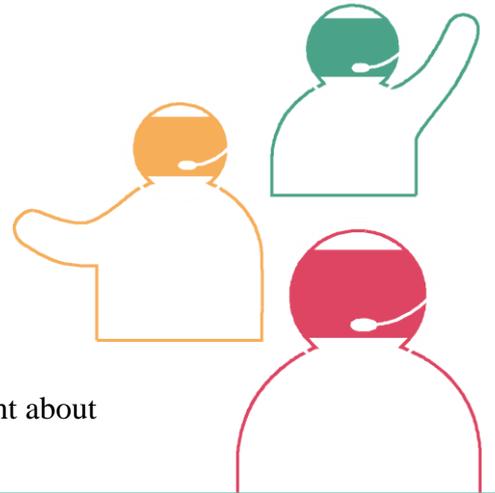


# Your Launch Checklist

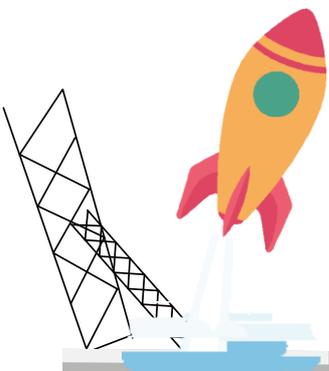
## PRE-LAUNCH

- Ensure you have completed all steps in your intercom email series
- Upload a csv of all your staff names, emails and phone numbers so you are ready to send out automatic invites
- Present Care Friends to your senior team
- Check out the best practice guide (uk) for advice and ideas
- Use our launch toolkit to plan your teaser and launch comms
- Enthuse your Champions and Managers to download and use the Care Friends app & start promoting
- Create jobs in your portal and “activate” them so they are ready for your staff to share via the app
- Decide on your launch incentive
- Plan final teasers through your communication channels
- Make sure your Champions and Managers are feeling confident about using the app and they are super excited for launch day!



## LAUNCH

- Send out your Launch Day comms
- Distribute your launch resources ie posters or ‘how to guides’
- On launch day, publicise the app and your launch incentive as much as possible
- Release the video or note from senior management
- Check jobs in the portal are current and ‘active’
- Most importantly invite your staff to join the app via the App Users Tab in the portal (tick all & sent invites)



## POST-LAUNCH

- Make sure you follow up your launch using other communications channels regularly
- Celebrate and publicise successes regularly, e.g. how many shares or candidates you have per week / month, or when your first referred starter is hired, add reminders in your calendar
- Think about ways you can incentivise further ie: bonus points
- Use Notifications within the portal to communicate with employees



**We want to hear from you!**