

**“I Got Into Energy” Campaign Potential Stakeholder List & Roles**

*As you plan within your company to create employee recordings, you may want to consider the following stakeholders for inclusion in the approval process. They may not all apply in your company.*

|  |  |
| --- | --- |
| **STAKEHOLDER** | **POSSIBLE ROLE IN THE PROCESS**  |
| Legal Representative | * Awareness of campaign.
* Provision of video release for company if one doesn’t already exist.
* Approval of video message.
 |
| Chief HR Officer | * Awareness of campaign.
* Approval of video message.
 |
| Public Relations / Corporate Communications Lead | * Ensure appropriate approvals are in place for taping employee.
* Review and approve final scripting for employee.
* Plan company’s approach for sharing video message on company communications and social media channels.
* Arrange for the taping. (Alternatively, by HR Business Partner.)
* Conduct the taping. (Alternatively, by HR Business Partner.)
* Promote video message with link to company’s career page.
* Final approval of video message.
 |
| HR Business Partner supporting employee(s) selected for taping | * Help select employee(s) for video messages.
* Gain written permission from the employee for the taping if it doesn’t already exist.
* Arrange for the taping. (Alternatively, by PR/CC representative.)
* Conduct the taping. (Alternatively, by PR/CC representative.)
 |
| Union Representative of selected employee(s), if applicable | * Awareness of campaign.
* Review of final video message before release.
 |
| Manager/Supervisor of employee(s) selected for taping  | * Help select employee(s) for video messages.
* Gain agreement from selected employee(s) that they are willing to be taped for the campaign.
 |
| CEWD Region Consultant  | * Resource for execution of the Toolkit.
* Receive video message for sharing on CEWD social media platforms (Facebook, Twitter, Snapchat) and GIE site.
 |
| Contact for Relevant Energy Association(s) (See Key Contact List in Toolkit) | * Receive video message for sharing on relevant Association platforms
 |