce email](#)

SnapComms news

Welcome to our new customers over the past month:

- Bank of the Ozarks
- Century Care Management
- Emerson Hospital
- Go Compare
- Infinity Property & Casualty
- Marie Stopes International
- Pierce and Associates
- Starbucks México
- Starin

Exciting news for the team at SnapComms, we were finalists in the [Westpac Business awards](#) in two categories - Excellence in Innovation and Excellence in Exporting. We are proud to announce we won both awards - a huge achievement for the team. Thankyou to all our customers whose support allows us to continue to develop our software to give you the best possible solution.



WESTPAC AUCKLAND BUSINESS AWARDS

CENTRAL | **NORTH** | SOUTH | WEST

Winner Excellence in Exporting 2014



WESTPAC AUCKLAND BUSINESS AWARDS

CENTRAL | **NORTH** | SOUTH | WEST

Winner Excellence in Innovation 2014

Tips and tricks

Distributing your great video content

Last newsletter we talked about shooting and editing great video content. This time we're going to talk about how to distribute it to staff. You've spend a lot of time creating this great content, so you want as many people to see it as possible

The nature of the video will dictate how you want distribute it, if the content does not contain sensitive material then a video sharing platform such as [YouTube](#) or [Vimeo](#) might be all you need. It takes moments to create and account and upload your content, video is optimised for playback once uploaded. Simply embedding the video link in an email or a [SnapComms Desktop Alert](#) will see your video being distributed effortlessly in a minimal (and cost effective) way.

What if the video contains content you only want your employees to see? – there will be times when the video content shouldn't be in the public domain, in these instances you can use a service such as [Wistia](#), similar to Vimeo and YouTube Wistia adds additional features which allow you to lock down the videos to be played on certain sites or within a set domain. This is a paid subscription service, but it does offer great statistics on number of playbacks, engagement graphing (lets you see how engaged the audience was with the content), useful if you are wanting this level of detail.

A simple way of hosting the video file internally is putting it on a local file server or shared drive that is accessible by all staff, you can send a [SnapComms Desktop Video Alert](#) with the link to the file to enable people to watch it locally. It does pay to check with your IT department before you do this to ensure you have the network capacity available.

That's it, now your video is live and hopefully your employees are engaging with it.

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