

# PROBLEM #1

HOW TO REACH "NON-DESK / NON-EMAIL"  
EMPLOYEES.

POTENTIAL SOLUTIONS:

- WORKPLACE BY FACEBOOK ("over 90% have a smartphone")
- Internal "social media". ie. Slack
- Monitors / Poster boards
- External apps (text alerts, open enrollment for notifications, team portal)

# PROBLEM #2.

CONTENT IS NOT BEING READ.

- If budget allows external resources
- Evaluate by region / push accordingly
- find best days / best times
- Survey opinions.
- Publishing calendar