1. **Gain Approval for implementing campaign inside your company**

* Determine who needs to approve the campaign. (See Potential Stakeholder List for roles that may require approval for the campaign and the actual recording.)
* Be prepared to describe the purpose and benefit of the campaign, and how success of the campaign will be measured, to gain buy-in from stakeholders.
* Prepare a budget if required as part of the approval process.
* Determine who will approve the actual recording for posting to social media. This group may differ from the approvals needed for the actual campaign. (See Potential Stakeholder List.)

1. **Select content themes the company wants to emphasize in the campaign**

* Consult the Campaign Themes document for ideas.
* Consider your company’s vision, mission, and strategy to identify themes that align.

1. **Select employees to be recorded**

* Select employees that reflect the diversity in your community and the demographics you want to attract.
* Ensure selected employees are satisfactory performers.
* Select employees who are in jobs you want to highlight to potential applicants. Examples are line workers, power plant operators, welders, fusers, other technicians, and engineers.
* Ensure the selected employees are comfortable being recorded and speaking favorably about their jobs, the company, or the industry.

1. **Gain employee’s approval to be recorded**

* If your company doesn’t require and maintain photo/video releases for employees as a condition of employment, ensure you have approval by the employee to record. (See the sample appearance release included in this toolkit as a starting point.)
* Consult with your legal department to finalize a release appropriate for your company.
* Collect approvals from all employees who agree to participate in the campaign.

1. **Prepare for the recording**

* Identify a company point of contact to work with the employees to plan and execute the recording. Consider engaging a member of your PR or communications team.
* Identify the company owned or leased device that will be used to capture the recording (e.g., not a personal cell phone).
* Work with the employees’ management to schedule the day and time for the recording and gain approval for the employees to be away from work if the recording is to be made during the employees’ regular work hours.
* Select a location congruent with the work each recorded employee does. (Use real work locations as backgrounds if possible.)
* Gain approval of location management for conducting the recording.
* Identify appropriate Personal Protective Equipment (PPE) for use by the employee during the recording.
* Prepare a script for recording and review with the employees to gain their feedback.
* Ensure the script begins or ends with a reference to the Campaign theme, which is “I Got Into Energy.” The script might begin with, “I got into energy because…” or might end with, “That’s why I got into energy!” (Consult the Campaign Themes and Sample Scripts document in this toolkit for script ideas.)
* Work with the employees if needed to put the recording in their own words to reflect their personality.
* Determine how the recording will be captured, e.g., who will actually hold the device while the recording is being made. Some employees may be more comfortable holding a phone, for example, while recording but the designee should still be present for the recording.

1. **Conduct the recording**

* Ensure recorded employees are appropriately outfitted in any required PPE.
* Keep the recorded messages short, ideally around 30 seconds.
* Have each employee begin the recording by identifying himself/herself, their job, their company, and their state.
* Ensure the employees reference the Campaign theme “I Got Into Energy” during the recording.
* Ensure that the employees are comfortable with their recording. Employees who want to try again or “do another take” should be accommodated.

1. **Gain approval of the recording for use by your company**

* When the employees and the designee are satisfied with the content, the technology owner should send the recording to those in the company who have been designated from the Potential Stakeholder List as approvers of the recording.
* Once approved, final control of the recordings should reside with the company’s PR/Corporate Communications designee for dissemination through the company’s social media network.

1. **Post and share the recording**

* Prior to sharing the recording through your social media channels, alert:
  + Your CEWD regional consultant (see CEWD & Associations Communications Contact List).
  + A contact at any applicable CEWD member associations (see CEWD & Associations Communications Contact List).
  + State consortia members if your company is active in one or more state consortia (see http://cewd.org/about/state-consortia/state-consortia-2/ for consortia lead emails).
* Use sample messaging provided in this toolkit or your own to share the recording via your company’s social media platforms.
* Share the recording internally via your employee communications media.
* Include the hashtags, #IGotIntoEnergy and #GetIntoEnergy in the company messaging so that it can be reposted. This will allow your broader CEWD community to watch for and share your recording, ensuring the broadest possible reach to potential jobseekers.

1. **Recognize employees for their participation**

* Recognize and thank employees who provide recordings in a way that is meaningful to each employee.
* Have each employee’s senior manager send a letter or email of appreciation.

1. **Monitor and measure the effectiveness of the campaign**

* Consider tracking resharing/retweeting of the recordings, “likes,” etc.
* Consider including the campaign as a choice on the job application to indicate how applicants learned about the company.
* Report results to original approvers of the campaign.