



Four ways to  
deepen engagement  
with **remote workers**

from  
**FACEBOOK**





In the last 15 years, the number of people working from home has **risen by 140%**.

For younger employees especially, remote working is more of an expectation than a perk. But it also **makes sense** for businesses:

- Companies that allow remote work have 25% lower employee turnover
- People who work remotely at least once a month are 24% more likely to be happy and productive
- That's why, globally, 52% of employees work from home at least once a week

Technology has been a major driver of this trend. After all, it's much easier to work from home when all you need is a mobile device. That's certainly true with Workplace, which combines instant messaging, video conferencing and company-wide updates to keep people connected when they're working remotely.

In this guide, we'll look at some of the tools and features you can use to bring people together and deepen engagement at a time when it's vitally important that all employees have access to the latest information and advice.

# 01

## MAKE VIDEO CONFERENCING EASY WITH VIDEO CHAT

Video conferencing is probably the single most important tool for keeping projects on track while teams are working remotely.

And yet it still isn't straightforward. Even the slickest software requires plug-ins, installers and meeting IDs. To say nothing of the infrastructure costs of running high-quality virtual meetings at scale.

At Workplace, we're focussed on making it easy. Effortless, in fact.

Here's an exhaustive guide to [video conferencing](#) on our platform:

- Open Workplace Chat  
(via the [iOS](#) or [Android](#) mobile app or on a desktop)
- Type your colleague's name into the search bar
- Tap the video icon at the top of the screen

It's really that simple. If you want to speak to multiple people you just hit the compose button to start a new chat and add their names.

No plug-ins, no codes, no confusion. It just works.

This is video conferencing reimagined for mobile.



# 02

## HOLD VIRTUAL ALL-HANDS WITH ENTERPRISE LIVE

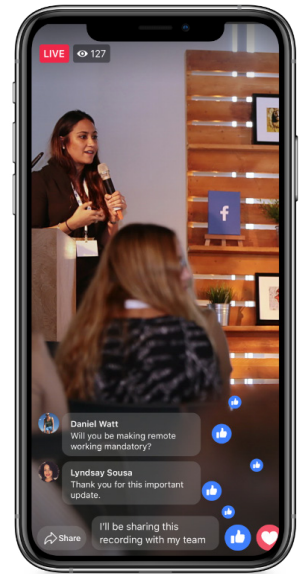
Live video comes with some significant challenges.

Most companies don't have the infrastructure, equipment or agility to do it well and at scale. But Workplace has a secret weapon: Facebook. Because of Facebook, Workplace has access to the kind of deep computational power required to do low latency, high definition live video broadcasts.

With Workplace, you can [go live](#) from your phone, laptop or even a professional studio using our API. But as more people work remotely, demands on your infrastructure are only going to increase. The more people you need to connect to your livestream, the more you run the risk of saturating network ingress points, which can completely paralyze a large organization.

That's why we built [Enterprise Live](#), a peer-to-peer solution that ensures high-quality live video streaming for large organizations.

When multiple users are watching the same live stream, the video is distributed across viewers – with some segments being pulled from our CDN, while other segments are pulled from the peer network. For companies, this means a completely seamless [event experience](#) that gives people the feeling of being there even if they can't actually attend in person.







## Companies are already using Workplace to **connect and inform remote workers** during the Covid-19 outbreak

"Our Covid-19 group is the second most-followed group at WHO. It's become our go-to channel for hosting daily press briefings, staff seminars and learning resources, while providing an open forum for staff to ask questions and receive instant feedback."



Carey Kyer

INTERNAL COMMUNICATION - LEAD

**WORLD HEALTH ORGANIZATION**

"We've set up a default group on Workplace and added everybody in the company. We have a pinned post at the top of the group with clear instructions on how to prevent the virus, like sanitising personal devices four times a day and avoiding social gatherings or festivals. We've even created pictures to make the information more useful and engaging."



Tien Nguyen Hoang Nhat

HEAD OF INTERNAL COMMUNICATIONS

**VIET-CREDIT**

"Workplace has been a great tool for us to communicate during the outbreak. We're using mark as important to amplify and track employee engagement with important announcements for people in affected areas. We've also been able to use video to share hygiene tips. We've seen an increase in posts as employees use Workplace to virtually connect and share with each other when it's not possible to be together in person."



Lindsay Devereux

SENIOR MANAGER, COMMUNICATIONS - ASIA

**SUN LIFE FINANCIAL**



# 03

## GUARANTEE PEOPLE SEE YOUR UPDATES WITH MARK AS IMPORTANT

Keeping everybody updated in a fast-moving situation like Covid-19 is vital. If you're relying on email or an intranet it can be difficult to tell if anyone is actually paying attention.

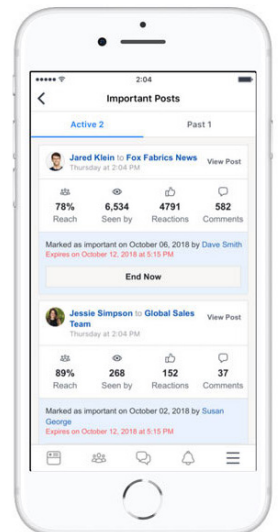
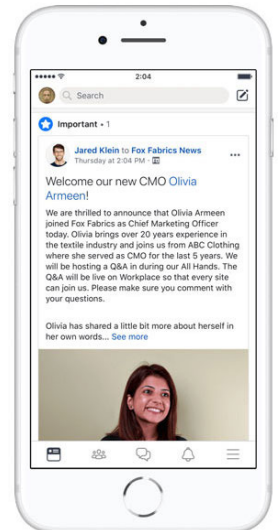
Workplace solves that problem with [groups](#). Groups are spaces for sharing information (and documents) with the right audience. That might be your whole company, an affected region or just you and a colleague.

If you really want to make sure people see your most critical updates, you can also use [Mark as Important](#), which will pin a post to the top of a group and make sure it's the first thing group members see when they log on to Workplace.

Using Mark as Important is [easy](#). Say you've got a post from the CEO with an update on official travel policy during the Covid-19 outbreak.

Once it's posted, a system admin just needs to use the drop-down menu to select 'Mark as Important' and the post will be pinned to the top of group members' News Feed for anything up to seven days.

You can back up the post with an email notification, and even access engagement data on the Admin Panel.



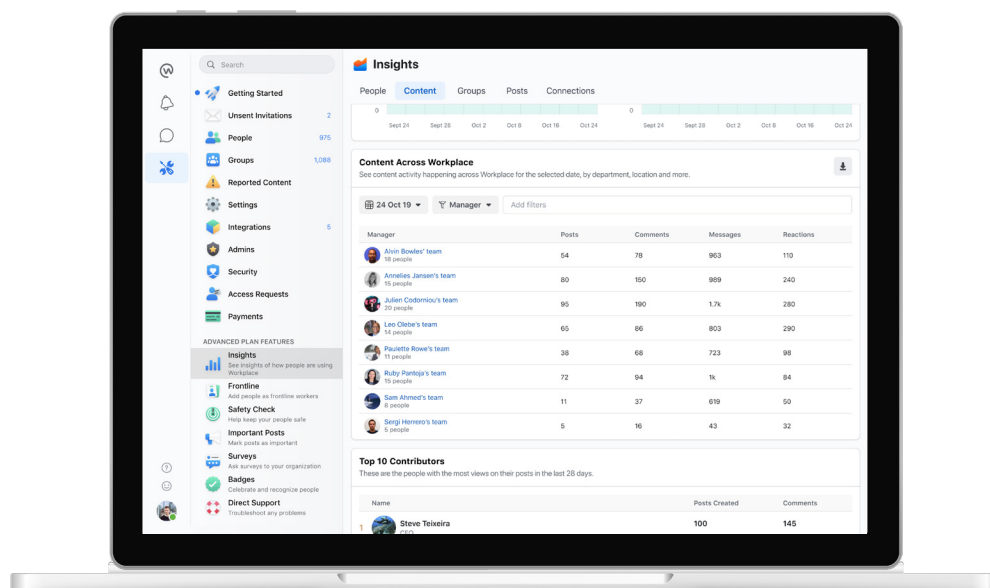
# 04

## FIND OUT HOW PEOPLE ARE FEELING WITH INSIGHTS

It's inevitable that people will be affected by the uncertainty surrounding the Covid-19 outbreak. In times of stress, it's important that companies have a way to understand whether the messages they're putting out are having the desired effect.

That's why we've recently overhauled our analytics tools and launched a new Insights panel to give admins richer ways of tracking and visualizing their workplace metrics. You'll be able to drill down into the data to understand company sentiment and employee engagement, including top-performing posts, contributors and trends.

This deeper level of understanding will help comms and HR leaders tweak and customize messages to make sure they're as engaging and useful as possible.



Workplace is a communication tool that connects everybody in an organization. For more information on how it can help keep your people informed and connected check out our [4 Tips](#) guide.

Or head to the [Customer Resource Center](#) on our website for more information on features and solutions.