



Top 5 Jive Daily Channel and Post Ideas

Channels	Post Ideas
Company News Learn about what is going on inside your company	<ul style="list-style-type: none"> • Company's Strategic Initiatives • Organizational Updates • Press Release
Executive Team Hear from the executives and what is on their minds	<ul style="list-style-type: none"> • Department Updates • Strategy and Goals • Business Results • Leadership Change
Sales and Marketing Updates Follow what's new with Marketing, the latest sales wins and customer stories	<ul style="list-style-type: none"> • Recent Sales Wins • Marketing and Product Updates • Press Releases • Customer Case Studies • Sales Best Practices
Health and Wellness Stay up to date with your company's HR team	<ul style="list-style-type: none"> • Employee Recognition • Birthday Wishes • Welcome New Employees • Community Events • Volunteer Events • Team Events • Office Related Updates • Policy Changes
Competition and Industry News External News about the <industry> and what different trends are up and coming	<ul style="list-style-type: none"> • Articles about Competitors • Industry 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