Steps to engage creators

Set up and pre-launch

Launch and live campaign

End and repeat

Optimise campaign set up → **Identify your creators** → **Invite to StoryTagger** → **Nudge to story deadline** → **Say thanks**

StoryTagger
Use meaningful campaign and topic titles

Add a company logo

Add a submission deadline

Record a welcome video

Follow the launch guide

Planning
Identify your creators

Ask for registration of interest first if unknown, wider group

Communications
Communicate campaign goal and benefits plus build trust and urgency

Send first invite from your company email account

Set realistic deadlines

Use and adapt user guides

Target someone to go first and use as seed content

StoryTagger
Add creators to StoryTagger - this triggers a system invite email

Communications
Reinforce purpose, benefits and build on progress in any reminders

1-1 short, focussed email to target specific individuals

StoryTagger
Make stories 'Live' to nudge other active creators

Send halfway reminder - celebrate uploaded stories or share a tip

Automated submission deadline email sends 24 hrs before

StoryTagger
Automated thank you mail

Communications
Share kudos with individual and line manager

Planning
Build in good practice and improve your workflow for next time

ST StoryTagger