

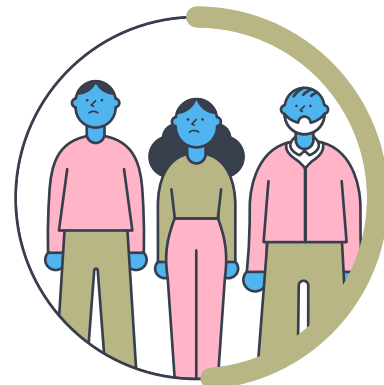
## Building a Connected Culture on Workplace

Digital transformation isn't just about technology. It's about information. That's why comms plays a crucial role in supporting change initiatives driven by the CEO. Workplace supports internal communications by **empowering everybody to work together** through two-way communication streams where feedback can be given and sentiment can be measured.



**75%** of people trust their employer to do what is right over other institutions<sup>1</sup>

<sup>1</sup> Edelman: 2019 Edelman Trust Barometer



**48%** say employee engagement is their biggest problem<sup>2</sup>

<sup>2</sup> Newsweaver, 'Delivering Effective Internal Communications', 2017

---

### 3 Ways Workplace Supports Culture Objectives for Comms

#### Creating More Engaging Communications

The mobile revolution has created a visual world where video, text, emojis, photos and gifs all have a role to play. That's why Workplace uses the likes of Live video to create more authentic, engaging and visual communications.

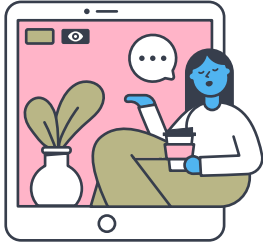
#### Improving Employer Brand

Great communication, driven by technology, can change the perception of a company brand - both internally and externally. Workplace benefits from new Facebook innovations to make sure it stays at the cutting edge of consumer and employee expectations.

#### Executive Visibility

For the first time global data shows that employers are now the most trusted institution. On Workplace, communication is authentic, visible and two-way. This helps to build culture and bring companies closer together from top to bottom.

## Tools and Technology to Build a Connected Culture



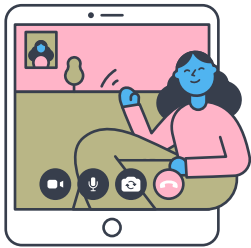
### Org-Wide Connections on Live Video

If pictures are worth a thousand words, video is priceless. Live video is the most engaging and authentic way to communicate company updates while encouraging real-time feedback.



### Instant and Authentic Communication

Reduce the distance and create more visual comms with messaging, stickers, GIFs, voice and video calls on desktop and mobile.



### Vivid Video Conversations

When the personal touch really matters, switch from text to video at the touch of a button and join up to 50 colleagues in crystal-clear HD.

“

One of the really big impacts we've achieved is leadership visibility. People feel more connected to leadership. They have clear and easy ways to ask questions. It makes the organization work better, and that gives better results to our customers.

**Steve Clark**, Senior Manager, Communication Channels, Virgin Atlantic and Virgin Holidays

## Take the next step on your Workplace journey

Comms professionals at over 30,000 organizations are using Workplace every day to collaborate with people across the organization. If you're ready to learn more about how they do it, check out these helpful blog posts.

- How communication styles influence workplace culture. [Learn more](#)
- How Facebook innovation helps Workplace succeed at Walmart. [Learn more](#)