



SnapComms Monthly

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Feature update

- **Introduced SMS delivery option**
Added the ability to deliver messages to mobile using SMS
- **Added a new diagnostics option**
The application will automatically collect data to assist in resolving issues with the SnapComms server solution
- **Version history on Asset Details page**
Asset detail tab now shows publishing time

Employee wellness - Tips & Tricks

Employees are typically spending less time exercising and more time at their desk and experiencing stress. This can have a detrimental impact on the employee as well as their employer. Check out our tips on implementing an employee wellness program [here](#).

Top 5 resources from the web this month

1. [9 steps to effective strategic communication planning](#)
2. [10 Quick Ways To Determine If Your Team Is Engaged](#)
3. [Communication Key to Success: Create Common Language Within Your Organization](#)
4. [Building and coaching your Internal Communication team](#)
5. [Tapping Into Your Employees' Social Graph](#)

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.

New Case Study

[Read](#) how the University of California Irvine Health are ensuring critical communications to staff in real time, and how they have used the [SnapComms API](#) to customize the solution to integrate into their internal website.

SnapComms news

Welcome to our new customers over the past month:

Afton Chemical, Coastal Medical, Coastal Medical, Colorado Government - DOT, Datacom Australia / Australian Competition and Consumer Commission, Discovery Networks Asia-Pacific, IATA, Kimberly-Clark Turkey, Maxis Mobile, Newport News Behavioral Health Center, Premiere Credit of North America, Tbaytel (Canada), US Army Forces, Wright Medical Technology

Tips & Tricks

Successful Communication in Business

Empower Line Managers

Line managers are in direct contact with those who are most affected by any change. Day to day communications should continue as usual. However, large change communications should be made directly from senior management to line managers. Communicating en masse to all employees at once seems like the easy option; however you do undermine the line manager's ability to convey the message to their people on a more personal level.

Communicate at the local level

Employees don't tend to worry about the big picture, how the company is tracking etc. Employees are most interested in WIIFM (What's in it for me), so keep that in mind when crafting change communications for them. Ask yourself, 'how is this change going to affect them?', not how it's going to affect Head Office.

Communicate Performance

Let people know if they are performing well. Performance is something we don't tend to communicate about often enough. By showing them they are a valued member of the organization, and how they fit into the overall success of the company should install a sense of pride.

Face-to-Face communication matters

We live in a highly connected world, information is at our fingertips continuously. For very important change communication you cannot beat a face-to-face meeting for effectiveness. Line managers can communicate directly to the people that matter, when they need it most. This gives staff a chance to feedback any concerns, and it also gives them a chance to ask a question (removing the potential for miss-information making it onto the rumor mill).

Competition time

We've got one copy of We've got one copy of [Tactics in a Box](#) to give away this month. Keep an eye on your inbox as we'll be randomly selecting a winner over the next week.

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