

Planning an email communication?

Your plan includes ready-to-use toolkits from Broadcat, delivered according to your chosen schedule. You can distribute the toolkit when you receive it, tie it to a specific event, or save it for later. In any case, use this guide to build out a repeatable email strategy.

Who is this job aid for?

All employees



OR

A specific group of employees, like people managers or the finance team



Have you sent a communication to all employees before?

Yes



Collaborate with the same team and use the same process.

No



Contact your internal communications team to learn about that process and get approval. Be prepared for that meeting with your email message and job aid.

Have you sent a communication to this group before?

Yes



Use that distribution list again.

No




Contact HRIS for help identifying the right group and building an email distribution list.



Keep in mind

- Some job aids will go to all employees (like job aids about the hotline) while others should go to specific groups (like job aids about certain tasks or responsibilities). We can help make audience recommendations if you're not sure.
- If emailing an audience for the first time, we recommend you engage your internal communications team or the HRIS team 4-6 weeks in advance of your planned delivery date.

Have questions? Chat with us!

 972-836-6228

 courtney@thebroadcast.com

 thebroadcast.com/help-desk