

# scm

insight, innovation and strategy for communication leaders



## SnapComms: Use desktop messaging to cut through the chaos

# A guide to communicating visually with screensavers

Screensavers and desktop messaging can provide you with low-budget ways of communicating with your employees, whether they're company policy reminders or staff event details. **Sarah Perry** tells us more.

*"...Companywide emails were completely out of control. Important announcements were lost among less important emails ..."*

Sound familiar? In today's world of information overload, where the average knowledge worker spends 28 percent of the day managing interruptions, and 140 characters are the maximum many people can handle, incorporating visuals into everyday communication has the potential to win you those critical extra seconds of your employees' attention – which could ultimately make a big difference.

Screensavers offer a practical and effective way to communicate visually with employees, allowing you take advantage of the equipment you already have – your staff's computers.

## So how is it done?

Your IT team can update screensavers using central group policy controls or messaging software, such as SnapComms, allowing nominated administrators to publish anything from simple text and images or PowerPoint slides, through to interactive flash.

Dedicated screensaver messaging software also lets you:

- reach the employees you want to reach, using targeted distribution lists;
- schedule information in advance to appear on screens when you want it to; and
- view reporting tools to help you understand employee exposure to and interaction with screensaver messages.

## Great visual content can be easy and quick to find

Most of us are not graphic designers and don't have much in the way of time. Fortunately, there are simple ways to make regular, low-budget communication more visual,

while helping the audience absorb information faster. Here are a few ways to quickly create visual screensavers for internal communication:

- **Use symbolic photos to convey your key message:** Brainstorm possible ways to represent the concept as an image by conducting Google keyword searches, doodling and asking other people for their ideas.
- **Search online image banks using keywords:** Usually, downloading a web-quality image only costs a few dollars/pounds. Pair your image with a good, strong caption that conveys the essence of your photo and message.
- **Don't overlook diagrams and charts:** They quickly convey comparisons, status reports, health checks and even strategic initiatives. Free online tools like OnlineChartTool offer outside-the-box options. Standard programs such as Excel and PowerPoint can also provide robust graphs.
- **Color, icons and layout:** You can improve the readability of even the simplest message by using color, icons or a consistent layout, all of which provide visual cues to readers and help them process information faster.
- **Create a series templates:** Once you have an efficient and compelling design, you can then create templates that can easily be edited for future messages.

The use of screensavers as an employee communication channel is limited only by the imagination of the communicator, and of course IT policy.

## COMMUNICATION IDEAL FOR SCREENSAVERS

- Company vision, goals and values.
- Staff offers (e.g. health and wellbeing).
- Staff events.
- Staff training programs.
- Reminders about upcoming deadlines.
- Countdowns to and updates on product launches.
- Advice about new policies and resources.

FOR MORE INFORMATION ON SCREENSAVERS AND DESKTOP MESSAGING, CONTACT:

**SnapComms**

SnapComms

Tel (UK): +44 (0) 208 242 6053 | Tel (USA): +1 805 715 0300 |

Tel (NZ/Aus): + 64 9 950 3360

Email: info@snapcomms.com | Web: www.SnapComms.com

## CASE STUDIES

To help you get inspired, here are some examples from various organizations that use screensavers to communicate with employees:

### A hospital with multiple locations

The hospital used screensavers in a targeted campaign to remind staff to wash their hands regularly. Hand-hygiene scores increased by 54 percent as a result.

### A large polytechnic

Screensavers were used widely to build employee engagement, internal brand and culture. Uses included:

- Promoting staff offers (e.g. flu vaccinations or physiotherapy), events and training programs.
- Launching a new HR system.
- Promoting other communication channels. These included the intranet – screensavers were interactive, with hyperlinks leading to more information on the intranet. Usage of the site increased by 40 percent as a result.
- Encouraging communication between staff and students by, for example, providing information for staff to give students.

*“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.

Screensavers can range from operational messages to reminders of fun staff events, and everything inbetween.



### A global telecommunications provider

Screensaver images

and animations were used as billboards to display brand messages, promote business goals and highlight staff events. The screensavers also drove knowledge about products and competitors, using a click-through to more information on the intranet, and involved employees by eliciting feedback and ideas (e.g. on new advertising campaigns).



### A large provider of travel solutions and services

Content was used to encourage employees to support campaigns before and during launch, and incorporated countdown clocks, images, text, flash animation and video. Embedded hyperlinks allowed staff to reply to messages.

### Financial services contact center

Screensavers helped to build engagement among contact center staff in an unobtrusive way. Promoted events included:

- Fitness Focus Week (utilizing screensaver teasers incorporating fitness tips on scrolling news feeds).
- Rewards and recognition programs.
- Staff events such as Christmas and Halloween parties, and quiz nights.

### Chaos to control

So, in case you were wondering how the quote at the beginning of this article ended:

*“Before SnapComms, companywide emails were completely out of control. Important announcements were lost among less important emails about food in the kitchen, birthdays, upcoming events, personal milestones, etc. Now we use SnapComms screensavers to showcase information that’s important but not urgent, and we use their countdown ticker to highlight messages with critical deadlines. Removing email noise and reducing mass email has improved everyone’s experience with it. Adding SnapComms’ tools to our communications mix has been a great help.”*

Stephanie Woods, Training and Learning Director, Padgett Stratemann