



How 9 Companies Keep Their Hybrid Workforce Connected

from
FACEBOOK

2021 will be the year that the hybrid workforce (a mix of office, remote and frontline employees) goes mainstream. Driving high-performance in these teams will become a critical business issue for senior leaders across HR, IT and Comms.

One way to do that is by investing in **efficient two-way communications**, focusing on **building community** and **putting people first**. Organizations that do this can help transform their

Employee Experience and build deeper connections across the business.

Technology has a vital role to play in all three areas. In particular, live video broadcasting has been a game-changer for Workplace customers during the last 12 months. Over a period of time when it's been impossible to bring people together physically, the live company All Hands or Town Hall has been an effective way to keep people connected and informed while listening to feedback from every employee, whether they're working at home, in the office, on the manufacturing line or in front of customers.

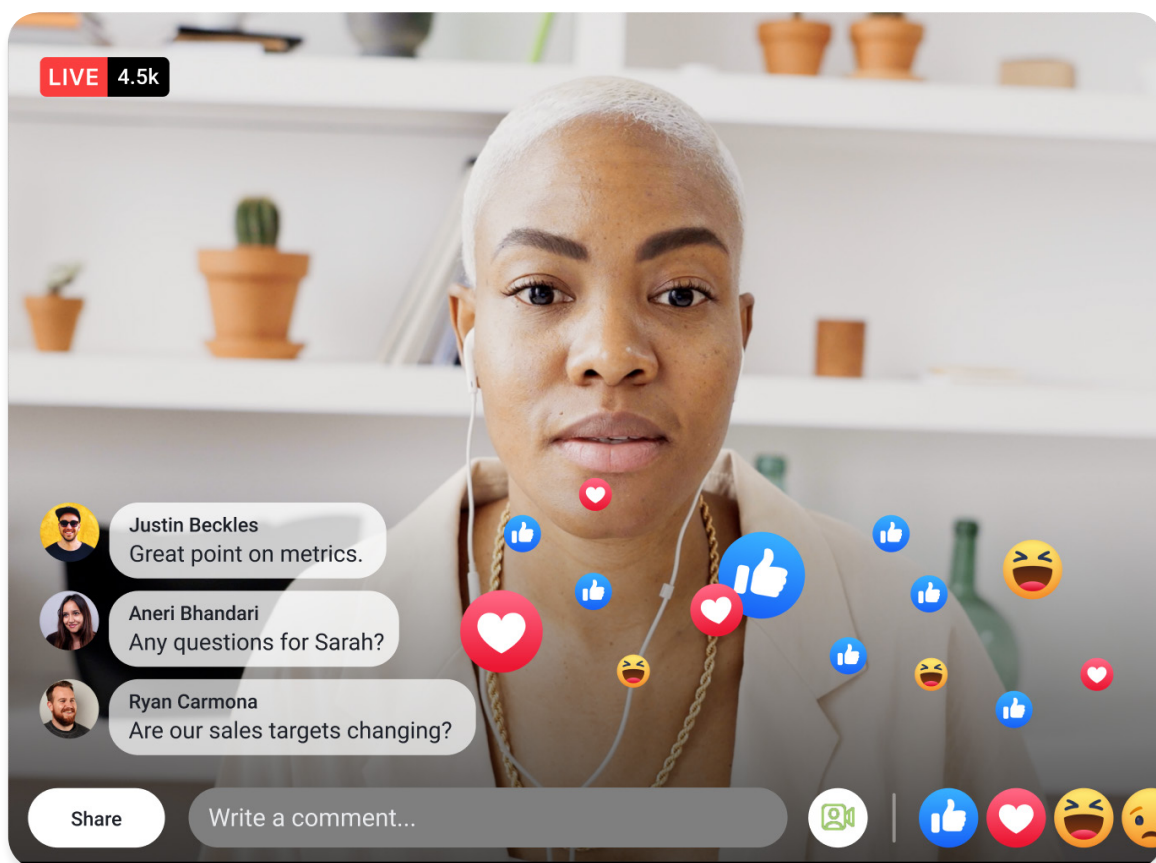


This ability to connect people, share information and strengthen culture will continue to be vital as companies fully adjust to the new challenges and opportunities posed by their hybrid workers.

Workplace is a communication tool that connects everybody in a company, wherever they're working. It uses many of the same features as Facebook (like News Feed, Groups and Chat), which means it's instantly familiar, engaging and works brilliantly on mobile. It also means Workplace benefits from Facebook's

rapid innovation and deep understanding of how to build technology that people love to use.

Live video is how Workplace brings leadership communications to life. It's easy for senior executives to go live from a phone or create premium all-company events straight from a laptop. You can even take advantage of interactive Q&As, live captions, multiple presenters in different locations and simple analytics as well as the ability to add automatic translations after an event.

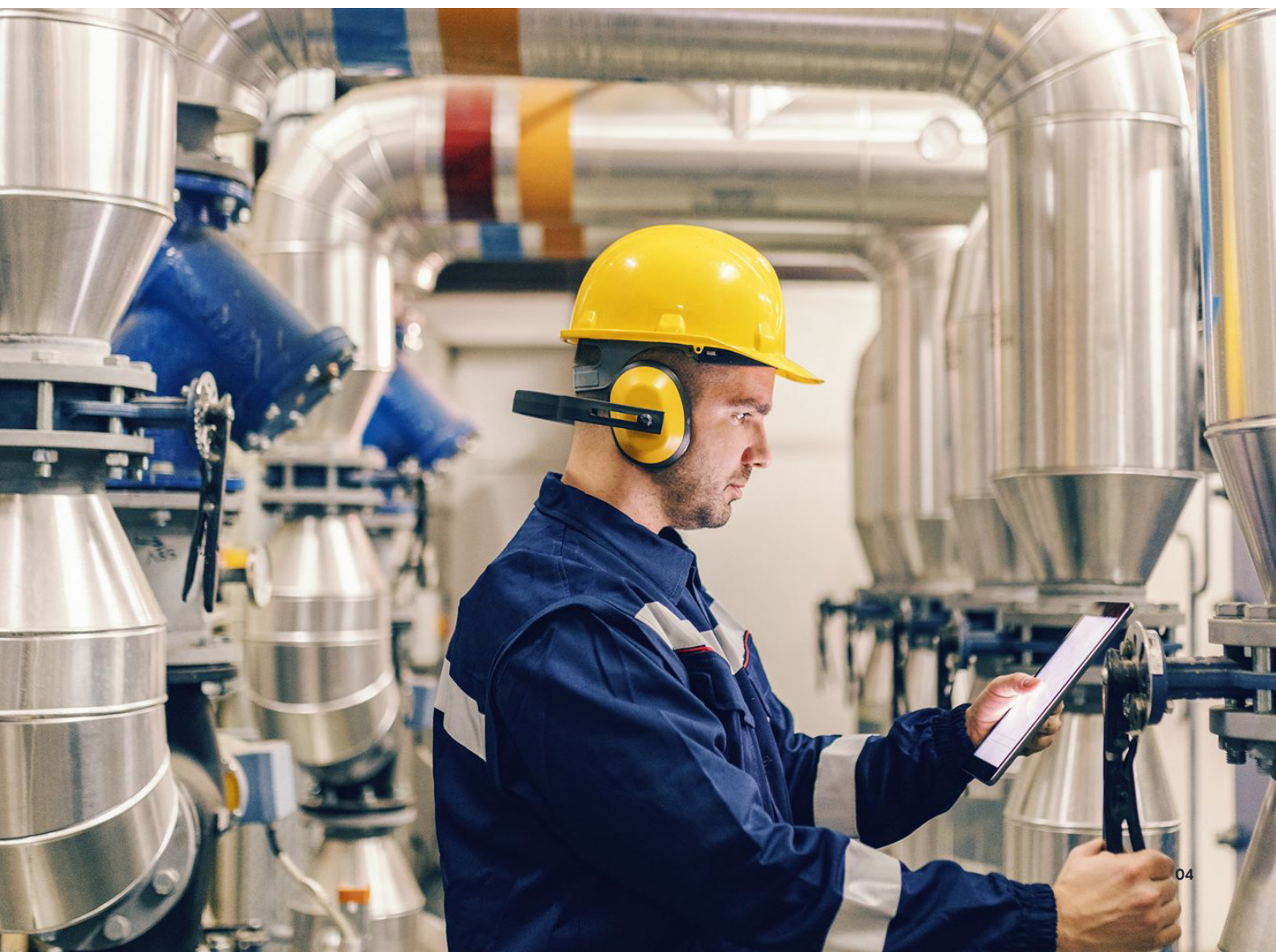


Here are nine examples of companies using Live video to transform their employee experience by successfully engaging their hybrid teams.

Creating More Efficient Communications

What do we mean by 'efficient' communications? Put simply, it's the ability to get the right information to the right people quickly, wherever they're working. It's also the ability for employees in hybrid teams to provide feedback to leadership easily.

Live video enables this by bringing the entire company together in a single place, or by allowing leaders to go live into a Workplace Group - a shared space where executives can target relevant messages to a specific region, department or team. It encourages a more authentic and transparent style of communication - one that's more engaging than traditional channels like email.



Increasing executive visibility with nib



• **Industry**
Financial Services

• **Region**
APAC

• **Employee size**
1,500

nib Group is one of Australia's largest travel insurers. Managing Director Mark Fitzgibbon goes live on Workplace every two weeks to communicate with employees, while the entire executive team holds regular Live Q&As and

actively participates in employee engagement campaigns. A recent employee pulse survey showed this enhanced level of access to leaders is highly valued by the workforce.



Workplace has helped keep our culture alive and shape our employee experience in the virtual office through things like wellness initiatives, live events, executive Q&As, recognition programs and sharing employee and member stories."



Marty Adlington,
Chief People Officer, nib Group

Communicating company strategy with AstraZeneca



• Industry
Healthcare

• Region
Global

• Employee size
64,000

AstraZeneca is a major global pharmaceuticals firm that uses Live video to connect the C-suite to the rest of the business. They use it to communicate and engage with teams in real-time, connecting to global and regional HQs more efficiently, while enhancing the company's sense of community.

Over a three-month period, people at AstraZeneca have posted over 600 Live video streams. These include the CEO announcing the company's quarterly results, broadcasts of company-wide town hall meetings and weekly 'coffee morning' broadcasts from senior leaders.



Workplace has brought us great connectivity. People going live all the time, leaders communicating consistently with people in a very engaging way, and by allowing people's initiatives to boil up."



Roeland van der Heiden,

Digital Director, Global Corporate Affairs,
AstraZeneca

Empowering teams at Banco Credito del Peru



• Industry
Financial Services

• Region
LATAM

• Employee size
17,000



Before Workplace Live with multiple presenters we had to depend on other tools, including someone who is managing the live event from their PC. Now, teams are empowered to organize their own agenda, which has allowed them to be more creative. They're using it for product announcements and we've even seen a talk show with leaders. We're doing more live videos but at less cost since we don't need to hire a third party to help."



Andres Flores,

Internal Communication Coordinator,
Banco de Credito del Peru

Building Community

We all know what 'community' means in our personal life, but what does it look like at work?

The truth is that community isn't just one thing. It's what grows inside a company when you break down silos and empower people to work together. It's what happens when a frontline employee in a retail store feels connected to your mission in exactly the same way as a knowledge worker at HQ. While community can be hard to quantify, its impact isn't. One leading indicator of community is an increase in leadership trust.

The more that trust builds, the deeper people will engage with their role - whether that's delivering great experiences for customers or getting more innovative products to market. So building community isn't just about driving culture - it's about helping to improve performance.

A lot of community building takes place under the banner of Diversity & Inclusion. Live video provides an open forum for D&I conversations to happen across a company, and encourages the participation of senior executives. But it can also be about the simple act of recognition - of celebrating people for their work and impact.



Talking about D&I at Delta Air Lines



• Industry
Travel

• Region
NA

• Employee size
65,000

“

Following the George Floyd protest, we hosted our first 'Let's Talk About It' townhall on Workplace. It was very impactful and meaningful. The fact that Workplace enabled people from all different parts of the world to come together and have a conversation was amazing.”



Catherine Simmons,

Senior Manager of Internal Social Media and Channel Strategy, Delta Air Lines

Hearing every voice with NuMotion



• Industry
Technology

• Region
NA

• Employee size
3,000

NuMotion is a leading provider of complex rehab technology in America. The company has hosted various D&I panels using Live video, featuring CEO

Mike Swinford alongside other senior leaders and employees from across the organization.



D&I has always been at the forefront of what we do at NuMotion but Workplace gave us a new way to go deeper as a team and as a family, and have these tough conversations in a safe place. The comments and engagement that we saw based on these panels was amazing."



Andrea Barnett,

Director of Communications and Media Relations

Holding a virtual summit at Galicia Bank



• **Industry**
Financial Services

• **Region**
LATAM

• **Employee size**
7,000

Galicia Bank is one of the largest financial services providers in Argentina. Using Live video on Workplace, the bank hosted a three-day virtual summit to reveal its vision for the future and celebrate the year in front of 7,000 employees. Groups helped the company to create an open

space where all the employees could suggest topics and activities, creating an inclusive and collaborative event. Later, surveys posted on Workplace helped organizers gauge hot topics in advance, and make sure they were included in the program.



Putting People First

Showing care for team members is perhaps the most important responsibility for any manager. This means prioritizing both mental and physical wellbeing by helping employees in hybrid teams adjust to a new work-life while helping them stay connected.

Live video broadcasts have proven to be especially effective at supporting wellbeing - both by providing opportunities for companies to share resources and information, and simply by bringing people together to connect, support each other and share their experiences.



Bringing people together at Telefónica

Telefonica

• Industry
Telecoms

• Region
Global

• Employee size
120,000

Eight different groups across the Spanish telecoms giant came together (alongside their kids) to join a conversation between their senior leaders and a Spanish tennis player. The exclusive Live session covered topics including COVID-19, tennis, the

role of Telefónica during the crisis and how families were coping while working from home. The broadcast received a record 2,000 comments from viewers, and gave the entire company a moment of connection when it was most needed.

Engaging furloughed employees at Honest Burgers

HONEST
BURGERS

• Industry
Hospitality

• Region
EMEA

• Employee size
700

When COVID-19 closed its restaurants, UK chain Honest Burgers turned to Workplace to help employees stay connected. Live video played a crucial role, hosting everything from cooking

classes and pub quizzes to a morning radio show. Furloughed staff loved the fun and authentic content, which helped to strengthen the culture and connections across hybrid teams.



Getting the mind right at MercadoLibre



• Industry
E-commerce

• Region
LATAM

• Employee size
16,000

MercadoLibre in Latin America is used to taking a leaf from the Silicon Valley playbook. During the pandemic in Argentina, the company took things a step further by using Live video to host

regular meditation and yoga sessions. These sessions were the perfect way to bring people together while helping them cope with the pressures of lockdown and economic uncertainty.



Put the New Rules of Engagement into Practice

The rise of hybrid teams means companies need to double down on creating great employee experiences to drive high performance. Innovative companies have already started doing this by using Live video on Workplace to follow the three new rules of employee engagement:



Invest in efficient two-way communications



Focus on building community



Put people first



If you want to see what Workplace
can do for you, just [check out
the demo](#) or [schedule a call](#) with
one of our experts today

[Workplace.com](https://www.workplace.com)

