

Communications Audit

Type of Communications		Implementation
Push Comms	Email	Individual personalized email addresses
	Digital Signage	New Office space at the World Trade Center has digital signage that is utilized for a variety of internal and external communicative purposes. From highlighting new employee spotlights to campaign launches the digital signage allows for employees and passersbys to get an insider view of life as a Diego employee.
	Desk Drop	Branded merchandise that highlights, celebrates or commemorates departmental, employee, and group activities and achievements.
	Mobile App	Platform for employees to talk, share, and communicate with each other beyond traditional channels.
Pull Comms	Intranet	Restricted communications site with a compilation of resources and connectivity tools for employees
	Employee Directory	A contact database for all employees. It is used to promote collaboration and open channels of communication.
	Blogs	A branded communications tool used to deliver formal announcements from the brand, stakeholders and employees
	Annual Reports	Used to highlight performance highlights to stakeholders and employees
Talk/Interactive	Face to Face Events	Employees meet with brand leaders in order to hold discussions for a variety of topics.
	Webcasts	Have a communication with employees at different locations simultaneously in order to dismenate infromation.
	Hackathon / Think Tank	Brainstorming event with cross departmental employees aimed at tackling brand obstacles.
	Town Halls	A quarterly event where multi-level employees are invited to share their concerns and be heard by upper management.
	Social Networks	Twitter: Has up to date information about Diageo & Baileys initiatives around the world.
		Facebook: Used to highlight various employees in a variety of fields, along with updates brand updates.
		YouTube: "We are Diageo" videos: A series on YouTube that allows employees to gain lateral insights about the various departments and roles throughout the organization.
		Company Holiday Parties

Community	Employee Parties	Cocktail Parties at the In-Office Bar
		Launch Parties
		Themed In Office Pop Up Initiatives
	Corporate Social Responsibility Events	Events that align with Diageo 2030 social responsibility initiatives. Employees are encouraged to participate.
	Interest Groups	Interest groups on a myriad of topics, from sports to crafting are used to foster a sense of inclusion and belonging.
	Team Events	Foster teamwork and improve on employee engagement, promote wellbeing and health through the inclusive events.
	Onboarding Packages	Branded information that not only gives new employees information about their position, managerial staff, and department but information regarding employee engagement activities and company culture.
Intelligence	Surveys	Employees engage with the brand by weighing in on a variety of topics from which food truck is used for the week to the effectiveness of a professional development workshop. Ultimately, allowing employees' voices to be heard and develop a sense of inclusion and belonging.
	Online Polls	Digital polls sent out to employees through email and on intranet to gain opinions for better work optimization and work life-balance issues.
	Focus Groups	Groups of employees gather to discuss internal policies in order to improve employee engagement and collaboration.
	Team Meetings	Consistent and frequent team meetings allows for the communication of daily goals and expectations
	Training	DMC (Diageo Marketing Code) & Digital Code
"My learning hub" - Diageo's training and skills platform for professional and personal development		
Employee Assessment		Partners for Growth (P4G) is Diageo's standard performance management and development framework and is used to set objectives and assess performance for employees.