

Launching Loop Communications Workbook

UK&I | March 2026

Contents

1. Introduction

2. The importance of a communications plan

3. Understanding your objectives for Loop

4. Aligning messaging with your objectives

5. Creating your communications plan

6. Executing your Plan | Introducing the Kitbag

7. Additional Top Tips

Introduction

Welcome.

Firstly, thank you for choosing to introduce Loop to your workforce. We are excited for you to unlock its potential. Loop's power comes in the people that use it, so it's important to get all your staff 'in the loop'. (And yes, we love a good pun!)

So, this workbook and its kit has been designed to help you create and execute a communications plan for all your end users, that is aligned to your objectives for Loop. We sincerely hope you find the workbook and kit useful. If you have any questions, please make sure to reach out to your CSM.

Should you have any feedback or suggestions for the workbook or its kit, please let us know by emailing comms-vault@rldatix.com

The importance of a communications plan

The importance of a communications plan

Before we jump into creating a communications plan, it is important to understand why a communications plan is important when it comes to launching a new product such as Loop. Most of us know why a comms plan is a great tool to have but it's always good to remind ourselves.

- Whatever your objectives or reasons for introducing Loop are, it can offer your workforce major benefits to help keep connected with their workmates and managing their work life balance, whether that be being able to book their annual leave on the go, ensuring everyone has got the latest updates or even simply, arranging a post shift social with their teammates. Plus as an organisation, you can benefit from a new channel that is direct, engaging and easy to execute.
- But the success of Loop is the people. And put simply, your organisation will feel no benefit of Loop if no one is using it.
- The way to get people using Loop is telling them about it. If we don't tell people about it, no one knows it's there or the benefits from it.

The importance of a communications plan

- So how do I tell people about the Loop? We understand health and care organisations are unique and face so many different challenges. From size of workforce, to its spread and everyone working different shifts and days, internal comms can be challenging. It's not as simple as hitting 'Send All' on one email and sticking a poster on the fridge in the break room.
- This is where a communications plan, using various comms channels and tactics that are aligned together, will help you to effectively and efficiently promote Loop to your workforce. A good comms plan will help you:
 - To plan out the 5 W's o What you're telling your workforce
 - **What** you're telling your workforce
 - **Who** needs telling about Loop
 - **Why** they should use Loop (How it will benefit them/remove any objections)
 - **When** they can get Loop
 - **Where** people can get Loop
- Plan out your timeline for your communications
- Understand and plan the different phases you'll go through in your comms plan
- Turn your plan into tangible actions

Going from good to great.

When we are talking about Loop, a good comms plan will ensure your workforce understands what Loop is, when and how to get it. It also gets them to download the app. Simple!

But what turns a good comms plan into a great one?

A great one goes beyond just telling people this it is and get it here. It's ensuring that people really understand why it benefits them, why they should use and remove any objections they may have about using it. In essence, a great comms plan gets your workforce excited about using Loop. A great comms plan goes beyond the launch of Loop. It then also helps to drive adoption and usage beyond when users first download it.

Recap

To recap, a great communications plan will ensure you:



Effectively communicate the right message to the right audience
(The What, Who and Why)



Get people ready for Loop
(The Where and When)



Drive adoption and usage of Loop beyond launching the product

This workbook will help you create a communications plan that helps to deliver on these key points.

Understanding your objectives for Loop

Setting your objectives.

Before planning how you'll communicate Loop to your organisation, it's essential to first define your overall objectives. As an organisation, you'll have one or two key reasons for introducing Loop. You might want to take advantage of all its features, or you may be focused on solving a specific challenge.

For example, your objectives might include:

- Staff aren't engaging with emails, noticeboards, or traditional communication channels, so you need a more direct and engaging way to reach them
- Temporary staff can currently only book bank shifts during office hours, and you want to enable them to do this anytime, from anywhere
- Staff can only access their rota via a webpage, and you want to make this more accessible through a mobile app

Your objectives will shape the *what*, *who*, and *why* of your communication plan. For instance, if your primary goal is to drive adoption of rostering features, it would be counterproductive to lead your messaging with general communication benefits instead.

Before developing your messaging, it's helpful to bring together your internal project team and clearly define the purpose of Loop. Capture this on a single page to ensure alignment across the organisation.

On the next page, you'll find an example of a project one-pager to guide you.

Project Purpose | Example

What is the project called?	Loop launch	When is it live? Include here is it phased by departments or groups of staff	End of November 2021 (Full launch to Organisation)
What is the project?	To launch Loop as a new communication and engagement tool within the organisation.	Clinical Sponsor	Nick Wilson
		Business Sponsor	Liz Jones
Organisations	Allocate Hospital	Communications Lead	Chris Hammersley
Goals		Why are you doing it?	
Goal 1	Staff find it easier to communicate with their teammates that they are rota'd with	Staff Benefit	- Staff receive our communications faster and <u>more easy</u> to digest, rather than getting lost in emails or on noticeboards - Staff are <u>able</u> to communicate with other members of the team pre and post shifts, should information need to be shared
Goal 2	Staff feel communication between <u>them</u> and the organisation has improved.	Care Benefit	- Staff able to digest communications on the go - Staff have the right information at the right time to do their job
Goal 3	Allocate Hospital are able to send out emergency communications quickly and easily, that have maximum reach.	Organisation Benefit	- Prepared to send emergency comms out should we need to. IE: COVID-19 situation, - Able to more easily engage with
Goal 4		Other	
Which software products are you launching, and with which feature configurations?			
For launching just Loop, this will just be Allocate Loop. For other projects, this might sound 'techie' but often launch products together that would change the messages. Certain products have additional kits to help you.			
Product/s		Features/uses	
Allocate Loop		121 Messaging between teammates, pre-created groups from rosters, - Newsfeed and Allocate Hospital page, able to post content from organisation - Additional Engagement Module: Send out surveys and polls, send out targeted communications from Organisation.	

Setting your communication object

The project team and you are all on the same page? That's a great start.

It's time to think about the specific communications objectives/goals that come from the project purpose.

What to think about:

- Think about what your 5 W's are for the project.
 - The What: What are you communicating about Loop? What specific features do staff need to know about
 - The Who: Who exactly are you communicating to? Does 'the what' change depending on 'the Who'?
 - The Why: What benefits will this deliver to the staff group (or groups)? Why should they be excited by Loop coming? And how do you remove any objection people may have?
 - The When and Where: What date can users get their hands on Loop? Where can they download Loop from? Where and when can users also get more information on Loop.
- By doing the 5 W's, it also allows you to think about what tactics work best for each staff group for when you come to creating your communications plan
- Plus, it will help you focus on what possible concerns you need to overcome and any possible influencers with staff groups that can help with communicating Loop

On the following page, we have a template to help you establish your communication goals.

Communication objectives | Example

Staff Group (The Who)	<i>e.g. All Rostered Nurse Workforce</i>			
Staff Group Objective	Benefits	Concerns	Influencers	Locations
<i>Download Loop Communicate with each other via Loop Build stronger staff relationships</i>	<i>Always get the latest news directly</i>	<i>Can't I just use WhatsApp? Is it going to be hard to connect to</i>	<i>Ward Managers Junior Doctors</i>	<i>Allocate Hospital</i>
Key Dates (The When)	<i>Organisational Launch – 01st November 2021</i>		Goals	<i>Get 25% of organisation onto Loop on launch day</i>
Key Messages (The What)	<i>Stay in the Loop with news from Allocate Hospital Connect and communicate with teammates</i>		Best tactics for reaching staff group	<i>Newsletter Articles Drop-in sessions/demo's Incentives Video Ambassadors Morning briefings Launch event</i>
What do they need to know? (The Why)	<i>How to download Loop</i> <i>How they can communicate with teammates</i> <i>How they get messages from Allocate Hospital</i>	<i>What do you need them to do?</i>	<i>Download the app</i> <i>Chat with teammates</i> <i>Read Allocate Hospitals updates</i> <i>Comment/like/engage with content</i>	<i>How do you want them to feel?</i> <i>Excited</i> <i>Empowered</i> <i>Engaged with</i> <i>Part of the Allocate Hospital community</i>

A blank version of the Communications Objectives for you to use can be found in the Communications Vault.

Top Tip #1: You may need to consider different staff groups here if you have an objective that is specific to a certain group of staff.

Top Tip #2: Run focus groups with the groups you are trying to reach if you are not sure of all the answers.

To recap

Recapping understanding both the project's purpose and also, your communication objectives/goals.



Have an understanding of why your organisation is introducing Loop



Understand the 5 W's of what you need to do with your communication plans

The next part of the workbook goes into how you can take your objectives and align them into the various messaging packs that Allocate has developed as part of the launch of Loop.

How you'll use the communication features

How you'll use the communication

As an addition, once you've established what your organisations objectives for Loop are, it's important to think about how the comms features of Loop fit into this. Whether you focus is more on the rostering than its comms features, it's still importance to consider these areas so everyone is clear on how to use it.

- **Using Loop**

- How will this fit in with your existing communications tools?
- Where does it fit for cascading information?
 - IE: for an urgent update, use Loop first and other channels for catching others?
- What can and cannot be communicated about on Loop? IE:
 - Can: success stories, good news stories, improvement work updates, etc
 - Cannot: business sensitive information, patient information, etc
- Will you be replacing any existing communications platforms for Loop?
- Do you have any policies in place for using work based communications tools?
 - Do you need to updates these with introducing Loop?
- Who will pick up the 'abuse reports' or 'reported concerns'?

- **Your organisations page**

- How often will you share posts from your organisations page?
- What sort of content will you send from here? Informative, engaging, social? (This should be informed by your objectives for Loop)
- What communications will you send out from here?
- Who is responsible for updating the content? Whether it is just your rostered employees using Loop or whole organisation will affect your decision on these points?
- If you have direct messaging based on HealthRoster filters (from the Engagement Module), who should be allowed to use this and when should it be used?

- **Groups**

- Outside of the automatically rostered groups that will be created, what other groups should/need to be set up:
 - IE: Any existing societies, Book Clubs, Gardening Club, Fantasy Sport leagues, etc
- Is everyone allowed to set up their own groups should they wish?

- **Pages**

- Are there any other pages you wish to set up

- **Useful Links**

- What useful links will you add to this section. Up to 3
- Would you include a link here to your policies for communications tools?

Aligning messaging with your goals.

Aligning messaging with your goals

- The team is aligned on the objective's for introducing Loop.
- You have your communications goals down.
- It's now time to look at turning these goals into messages that mean something for your end user audience.
- To help make the process of turning the benefits of Loop and your organisation's purpose into tangible messages, we have developed a range of 'messaging streams' that suit the wide range of objectives you may have.
- There are many different messaging streams, but we have broken them down into 3 categories:

Communications Module focused

- These messages focus on the communications benefits that Loop can deliver.

Rostering Module focused

- These messages focus on the rostering benefits that Loop can deliver.

Temporary Staffing focused

- These message are aimed towards the benefits that Loop can provide to temporary or bank workers

Messaging Streams

Stream	MS1: Communications functionality focus
I should use this stream if:	Where the organisations wants to promote both the communications and rostering functions to its workforce, with a lean towards communications as the priority.
Headline	Keeping you in the loop
Sub-Heading	Loop, your new app to keep you connected with your workmates and in control of your work life
Benefit Messages	• Connect with and message colleagues easily, without having to give out your personal number or email • Get auto-added to staff groups, based on your roster, to chat with your team • Get the latest workplace news and updates direct to your newsfeed • Plus, manage all aspects of your working life easily, including: ○ View and manage your roster on the go ○ See what activity and teams you are scheduled with ○ Book annual and study leave ○ Book bank shifts anytime and anywhere

Keeping you in the loop



Loop, your new app to keep you connected with your workmates and in control of your work life

- Connect with and message colleagues easily, without having to give out your personal number or email
- Get auto added to staff groups, based on your roster, to chat with your team
- Get the latest workplace news and updates direct to your newsfeed

Plus, manage all aspects of your working life, including:

- View and manage your roster on the go
- Book annual leave at the touch of a button
- Book vacant shifts anytime and anywhere
- Request the duties you want to work, well in advance
- Log your call outs on the go

Coming Soon



Messaging Streams

Stream	MS2: Rostering functionality focus
I should use this stream if:	Where the organisation wants to focus on its workforce using Loop for its rostering features
Headline	Stay in the loop with your work life
Sub-Heading	Manage all aspects of your roster and working life with our brand-new app, Loop From your roster to booking leave. Manage all aspects from your working life with our brand-new app, Loop
Benefit Messages	• Manage all aspects of your working life, including: ○ View and manage your roster on the go ○ See what activity and teams you are scheduled with ○ Book annual and study leave ○ Book bank shifts anytime and anywhere • Plus stay in the loop with your colleagues and our latest news ○ Send direct messages between colleagues and teammates ○ Get the latest workplace news and updates direct to your newsfeed

Stay in the loop with your work life




Manage all aspects of your roster and working life with our brand new app, Loop

Manage all aspects of your working life, including:

- View and manage your roster on the go
- Book annual leave at the touch of a button
- Book vacant shifts anytime and anywhere
- Request the duties you want to work, well in advance
- Log your call outs on the go

Plus stay in the loop with your colleagues and our latest news!

- Send direct messages between colleagues and teammates
- Get the latest workplace news and updates direct to your newsfeed

Coming Soon

RLDatix

Messaging Streams

Stream	MS3: Using the bank
I should use this stream if:	Where the organisation wants to use Loop to make use of its bank features over traditional bank offices and hotlines.
Headline	Shifts at your fingertips
Sub-Heading	Easily book bank shifts anytime and anywhere with our new app, Loop
Benefit Messages	• Book unfilled bank shifts on the go • Get notifications when bank shifts become available • Easily manage, cancel and swap your bank shifts • Plus stay in the loop with your colleagues and our latest news ○ Connect with colleagues and send direct messages to each other ○ Get auto-added to staff groups, based on your roster, to chat with your team ○ Get the latest workplace news and updates direct to your newsfeed

Shifts at your fingertips



Easily book bank shifts anytime and anywhere with our new app, Loop

- Book unfilled bank shifts on the go
- View available shifts anytime and anywhere
- See who you are working with when your shift is confirmed

Plus stay in the loop with your colleagues and our latest news!

- Connect with colleagues and send direct messages to each other
- Get the latest workplace news and updates direct to your newsfeed

Coming Soon

RLDatix

Recap

- To recap on aligning messaging streams to your communications objectives.
- Understand what Messaging Streams will best suit your communications objectives/goals
- If there is a need to use different messaging streams for the different staff groups.

Creating your communications plan

Creating your communications plan

- Next steps is to create your communication plan, now you know your comms objectives and understand what Messaging Stream you are going to use.
- To start, it's important to split down what the 3 key phases are.
- By splitting the launch into phases, you can clearly define when you want your end users to do at each stage and it will help define what messages you should be using.

The 3 key phases are:

Awareness & Knowledge

Action

Participate & Reinforce

Creating your communications plan

- Below is a quick breakdown of the different phases and what it means for you as part of your Loop launch

Awareness & Knowledge

Before you let people get hold of Loop within your organisation, it's important to educate end users on what Loop is. First and foremost you need to create an awareness of loop, focusing on what it is and what it means to the end users. It is this part on what it means to them that will get them invested. Going beyond just being aware of it, it's making end users knowledgeable about what it will do for them and an opportunity to handle any concerns and remove objections.

Action

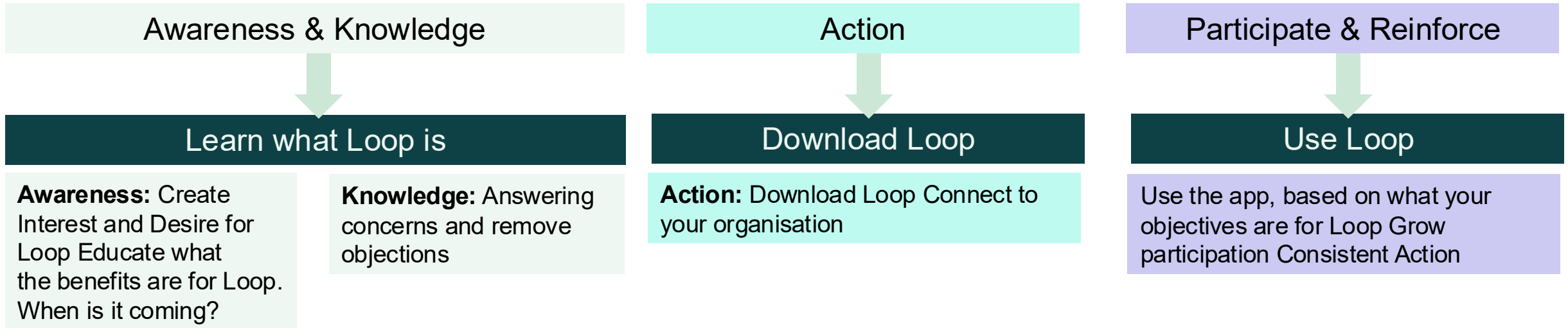
Translated for Loop, this is when you have released Loop and your end users can download it. The 'call-to-action' then is clear. Download Loop and start using it.

Participate & Reinforce

Just because you've launched it, doesn't mean your done. A brand new app takes time. Analogy time! You can take a horse to water but you can't make it drink. You have to show it how its done. Participate and Reinforce is about getting users to use Loop organically and using it well. Your plan for this period should focus on how you can encourage these and embed good practices for using Loop.

Creating your communications plan

- Here's a breakdown of what Loop means for your end users:



What could I do in each phase?

Awareness & Knowledge

Learn what Loop is

Promotional materials

Not every way of communicating will hit or be digested by everyone. Its key to have a good mixture of different tactics for your end users. This can include a wide range of comms from traditional posters on staff notice boards and leaflets in common rooms to updates in team briefings and email comms and articles in newsletters.

A resource centre

The majority of organisations have an internal intranet or SharePoint site. Setting up a dedicated Loop area where you can put all information and resources about Loop means you have one version of everything for anyone to access. It's ideal for putting videos, resources for managers to download and FAQ's. .

Ambassadors

It's important to have ambassadors for Loop that can act help spread the message and help remove any objections they may have. Across large organisation, having a group of people that are a mixture of roles and levels covering different departments.

Managers Packs

People naturally turn to their line managers for more information on work related stuff. Giving your line managers a pack of information to help share the awareness and the knowledge is great.

Action

Download Loop

Clear Call to Action

Here is where you update from 'coming soon' or 'arriving XX' to 'download now'. Having the clear call to action to download the app and start using it is key.

Make your launch an event

To help create the excitement, think about holding a launch event as well where you can get people to come along and learn more about Loop and answer any questions they have.

Top tip:

We all love a freebie. From handing out free pens to a free cupcake or drinks voucher can help attract your end users over and download Loop sooner.

Participate & Reinforce

Use Loop

Your users are on the app. Now its about using it. Some may intuitively using the app following your awareness and knowledge comms but some will need help along the way.

Post your own content

You can use Loop yourselves as a channel to prompt user to do things, such as posting top tips from your organisational page or instantizing actions you want users to take with a competition.

Give users an incentive

To help encourage participation, why not run a competition or incentives that encourage use. Such as, most booked bank shifts by a department win a prize Encourage participation like this and helping to reinforce will turn you manually need to encourage use to soon becoming organic. This phase allows you to be a bit more reactive to situations as well. Using the data Loop can provide, you can see areas where users may not be using the features of the app you want them to do. So you can then pull out some prepared content, such as top tips or direct messages in Loop, to reinforce the actions you are looking for.

Creating your communications plan

- We've provided plenty to think about and hopefully, got your creative ideas flowing for you. Then let's put these ideas down on paper.
- Having looked through the different ideas of activity you can do, write down the different activity you would do for each phase. We've given an example below of some of the things you could do in each section in our 'Activity Breakdown'.

Awareness & Knowledge

Learn what Loop is

- Weekly News Articles
- Posters
- Leaflets Weekly
- Countdown Emails
- Internal Social Media Images
- Countdown Screens (10 days to go)
- Central Digital Resource
- FAQ's
- User Guides
- Loop Ambassadors
 - Given early demo of Loop
 - Provide with 'Ask me about Loop' badges, Internal FAQ's, early access to app to demo'

Action

Download Loop

- Posters (Download Now)
- Leaflets (Download Now)
- Launch day event
- Offer free cupcake to everyone that downloads Loop.

Participate & Reinforce

Use Loop

- Content on Loop
- Message that links back to your objectives for loop
- Reports of usage

Creating your communications plan

- For each of these phases, it's important you plan a timeline around it to fit with your go live date for end users. Below is our recommendations on these timelines. Overall, we like to think of it as an exciting new movie coming out. It just doesn't appear overnight. You get to take the time to get people excited for it and the day its coming.

Awareness & Knowledge

Learn what Loop is

← 4-Week period →

We recommend this length to do the awareness and knowledge effectively.

Have a constant heartbeat of news

Also, announcing Loop is coming and educating people about its benefits is not just drop of information once and that's it to the launch day. It needs to be a beating heartbeat of communication. By holding it over at least a period such as this, it means you can have new information or reinforce messages each week and built the excitement

If you follow our recommended 4 week period, you could stagger your communications like so:

- 4 weeks until launch, announce Loop, what it is and that it is coming
- 3 weeks until launch, share videos and hold webinars so people can learn more about Loop
- 2 weeks until launch, announce your launch date
- 1 week until launch, have a countdown until the launch date to build the excitement

Action

Download Loop

Have a launch day

When we say launch day, we mean having the day that you can focus your awareness and knowledge comms to and then swapping it on that date to take action. And you can focus all your activity on the one day, including hosting a launch event, such as a booth.

But it doesn't just have to be the one day, you could extend this over a week with your comms, to make sure you capture everyone that may not be working on your launch day.

Participate & Reinforce

Use Loop

← 2 months + →

We recommend having a few months worth of content prepared that you can call upon.

But this phase never really ends either and is about having plans of action in place should things not go the way you hoped. Use the data that Loop can provide insights of whether you are hitting your objectives and then take action to achieve that. IE: everyone is on Loop but not enough people are sharing posts on their newsfeed, so run an incentive to encourage people to get posting.

Creating your communications plan

- To help then flesh out your communications plan further, we recommend dropping your ideas for activity into a top level calendar format. We've provided an example of this on the next page.
- Having a calendar of events will help you visualise your 'heartbeat of communications' so that you don't end up dropping all information on day 1 and then nothing until launch.
- It also a useful tool to show to your project team on what the communications plan, so your team are 'in the loop'
- You don't have to use our calendar as well; tools such as Asana or Trello are great ways of visualising your plans as well these as well.

Creating your communications plan

Phases	Activity	Week/s													
		-4	-3	-2	-1	0	+1	+2	+3	+4	+5	+6	+7		
Knowledge	Online Resource page live (linked in intranets)														
Awareness	Digital Banner on staff portal														
Awareness	Newsletter Article: Loop is coming														
Awareness	Newsletter Article/Email: Check out loop Video, join us for a demo session														
Awareness	Newsletter Article: Loop Launch date announced														
Awareness	Newsletter Article: How will I get onto Loop														
Awareness	Posters/Roller Banners in key staff areas														
Awareness	Newsletter Article/Email: Call for Ambassadors														
Awareness	Countdown to launch day screens														
Knowledge	Demo session for Ambassadors														
Knowledge															
Knowledge	Briefing documents and FAQ's given to line managers														
Knowledge	Newsletter article: How to connect info														
Action	Roller Banner/Leaflets (updated with Download Today CTA)														
Action	Email auto Notifications (including <u>EoL</u> details)														
Action	Launch event/booth set up														
Action	Launch Competition (download it and get <u>entered into</u> a prize draw)														
Participate & Reinforce	First day/s reaction video														
Participate & Reinforce	Loop Content Plan														
Participate & Reinforce	Incentives for using app (if needed, check in weekly against objectives)														
Participate & Reinforce	Newsletter Article (loop has launched. Newsletter moving to Loop)														
Participate & Reinforce															
Participate & Reinforce															

Recap

Hopefully following this section you'll be able to:



Create a strong communications plan that is aligned to your objectives



Have a timelines in place for each of the phases



Have understand of the activity you are going to undertaken

Next, we'll look at taking your plan and how to execute it.

Executing your plan. Introducing the Communications Kit

Introducing Loop's Communication Kit

- You have planned out your communications plan.
- You have your plan linked to your communications objectives.
- And you know what activity/tactics you want to do in order to execute it.
- Now you just need to create all the content for these. A daunting task maybe?
- Well there is good news! This is where our Loop communications kit comes in. From posters and roller banners, to pre-drafted FAQ's and video content, we have got a wide range of assets already created and aligned to the different messages streams (as seen in section 3) for you to use. It includes:
 - o Written Templates. FAQ's. News article copy and more. These are templates that you can use as basis for writing your communications
 - o Video content
 - o Design items
 - o Printed Promotional items
- The next few pages gives you a little taste of what is available

Introducing Loop's Communication Kit

Overview of Printed Promotional items

Available items include:

- Leaflets
 - Posters
 - Roller Banners
 - Badges
-
- Certain items are available to be personalised including adding your organisation logo, internal contact details and
 - The files for these are supplied ready to send to your own professional printer to get produced.

Introducing Loop's Communication Kit

Overview of Digital Promotional items

Available items include:

- Digital Banners
- Video's
- PDF guides

- Certain items are available to be personalised including adding your organisation logo, internal contact details and your launch date.
- The files are supplied and can be download to use.

Introducing Loop's Communication Kit

Overview of Written Promotional items

Available items include:

- Resource Hub content
- Written article templates
- Email content
- As templates, you can use these directly as they are or adapt them to add your own details, add your own personalise touch, such as a quote from a senior team member, or change it around to match your written communication style.
- The files are supplied in word documents and can be download to use.

Executing your plan. Introducing the Communications Kit

Introducing Loop's Communication Kit

- If your organisation has a dedicated internal communications team, get them on board before the communication planning stage to really help you promote the new app. They will properly also have an interest in the communications features of Loop.
- Make sure you give yourselves time to do your communications planning properly. Depending on the size and complexity, it could take from a half-a-day workshop to a couple of weeks work. Also, make sure you have the whole project team on board to help make it even easier when completing the project purpose and communication objectives.

Introducing Loop's Communication Kit

- Doing a phased roll out to different departments rather than one big launch? Then this workbook and kit still works for you.
 - Use the launch plan and phases but rather than just having one big launch plan for everyone, split each audience into their own launch plan, and therefore each phases. It will really help you to focus the right message to the right people at the right time.
 - Consider having one big Phase 1 awareness Activity but highlight to difference audiences when it is coming to then. IE: Use social and intranets to promote loop to everyone, but when it is time for certain wards to get it, use the posters and ambassadors to make just those wards aware.
- As Loop develops and introduces new features, we will supply new content in the kitbag to promote these features. When you are made aware of a new feature coming, check back in the catalogue for new assets.



March 2026 Edition