

COHESITY

Global Internal Communications Standards and Guidelines

How to communicate effectively at Cohesity



At the end of this meeting, you'll have a clear understanding of:

1

The purpose
of our internal
communications
standards and
guidelines

2

The four
key elements of
effective
communication

3

**Writing
effective**
internal Slack and
email messages.
(and how to write
them)

4

**Accessing
templates**
for Gmail and
Staffbase email
communications

5

**When to ask
for help**
from the internal
communications
team

6

Where to find
other associated
internal
communications
resources

Agenda

1

Internal Communications at Cohesity:
Standards & Guidelines

2

Our Key Channels: Best Practices & Templates

3

The Internal Communications Team at Cohesity: Who we are, how to work with us, how to ask for help

4

Tools & Resources: How to succeed with your communications at Cohesity

Internal Communications at Cohesity

The purpose of our Internal Communications
Standards and Guidelines

62%

**of employees say
email is their
number one
distraction. [1]**

85%

**of employees spend
up to two hours
searching for
work-related
information. [2]**

74%

**of professionals feel
disconnected because
vital company
information does not
reach them. [3]**

[1] [Preppio](#), [2] [ThinkTalent](#), [3] [TeamStage](#)

Purpose of Internal Communications Standards/Guidelines

- To ensure overall consistency in tone, approach, and formatting of communications sent **from** Cohesity employees **to** Cohesity employees.
- To deliver a ***consistent* employee experience** across all departments



**4 Keys to
Effective
Internal
Communication**

1 Employee First
Communication

2 Clear Purpose

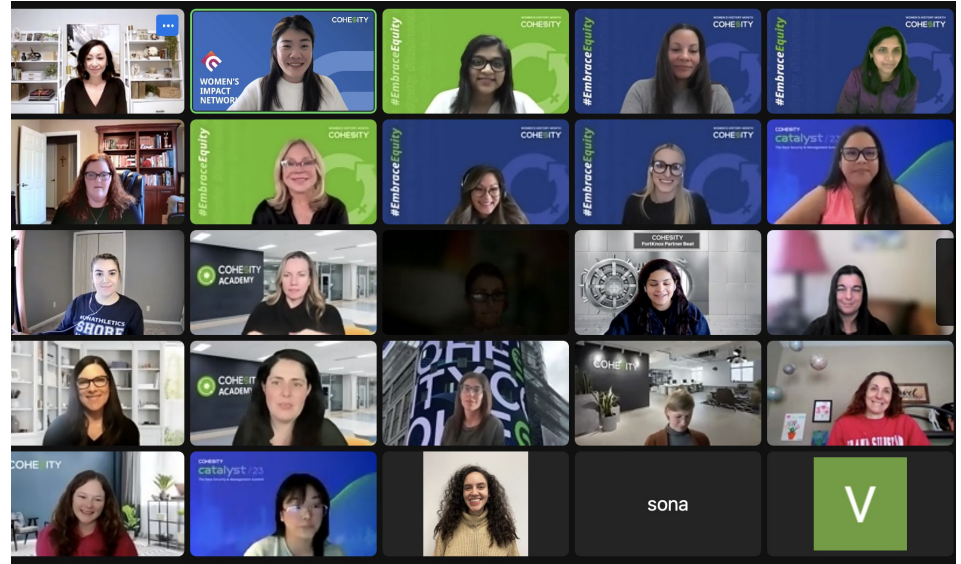
3 Thoughtfully
Planned

4 On Brand

#1: Employee-First Orientation

Keys to effective internal communications

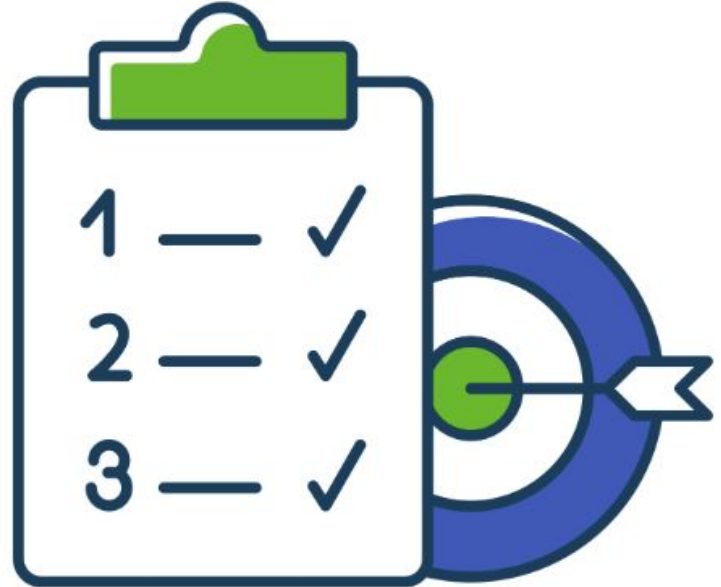
- Relevant to the target audience
- WIIFM message
- Easy to consume
- Best channel utilized
- Can be found or learned after announcement



#2: Clear Purpose

Keys to effective internal communications

- Aligned to business objective(s)
- Defined desired outcome
- Clear call-to-action
- Designed for highest reach
 - Channel selection by audience, objective
 - Catchy 'headline' email subject



#3: Thoughtfully Planned

Keys to effective internal communications

- Write a draft
- Have it peer reviewed
- Think about the end-user experience
- Optimize timing of distribution



#4 On Brand

Keys to effective internal communications

Voice and tone is how our writing “sounds” when consumed. Our voice and tone for communicating at Cohesity follows a few simple rules:

- **Be clear**
 - We are descriptive, yet concise.
- **Be human**
 - We write how we speak to one another – with empathy and authenticity. We’re conversational and credible.
- **Be bold**
 - We challenge conventional thinking and approaches with passion, facts, and creativity.
- **Be inclusive**
 - Our content should strive to speak to and engage everyone, without discrimination.
 - Use appropriate pronouns when talking about an individual.
 - Use Cohesians (not employees) to talk about our teams



Our Key Channels

Which channels do we use? How do we use them?

3 Key Communication Channels



Email

Long form content for announcements



Slack

Automated, secure & mobile-ready for segmented audiences.



Connect

Single source of truth, kept current with all newly announced news



3 Main Types of Emails

- **Newsletters**
 - Typically sent monthly or quarterly, these communications include a summary of news and information around a particular topic - sometimes specific for departments
- **News/Announcements**
 - Most internal emails will fall into this category
- **Events/Invites**
 - Used to entice employees to attend a live or virtual event
 - Includes details about the event, benefits of attending, and how to register

NOTE: For larger change management types of communication, we recommend you work with our Internal Communications team.

10 Internal Email Communications Principles

Relevant
to the target
audience

Connected to
a company
strategy,
initiative, or
RADIO value

Aligned to
Cohesity brand
visually and
linguistically

Highlights
a What's in it for
Me? (WIIFM)
message

Easy
to read and
digest

Formatted
so the most
important
information is
above the fold

**Able to be
found or**
learned after the
announcement
communications

Written with
an empathetic
and
conversational
tone

Sent during
an optimal time

**Encourages
Cohesians**
to reach out with
questions or
concerns

Ineffective Email

Hi,

Cohesity offers programs and benefits to support employees' physical, mental, and financial well-being. See below for more information about some of what we offer:

PHSICAL WELLBEING: Cohesity has a lot of programs and benefits to support employees' physical well-being We offer: NEOU - Complimentary Online Fitness Classes and Programs, Progyny - IVF, Adoption, & Surrogacy, COVID-19 Health Plan Coverage, Preventive Care, Flu Shots, Cigna Members: Wellness Resources, Kaiser Members: Wellness Resources. [Click here to learn more about Cohesity's mental well-being programs and resources.](#)

MENTAL WELLBEING: In addition to our Employee Assistance Program (EAP), which provides you and your dependents confidential support, resources, and information for personal and work-life, we also offer: Crisis Care, Video Behavioral Health, Cigna Members: Mental Wellbeing Resources, Kaiser Members: Mental Wellbeing Resources, Mind Reset, Mindfulness Apps, and Podcasts. [Click here to learn more about Cohesity's mental well-being programs and resources.](#)

FINANCIAL WELLBEING: Here's all we offer for employees financial wellbeing: 401(k) Savings Plan, Commuter (Parking & Transit) Benefits, Legal & Identity Theft Insurance through ARAG, and Financial & Legal Support through EAP. [Click here to learn more about Cohesity's financial well-being programs and resources.](#)

We hope all employees will take advantage of the above resources.

Keep it real,

Rocco Lungariello
People Communications Manager

Ineffective Email Transformed

Hello US Cohesians,

There's nothing more important than your health and well-being, and I'd like to remind you of the wellness programs and resources currently available to you and your family.

Our most popular wellness resources

- [Physical](#): Preventive and proactive (and often no-cost) health services
- [Mental](#): Details about our Employee Assistance Program (EAP)
- [Financial](#): A portfolio of financial programs, benefits, and support

[View all wellness resources available to you](#)

We understand that in order to bring your best selves to work each day, you need to stay committed to maintaining your health and well-being, and we encourage you to leverage these resources throughout the year.

If you have any questions, please email the People Services Team at ask-people-team@cohesity.com.

Be well,

Rocco Lungariello

People Communications Manager

Relevant to Target Audience:

All content and included links are only applicable to US employees

Personal Tone:

Conversational language that utilizes “you/your” makes the message more personal

What’s In it for Me? (WIIFM):

The message clearly communicates the value of the content included in the email

Easy to Read & Digest: Short paragraphs and bulleted list improve readability

Hello US Cohesians,

There's nothing more important than your health and well-being, and I'd like to remind you of the wellness programs and resources currently available to you and your family.

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- **Physical:** Preventive and proactive (and often no-cost) health services
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Be well,

Rocco Lungariello

People Communications Manager

Above the Fold: Most pertinent information included at top of email

Includes Subheadings: To highlight the most important information

Easy Access to Information: Links to Cohesity Connect where information can be found anytime

Empathetic Tone: Emphasizes that Cohesity has the employees’ best interest at heart

Encourages Communication: Offers an opportunity to reach out with questions

Email Subject Lines

- Think of them as headlines
- Around 40 characters (about 6 words) is the optimal length

Type	Formula	Example
The Silver Platter Headline	[Number or how to] simple/easy ways to [desired outcome]	7 easy ways to spot phishing
The How To Headline	How to [achieve a desired outcome]	How to recharge each weekend
The Testimonial Headline	How [Company] got [result] in [timeframe]	How Acme made \$163k sales in 30 days
The Question Headline	Are you [provocative question]?	Are you still taking notes on paper?
The Ignorance Avoidance Headline	What you should know about [topic]	What you should know about 401k

[Additional examples](#)

Slack

Slack Channels – Unlike email, channels are focused on specific topics



When to Use it

- Slack messages can **reinforce or reiterate an email** and should be posted in the most appropriate **Channel** in order to reach the intended audience (i.e. #cohesity-news, #new-hire-us).
- These messages should be a very condensed version of the original email message.

How to Target an Audience

- Each office, region, function, and ERG has a targeted, open channel,
- Some channels are private and are by invite only

[View our distribution lists on Cohesity Connect](#)



Email is best for:

- One-way communication
- Major announcements
- If you require analytics (open/clicks)
- Newsletters

Slack Channel messages are best for:

- Two-way communication
- Secondary messages (Reinforcing the message of an email)
- Informal celebrations
- Quick reminders
- Sharing valuable content with a team

Ineffective Slack Message



Rocco Lungariello 4:57 PM

ALERT: Employees are receiving malicious text messages (SMS) to their phones. These text messages appear to come from Sanjay Poonen asking for assistance with an activity, purchasing gift cards, or similar requests. These messages are *not* from Sanjay; do not respond to them. If you receive such a text message, please report it to your phone carrier by forwarding the message to 7726 (S-P-A-M). This works on all the major carriers and helps them prevent similar activity. Remember to report any occurrences to security@cohesity.com, and delete the text message.

This is a good opportunity for Cohesity to remind employees to protect themselves from phishing attacks.

- Phishing is a type of social engineering attack that occurs when a hacker, posing as someone you know or trust, tricks the victim into opening an email, instant message, or text message. The recipient is then tricked into clicking a malicious link that opens a file that can install malware, freezing your system/device, OR reveal confidential information, providing system access to the cybercriminal.
- We are introducing a tool that helps report suspicious emails – the Phish Alert Button (PAB). You can now use this tool to defend against the effects of malicious email attacks. The PAB gives us a safe way to handle actual or potential phishing emails. When you click the PAB to report a suspicious email, you provide the security team with an early warning about potential threats.

How to use/find the Phishing Alert Button (PAB)

Right from your Inbox:

1. Click on the "Show side panel" that appears in the bottom right corner of your Gmail. This will show you all the add-ons including the red hook "PAB" button.
2. Select and open the email in your inbox, then
3. Click the Phish Alert Button (There is no longer a need to forward the email to security@cohesity.com)

Confirm:

You will be prompted to confirm your action. This will automatically forward the email to the security team. Upon confirmation, please refresh your browser and the email will automatically get removed from your inbox. Note: PAB is only available on Gmail and not via other email clients.

Here at Cohesity, we are obsessed with protecting our customer's data and help them to avoid paying ransoms to cybercriminals. Let us all practice what we preach and be equally obsessed with protecting our data by taking precautions to prevent a cyber attack. Thank you.

Ineffective Slack Message - Transformed



Rocco Lungariello 4:10 PM

⚠️ We're getting reports that Cohesians are receiving malicious text messages (SMS) to their phones. ⚠️

👁️ **What to look for?**

These text messages **appear to come from Sanjay Poonen** asking for assistance with an activity, purchasing gift cards, or similar requests.

❗ **What should you do?**

- These messages are **NOT** from Sanjay; **DO NOT** respond to them.
- If you receive such a text message, please report it to your phone carrier by forwarding the message to 7726 (S-P-A-M).
 - This works on all the major carriers and helps them prevent similar activity.
- Lastly, **please report** any occurrences to security@cohesity.com, and **DELETE** the text message.



Keep yourself and your information protected

- Please take a moment to refresh yourself with [phishing and how to protect yourself](#).

Stay safe, everyone! And please let me know if you have any questions.

Emojis

These help draw attention to the post and to certain sections of the message

Personal Tone

Conversational language utilizes “you/your” and “Cohesians” instead of “employees”

Easy to Read & Digest

Short paragraphs and bulleted list improve readability

Focused

The message is very specific to one topic and has an intended action

Utilizes Cohesity Connect Links to Cohesity Connect where information can be found anytime

Encourages Communication:

Offers an opportunity to reach out with questions



Rocco Lungariello 4:10 PM

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These text messages **appear to come from Sanjay Poonen** asking for assistance with an activity, purchasing gift cards, or similar requests.

! What should you do?

- These messages are **NOT** from Sanjay; **DO NOT** respond to them.
- If you receive such a text message, please report it to your phone carrier by forwarding the message to 7726 (S-P-A-M).
 - This works on all the major carriers and helps them prevent similar activity.
- Lastly, **please report** any occurrences to security@cohesity.com, and **DELETE** the text message.



Keep yourself and your information protected

- Please take a moment to refresh yourself with [phishing and how to protect yourself](#).

Stay safe, everyone! And please let me know if you have any questions.

Sending Emails: Staffbase or Gmail?

- **Gmail** should be used when communicating to smaller audiences, typically for messages for upper management (eStaff, VPs, People Managers) or for natural executive communications.
- **Staffbase** should be used when communicating to a large population of Cohesity employees—typically for major announcements. Staffbase allows for graphical treatment and provides analytics (opens, views, and clicks).

Note: The Internal Communications team can help determine the most effective email format for distribution, and this will likely not affect how the draft communications should be written.



Gmail is best for:

- Smaller audiences
- Very short and precise messages
- Graphical treatment not needed

Staffbase is best for:

- Larger audiences
- More complex messages
 - Formatting allows for better organization
- Newsletters
- When graphical treatment is necessary
- When analytics are needed

COHESITY CONNECT



What is it?

- Our internal and confidential website to help global employees stay connected to company goals, news, and services.
- This is the single source of truth for employees, and the content is kept up to date with the latest news and information.

How Connect helps us write effective communications

- We can create more concise emails and Slack channel messages when we leverage (link to) the associated pages on Cohesity Connect.

Meet the Internal Communication Team

We are here to help!

Global Internal Communications

What We Do

We partner with business and program owners to plan and distribute effective communications that drive awareness, action, new behaviors, or human connection.

Who We Are



Jill Partridge

Head of Internal Communications &
Philanthropy
Arizona | Remote



Rocco Lungariello

People Communications
Manager
Connecticut | Remote



Lauren Peters

Internal & External Employer
Brand Manager
California | HQ

How to Work With Internal Communications (IC)

When to ask for IC help

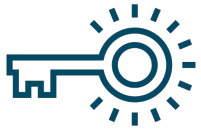
1. Major or net-new changes to Connect or Staffbase templates are needed
2. Program or change communications strategy help is needed
3. New communications channels
4. New automated audience segmentation (ex: distribution lists, slack channels, etc.)

How to ask for IC help

1. Tell us about your communication as far in advance* as possible
 - o [Submit your request using this form](#)
2. Give us at least one business day to review
3. We'll collaborate together on next steps to achieve your communication goals

** It usually takes 3 - 4 business days to collaborate on a standalone communication. Longer for a multi-channel communications plan.*

Important Takeaways



4 Keys to Effective Communication



When to use Gmail vs Staffbase



Utilizing Available Templates



When to use email vs Slack



When to ask for help



Leveraging Cohesity Connect

Tools & Resources

Where to find additional information about communicating at Cohesity

Email Templates in Google Docs & Staffbase



1. Announcing Change
2. Announcing New Team Member
3. Basic Announcement w/o Banner
4. Company/Office Alert
5. Live Event Invitation



1. Announcing Change
2. Announcing New Team Member
3. Basic Announcement w/ Banner
4. Basic Announcement w/o Banner
5. Company/Office Alert
6. General Newsletter
7. Live Event Invitation
8. Theme/Monthly Celebration

Associated Page on Cohesity Connect

[Your one-stop shop for all things Internal Communications](#)

1. Writing Effective Emails
2. Writing Effective Slack Messages
3. Email vs. Slack - Staffbase vs. Gmail
4. Accessing Email Templates
5. The Internal Communications Team
6. Additional Resources
 - Best Practices for Email Communications
 - 10 Internal Email Principles
 - Checklist: Before Sending Emails
 - Grammar 101

The screenshot shows the top portion of a webpage titled "Internal Communications Standards and Guidelines". Below the title is a breadcrumb trail: "People and Places > How to Communicate at Cohesity > Internal Communications Standards and Guidelines". A green banner contains the text "What's included on this page?". Below this is a dark blue banner with the text "Tools and resources to help you communicate effectively at Cohesity" and a sub-note: "Follow our Internal Communications standards and guidelines to ensure overall consistency in tone, approach, and formatting of communications sent to Cohesity employees." The main content area features six icons with corresponding labels: "Writing Effective Emails" (green envelope icon), "Writing Effective Slack Messages" (yellow speech bubbles icon), "When to use Email, Slack and/or Staffbase" (orange signpost icon), "Working with Internal Communications Team" (blue icon of two people with a question mark), "Accessing Email Templates" (blue document icon with a photo placeholder), and "Additional Resources" (blue wrench and screwdriver icon).

Thank you!

