# Internal promotional campaign plan

Here are some tactics that you might consider for your campaign.

Adjust timelines as needed to suit your plan.

| When | Tactic | Activity | Audience/stakeholder |
| --- | --- | --- | --- |
| Monday 25 August | Digital and offline | Use [virtual background](https://www.vpsc.vic.gov.au/wp-content/uploads/2025/07/Virtual-meeting-background.zip) in all Teams meetings  Use [signature banner in email](https://www.vpsc.vic.gov.au/wp-content/uploads/2025/07/PMS-2025-Sep-email-banner-300x100-general.zip) communication  Display posters around the office | All staff |
| Monday 25 August | Digital | Send a [promotional email](https://www.vpsc.vic.gov.au/wp-content/uploads/2025/07/People-matter-survey-2025-Invitation-email-September-short-edition.docx) from your head of organisation  Publish a [news item](https://www.vpsc.vic.gov.au/wp-content/uploads/2025/07/People-matter-survey-2025-Sample-news-article-September-short-edition.docx) on the intranet  Use speaking notes when speaking to staff | All staff |
| Monday 1 September | Digital and offline | Send invitation email to let employees know the survey has opened  Display QR codes around the office | All staff |
| Monday 8 September | Digital and offline | Provide participation rate via organisation’s newsletter/all staff | All staff |
| Wednesday 17 September | Digital | Send reminder email – survey closes | All staff |
| October 2025 [post survey] | Digital and offline | Provide final participation rate to EMB and all staff via newsletter | All staff |
| October 2025 | Digital | Survey results and benchmarking reports available on the online portal | All staff |
| End of table |  |  |  |