



# Tops tips

**The Long Term Workforce Plan emphasised the importance of retaining our valued NHS workforce. Employers should be looking at their wellbeing offer and critically evaluating the experience of staff through all stages of their careers.**

**A positive staff experience and a rounded support offer are vital to encouraging staff to remain in the workplace. Our guide provides practical tools that will help NHS health and wellbeing and staff experience leads deliver successful communications campaigns and initiatives to support their colleagues.**

- Define your objectives as early as possible.
- Consider your target audience and define how they prefer to be communicated with and when.
- Be clear about what you want to communicate.
- See if there are other activities that are taking place within the organisation and use these platforms to communicate/reinforce your messages.
- Consider which channels would work best to deliver your campaign or initiative and if there are opportunities to reinforce messages using multiple channels.
- Use simple language and avoid using jargon and abbreviations.
- Use images on social media. Tweets with images tend to get better engagement.
- Clearly define how you will measure the impact of your campaign or initiative.



There are many ways to communicate and the factors that lead to you deciding which routes to take will depend on budget, resources, time and audience.

Identifying your audience will help you tailor your activity, construct effective and relevant messaging and choose appropriate communications channels. When you're up and running, it is important to know how successful your campaign or initiative is. You don't have to wait until it's all over before making any tweaks or changes to improve your initiative. Measure, evaluate and adjust.

Finally, remember that ultimately your activity is about encouraging behaviour change – and the EAST tips (see the behaviour change section) are key to success.

## Further resources:

- [Communications guide for reward](#) - Download our reward communications guide to help you plan and communicate the reward package your organisation offers to staff.
- [Communicating reward](#) - This infographic shows the channels you could use to promote your reward package and reach as many staff as possible.
- [Reward strategy toolkit](#) - Use this toolkit to develop a successful reward strategy for your organisation.
- [Mental wellbeing in the workplace infographic](#) - Statistics and key facts on employee mental wellbeing in the workplace.
- [Back to basics for a healthy working environment infographic](#) - Statistics and key facts about the impact of hydration, nutrition, sleep, and regular breaks on workforce wellbeing.