

Internal Communications teams use Workplace to land the message

Internal Communications teams use Workplace features like Live Video and Groups to break the email chain and reach the whole team instantly. They use it to post targeted updates to the company News Feed to celebrate wins and spread the word. They use Workplace to land the message every time.



Connecting the entire organization

The power of Workplace lies in its ability to connect the entire organization. From the intern to the CEO. Using Open Groups and broadcasts, it breaks down organizational silos and connects the entire team. It drives a more connected, open culture where teams and communities are free to thrive. What's more, using our auto-translate feature for comments and posts breaks down language barriers in global organizations.



Accelerating critical communications

There are always times when you need to get information to your entire organization, fast. Before Workplace, teams would send newsletters to out of date company-wide email distribution lists. Workplace Groups enable your announcements and broadcasts to hit the spot and get the right the information to those who need it when they need it.



Enhancing company culture

As we've seen at Facebook, Workplace is a fundamental tool to build and enhance company culture. Use Live Video to host Q&A sessions with real-time feedback to build relationships between employees and the leadership team. Post polls in advance of sessions to get feedback on what employees want to discuss. All staff can be authentic and transparent by discussing internal and external issues in open feedback groups.



virgin atlantic

Getting on board with better communication and culture

For Virgin, Workplace has become the central hub of communication and the beating heart of company culture. The secret to their success has been a well planned and well executed deployment strategy. The Internal Communications team launched a campaign called #GetOnBoard to generate awareness and excitement about Workplace four weeks ahead of the launch.

As soon as teams adopted Workplace, real-time problem solving and collaboration started happening right away and they created new channels of communications that didn't exist previously. For example, CEO Craig Kreeger hears ideas and feedback from people in the business who he has never spoken with before via an open group called 'Ask Craig.'

"With Workplace, the ease of use and the ease of communication actually started new connections that didn't exist before, which fostered further new connections within the business."

Don Langford, CIO at Virgin Atlantic

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