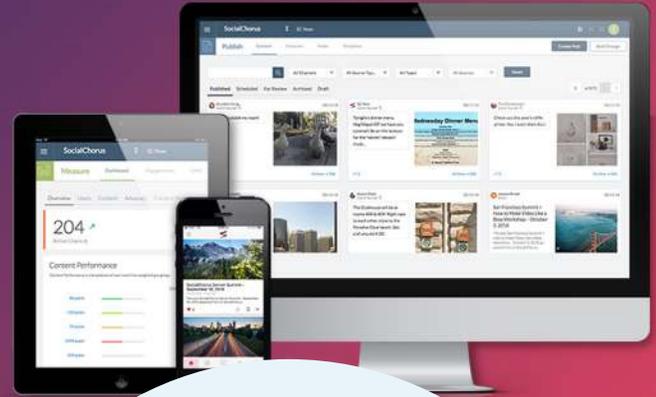




Leadership Communications



Give leadership and team managers a better way to connect every employee in real time.

SocialChorus gives leaders an effective platform to speak to all employees in every scenario, from monthly business updates to crisis communications. From one platform, get the message out to your employees in the channels they use the most.

Common Challenges

Difficult for remote workers to connect to leaders

Misinterpretation of company goals and strategy

Inability to measure the impact of communications

SocialChorus Solutions

YOUR CEO'S MESSAGE IN MINUTES, NOT HOURS

Post leadership communications from a single point of publishing without the hassle of logging into multiple tools. Give your leadership a simple way to connect quickly via video or text posts.

DRIVE ENGAGEMENT AND ALIGNMENT WITH PERSONALIZATION

Do you need to make sure certain employees hear from leadership? It's easy to do with simple segmentation. You can segment and reach every employee on their phones, the intranet, or via email.

KNOW THEY WATCHED

When broadcasting to employees, leaders want to know their stats. Generate an engagement report in minutes.



LEARN MORE AT [SOCIALCHORUS.COM](https://socialchorus.com)

A REAL-WORLD EXAMPLE

SocialChorus Gives Leadership a Way to Speak to Every Employee

A major household appliance manufacturer was looking for a leadership communications solution for its global team. Engagement was lagging. The company needed to capture the attention of 100,000 employees, and they knew that more unread emails weren't the solution.

They decided to think outside the box. Using SocialChorus, their CEO began holding digital town halls where he would create and share videos via their branded company app. At these town halls, he would answer a randomly chosen employee question each week. The campaign humanized his voice and captured the attention of employees company-wide.

After each video was shared, the team was able to measure performance and overall engagement. Employees reported that the digital town halls made them feel more informed about leadership and company initiatives. The effort set a new standard for corporate leadership communications.



Let's Talk

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SocialChorus is the leading workforce communications platform that transforms how workers and organizations connect every day.

We empower communicators to reach every worker—from the head office to the front line. Companies thrive and win when all their workers feel informed, aligned, and supported. The SocialChorus platform allows communicators to publish once and distribute everywhere—efficiently delivering critical information to the right employee at the right time.