



JobPts

FREE EBOOK

Internal Communications & Marketing Ideas for Your Recognition & Rewards Program

Why Internal Comms Is so Important

*One of the biggest prerequisite of every successful employee recognition and rewards program is **proper workplace communication**.*

*In other words, in order to get the best out of your employee recognition program, you need to **get your employees' buy-in** and achieve organizational alignment to drive high levels of user adoption.*

*Employers need to have an **internal marketing and communications strategy** to drive more internal awareness and boost interest and participation in the program.*

*Remember that **people are mostly resistant to change** and they don't like leaving their comfort zone. However, with clear, open and transparent communication and effective change management practices, your new recognition program is guaranteed to deliver extraordinary results.*



Employee Recognition in Numbers

How to resolve them with employee recognition?

**LOW EMPLOYEE
ENGAGEMENT**



Managers' recognition of employees' performance leads to up to

60%

increase in employee engagement

**HIGH EMPLOYEE
TURNOVER**



Companies with a recognition program report

23%

lower employee turnover than those without

**POOR COMPANY
CULTURE**



50%

of employees believe that being thanked by managers improved their relationship and built trust with their higher-ups

**LOW EMPLOYEE
PRODUCTIVITY**



69%

of employees say they would work harder if their efforts were better appreciated

**POOR CUSTOMER
SATISFACTION**



35%

of companies that have recognition programs noticed an increase in customer satisfaction

Engage your employees in creation of new Recognition and Rewards Programs

In comparison with low-performing organizations, high-performing organizations are

4X

more likely to **pilot new rewards offerings before company-wide implementation**

and

5.5X

more likely to **involve employees in designing and launching new rewards programs**

Source: Bersin by Deloitte

Listen to your employees and utilize surveys to help you design your Recognition and Rewards Program. Upon its launching, ensure your employees' involvement by communicating internally.

The 4 Communication Stages

Communication stages to go through while implementing an RnR Program



When implementing an Employee Recognition and Rewards Program, communicating the benefits, rules and best recognition practices should be an ongoing activity in both the pre and post-launch phases.

Motivational communication and marketing materials are very important. A generic image with the words "just keep trying" isn't likely to motivate anyone. For effective in-office signage, internal events and other marketing initiatives, employers need to understand the following 4 communication stages.

Awareness



Building internal awareness about the new employee recognition initiative is the first communication phase.

Consider internal marketing campaigns to gain more visibility and attention from your workplace.

Understanding



In order to mitigate your employees' resistance to change and have them accept your new initiative, they first need to understand the benefits of it (think WIIFM).

Additionally, they need to feel prepared and well equipped with the information about how the program will work.

Acceptance



When your employees have a good understanding of the benefits of recognition for both them personally and the company as a whole, they will be much more likely to align with your instructions, follow best practices, be engaged and actively participate in the program.

Commitment



Once your employees accept the new initiative, the communication process doesn't stop.

Moreover, it is important that managers, leaders, program managers and other internal communicators continuously encourage employees' engagement.

RnR Communications Ideas

How to achieve more internal awareness and employee engagement with the recognition and rewards program



48%

Reinforcing and driving strategic business goals is among Top 3 reasons for implementing 48% of employee recognition programs

In both the pre-launch and post-launch phases of your employee recognition program, it is important to build a strategy around how will you gain more attention from employees and build awareness.

Let's take a look into some ideas on how to build internal awareness in a fun and engaging way.

Educate your managers first

When starting a new recognition program, organizations must provide supervisors and managers with information about the rationale for the program and how it will work before they begin to field questions from employees.

Launch a company-wide survey

Before the launch, consider implementing a company wide survey to ask your employees about their opinions around implementing the new initiative.

Encourage employees' share of voice

In order to show your employees that you care about their expectations and to make them co-creators of your new program, consider implementing a company-wide survey or a Q&A forum asking about their ideas.

Communicate and educate about the benefits of recognition

Craft out a clear communication strategy about why recognition is important to your organization as well as for individuals. Use them in your marketing and communications materials.

RnR Communications Ideas

How to achieve more internal awareness and employee engagement with the recognition and rewards program



69%

of employees say they would work harder if their efforts were better recognized

Create and distribute marketing materials

Different methods of communication can be used to disseminate information about the recognition program. Intranet postings, posters, staff meetings, new-hire orientation materials and e-mail are examples of how to spread the word to employees.

Send company-wide newsletters

Be creative with your go-live as well as post-launch newsletters. Make them fun and inspirational. Again, make sure to include the "What In It for Me" approach to get more attention and less resistance.

Put posters in the offices

Re-purpose your communication strategy by creating posters and placing them in your offices to keep recognition at top of your employees' minds.

Make a space for recognition within your intranet

If you are using an intranet or an internal social collaboration solution, use that digital space to spread the word about your new recognition initiative.

Screensavers and virtual walls

Screensavers or virtual walls are also great internal marketing tactics you can use to remind your employees to recognize their peers.



[Also get our Employee Recognition Playbook: A step-by-step guide for implementing a successful recognition program](#)

RnR Communications Ideas

How to achieve more internal awareness and employee engagement with the recognition and rewards program



58%

employees say that their leaders could drive more engagement with employee recognition

Create additional marketing campaign for the Employee Appreciation Day

Employee Appreciation Day, celebrated on March 5, is a great day to remind your employees about the importance of appreciation in the workplace. Create a dedicated internal campaign for this special day.

Consider other workplace holidays to promote recognition internally

There are many other workplace holidays you can use to encourage your employees to thank each other. Consider creating an appreciation calendar with such events.

Celebrate the program anniversaries

To make recognition even more fun for everyone, consider organizing virtual or live appreciation events to celebrate the program's birthdays. Also craft a Social Media plan to also boost external awareness and strengthen your employer brand.

Come up with your own "Employee Appreciation Week"

Designate one week in a year to recognition. Ask employees and external recognition vendors to join you in preparing the campaign and marketing materials.

Don't forget about employee spotlights

Use the data from your recognition software to find out who are your recognition ambassadors, who got or gave the most recognition in a previous month. Make a public announcement of their achievement to share their success with others.



Also check our [Employee Recognition Calendar Planner](#)

RnR Communications Ideas

How to achieve more internal awareness and employee engagement with the recognition and rewards program

70%

managers account for over 70% of the variance in employee engagement



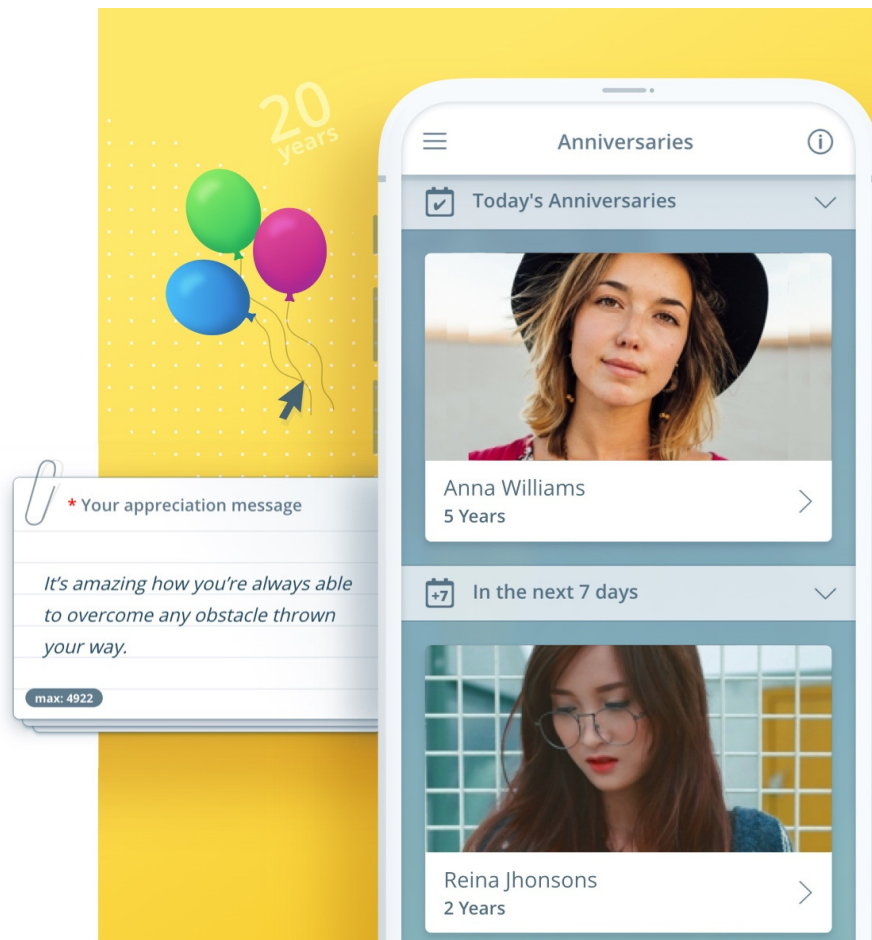
Also check 6 Reasons why Employee Recognition is Crucial for Company's Success

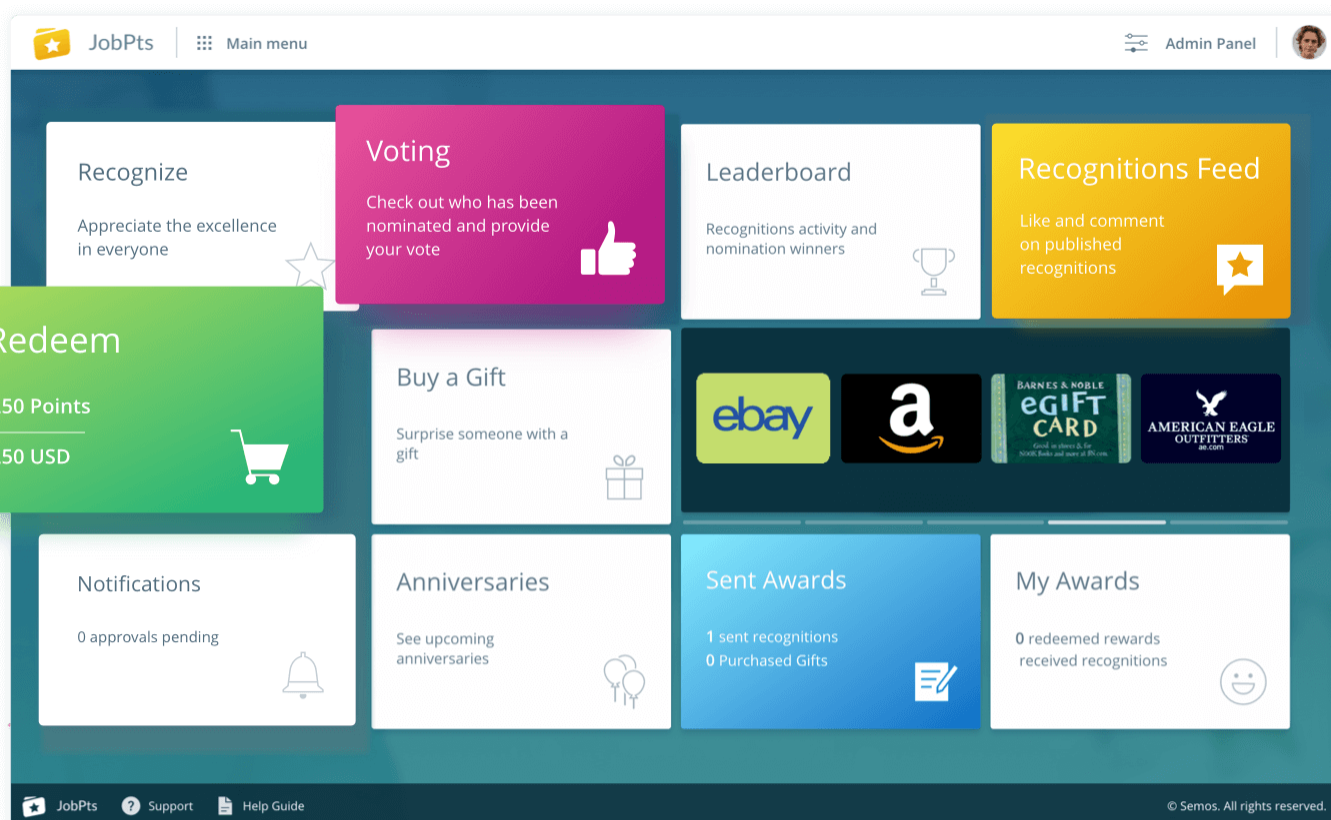
Empower Managers with useful content and media kits

Make sure that managers have an easy access to all the important documentation and marketing materials about the employee recognition program. As they are the ones that have stronger connections with their teams, managers' role in driving more employee engagement is crucial.

Educate employees about recognizing peers using their smartphones

We all know how much time our employees spend on their mobile phones. As they expect seamless mobile experience even with the workplace technology, it is important to remind them about the ability to recognize their colleagues via their mobile devices.





About JobPts

JobPts is an award-winning Employee Recognition and Rewards software used by global companies across the world.

JobPts supports comprehensive global reward and recognition requirements including social collaboration, advanced extensibility, and end-to-end services.

We take pride in the employee experience we deliver that always leaves an everlasting "Wow" factor with our users.

We work with our customers in both pre and post implementation phases of the project and orchestrate the end-to-end implementation of the R&R programs that lead to a successful outcome and meet the business and end-user goals.



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JobPts

...according to our customers and industry analysts



It is very easy and simple to implement and use. For a 100k employee company, it is possible to run with only 0.5 FTE which is a clear plus and speaks for the easiness of the tool.

Maike Kunz, Total Rewards Senior Consultant, SAP

JobPts, as a main HR tool for recognition, is one of the best on the market. The integration with Success Factors is seamless and Semos team did a great job from start to end. If you're a company oriented to offer the best 'recognition' experience, JobPts by Semos is your best bet.

Petre Florian Gridan, HRIS System Administrator, OMV



SemosCloud understood early on in the digital transformation movement the importance of adding direct support for the employee experience to the HR Professional's toolkit.

Joshua Greenbaum, Principal at Enterprise Applications Consulting

SemosCloud was exceptional to work with. We now have a highly branded tool that seamlessly fits within intranet and features with a ton of awesome reward options for our team.

Marc Farrugia, Vice President Human Resources at Sun Communities



Create Moments That Matter

