

### Digital Signage Screensavers

**Network screensavers are an effective way to communicate visually with your employees and to raise awareness of items that might be buried in other communication channels**

SnapComms digital signage screensavers:

- let you take advantage of equipment you already have – your staff’s desktops – to display digital signage throughout your organization;
- let you reach the employees you want to reach, using targeted distribution lists, without disturbing others who don’t need the information;
- deliver visual content in a range of ways. These include simple text and images and PowerPoint slides though to interactive ways like audio-visual (e.g. video) and links to further information (e.g. your company intranet);
- let you schedule information in advance to appear on screens when you want it to;
- have reporting tools to help you understand employee exposure to and interaction with screensaver messages;

#### Examples of information you can deliver using SnapComms digital signage screensavers

- Company vision and goals
- Company values
- Staff offers (e.g. health and wellbeing)
- Staff events (e.g. Christmas party)
- Staff training programs
- Reminders about upcoming deadlines (e.g. when performance plans are due)
- Countdowns to and updates on product launches
- Advice about new policies and resources (e.g. new information on your intranet)



#### Case studies

These are examples where organizations have used SnapComms’ network screensavers as a practical, effective way to communicate with employees.

##### Hospital with multiple locations

- Used digital signage screensavers in a targeted campaign to remind staff to wash their hands regularly. Hand-hygiene scores increased by 54% as a result.

##### Large polytechnic

- Use digital signage screensavers widely to build employee engagement, internal brand and culture. Examples include:
- promoting staff offers (e.g. flu vaccinations, physiotherapy)
- promoting staff events (e.g. Christmas parties)
- promoting staff training programs
- launching a new HR system (and offering training)
- promoting other communication channels (e.g. the intranet).

- Use screensavers to encourage communication between staff and students (e.g. provide information for staff to give students; advise staff 'what our students are saying')

*"Network screensaver messages have really helped to build our internal brand and culture and act as mini-billboards promoting things of benefit and interest to staff."*

Annabel Barbosa, Director Communications, **Wintec**

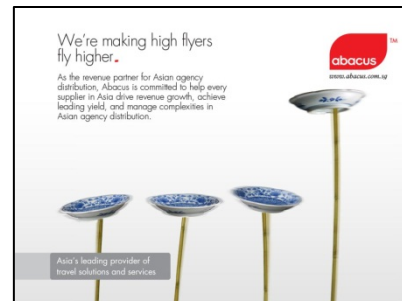


### Global Telecommunications provider

- Use screensaver images and animation as live billboards to:
- display brand messages
- promote business goals
- promote staff events
- elicit staff feedback and ideas
- drive knowledge about products and competitors, using a click-through to more information on the intranet
- involve employees (e.g. ask them to preview new advertising campaigns)

### Large provider of travel solutions and services

- Use Digital Signage Screensavers actively to encourage employees to support campaigns, before and during a launch
- Content presented in the network screensavers include count-down clocks, images, text, flash animation and video
- Embedded hyperlinks let staff reply to messages and follow links to more information on the intranet and network of files



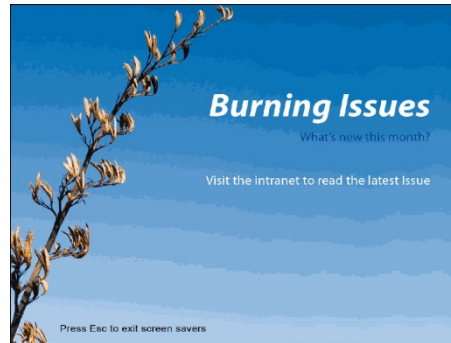
### Charitable Trust

- Use network screensaver messages as dynamic billboards for both strategic purposes (e.g. promoting organisational values) and operational purposes (e.g. general business notices and reminders)
- Business units find screensavers easy to use in place of emails to notify employees about issues and events

- Internal research shows that the screensaver messages 'cut through' with 100% of staff recalling new screensavers

*"I was surprised how quickly and easily a screensaver could be set up and sent out."*

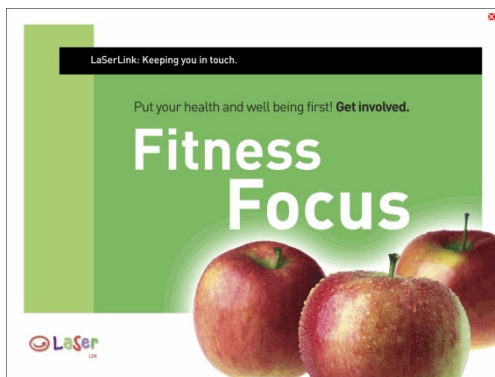
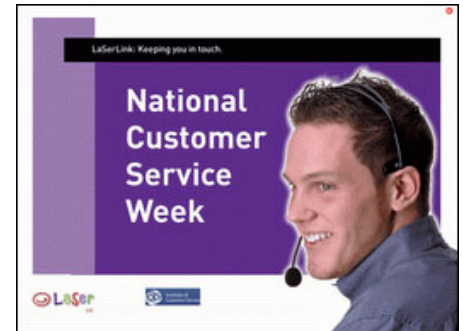
Penny St John, Communications Manager, **QUIT**



### Financial Services Contact Center

Use network screensavers to build engagement with contact center staff. Examples include promoting:

- Fitness Focus Week (using screensaver teasers backed up with fitness tips delivered as scrolling news feeds)
- rewards and recognition programs
- staff events like the Christmas party, quiz nights and Halloween
- Value network screensavers as a useful way to make employees aware in an unobtrusive way. Contact Center staff can review messages in 'downtime'.



### Related resources

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