The Joyous sample comms resource is designed to make it easy for your internal communications team to raise awareness of upcoming Joyous campaigns and their associated outcomes.



**Sample Comms**

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For team members who have regular access to email, you can use the following sample email communications to raise awareness of Joyous, upcoming campaigns, and resulting actions.



**Email Comms**

Sample Comms

The Joyous sample comms resource is designed to make it easy for your internal communications team to raise awareness of upcoming Joyous campaigns and their associated outcomes.

## Introducing Joyous to all employees

**Subject**: Introducing Joyous, helping us turn your ideas into action

**To**: All employees

**Send**: 1-2 weeks before launching Joyous

[Greeting]

Starting from [date] we are rolling out a new tool called [Joyous](https://help.joyoushq.com/what-is-joyous).

**What is Joyous?**

At [organization], we believe that our employees have invaluable insights and innovative ideas to overcome our challenges. Joyous is a tool that allows us to leverage your ideas and expertise in order to make things easier and deliver great outcomes.

**How does Joyous work?**

Joyous is run in campaign cycles. Each campaign is usually three weeks long, with a two-part question each week focusing on a specific business challenge.

Your responses will be visible to a select group of [organization] leaders who will be able to have a conversation with you directly in Joyous. Your ideas will then influence the improvements [organization] makes.

**What to expect?**

We will notify you directly when you are included in a campaign specific to your experience and expertise.

If you are selected to take part in a campaign, you will receive your question via email, SMS, MS Teams, Workplace or Slack. Answering each week's questions will take 2 minutes or less.

We are excited for you to share your ideas and help solve key challenges at [organisation].

Regards

[Senior leader]

## Invitation to responder training

**Subject**: Invitation to responder training

**To**: Campaign responders

**Send**: 1-2 weeks prior to responder training session

[Greeting]

You have been selected to be one of the responders in the upcoming [Joyous](https://help.joyoushq.com/what-is-joyous) campaign about [campaign objective].

**Why were you selected?**

You were selected because you have a deep understanding of the [campaign objective/challenge] and are well positioned to answer questions, continue conversations, and action relevant feedback.

**What this involves?**

[The target audience] will receive a two-part question via [contact method] once a week for [3] weeks. As a responder, you will be able to see the feedback provided by the target audience and reply to individuals.

**What’s next?**

We want to make sure you are well equipped to navigate and respond in the Joyous platform. On [Date], a Joyous team member will run a short training session on how to get the most out of the tool and share tips on how to respond effectively.

You will receive a calendar invitation shortly.

Regards

[Senior leader]

## Launching a Joyous campaign

**Subject:** Help us [campaign objective]

**To**: Target audience

**Send**: One week before first campaign question is sent

[Greeting]

You have been selected to participate in the upcoming [Joyous](https://help.joyoushq.com/what-is-joyous) campaign. The campaign will start on [Date].

Your feedback is critical for [campaign objective]. We want to use your feedback to make improvements that are meaningful to you. [Any other campaign context].

**Things to know:**

Our goal is to build a culture based on trust, transparency, and open feedback.

* **Feedback is open, not anonymous**. We want to encourage you to share your honest and constructive feedback openly. Your responses to questions will be visible to [Responder group] who will be able to have a conversation with you directly in Joyous.
* **Quick, regular chats.** It’s quick and easy to give feedback! You’ll receive 1 question set per week, for 3 weeks. Questions take two minutes or less to respond to.
* **Rating Scale.** The Joyous rating scale questions measure agreement with a statement using an 11- point scale from 0 (Strongly disagree) to 10 (Strongly agree).

Our team is here to answer any questions you might have at any stage.

Regards,

[Campaign lead]

## Closing the campaign feedback loop

**Subject**: Thank you for sharing your ideas in Joyous!

**To**: Target audience + responders

**Send**: After top actionable themes have been identified

[Greeting]

The Joyous campaign on [campaign objective] has now closed. We want to thank everyone who took the time to provide feedback. Your ideas will influence the changes we make.

Below are some of the high-level actionable insights we surfaced from your feedback:

* [Theme 1]
* [Theme 2]
* [Theme 3]

**What happens next?**

Our team will build an action plan based on the campaign insights and we will inform you of any changes we make.

Regards,

[Campaign lead]

## Socialize campaign actions taken

**Subject**: Changes made because of your Joyous feedback

**To**: Target audience + responders

**Send**: After actions have been taken

[Greeting]

In [Campaign month, year], we ran a Joyous campaign to help [campaign objective]. We have now taken action based off the insights gained from the campaign.

Below are some of the changes we implemented as a result:

* [Change 1]
* [Change 2]
* [Change 3]

We would like to thank everyone who took the time to share their ideas and expertise. Because of your feedback, we were able to make a significant impact to [campaign objective].

Regards,

[Campaign lead]

In some cases, where email Is not the best options to communicate to staff (e.g. field workforces), you can use these talk tracks to help support managers to easily explain Joyous and create awareness of upcoming campaigns in their regular team or 1-1 meetings.



**Talk tracks**

## Raise awareness of upcoming campaign

**Introduction**

“Joyous is a new tool that [organization] will be using to gather your ideas and leverage your expertise in order to solve critical businesses challenges and ultimately make life better for you at work. [Organization] recognises that our employees are best positioned to provide insight into our biggest challenges”.

**How does it work?**

Joyous is run in campaign cycles. Each campaign is usually three weeks long, with a two-part question each week focusing on a specific business challenge.  
  
Your responses will be visible to a select group of [organization] leaders who will be able to have a conversation with you directly in Joyous. Your ideas will then influence the improvements [organization] makes.

**What to expect?**

You have been selected to participate in the next campaign. Your ideas and expertise are needed to help [campaign objective].

Starting on [date], you will receive a two-part question via [contact method] once a week for [3] weeks. Answering each week's questions will take 2 minutes or less.

Your responses to questions will be visible to [Responder group] who will be able to have a conversation with you directly in Joyous.

**Resources**

Joyous FAQ page: <https://help.joyoushq.com/faqs>

Joyous support email: [support@joyoushq.com](mailto:support@joyoushq.com)

Campaign lead email:

## Encouragement during the campaign

**Introduction**

As you may be aware, we are currently running a campaign on [campaign objective]. We have seen some great ideas coming from the team members so far.

This is just a reminder to take the two minutes to provide your valuable feedback on [campaign objective].

**What are the benefits of participating?**

* Your ideas will influence the changes [Organization] make.
* You will be able to have a direct conversation with someone that can make the change.
* You have the chance to [make things easier and make life better at work].

**Resources**

Joyous FAQ page: <https://help.joyoushq.com/faqs>

Joyous support email: [support@joyoushq.com](mailto:support@joyoushq.com)

Campaign lead email:

## Closing the loop & actions taken

**Context**

In [Campaign month, year], we ran a Joyous campaign to help [campaign objective].

Thank you to everyone who took the time to share their ideas and expertise. Because of your feedback, we were able to make a significant impact to [campaign objective].

**Things we heard**

Here are some of the high-level actionable insights we surfaced from your feedback:

* [Theme 1]
* [Theme 2]
* [Theme 3]

**Things we changed**

Here are some of the changes that were implemented as a result of your feedback:

* [Change 1]
* [Change 2]
* [Change 3]

In some cases, where email Is not the best options to communicate to staff (e.g. field workforces), you can use these talk tracks to help support managers to easily explain Joyous and create awareness of upcoming campaigns in their regular team or 1-1 meetings.



**Appendix**

## What is Joyous video

You can use the ‘*What is Joyous’* video however you wish. Embed the direct link in your email comms or use the embed code to insert the video in your presentations.

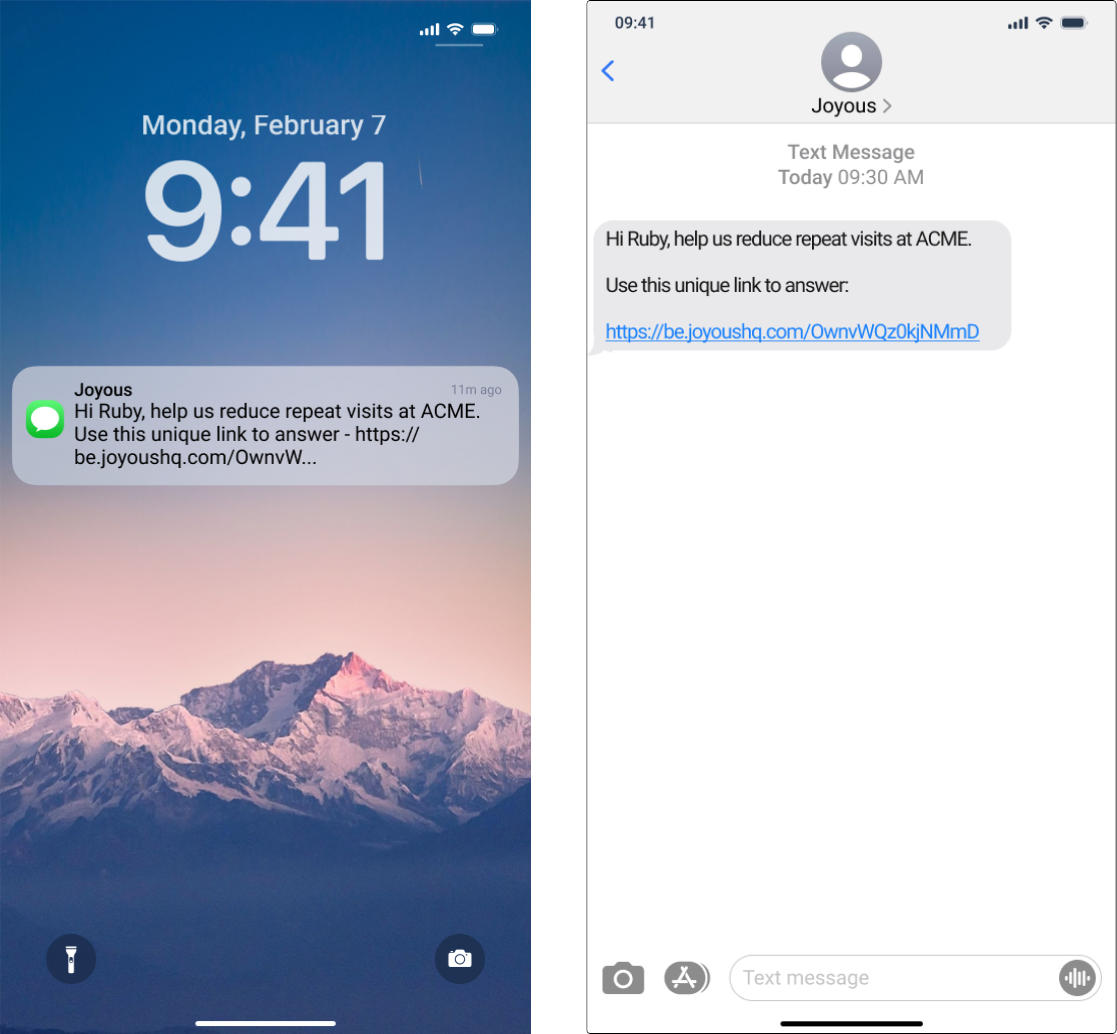
**Direct link:** <https://vimeo.com/joyoushq/what-is-joyous?share=copy>

**Embed code:**

<div style="padding:56.25% 0 0 0;position:relative;">  
           <iframe src="[https://player.vimeo.com/video/845061430?h=766f38e61c&amp;badge=0&amp;autopause=0&amp;quality\_selector=1&amp;player\_id=0&amp;app\_id=58479](https://player.vimeo.com/video/845061430?h=766f38e61c&badge=0&autopause=0&quality_selector=1&player_id=0&app_id=58479)" frameborder="0" allow="autoplay; fullscreen; picture-in-picture" style="position:absolute;top:0;left:0;width:100%;height:100%;" title="What Is Joyous?">  
           </iframe>  
</div>  
<script src="<https://player.vimeo.com/api/player.js>">  
</script>

## Joyous Text Message Example

You can use this text message as an example in your communications to show team members what to expect when they receive their Joyous questions via text. This will help prevent team members from mistaking the text for spam.

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