Internal promotional campaign plan

People matter survey 2024

This document is part of the [People matter survey 2024 resources.](https://vpsc.vic.gov.au/data-collection/about-the-people-matter-survey/resources-for-survey-coordinators/survey-promotion-and-resources/)

## Template – Internal promotional campaign plan

Here are some tactics and you might consider for your campaign.

Adjust timelines as needed to suit your plan.

| When | Tactic | Activity | Audience/stakeholder |
| --- | --- | --- | --- |
| 23 September | Digital and offline | Use [virtual background](https://vpsc.vic.gov.au/data-and-research/about-the-people-matter-survey/prepare-for-the-2024-survey/#virtual-meeting-backgrounds:~:text=organisations%20(ZIP%20file)-,Virtual%20meeting%20backgrounds,-Set%20of%202) in all Teams meetings  Use [signature banner](https://vpsc.vic.gov.au/data-and-research/about-the-people-matter-survey/prepare-for-the-2024-survey/#virtual-meeting-backgrounds:~:text=pack%20(ZIP%20file)-,Email%20signature%20banners,-Set%20of%2013) in email communication  Display [posters](https://vpsc.vic.gov.au/data-and-research/about-the-people-matter-survey/prepare-for-the-2024-survey/#virtual-meeting-backgrounds:~:text=PPTX%2C%2013%20slides)-,Posters,-Set%20of%2013) around the office | All staff |
| 25 September to 2 October | Digital | Send a [promotional email from your head of organisation](https://vpsc.vic.gov.au/data-and-research/about-the-people-matter-survey/prepare-for-the-2024-survey/#virtual-meeting-backgrounds:~:text=DOCX%2C%205%20pages)-,Email%20templates,-Email%20templates%20you)  Publish a [news item](https://vpsc.vic.gov.au/data-and-research/about-the-people-matter-survey/prepare-for-the-2024-survey/#virtual-meeting-backgrounds:~:text=DOCX%2C%207%20pages)-,News%20article,-A%20news%20article) on the intranet  Use [speaking notes](https://vpsc.vic.gov.au/data-and-research/about-the-people-matter-survey/prepare-for-the-2024-survey/#virtual-meeting-backgrounds:~:text=DOCX%2C%203%20pages)-,Speaking%20notes,-Notes%20you%20can) when speaking to staff | All staff |
| 7 to 11 October | Digital and offline | Send [invitation email](https://vpsc.vic.gov.au/data-and-research/about-the-people-matter-survey/prepare-for-the-2024-survey/#virtual-meeting-backgrounds:~:text=DOCX%2C%205%20pages)-,Email%20templates,-Email%20templates%20you) to let employees know the survey has opened  Display [QR codes](https://vpsc.vic.gov.au/data-and-research/about-the-people-matter-survey/prepare-for-the-2024-survey/#virtual-meeting-backgrounds:~:text=Customisable%20design%20files) around the office | All staff |
| 14- 18 October | Digital and offline | Provide participation rate via organisation’s newsletter/all staff | All staff |
| 25 October | Digital | Send [reminder email](https://vpsc.vic.gov.au/data-and-research/about-the-people-matter-survey/prepare-for-the-2024-survey/#virtual-meeting-backgrounds:~:text=DOCX%2C%205%20pages)-,Email%20templates,-Email%20templates%20you) – survey closes | All staff |
| 28- 30 October [post survey] | Digital and offline | Provide final participation rate to EMB and all staff via newsletter | All staff |
| Late November | Digital | Survey results and benchmarking reports available on the online portal | All staff |
| End of table |  |  |  |