Internal promotional campaign plan

People matter survey 2025

This document is part of the [People matter survey 2025 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 |
| --- | --- | --- | --- |
| Tuesday 22 April | Digital and offline | Use virtual background in all Teams meetings  Use signature banner in email communication  Display posters around the office | All staff |
| Tuesday 22 April | Digital | Send a promotional email from your head of organisation  Publish a [news item](https://vpsc.vic.gov.au/wp-content/uploads/2025/02/People-matter-survey-2025-Sample-news-article-April.docx) on the intranet  Use [speaking notes](https://vpsc.vic.gov.au/wp-content/uploads/2025/02/People-matter-survey-2025-Speaking-notes-April.docx) when speaking to staff | All staff |
| Monday 28 April | Digital and offline | Send [invitation email](https://vpsc.vic.gov.au/wp-content/uploads/2025/02/People-matter-survey-2025-Invitation-and-reminder-emails-April.docx) to let employees know the survey has opened  Display QR codes around the office | All staff |
| Monday 5 May | Digital and offline | Provide participation rate via organisation’s newsletter/all staff | All staff |
| Wednesday 14 May | Digital | Send [reminder email](https://vpsc.vic.gov.au/wp-content/uploads/2025/02/People-matter-survey-2025-Invitation-and-reminder-emails-April.docx) – survey closes | All staff |
| June 2025 [post survey] | Digital and offline | Provide final participation rate to EMB and all staff via newsletter | All staff |
| June 2025 | Digital | Survey results and benchmarking reports available on the online portal | All staff |
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