

Hello everyone,

I hope this email finds you well. In an effort to invigorate and boost engagement with the [REDACTED] Teams channel, we are reorganizing and refreshing the overall look and feel of the channel. With these changes, I wanted to brief you on how we are restructuring the way our channel sponsors engage with the channels. Here are the main changes we are making that affect your channel sponsorship:

- 1) On a survey that was conducted last September, we received a lot of feedback that there was too much noise on the channels, and important information was often buried. Therefore, we're condensing the channels into three main channels: Get Informed, Get Engaged, and Grow Your Career.
 - Get Engaged – This channel will closely resemble a combination of the Kudos, Live Intentionally and [REDACTED] Connect channels. It will feature monthly contests, ERG news, events happening across the account, etc. The channel will be jointly owned by [REDACTED] and [REDACTED] with input from Channel Sponsors/Champions.
 - Get Informed – This channel will closely resemble the current General channel. It will feature the new Weekly Snapshot post which provides an at-a-glance view of important information for the [REDACTED] employee at [REDACTED]. It will highlight upcoming events, news, and reminders from across the account. The weekly cadence of the postings will help to organize the information for the reader, so that important information doesn't get buried. The Weekly Snapshot will be developed by [REDACTED] and [REDACTED] and the channel will be jointly owned by [REDACTED] and [REDACTED] with input from Channel Sponsors/Champions.
 - Grow Your Career – This channel will be maintained, as-is. It will feature relevant HR updates such as career growth tips, performance achievement reminders, navigating how to give/receive feedback and other workplace concerns. The channel sponsors are [REDACTED]
- 2) Due to this new condensed format, we no longer need our Channel sponsors to post content on their specific channel each week. Instead, Channel Sponsors will now be referred to as **Channel Champions**. We encourage Channel Champions to either create their own weekly posts *or* send any content to the [REDACTED], which we will then incorporate into the Weekly Snapshot. I will send an email to Channel Sponsors each week to solicit content that you want the PMO to post. You are, of course, encouraged to go out on the channels and post content yourself--we do not want to discourage you from doing that! Our goal is to remove as many roadblocks as possible and encourage participation in a way that works best for you. As Channel Champions, we ask that you post content and engage with (i.e., like or tag others' posts) 3-4 times monthly on a voluntary basis. Survey feedback indicated that leadership involvement with the channels may encourage overall participation across the account. However, we know folks have many competing priorities, so we want to set reasonable expectations with this ask.
- 3) We plan to announce the Teams refresh at the next Town Hall on February 24th. As we move forward, please know we want to make this as painless as possible and hear your ideas. After the refresh is rolled out, we are aiming to have a Coffee with Comms Check-In to hear what can be improved and what's going well. We plan to invite all of our Channel Champions so we can hear from you. I imagine this check-in would not occur until late spring.

If you are not interested in being a Channel Champion at this time, please let me know so we can make alternative arrangements. Thank you and please let me know if you have any concerns/questions!