

UMOJA

Communications Strategy

UMOJA. GETTING BETTER EVERY DAY.

Umoja Communications & Engagement Plan

v1 | 13 April 2016

UMOJA. GETTING BETTER EVERY DAY.

2016 Communications Campaign

The 2016 Umoja Communications campaign aims to leverage the benefits of Umoja, leading up to the first anniversary since the Secretariat-wide Deployment. The campaign will unfold positive communication activities to support senior managers and everyday users adopt and adapt to the new system. The strategy will utilize the new reporting capabilities to glean significant information about the Organization and emphasize the benefits of Umoja. Communication activities will also aim to address key concerns about the solution and support Staff embrace change. Staff members will be engaged as spokespeople, enabling them to share with peers their expertise and experience about Umoja.

GOALS

- Raise awareness of Umoja achievements since its deployment.
- Provide a counter point to criticism and hearsay.
- Inform Staff of tangible improvements brought about by Umoja.
- Continue to engage UN Staff and Managers on the Umoja journey as the project moves into its next phases.
- Improve the general perception of Umoja.

“ Nobody likes change....**BUT IT ALSO DEPENDS HOW YOU PRESENT THE CHANGE.**”





- MINUSTAH staff

CAMPAIGN MESSAGES

- While it is recognized that Umoja, as any other very complex solution, has room for improvement, Umoja is already bringing about tangible benefits to the way we work.
- Umoja is here to stay and will be getting better all the time.
- Umoja helps us accomplish things that were not possible before.
- Umoja enables staff to share information more openly and efficiently increasing transparency across the Organization.
- Umoja enables streamlined processes that promote better internal controls and efficient use of resources.
- Umoja helps staff improve their skills by shifting from clerical tasks to more interesting analytical responsibilities.

AUDIENCE

2016 Communications by Audience / Stakeholders

STAKEHOLDER	COMMUNICATIONS VEHICLE	COMMUNICATIONS MATERIAL	
 SENIOR MANAGERS	<ul style="list-style-type: none"> • Umoja Podcasts • Umoja Website • iSeek 	<ul style="list-style-type: none"> • Newsletters • Videos online & in public spaces • Online Materials • Infographics • Posters 	
 MIDDLE MANAGERS	<ul style="list-style-type: none"> • Umoja Podcasts • Umoja Website • iSeek 	<ul style="list-style-type: none"> • Howcasts • Newsletters • Videos online & in public spaces 	<ul style="list-style-type: none"> • Online Materials • Infographics • Posters • Website Blogs
 UMOJA STAKEHOLDERS	<ul style="list-style-type: none"> • Umoja Podcasts • Umoja Website • iSeek 	<ul style="list-style-type: none"> • Howcasts • Newsletters • Videos online & in public spaces 	<ul style="list-style-type: none"> • Online Materials • Website Blogs • Infographics • Posters
 UN STAFF AT LARGE	<ul style="list-style-type: none"> • Umoja Podcasts • Umoja Website • iSeek • Social Media 	<ul style="list-style-type: none"> • Howcasts • Newsletters • Videos online & in public spaces • Online Materials 	<ul style="list-style-type: none"> • Website Blogs • iSeek Articles • Infographics • Posters

2016 COMMUNICATIONS TIMELINE

APR 2016 MAY 2016 JUN 2016 JUL 2016 AUG 2016 SEP 2016 OCT 2016 NOV 2016

SENIOR MANAGERS



Senior managers will be invited to record podcasts and participate in interviews. In addition, iSeek articles, website blogs and newsletters will also help to illustrate their strategic objectives.

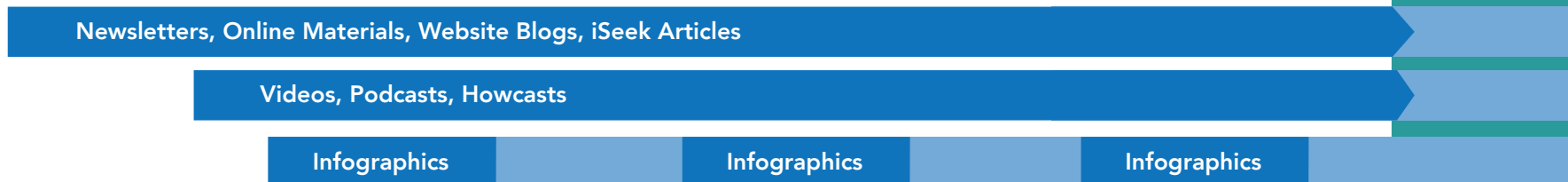
MIDDLE MANAGERS



UMOJA STAKE-HOLDERS

Stakeholders will be invited to provide inputs and participate in videos as well as "howcasts". Additionally, iSeek articles and blogs reflecting 'their voices' will also reinforce a sense of ownership and support. With support from stakeholders, key 'pain points' will be identified and addressed through the various communication channels.

UN STAFF AT LARGE



Staff will be engaged, as much as possible, to contribute to the campaign. Engaging staff will create a sense of collaboration and shared experience among colleagues.



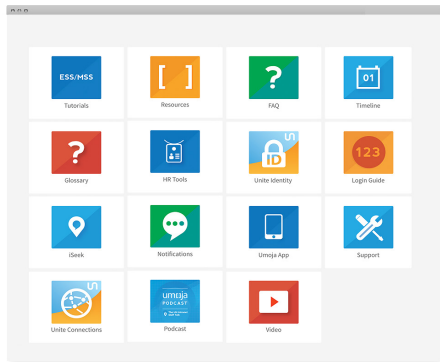
PRINTED & ONLINE MATERIALS

Posters, Banners, Mousepads, Coffee Sleeves, Decals and Handouts depicting different examples about the benefits of Umoja.



VIDEOS | [YOUTUBE.COM/UNITEDNATIONSUMOJA](https://www.youtube.com/UnitedNationsUmoja)

Produce a new series of brief “howcasts” (less than 3 minutes) featuring Umoja users. The Videos will demonstrate the positive impacts of Umoja and provide tips and best practices. The topics will include BI/Reporting, Benefits, Time and Attendance and Travel, among others.



UMOJA WEBSITE | UMOJA.UN.ORG

Weekly blogs featuring positive Umoja facts and figures. Umoja polls will also be posted on the website offering factoids about Umoja, thereby engaging users while collecting feedback on their knowledge and attitudes about the solution.



iSEEK (UN INTRANET) ARTICLES | ISEEK.UN.ORG

A new front page article to be published every two weeks focusing on a “success story” of Umoja.

SINCE UMOJA LAUNCHED,

**A travel
approval
only needs
3 signatures.**

UMOJA MONITOR IN THE HQ LOBBY

Utilize the Umoja monitor in the Secretariat's lobby to showcase positive data as well as videos and other online information.



SOCIAL MEDIA |
[FACEBOOK.COM/UNUMOJA](https://www.facebook.com/unumoja)
[TWITTER.COM/UNUMOJA](https://twitter.com/unumoja)

Continue expanding our following using the Facebook page & smartphone app.



UMOJA PODCASTS | [ITUNES.APPLE.COM/](https://itunes.apple.com/)

Revive the Umoja podcast series to interview the Umoja Process Owners describing how Umoja has contributed in their respective areas. Record a podcast once a month.



UMOJA NEWSLETTER | [ISEEK.UN.ORG](https://iseek.un.org/)

Revive the Umoja newsletter and send to a wide audience once a month. The newsletter will provide users with significant updates about Umoja (notices, support, announcements) and align positive messages disseminated in other information channels.

COMMUNICATION CHANNELS

Examples

PRINT &
ONLINE

CATEGORY	EXAMPLE
NOW WE KNOW	Since Umoja launched, 591,000 payslips were processed and properly issued.
NOW WE KNOW	Since Umoja launched, \$10.6 billion worth of shopping carts have been processed.
NOW WE KNOW	Since Umoja launched, over 31,000 personnel actions have been processed
NOW WE KNOW	Umoja has over 30,000 users at more than 400 locations around the world
NOW WE KNOW	In Umoja, a travel request requires just 3 signatures
NOW WE KNOW	Umoja offers powerful reporting tools and Business Intelligence
BEFORE AND AFTER	Before, the UN had 8 separate instances of IMIS. Now, we have just one Umoja.
BEFORE AND AFTER	Before, real time reporting was impossible. Now, we have Business Intelligence.
BEFORE AND AFTER	Before, we used spreadsheets to manage vendors. Now, we have a consolidated vendor database in Umoja.
BEFORE AND AFTER	Before, we had paper forms and manual processing. Now, we have self-service and automated workflows in Umoja.
BEFORE AND AFTER	Before, we could not use data to make better decisions. Now, we have strategic planning with Umoja.

These and other examples will be provided and/or vetted by Process Owners, CITO and Director of Umoja.