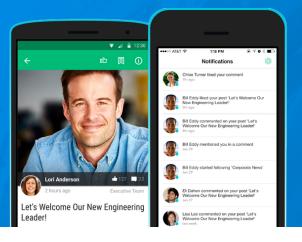


Jive Daily

Use Case and Best Practice



Top 5 Jive Daily Channel and Post Ideas

Channels	Post Ideas	
Company News Learn about what is going on inside your company	Company's Strategic InitiativesOrganizational UpdatesPress Release	
Executive Team Hear from the executives and what is on their minds	Department UpdatesStrategy and Goals	Business ResultsLeadership Change
Sales and Marketing Updates Follow what's new with Marketing, the latest sales wins and customer stories	Recent Sales WinsMarketing and Product UpdatesPress Releases	Customer Case StudiesSales Best Practices
Health and Wellness Stay up to date with your company's HR team	Employee RecognitionBirthday WishesWelcome New EmployeesCommunity Events	Volunteer EventsTeam EventsOffice Related UpdatesPolicy Changes
Competition and Industry News External News about the <industry> and what different trends are up and coming</industry>	Articles about CompetitorsIndustry Trend articles	

5 Quick Tips

- · Encourage Executives to post, comment and use Jive Daily as the exclusive provider of team updates
- Make it engaging! Add an image in the post and make it mobile friendly (not too long)
- Make the post mobile friendly. Link to other pieces of content for reference to keep it short and sweet.
- Don't be afraid to repurpose content on your company's social media networks, blog, etc.
- Post often and consistently to drive adoption by your employees

