



Communication Plan

CoreLink Administrative Solutions

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USA

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1 Introduction

The Communication Plan captures 'how' communications will be managed at CoreLink. It describes planned and periodic communications. It also covers written and oral communications, responses to requests for information, the frequency of communications, and the responsible person(s) for providing the information.

1.1 Purpose

The purpose of this plan is to identify planned communications and methods of exchanging information at CoreLink Administrative Solutions.

This plan facilitates centralized communications between all identified audiences and addresses the audience's needs for standardizing communications to convey awareness, information, and address issues.

The following types of information will be communicated at CoreLink.

- Internal Campaigns/Promotions
- Leadership Communication
- Promoting Company Culture
- Generic Information

The audience has been broken into these categories:

- CoreLink Employees
- Public (e.g. future employees, community awareness)

1.2 Objectives

The Communication Plan provides:

- Positioning senior management as supporters and drivers of communication efforts.
- Communicating to employees the value and necessity of cooperating with CoreLink's initiatives.
- Establishing and maintaining company-wide momentum to 'embrace change' moving forward.
- Create awareness of CoreLink to the public to increase awareness and interest in employment

1.3 Scope

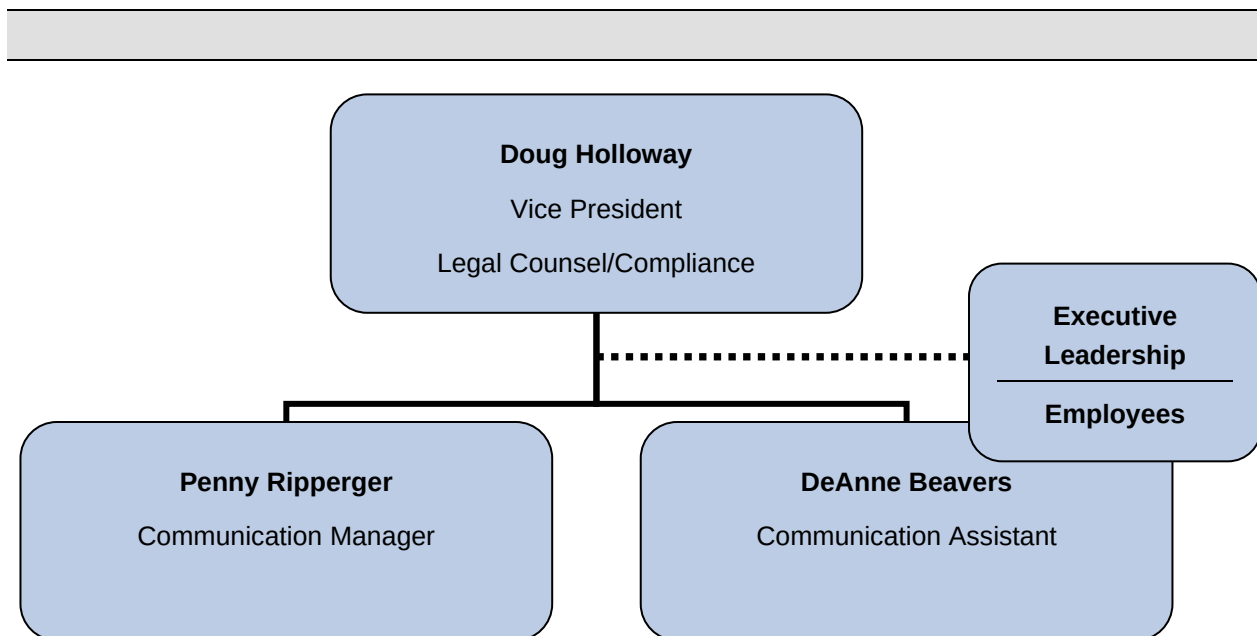
The Communication Plan identifies the procedures used to manage communications at CoreLink. The plan focuses on formal communication elements. Other communication channels exist on informal levels and enhance those discussed within this plan. This plan is not intended to limit, but to enhance communication practices.

2 Roles and Responsibilities

This chapter identifies the roles and responsibilities of staff with regard to the Communication Plan and briefly describes the organization of the flow of communication internally (vertically and horizontally).

2.1 Communication Structure

The organizational chart clarifies the Communication Structure. The Communication Team is comprised of a Communication Specialist and a Communication Assistant. The Communication Team ultimately reports to the 'Vice President, Compliance, Audit and General Council,' but also assists executive leadership and employees, as needed, with communication requests. The structure of the Communication Team is shown below.



2.2 Communication Team

The Communication Team performs the majority of the communications described in this plan. Although, the roles/individuals that form the Communication Team are broken out below, it should be noted that the individuals act as a 'team' and will often assist with duties outlined in each other's job descriptions.

2.3 Communication Manager

The Communication Manager is responsible for creating and developing the communications strategy across the business including business units, projects and initiatives in support of the CoreLink strategic plan. The strategy will assess communication needs across the business including business units, projects, initiatives, and internal and external stakeholders. For key projects or initiatives, the strategy will identify stakeholders who are impacted and develop a targeted plan to most effectively communicate to

each stakeholder group. In addition, the communication specialist will identify the most effective communication mediums (i.e., email, PowerPoint presentation) to use based on stakeholder group and level of impact and partner with CoreLink leadership and staff to identify specific communication needs and target specific audiences.

The Communication Specialist will formulate partnerships with management to deliver value added services in the form of communications and create a supportive environment

The Communication Specialist is responsible for creating and managing communication materials, to include:

- Develop internal employee communications and project/initiative communications (i.e., culture updates)
- Develop external stakeholder communications (i.e., Board presentations, CRM communications, community relations communications)
- Provide communications guidance and materials to assist leadership, various business units, and project managers in communicating organizational changes in a structured and efficient manner
- Oversee the creation of posters, banners, etc., utilizing a variety of resources including graphics software and web sites in support of initiatives
- Manage CoreLink webpage and other social media (i.e., Facebook, Twitter) information updates
- Leverage existing communication channels and establish additional channels and vehicles to enhance communications as required
- Coordinate communication roll-out with applicable resources to ensure the right people are receiving the right messages at the right time
- Manage activities related to communications development/delivery using best practice methodologies and processes
- Provide direction and context for communications materials to applicable resources in support of a successful roll-out
- Integrate project communications activities across the company to ensure successful implementation and support of efforts
- Plan, develop, and implement communications processes (i.e., issues resolution) to support expected customer service levels for the Plans
- Establish and maintain a network of communication contacts across organization to assist in communication planning, development, and delivery
- Monitor and report to senior leadership on the status of communications initiatives
- Continuously evaluate and report to leadership on the effectiveness of organizational communication initiatives
- Develop and manage branding standards for CoreLink and utilize in all applicable communications materials

2.4 Communication Assistant

The Communication Assistant works closely with the Communications Specialist to develop and execute processes and projects in support of the Communications Department. The Communications Assistant performs a variety of communication and administration tasks, to include:

Providing communication support:

- Performs professional and administrative work and acts as a general assistant to the Communication Team
- Maintains graphics and photograph files
- Contributes to the writing and editing of the SharePoint site
- Contributes to the ongoing management of the intranet, ensuring it is relevant and up-to-date for all staff
- Researches and writes content for intranet artifacts
- Helps plan and deliver ongoing projects to keep the site evolving and current
- Pro-actively identifies opportunities to improve and grow the site
- Keeps the Corporate Calendar up-to-date, including an annual 'refresh'

The Communication Assistant helps with communication projects, such as surveys, feedback and event registrations and assists with event planning and execution.

- Coordinates logistics for on and off-site events: orders food, reserves rooms, communicates overall requirements
- Supports delivery of events: provides AV and media support, supervises room set up, guides speakers and attendees logistically
- ARC committee secretary: provides ongoing support and leadership to the committee to ensure consistent and successful employee events
- Provides support for planning fundraising events and awareness campaigns

The Communication Assistant provides administrative assistance to the SLT, Management and all employees by coordinating and maintaining meeting schedules, gathering agenda items, writing board meeting minutes, organizing offsite meetings and assisting employees with questions regarding materials and equipment. The Communications Assistant also ensures that bills are processed appropriately, creates/maintains personnel roster and distribution list and shares ideas for process improvements

2.5 Responsibility Matrix

Outlined below are many of the key tasks that the Communications Team is responsible for.

Responsibility Matrix Summary of Frequent Tasks		
Responsibility	Communication Specialist	Communication Assistant
Communications Task		
Posting routine articles submitted via Communication form	S	P
Uses Question Pro to distribute surveys, event registration, etc.	S	P
Plan offsite events and celebrations	P	S
Coordinates logistics and assists with offsite events and celebrations	S	P
Develops stakeholder communications (i.e. Board presentations, etc.)	P	S
Gathers agenda items for SLT and Board presentations	S	P
Oversees the creation of internal communication products	P	
Contributes to the creation and development of internal communication products		P
Manages website and social media. Primary contributor of Facebook	P	
Contributes to social media as needed		P
Provides communication planning for awareness campaigns	P	S
Maintains administrative communication products, i.e. org chart, seating chart, etc.		P
ARC Committee member		P
CTF Committee member	P	
Creates annual publications, i.e. birth and graduation celebrations	S	P
P - Primary Responsibility		
S - Supporting Responsibility		

3 Internal Communications

Internal communication ensures that CoreLink employees are kept informed. The following table shows the formal internal communications at CoreLink.

Type of Communication	Audience	Frequency	Prepared By	Purpose	Notes
SharePoint Articles Leadership Articles	Employees	Daily	Penny/DeAnne/ Leadership	Awareness	Primary tool used for internal communications
SharePoint Employee Forums	Employees	Rarely	Employees	Collaborate information	
SharePoint Anonymous Question	Employees	Rarely	Employees	Opportunity for employees to anonymously ask leadership questions in public forum	
Email	Employees	~Daily	Penny/DeAnne/ Teams	Awareness/ Notification	Used for time sensitive, urgent communications
1:1 or Team Meetings	Employees	Weekly/Monthly	Team Members	Discuss current issues, needs and accomplishments	
Celebrations	Employees	3 times year	Penny/DeAnne		
Core Dialogue Meetings	Employees	Quarterly	Penny/DeAnne & Leadership	Discuss current issues, needs and accomplishments	
Signage and/or Desk Drops	Employees	Occasionally	Penny/DeAnne		
CoreLink Quarterly Newsletter*	Employees	Quarterly	Penny	Recap of information from the quarter	*Implemented in March 2014

3.1.1 Communication Meetings

There are several types of communication meetings at CoreLink:

- Weekly 1:1 Communication meeting (Penny, DeAnne & Doug)
- Culture Taskforce Committee (monthly leadership feedback meeting)
- Core Dialogue and Celebrations
- Various team meetings

4 External Communications

The following table shows the external communication methods at CoreLink.

Public Communications					
What	Audience	Frequency	Prepared By	Purpose	Notes
Public Website	Public	As needed	Penny	Inform the public about CoreLink's mission and values. Attract future customers and potential employees.	Updated public site expected to be live Dec. 2013.
CoreLink social media: Facebook, Twitter and LinkedIn Sites	Public	Daily	Penny	Showcase what CoreLink does, the innovative culture and 'fun' work environment.	Social Media efforts will begin NLT Jan. 2014.

4.1 CoreLink Social Media Efforts

The CoreLink [Facebook pages](#) [social media sites](#) can serve as a vital tool to assist with public communication about the culture of CoreLink. Potential (future) IT employees will often look at a company's Facebook page to investigate the culture of the organization. To facilitate the innovative CoreLink image, the Communications Team will post relevant information about CoreLink on a daily basis. The goal is to generate at least one post per day. The Communications Team will generate and post topics, ideas include:

- Job Postings
- Celebrations
- Internal Events/Promotions (i.e. United Way Campaign)
- Non-political, relevant healthcare information
- Highlighting employees
- Promoting company culture
- See [Appendix 8.7](#) for Facebook post examples.

5 Other Communications

Other forms of communication at CoreLink may include working with media, inclement weather procedures or crisis communication.

5.1 News and Print Media

CoreLink employees are not allowed to communicate with the media unless approval has been granted from the CoreLink Communications Team.

5.2 Inclement Weather

In times of crisis, effective communication is a vital element to a successful resolution. If a crisis develops, CoreLink leadership will immediately create a crisis action team, to include the communication specialist, to address issues and formulate a mutual message to employees and to the public (if needed).

In the event that the building is closed due to weather, Noridian Communications will call the CoreLink Communications Specialist. After the call is received, the following steps must be taken by the Communications Specialist:

- Email: communications will be sent to all employees notifying them of the closure
- SharePoint: a notice will be posted on the SharePoint site immediately
- Media outlets will be contacted to announce building closure
 - WDAY 701-237-6500
 - Valley News 701-282-0444
 - Fox News
 - AM970 701-293-9000
 - Radio Fargo-Moorhead 701-237-5346

5.3 Crisis Communications

Some examples of establishing a crisis action team include:

- Natural Disasters (i.e. destruction of building, unsafe conditions)
- Disease Outbreak (i.e. communicating to employees about work schedules)
- System Shutdown/Compromise (i.e. communicating to employees and/or public about potential issues with information)
- CoreLink employee act of violence (bystander or perpetrator)

6 Strategic Communication Action Plan

The following information contains the strategic direction, related goals and objectives to fulfill CoreLink's communication strategies.

6.1 Strategic Direction #1: Create a culture that embraces change.

Suggested Goal: Develop clear, consistent messages delivered with 'one clear voice.'

Action Steps:

1. Create and approve a theme: (i.e. 'Changing today to be relevant tomorrow.') See [Appendix 8.1](#) for more theme ideas and examples.
2. Develop key messages for executive staff and key communicators related to the theme of embracing change and innovation. See [Appendix 8.2](#) for key messages suggestions.
3. Internal Marketing Campaign - redesign internal marketing materials that encompasses theme, creates awareness and innovation of new ideas. See [Appendix 8.3](#) for internal marketing campaign ideas.

Suggested Goal: Foster a culture of innovation in a fun atmosphere.

Action Steps:

1. Create monthly sub-themes related to the primary theme of promoting change
 - Possible monthly sub-themes: innovation, process improvement, change management, idea generation, culture dynamics.
 - Internal marketing campaigns/contests developed each month (tied in with action step #3 of previous goal).
 - Schedule brown bag lunches with speakers/videos about monthly sub-theme. See [Appendix 8.4](#) for list of brown bag topics.
 - Advertise collaboration forums via SharePoint and other methods to generate employee ideas.
2. Highlight stories of change successes
 - Write articles about change agents at CoreLink and successful impact (i.e. 'how I made a difference' campaign). Goal to recognize at least one employee per month.
 - Involve management to increase facilitation of promoting/highlighting 'change' (tied in with the development of leadership key messages).
 - Add a 'CoreLink Innovator' spot to Core Dialogue where SLT can publically recognize change agents at CoreLink. (Perhaps give a 'traveling trophy' to the Innovator of the Month?)

- Team Leads and other managers reminded to supply names of 'change agents' for recognition in articles/Core Dialogue events during SLT and other leadership meetings on a regular basis- standard agenda item.
- Highlight employees for innovation ideas at company functions- if leadership makes it a big deal, it will become a big deal to employees.

6.2 Strategic Direction #2: Improve Internal Communications

Suggested Goal: Increase use of CoreLink's SharePoint site

Action Steps:

1. Improve SharePoint site to make it a more useful tool for employees
 - Conduct survey of what employees want on site (survey conducted week of Dec 9th)
 - Work with Governance Committee/new SharePoint administrator to make changes on the site based on recommendations and leadership approval.
 - Communicate changes to employees with a 'Re-Launch Marketing Campaign of the SharePoint site.
2. Possibly establish an auto-launch feature when starting computers
3. Make 'fun' areas on Sharepoint to draw in attention, i.e. 'Team member of the week,' 'This week in pictures,' 'Team highlights,' etc. (Much of this information could also be used with social media efforts).
4. Research the possibility of creating a video section on SharePoint – forum of communication for serious issues (i.e. addressing recent restructure questions) and for fun news (i.e. what do you like best about xyz?)
5. Send a daily email to all employees with a compilation of that day's articles posted on SharePoint (i.e. title and direct link to story) to facilitate employee use of the site. To be completed for a trial time period to monitor progress. See [Appendix 8.5](#) for an example.
 - Research the use of auto- notifications to take the place of daily email
6. Weekly 'hidden clue' in SharePoint articles. CoreLink employees must read articles to find the 'clue' that will be randomly hidden in one of the articles each week. At the end of the month, the clues will be gathered to answer the final question – winner will get CoreLink cash.

Suggested Goal: Create a quarterly CoreLink Newsletter

Action Steps:

1. Newsletter that will highlight accomplishments, sub-themes, promotions and other relevant communications throughout the quarter.
 - Compilation of communications that have already been developed throughout the quarter in a condensed, easy to read format, that will facilitate internal information
 - Newsletter will be approved by SLT prior to distribution.

- Newsletters will be printed on paper (not electronic) utilizing a 'unique' communication mode and distributed as a desk drop.
- Printed in black/white, simple format with no pictures to save costs
- The newsletter will be available online for telecommuters and advertised via an article on SharePoint.
- See [Appendix 8.6](#) for a draft example of proposed newsletter.

6.3 Strategic Direction #3: Establish awareness of CoreLink to the public

Suggested Goal: Create a strong presence on Facebook, double page 'likes' by 50% by the end of the year 2014.

Action Steps:

1. Generate at least one post per day on CoreLink Facebook site. See [Appendix 8.5](#).
 - Use Hootsuite to schedule posts in advance (free service)
 - Create internal distribution groups of CoreLink employees to generate ideas for Facebook posts
2. Use Facebook to promote internal campaigns and employee functions
3. Highlight CoreLink's charitable contributions/events
4. Encourage employee 'use' of CoreLink's Facebook page to increase awareness
5. Use Facebook as a means to showcase CoreLink's innovative culture and fun atmosphere to attract future employees
6. Highlight employees in posts (with their permission), which promotes what they do at CoreLink to others (spread awareness of careers at CoreLink) and recognizes employee's efforts in a public forum.

Suggested Goal: Improve CoreLink's public website to better inform the public of the company's purpose, mission and values.

Action Steps:

1. Suggested changes submitted Oct/Nov 2013
2. Expect changes to be implemented on test site in Dec 2013 and after leadership approval – the updated public website will be live early 2014.

7 Communications Roadmap

8 Appendix

8.1 Communication Theme Examples

- Changing today to be relevant tomorrow
- Using innovation to succeed
- Embracing change to stay relevant tomorrow
- Innovating and adapting to succeed
- Serving our customers through innovation, change and excellence
- Changing through innovation and excellence
- Leading change through innovations and excellence
- Innovating technologies today to lead tomorrow

8.2 (Draft) Key Messages for Leadership

- IT is an ever-changing career field with immense competition. If we don't continuously change to stay relevant today, we won't exist tomorrow.
- Resisting change creates problems. We need every person at CoreLink to be part of the solution, and not part of the problem.
- We want your feedback and ideas to continue to make CoreLink the great company that it is today.
- We need to embrace the power of technology and accept that change and innovation will be a constant for everyone that works at CoreLink.
- This is an exciting time. We have the opportunity to innovate and change the way healthcare administrative services are delivered.
- We need employees with new ideas, a passion for their job and an innovative spirit who are ready to accept change and help us take CoreLink to the next 'level'.
- The culture of CoreLink is changing – *for the good*. Our culture feeds on innovation. If you can't handle the change that accompanies this type of environment, you should not be at CoreLink.

8.3 Internal Marketing Campaign Ideas ('innovation/embrace change' themes)

- Humorous Campaign..."What if xxx wasn't invented?" Display posters/create desk drops accommodating this idea in a humorous way, with the same tagline at the bottom: "Innovation is finding a way to make the world a better place. How are you changing the world at CoreLink?"

What if the ***shoe*** was never invented?

And you thought the walk to your car was tough now...try doing it barefoot...***in the winter!***

Innovation is finding a way to make the world a better place.

How are you changing the world at CoreLink?

What if **reading glasses** were never invented?

Innovation is finding a way to make the world a better place.

How are you changing the world at CoreLink?

- If the first idea is too 'silly' – we could incorporate the same idea as above, but more informative. Possibly call out more recent, techie inventions. One example of a possible poster could be:

Imagine *never* being able to taste food.

This is a horrible reality for some people with long-term illnesses who are forced to eat via feeding tubes.

Germain Verbrackel ***changed the world*** when he invented 'The Tongue'.

The devise syncs with a smartphone or computer and enables patients to choose a recipe, which allows chemically created flavors to rise toward their mouth and nose. This innovative idea makes an unbearable life just a little more tolerable.

Innovation is finding a way to make the world a better place.

How are you changing the world at CoreLink?

- **Quotes.** The simple technique of using quotes that facilitate an embracement of change – use the quotes in posters, leadership presentations, etc. People love quotes and can often relate to them.

Once a theme is approved, literature could be created with various quotes that promote change, but the same theme/logo in place to drive home the message. I.e. a poster/desk drop or just a final slide in a leadership presentation could state something like this:

“Only in growth, reform, and change, paradoxically enough, is true security to be found.”

~Anne Morrow Lindbergh, American Writer.

Changing today to be relevant tomorrow

(i.e.  CoreLink’s theme)

- More quotes:
 - **A state without the means of some change is without the means of its conservation.** ~Edmund Burke, British Statesman
 - Only the provisional endures. French Proverb.
 - It doesn’t work to leap a 20-foot chasm in two 10-foot jumps. American Proverb.
 - An adventure is only an inconvenience rightly understood. An inconvenience is only an adventure wrongly understood. C.K. Chesterton.
 - If you have always done it that way, it is probably wrong. Charles Kettering, American Inventor.
 - **To exist is to change, to change is to mature, to mature is to go on creating oneself endlessly.** Henri Bergson, French Philosopher.
 - When choosing between two evils, I always like to try the one I’ve never tried before. Mae West, American Actress.
 - Where all think alike, no one thinks very much. Walter Lippmann, American Journalist.
 - A rock pile ceases to be a rock pile the moment a single man contemplates it, bearing within him the image of a cathedral. Antoine De Saint-Exupery, French Novelist.
 - **If we want things to stay as they are, things will have to change.** Giuseppe Di Lampedusa, Italian Novelist.
 - **He that will not apply new remedies must expect new evils.** Francis Bacon, British Philosopher.

8.4 Brown Bag Lunches – speakers and presentation ideas

- Watch 'Ted Talks' motivational videos- show a half hour video and possibly supply pizza (or just let employees bring in their own lunches). Millions of videos to choose from, a couple examples:
 - Charles Leadbeater: The era of open innovation
http://www.ted.com/talks/charles_leadbeater_on_innovation.html
 - In this deceptively casual talk, Charles Leadbeater weaves a tight argument that innovation isn't just for professionals anymore. Passionate amateurs, using new tools, are creating products and paradigms that companies can't.
 - Sergey Brin + Larry Page: The genesis of Google
http://www.ted.com/talks/sergey_brin_and_larry_page_on_google.html
 - Google co-founders Larry Page and Sergey Brin offer a peek inside the Google machine, sharing tidbits about international search patterns, the philanthropic Google Foundation, and the company's dedication to innovation and employee happiness.
 - Joel Selanikio: The surprising seeds of a big-data revolution in healthcare
http://www.ted.com/talks/joel_selanikio_the_surprising_seeds_of_a_big_data_revolution_in_healthcare.html
 - Collecting global health data was an imperfect science: Workers tramped through villages to knock on doors and ask questions, wrote the answers on paper forms, then input the data -- and from this gappy information, countries would make huge decisions. Data geek Joel Selanikio talks through the sea change in collecting health data in the past decade -- starting with the Palm Pilot and Hotmail, and now moving into the cloud.
 - Don Tapscott: Four principles for the open world
http://www.ted.com/talks/don_tapscott_four_principles_for_the_open_world_1.html
 - The recent generations have been bathed in connecting technology from birth, says futurist Don Tapscott, and as a result the world is transforming into one that is far more open and transparent. In this inspiring talk, he lists the four core principles that show how this open world can be a far better place.
- Live Presenters
 - Local business leaders/innovators
 - Internal leaders/change agents
 - Goal of a live presenter twice a year

8.5 Daily compilation email (example)

8.6 CoreLink Quarterly Newsletter (*very very rough draft example*)

Below is an example, but I believe that the format (in general) should be very flexible to address whatever communication needs are relevant for that quarter. If there is a great deal of 'leadership news' one quarter (i.e. during a restructure), that section may need an entire page and then another quarter, another section may need more room.

Page 1

Leadership News • Could contain a repeat of a previous article or a condensed version • Leadership news can/should come from 'other' leaders within the company too.	Employee Recognitions Ideas for this section include: • Innovator of the month/quarter • Promotions/retirements/anniversaries Highlight birthdays of that quarter • New employees
Team Highlights (Bullets of team accomplishment throughout the quarter to highlight achievements.) • Congrats to the xyz Team for accomplishing...	

CoreLink Happenings	CoreLink Inspirations
Possibly an overview of events/promotions that have happened throughout the quarter...i.e. summary of the United Way Campaign, Treat Day overview, Quarterly meeting are a few ideas: • The United Way Campaign took place from Nov xx-xx. The committee did the following fundraisers, xx, xxx, and xxx to raise over \$xx. • Treat Day took place on Dec. xxx. The event was a success with over blah blah blah... • This year CoreLink gave 12 lucky employees a Thanksgiving meal item. The contest was a big hit, the following individuals won items: • Past/future brown bag lunches We could list future happenings here too if they are known: • Get your CoreLink cash ready. The silent auction will take place Dec.... • Reminder that the January Meeting is set for xyz at a sleazy bar (just kidding)	Not sure what the actual title of this page would be, but I think this page should incorporate the various 'sub-themes' that have been taken place throughout the month (if any).

8.7 CoreLink Facebook Post Examples (draft)

These are draft examples of posts to give an idea of what could be communicated throughout the month in an entertaining and informative way that will appeal to people using social media.

Pictures on Facebook always bring more attention to posts. Pictures should be used whenever possible.

Jan 1

CoreLink Administrative Solutions would like to wish everyone a healthy and happy 2014. Make it a great year!

(Posted with an informal picture with a few CoreLink employees, holding CoreLink sign by the Christmas tree.)

Jan 2

In honor of the New Year, CoreLink is re-launching their Facebook site. Invite your friends and coworkers to LIKE THIS PAGE! We have a goal to get to xxx likes by the end of the month. We can do this; help us spread the word about the amazing culture of CoreLink!

Jan 3

Its 5 questions for 5 years! This month CoreLink will celebrate their 5 year anniversary. In honor of this milestone, throughout the month of January we will ask employees 'Top 5 Questions' about working at CoreLink. Stay tuned – it's going to be fun!

Jan 6

Congratulations to the xxx Team for meeting their goal. This will ensure Blue Cross Blue Shield plans are ready to meet their customer's needs under the Affordable Healthcare Act.

(This is just an example of giving teams kudos for accomplishment that the public could 'relate' to it. Obviously, we would make sure the info is releasable and not controversial in any way)

Jan 7

Anyone hungry? At CoreLink we take Treat Day VERY seriously.

(Post a picture of the crockpots lined up – I realize this isn't a Jan event, again just giving ideas of how to advertise events ☺)

Jan 8

It's 5 for 5 time! In honor of CoreLink's 5 year anniversary, we want to know: What are the top 5 reason why you like working at CoreLink?

Jan 9

John Doe is a Project Manager at CoreLink. For John, each day is filled with exciting new challenges. A project manager must possess skills that xxx, xxx and xxx. John's role is just one of 20+ careers at CoreLink. Find out more about what's available at CoreLink [here](#) (link to careers page)

(Post with a fun picture of 'John Doe' working....giving a thumbs up, etc.)

Jan 10

We've been celebrating all month, but today is the day to light the candles on the birthday cake! Happy Birthday CoreLink! It's been a great 5 years and we look forward to serving our customers for many more years to come!

(I don't know when the actual anniversary is. Possibly post with the temporary '5 year anniversary logo')

Jan 13

It's 5 for 5 time! In honor of CoreLink's 5 year anniversary, we want to know: Out of the many charitable events CoreLink does throughout the year, what are your top 5 favorites?

Jan 14

The CoreLink ARC Committee is sponsoring a silent auction this week. Over xxx items were donated, generating \$xxx to go to xyz charity.

(picture of items at Silent Auction)

Jan 15

Are you a xxx professional looking for an exciting career in xxx? Then CoreLink could be the place for you! We currently are currently looking for xyz. *(link to careers page to the specific job opening)*

Jan 16

It's 5 for 5 time! In honor of CoreLink's 5 year anniversary, we want to know: Employees who work at CoreLink are very busy, working in a dynamic and innovative environment. What are your top 5 favorite projects that you've worked on so far?

Jan 17

We're so excited! CoreLink has just re-launched their website. Check it out and tell us what you think! *(link to website)*

Jan 20

We are xxx likes away from making our goal of xxx likes of this Facebook page by the end of the month. Spread the word people! Help us reach the goal in the next 11 days!

Jan 21

Innovation, Collaboration, Customer Focus and Integrity...what do all of these things have in common? They are the values that CoreLink stands for. Learn more about CoreLink [here](#) *(link to the 'about us' section on the website)*

Jan 22

Congrats to the CoreLink United Way committee. This year the energetic group generated over \$xxx during their campaign, benefiting those who need it most in our local community.

Jan 24

Today is 'National Compliment Day' – really, we're not making this up. In honor of this holiday, we want to hear from you! Compliment a fellow CoreLink employee or *anyone* out there.

Jan 22

Working from home on a stormy day is just one of the perks of working at CoreLink. Stay safe and warm everyone!



(I would post a 'better' picture, but I think a pic like this would be fun post for a storm day & great way to showcase the flexible environment of CoreLink.)

Jan 28

Can't touch your toes? No problem! Free yoga classes are just one of the perks of working at CoreLink! Don't worry employees, we won't post any pictures!