

We are all

McKinstry

Brand

Champions

A Program to Advance Our Brand



Creating a Story Corps

Advancing Our Brand

WHY?

Consistency

of messaging, brand and voice

Heighten Urgency

and accelerate action

Improve Employee Engagement

fostering inclusion and ownership

Increase Reach

and saturate more audiences and actors

Creating a Story Corps

Advancing Our Brand

WHAT?

Our Brand Champion Program

To build a storytelling corps who are

Inspired

Empowered

Motivated

Prepared

Engaged

Proud

**Every McKinstry team member is a spokesperson.
Together, our voices strengthen our message.**



Creating a Story Corps

Amplifying Our Mission

HOW?

Creating Consistency

with toolkits, resources, training

Heightening Urgency

through messaging, focus, alignment

Improving Employee Engagement

by recognizing, empowering, preparing them

Increasing Reach

with a Brand Champion program

Creating a Story Corps

Barriers

What is stopping them?

Uncertainty of...

Message

Story

Brand

Purpose

Permission

Tools

Bandwidth

Options

Creating a Story Corps

Rally

How can we help them?

Give them...

Message

Story

Brand

Purpose

Permission

Tools

Bandwidth

Options

Brand Champion Program

Elements

2023

Framework for Storytelling

Brand Champion Guide: Story Book

Onboarding Content

Orientation program, new-hire toolkits

Training Program Content

Integration into McKinstry offerings

Concierge Coaching

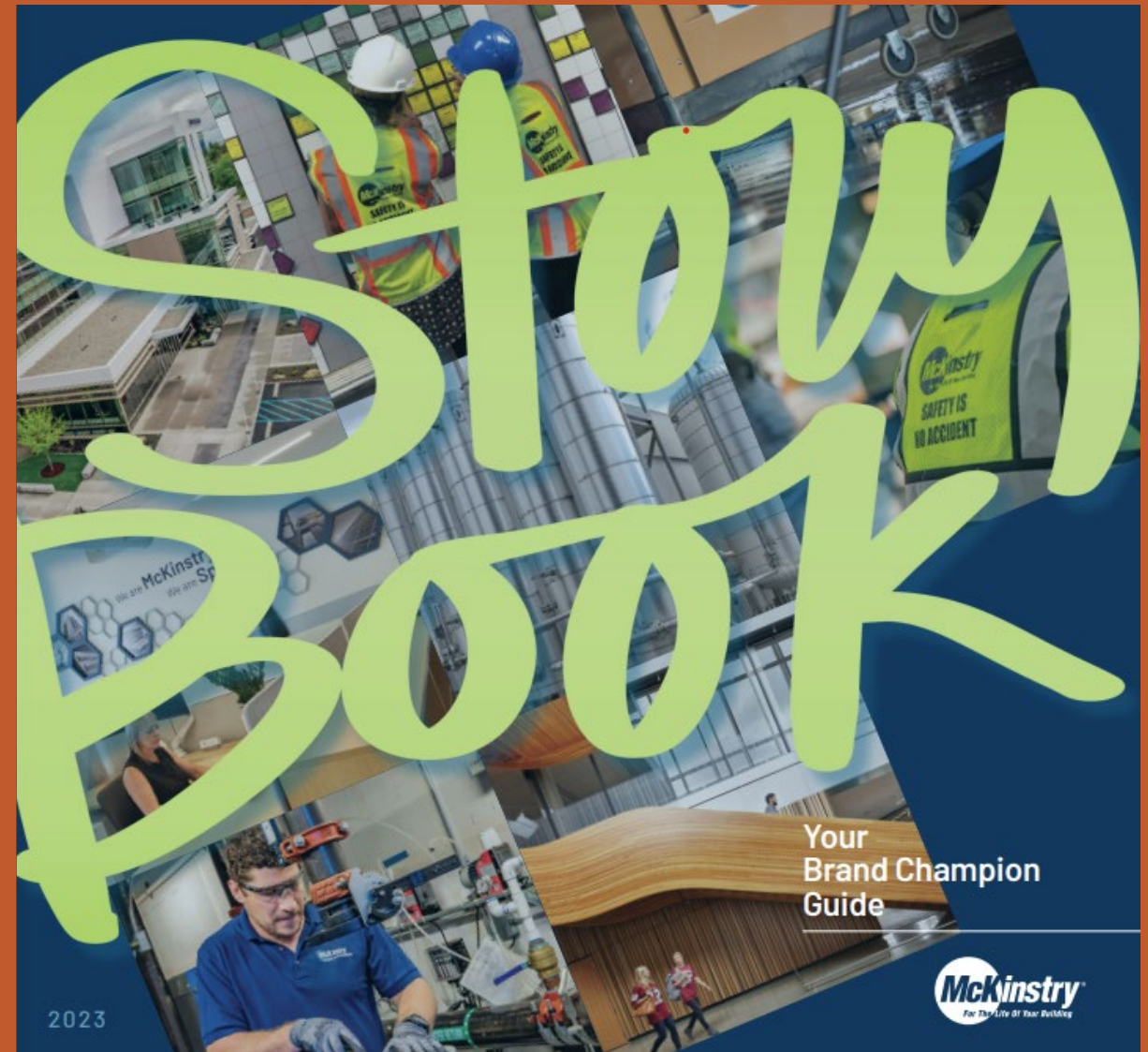
Recruits, leadership engage

Digital Expansion

Define social media channels

Brand Champion Program


A Guide





What's next?


Bluenet Resource Center



Telling McKinstry's Story

★ Following

- Home
- Who We Are
- Trends Shaping the Built...
- Signature Projects
- Our Climate Commitment
- Documents
- Pages
- Site contents



We are **all**
McKinstry
Brand
Champions

Stom
BOOK

When we share our collective story, we make an even bigger impact.
We all can, and should, take an active role inspiring and motivating building owners and communities by showing what's possible.

YOU ARE MCKINSTRY
You represent possibility, service, expertise and integrity to our clients and communities.
It is in you that our vision comes to life and our values flourish.

Brand Page

Send to ▾ Immersive Reader

WE ARE ALL MCKINSTRY BRAND CHAMPIONS

OUR BRAND

on, Vision & Values **Tagline** Authentic **Logo** Editorial Style
emarks Tone of Voice **Social Media** Brand Colors **Fonts** Our
g **Photography** Website **Purposeful** Common Language **CI**
gn Elements Illustration **Presentation** Iconography **Comm**

WHAT IS A BRAND

? Character, Presentation, Attitude

The McKinstry brand is more than just our logo, voice, offerings, and commitments. It is our personality as a collective company expressed through all that is seen, heard or experienced by external stakeholders. Our brand is the *feeling* audiences have when they interact with us and with our storytelling.

Elements of an Effective Brand Framework

An effective brand framework answers five critical questions:

Why are we here? | What do we look like as a company?
What do we sound like as a company? | What can others expect from us?
How do we engage with our audiences?

Revitalize Digital

Social Media – Fresh!

SOMETHING FOR ALL



LINKEDIN

@mckinstry

Connections to build trust and demonstrate values.



INSTAGRAM

@lifeatmckinstry

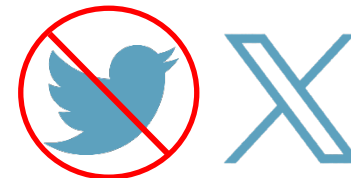
Amplifying our people's contributions.



THREADS

@lifeatmckinstry

Sharing updates & engaging in public conversations.



X formally TWITTER

@lifeatmckinstry

Participation in at-the-moment public conversation.



FACEBOOK

@lifeatmckinstry

Employees, families, partners & community organizations.



YOUTUBE

@lifeatmckinstry

Visual storytelling amplifies partner & employer of choice.

Empower the
Team

Employee Advocacy

OUR BRAND CHAMPION PLATFORM

What is it?

A new platform that makes curating and sharing content we want to promote easy and efficient.

What does it do?

Through this new platform, we'll be able to effectively share company news and content with employees; support employee thought leadership and encourage them to post about their authentic, positive experiences at McKinstry; expand our reach; and attract talent.



How it works

Stories to Share



Featured

1 day ago

68 Shares



Featured

3 days ago

85 Shares



Featured

5 days ago

79 Shares

Email Settings

Select Stories



Newsletter



Sprout Coffee Co. is now
Expanding Globally



Send Yourself a Preview

Send Newsletter

Give Employees a Voice


@katie

256

Message Ideas
Select an option below as inspiration to craft your message to your network.

Use This

Use This

 Nate S., sproutcoffeeco.com

Send Later

Pre-approved message ideas so employees can feel confident they're staying on-brand.

Measure and Optimize

Metrics Overview



71 Stories

Active this Period



1,071

Total Shares



1.5 Shares

Avg. per Active User



\$27,930.24

Earned Media Value

Potential Reach

Totals

	Twitter	198,933
	Facebook Page	58,296
	Instagram	21,343
	LinkedIn	578,911

Earned Media Value

Totals

	Twitter	\$5,586.05
	Facebook Page	\$2,513.72
	Instagram	\$1,675.81
	LinkedIn	\$18,154.66

Launch the Program

Timeline

COMING UP NEXT

Story Book Pilot, Bluenet Go Live

August

Employee Advocacy Tool Pilot

August

Training Pilot

ESM, Internal Communications, Talent Acquisition

August

Training Launch

Alliances, Orientation, Experience, C-Suite

September

Concierge Program Launch

September

We are all

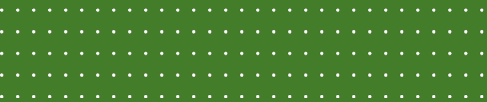


McKinstry
Brand
Champions



Let's try it out!





Congratulations!
You are all now officially
McKinstry Brand Champions.

