Launching Loop Communications Kit Catalogue

Edition 1
June 2023

RLDatix

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Introduction

As well as the workbook we've provided to help you think about your communications plans, we have also created library of assets that you can use to execute your comms plan.

From posters and leaflets, digital banners and videos to written templates, there is loads to choose from that best suits your organisation.

Additionally, many of the items within the library can be personalised, either by yourselves or via the Comms Vault service.

Once you've decided which assets you would like to use, visit the Comms Vault page and place your request.

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1. Awareness Assets

Content that is designed to promote that Loop is ‘coming soon’ and just a general awareness of the solution

Awareness Assets

Written Template: Email Template

- Example written email that can be sent out via email, including via the email notifications within Optima.
- Gives top level information on what is Loop.

Can this be personalised?	Yes
Who can personalise	Yourselves
Supplied Format	PDF

Loop | Email Template

Version 1 | Updated 03.06.2023

This example email is a template for a teaser communication you can send out to all staff, to make them aware. Feel free to personalise this template, including adding links to your resources for introducing Loop, adding personal quotes from your senior team and more.

Example Email

Title: Introducing Loop | Your new way to see your roster

We are excited to unveil our brand new app that is coming soon to <Org Name>. Loop will allow you to have instant access to your roster, so you can have a greater control over your working life.

What can I do in Loop?

- View your roster in the calendar.
- See who you're working with.
- Request your annual leave periods.
- Book causal shifts at the touch of a button.

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Awareness Assets

Written Template: Newsletter Template

- Example written article that can be used in communications channels, such as digital newsletter, intranet bulletins and printed newsletters.
- Gives top level information on what is Loop.

Can this be personalised?	Yes
Who can personalise	Yourselves
Supplied Format	PDF 150 x 300 word versions included

Loop | Newsletter Template

Version 1 | Updated 03.06.2023

These example newsletter articles are templates for a teaser communications you can send out to all staff, to make them aware. Feel free to personalise this template, including adding links to your resources for introducing Loop, adding personal quotes from your senior team and more.

Below is an example of a short written article that is ideal for your written communication channels to help make your employees aware of what Loop is and how they will benefit from it. It is designed to be a short, high level introduction to Loop and so you can direct them to a key contact or an internal resource (intranet, shared area, etc) for more information.

This is ideal for use in:

- Organisation/Departmental Newsletter (Print or Digital)
- Leadership Written Communications
- Intranet News Articles
- Emails

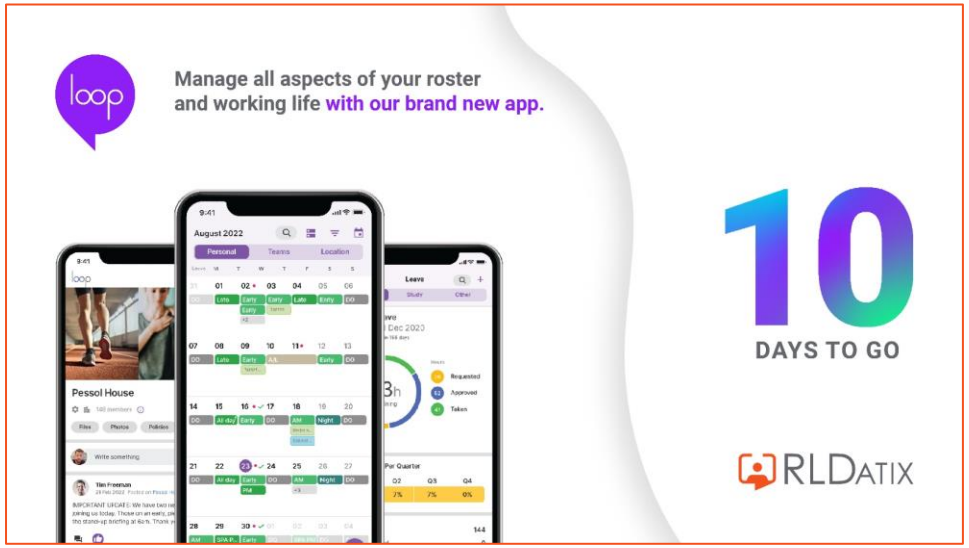
Below are a two different examples at different lengths:

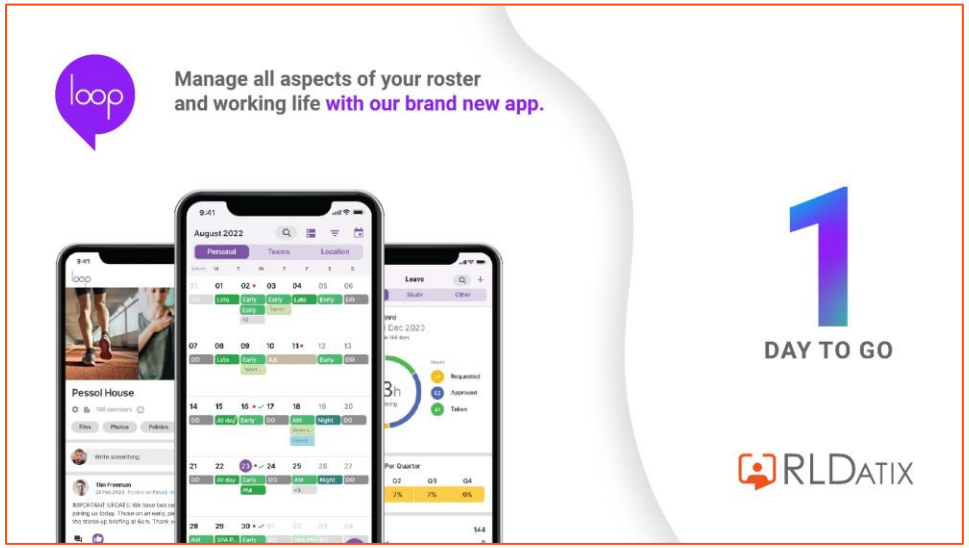
Awareness Assets

Digital Item: Countdown Screens

- From ‘10 days to go’ down to ‘1 day’, these screens can be used to create a buzz around when the launch date of Loop will be.

Can this be personalised?	No
Supplied Format	JPEGS, landscape 16:9 ratio





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2. Knowledge Assets

Content that answers any questions people may have about Loop, including ‘what is does’ and ‘FAQs’

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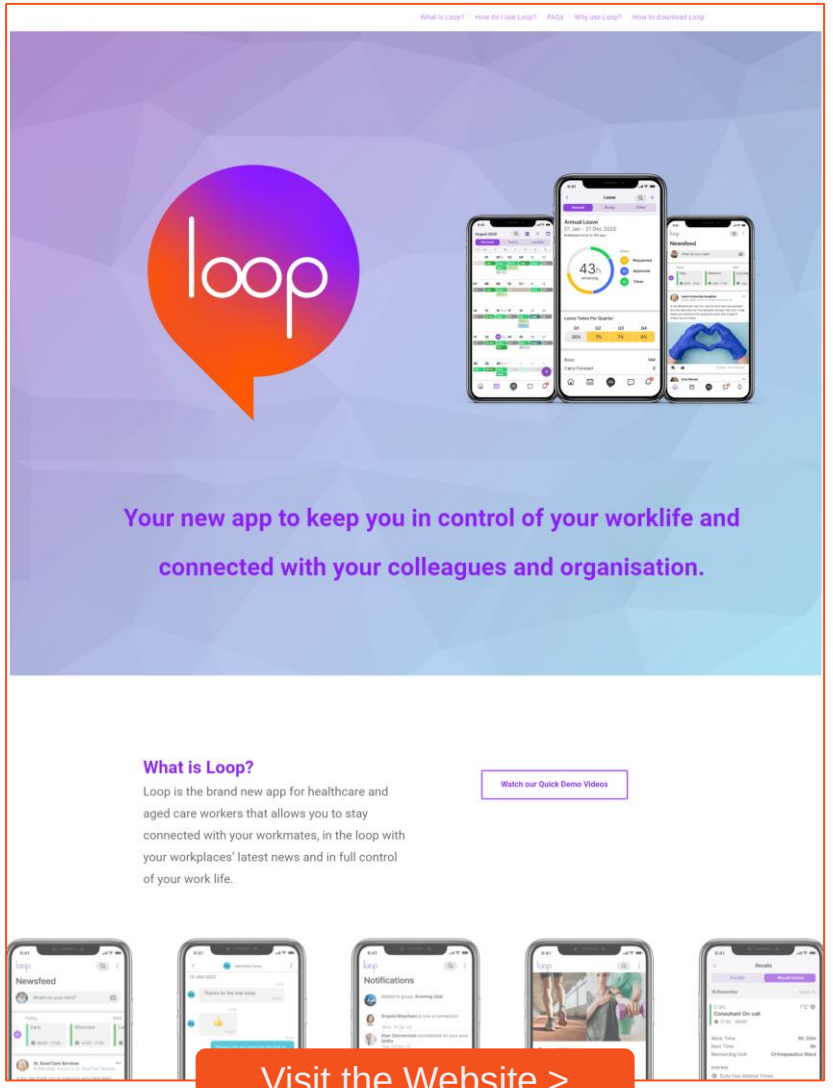
Knowledge Assets

Digital Item: Loop Website

- An external facing website that lets visitors know what is Loop, it's features and how to use it.
- If not having own internal intranet, this website can be used in lieu of that.
    - Please note, this website cannot be personalised as it serves as one website for all organisations.

Can this be personalised?	No
Supplied Format	URL No need to request this from the Comms Vault. Just use this link below: www.allocatesoftware.com.au/loop

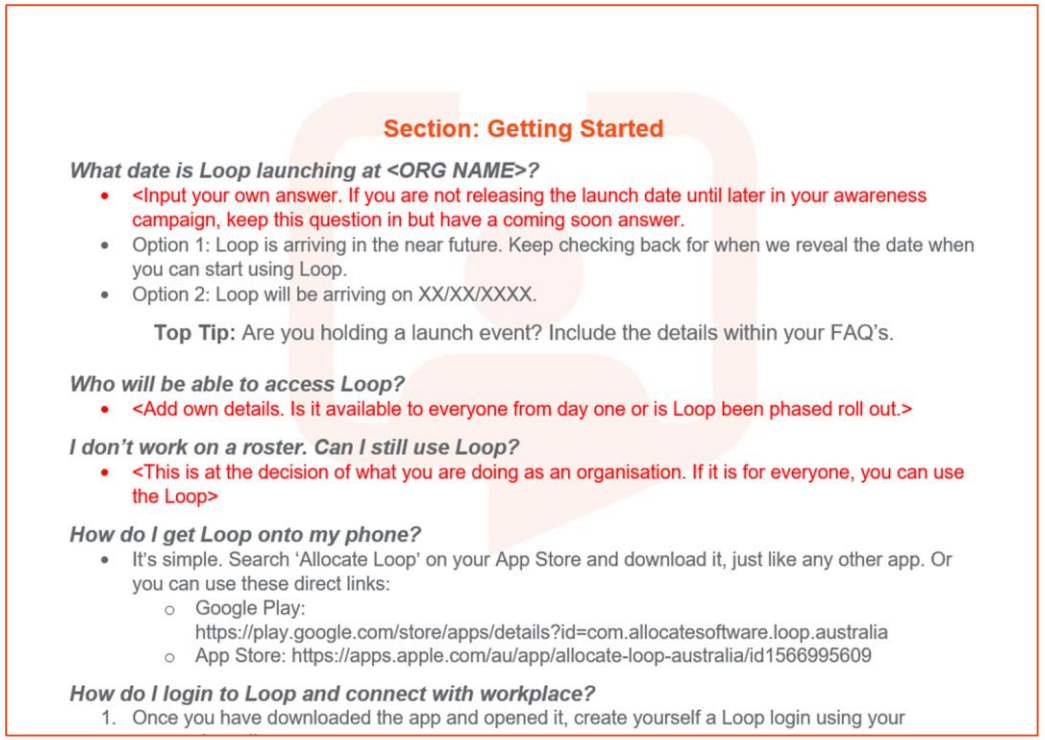


Knowledge Assets

Digital Item: Internal FAQs

- This template gives you a range of answers to typical questions and space to add your own answers to organisation specific questions about Loop.

Can this be personalised?	Yes
Who can personalise	Yourselves
Supplied Format	PDF



Section: Getting Started

What date is Loop launching at <ORG NAME>?

- <Input your own answer. If you are not releasing the launch date until later in your awareness campaign, keep this question in but have a coming soon answer.
- Option 1: Loop is arriving in the near future. Keep checking back for when we reveal the date when you can start using Loop.
- Option 2: Loop will be arriving on XX/XX/XXXX.

Top Tip: Are you holding a launch event? Include the details within your FAQ's.

Who will be able to access Loop?

- <Add own details. Is it available to everyone from day one or is Loop been phased roll out.>

I don't work on a roster. Can I still use Loop?

- <This is at the decision of what you are doing as an organisation. If it is for everyone, you can use the Loop>

How do I get Loop onto my phone?

- It's simple. Search 'Allocate Loop' on your App Store and download it, just like any other app. Or you can use these direct links:
  - Google Play: https://play.google.com/store/apps/details?id=com.allocatesoftware.loop.australia
  - App Store: https://apps.apple.com/au/app/allocate-loop-australia/id1566995609

How do I login to Loop and connect with workplace?

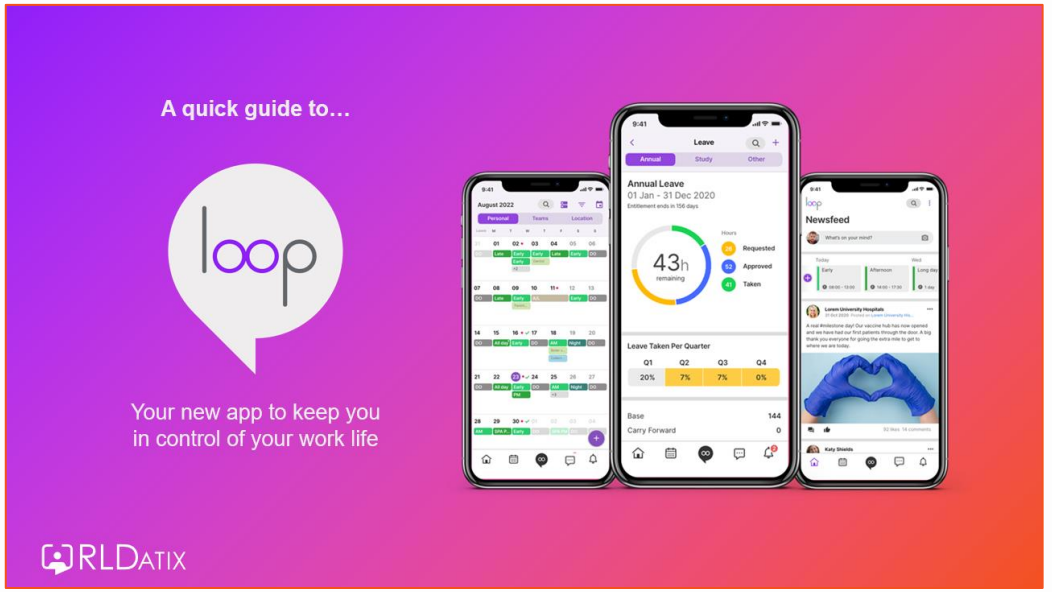
1. Once you have downloaded the app and opened it, create yourself a Loop login using your

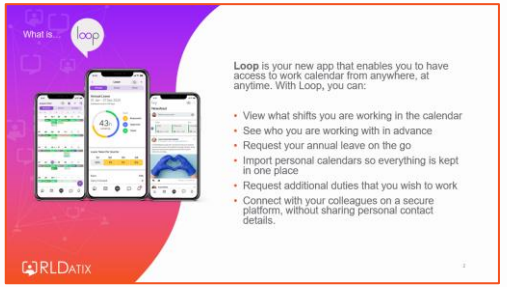
Knowledge Assets

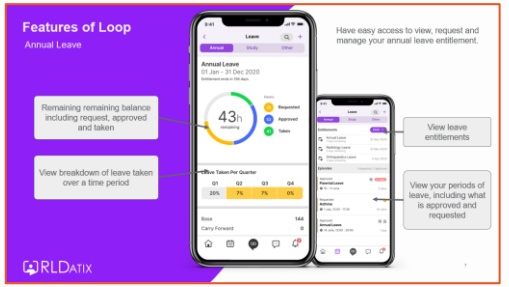
Digital Item: Brochure

- A digital PDF guide that highlights all the features of Loop. Always useful to keep for a quick reference.

Can this be personalised?	No
Supplied Format	PDF







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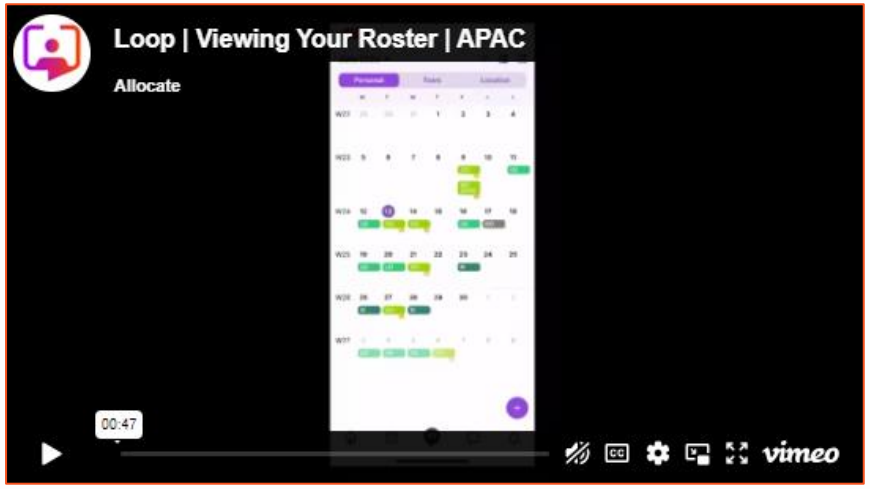
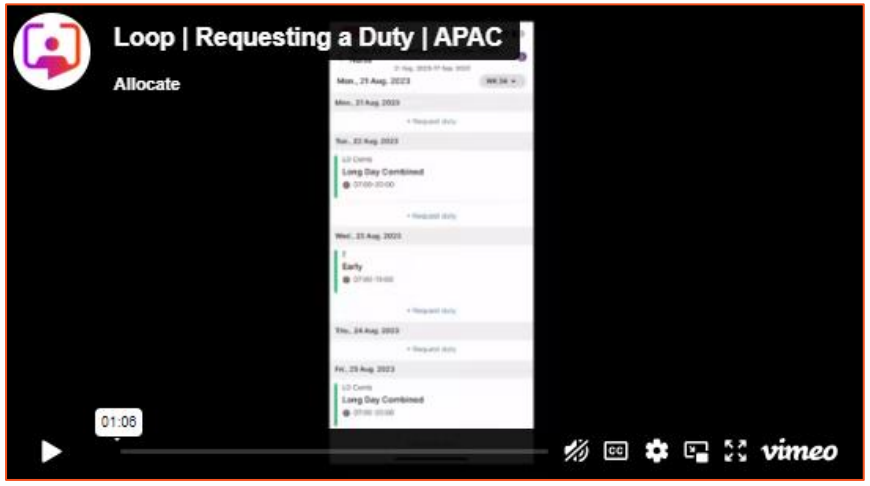
Knowledge Assets

Digital Item: Quick Demo Videos

- These quick ‘how to’ videos show how to use key features of Loop, so you can demonstrate how easy it is use.





Can this be personalised?	No
Supplied Format	Video Links
How to Videos Available:	• Viewing Your Roster • Requesting Your Leave • Requesting a Duty • Picking up a Vacant Duty • Logging a Recall

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Knowledge Assets

Print Item: ‘How to Connect’ Leaflet

- Printable leaflet to hand out, in aiding users to connect to Loop.
- Ideal for handing out to users (IE: Launch Event)
- For non-Single Sign On (SSO) organisations only.

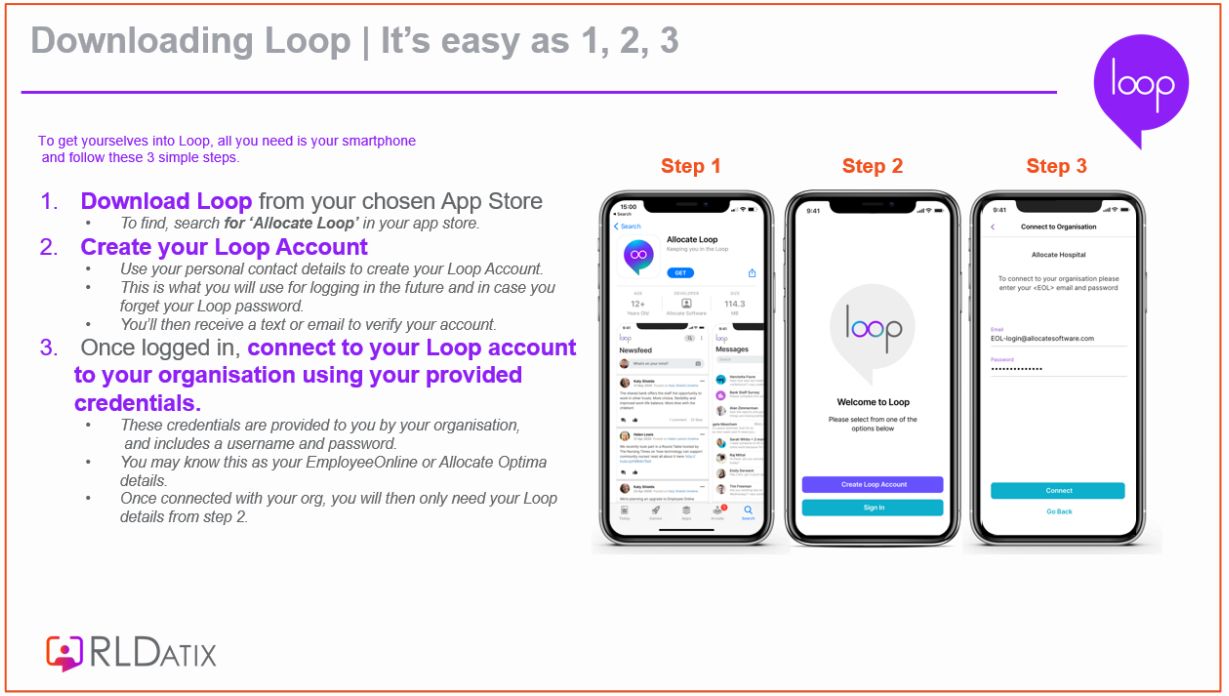
Can this be personalised?	Yes
Who can personalise	Comms Vault
What can be personalised?	Internal Contact Details
Supplied format	A5 Portrait Single Sided

Knowledge Assets

Print Item: ‘How to Connect’ One Pager

- Emailable information sheet about how to connect to Loop.
- Ideal for emailing or hosting on internal resource area (IE: Intranet)
- For non-Single Sign On (SSO) organisations only.

Can this be personalised?	No
Supplied Format	PDF



3. Action Assets

Content that has a clear ‘Call to Action’ to download and use Loop.

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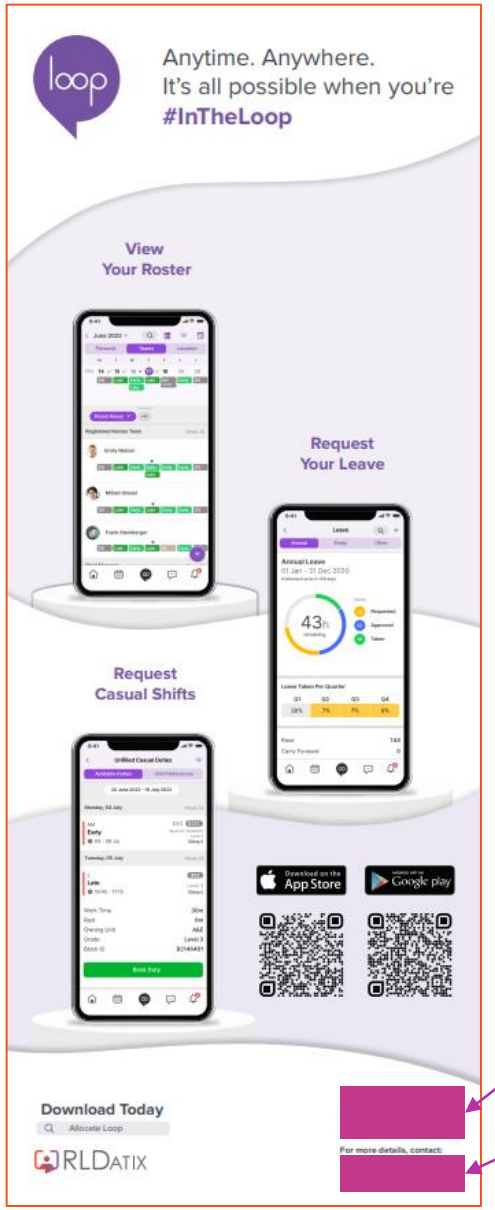
Action Assets

Print Item: Roller Banner

- A large format printed item that can be placed in large staff footfall areas for impact.

Can this be personalised?	Yes
Who can personalise	Comms Vault
What can be personalised	Logo, Contact Details
Supplied Format	80cm wide by 200cm tall Print Ready PDF

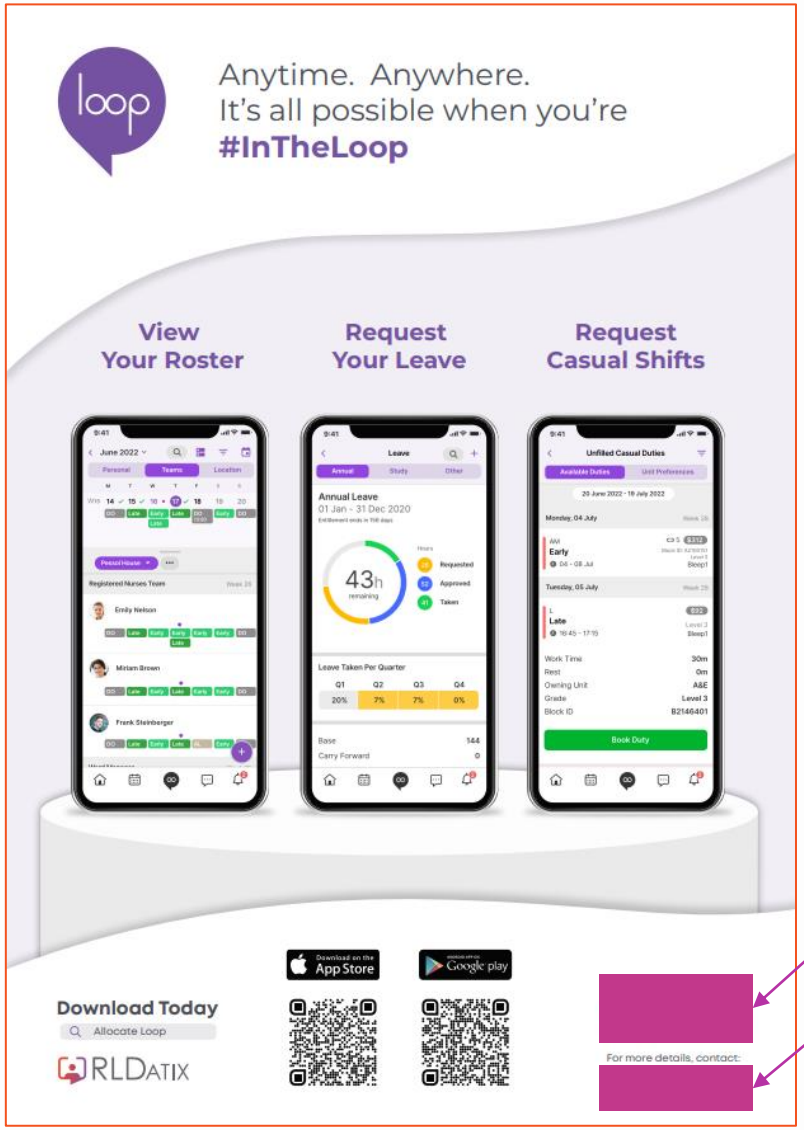


Action Assets

Print Item: Poster

- A traditional staple for getting informing people and asking them to take, ideal for noticeboards and wall space in staff break areas or high footfall areas.

Can this be personalised?	Yes
Who can personalise	Comms Vault
What can be personalised	Logo, Contact Details
Supplied Format	A2 Portrait Print Ready PDF

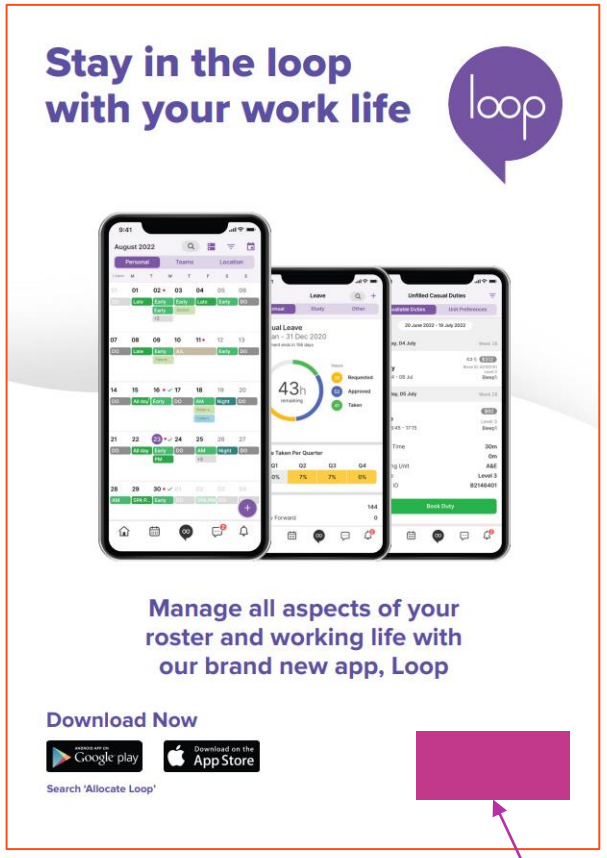


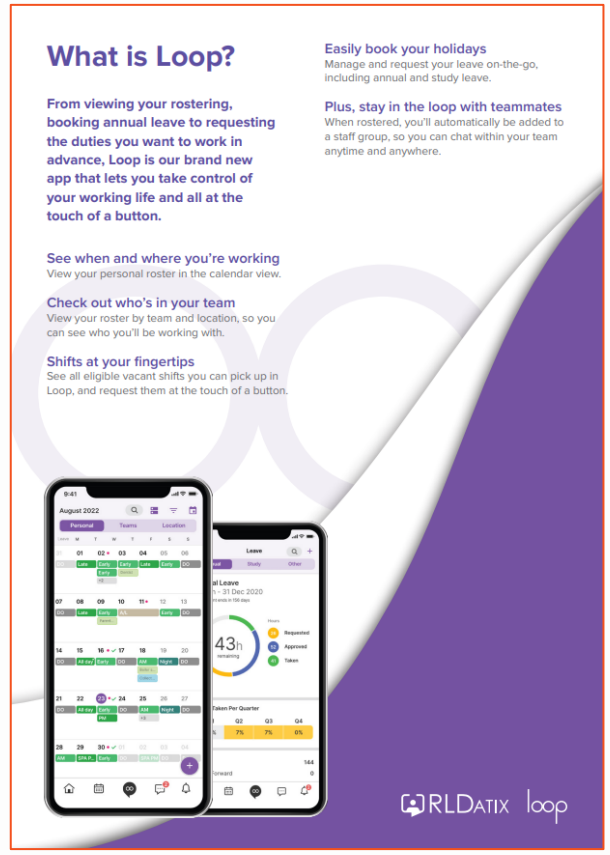
Action Assets

Print Item: Leaflet

- A perfect takeaway to hand out and let people find out more information about Loop at their own, convenient time.
- Ideal for displaying in staff information areas or handing around.

Can this be personalised?	Yes
Who can personalise	Comms Vault
What can be personalised	Logo
Supplied Format	A5 Portrait, double sided Print Ready PDF

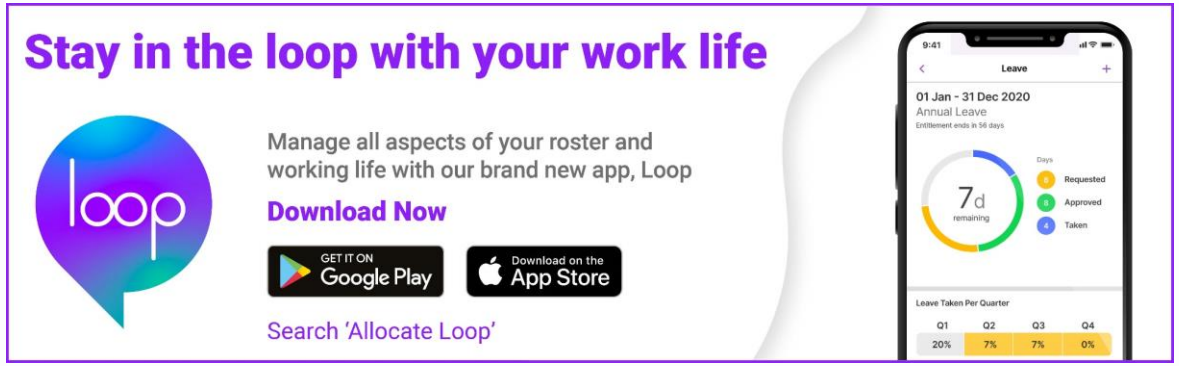




Action Assets

Digital Item: Email Signature

- Spread the news of Loop on every email you send, by adding this graphic image to the bottom of your internal emails.
- For added benefit, you can hyperlink to your internal resource or the Loop website.

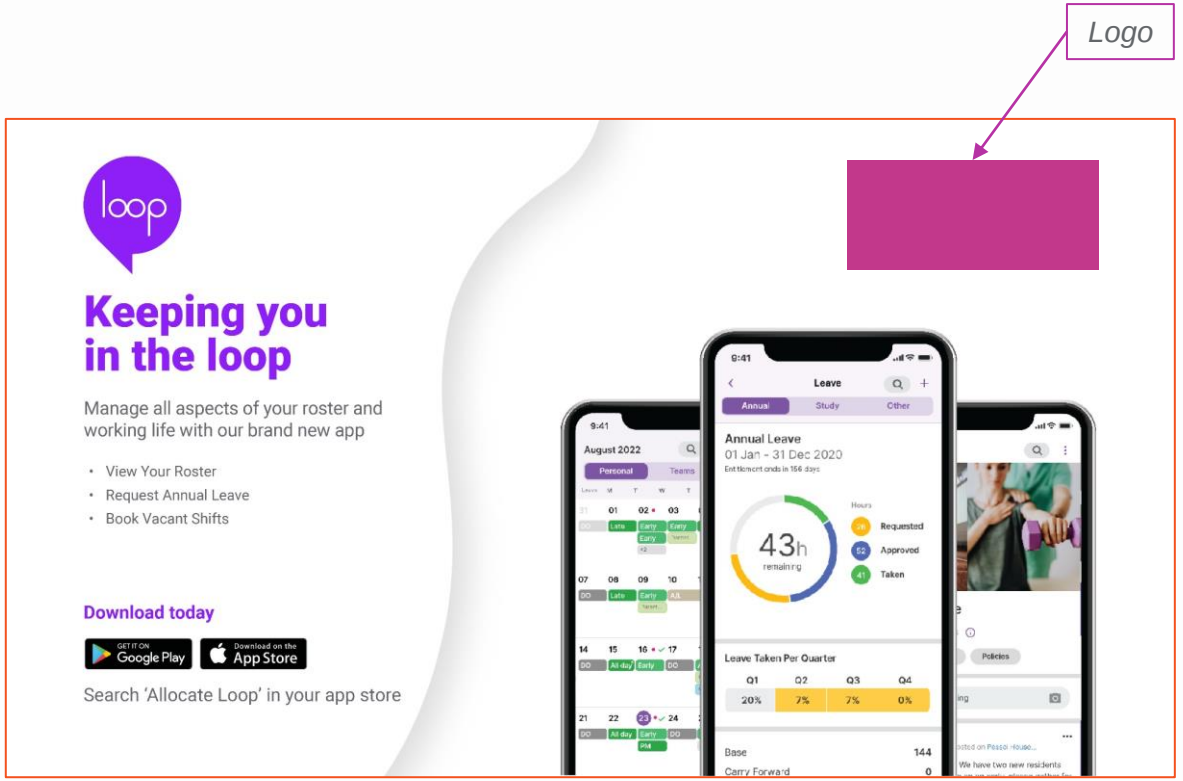


Can this be personalised?	No
Supplied Format	JPEG

Action Assets

Digital Item: Screensaver

- Perfect for locked computer workstations or rotational digital screens within your organisation.

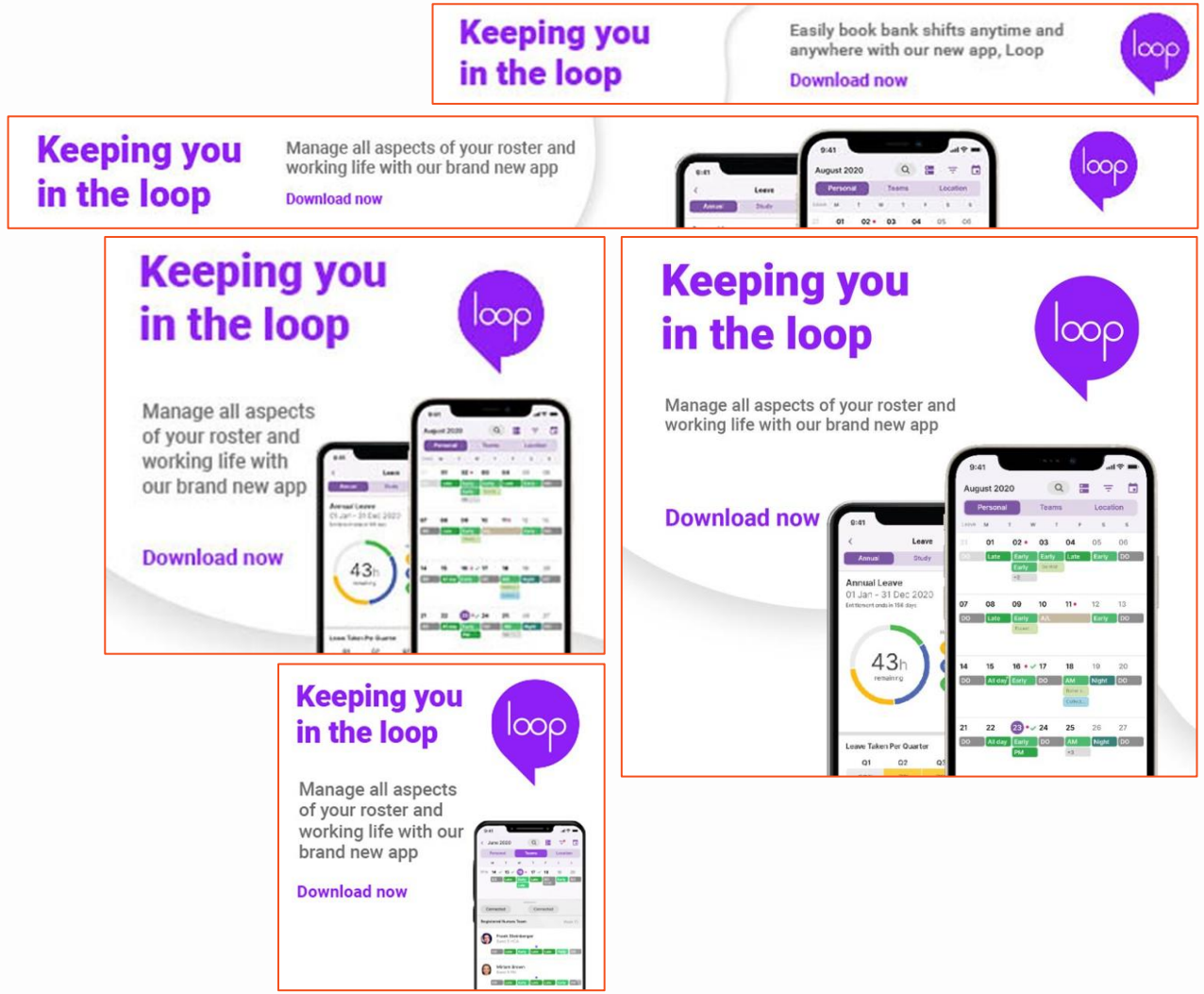


Can this be personalised?	Yes
Who can personalise	Comms Vault
What can be personalised	Logo
Supplied Format	JPEG 16:9 ratio

Action Assets

Digital Item: Digital Banners

- Digital Newsletters. Internal Intranets. Digital news articles. These digital banners can be placed in various places in your digital communications and platforms.



Can this be personalised?	No
Supplied Format	JPEGs Sizes, include: • 250x250 • 300x250 • 468x60 • 133x1250 • Leader board image

4. Participate/Reinforce Assets

Once you've launched, this section contains content that helps you continually promote use of Loop within the app.

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Action Assets

Digital Item: ‘Only On Loop’ Banners

- To help drive traffic from other communications channels outside of Loop onto the app, such as in newsletters, posters and digital screens. Consider adding a ‘Only on Loop’ banner to your communications for a clear Call-to-Action.

Can this be personalised?	No
Supplied Format	JPEGs Various messages. PTO

Action Assets

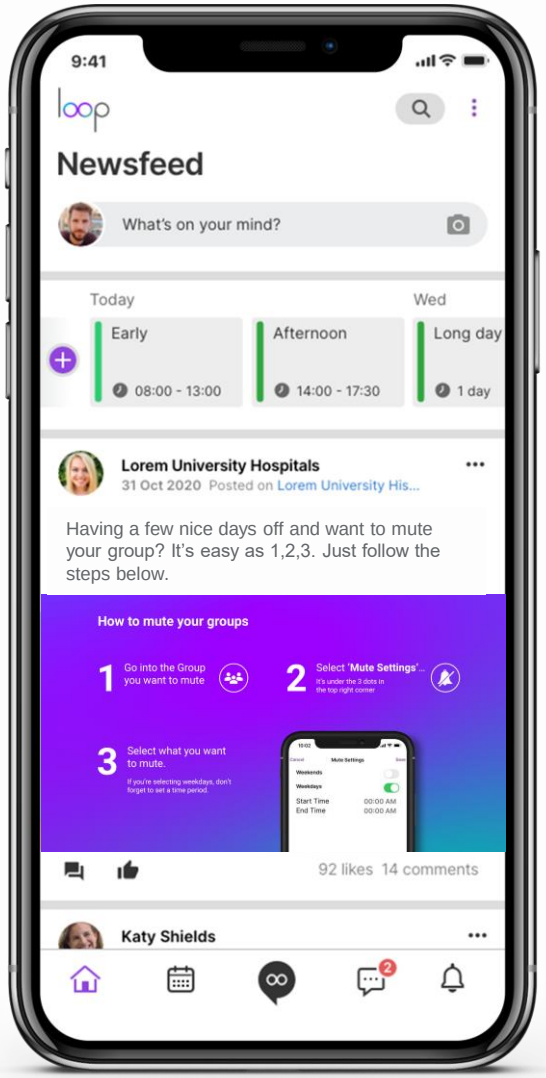
Digital Item: ‘Only On Loop’ Banners

Action Assets

Digital Item: ‘How to’ Images

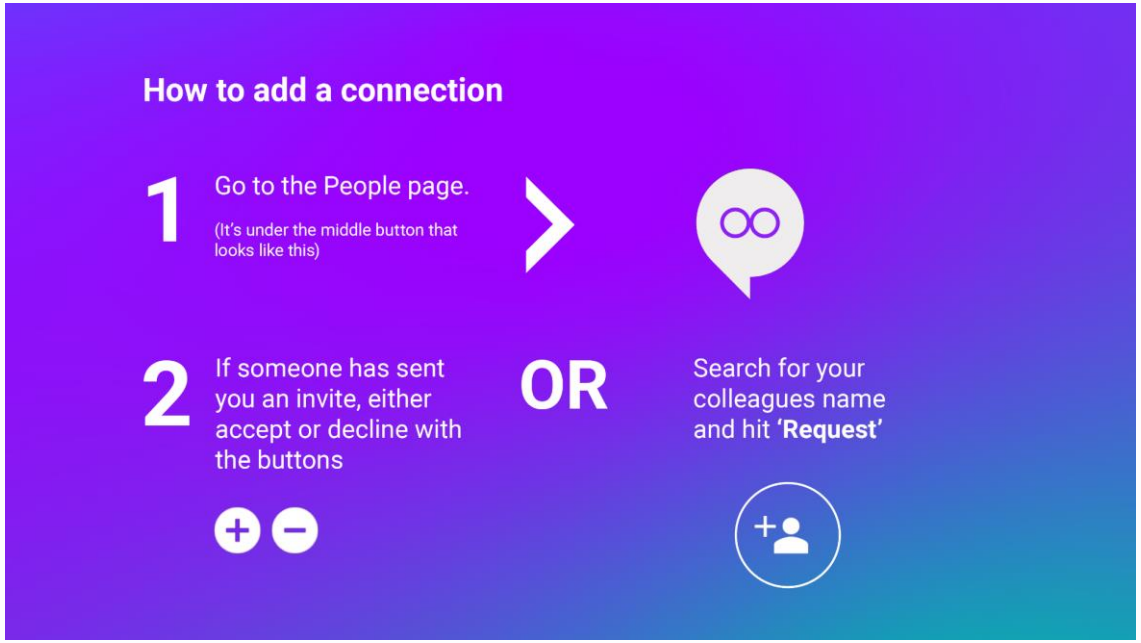
- Sometimes a quick reminder of how to do something can help to reinforce a feature you want someone to use. These ‘How To’ images are ideal for posting to from your organisational page.

Can this be personalised?	No
Supplied Format	JPEGs

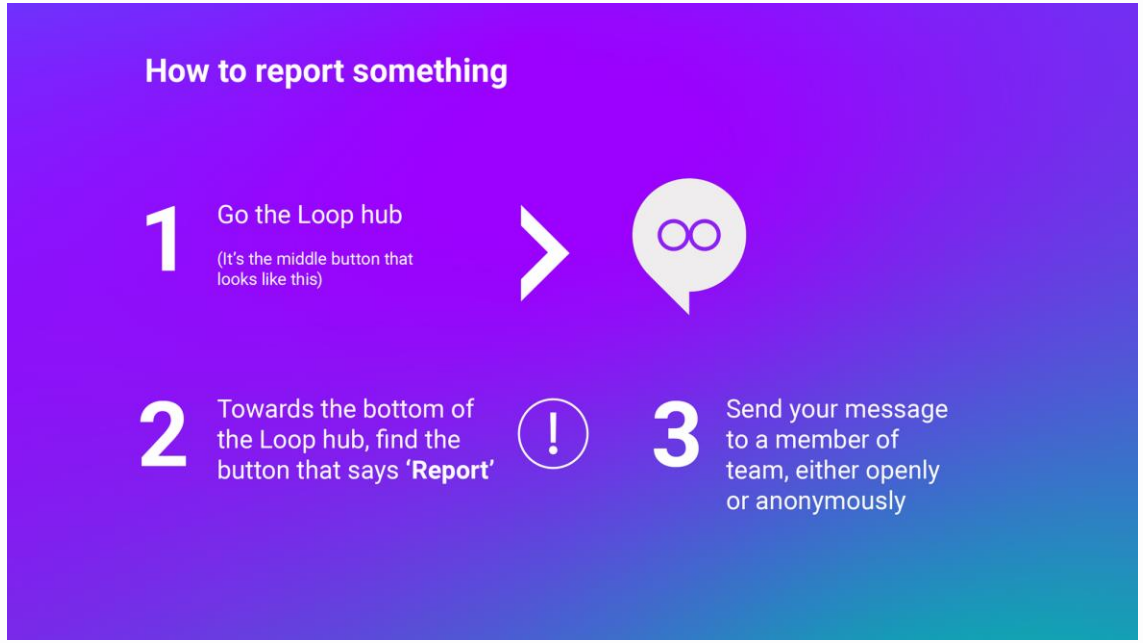


Action Assets

Digital Item: ‘How to’ Images



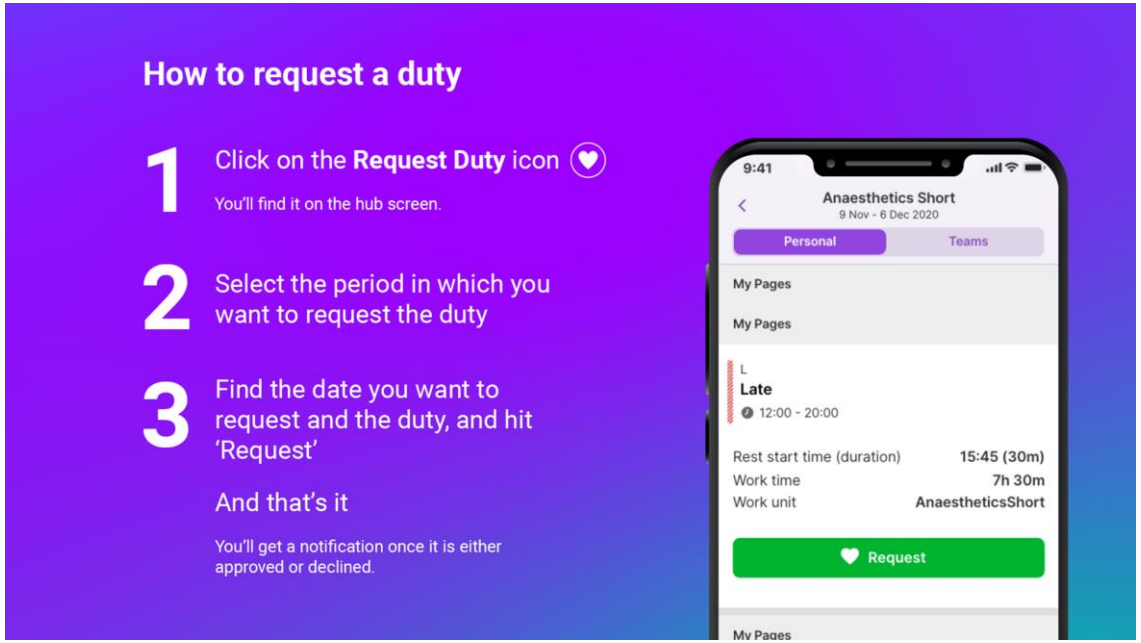
How to add a connection



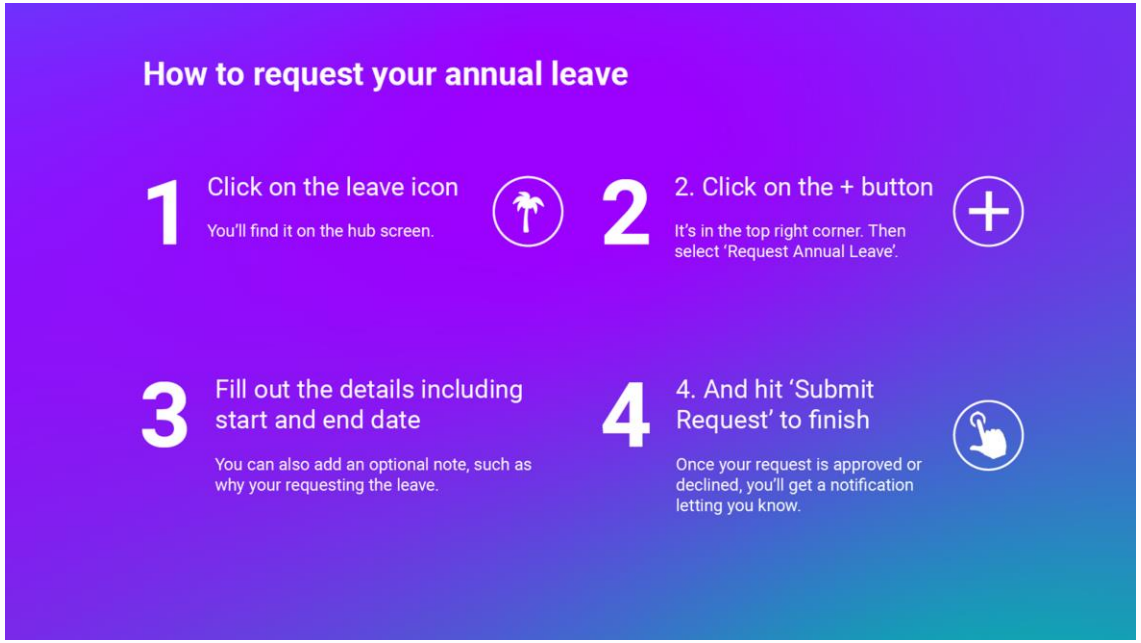
How to report something

Action Assets

Digital Item: ‘How to’ Images



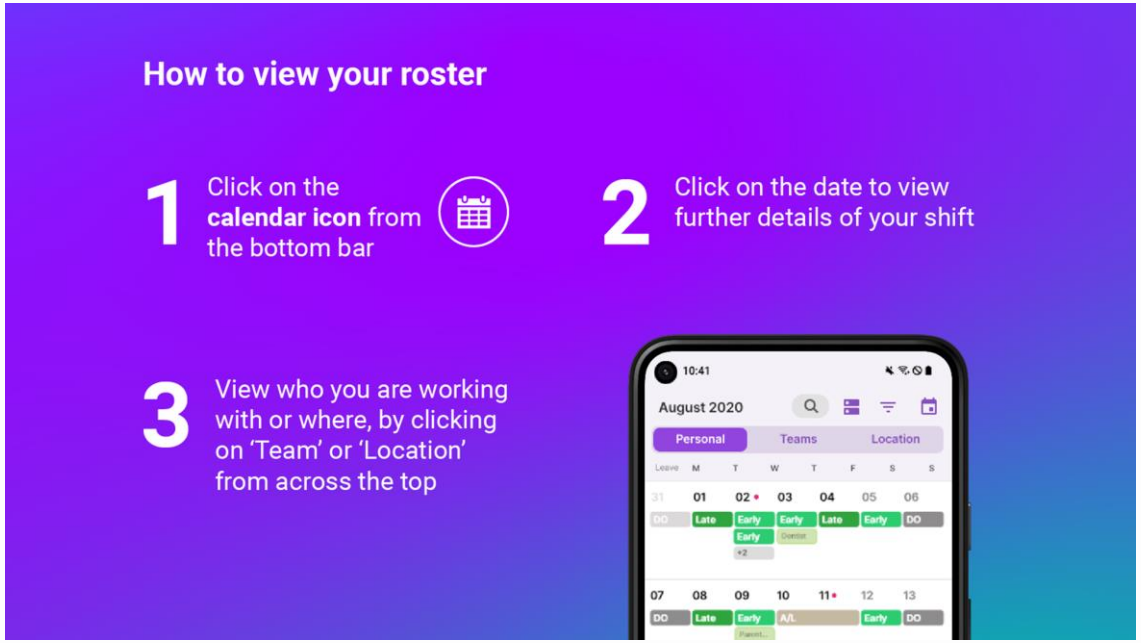
How to request a duty



How to request your annual leave

Action Assets

Digital Item: ‘How to’ Images



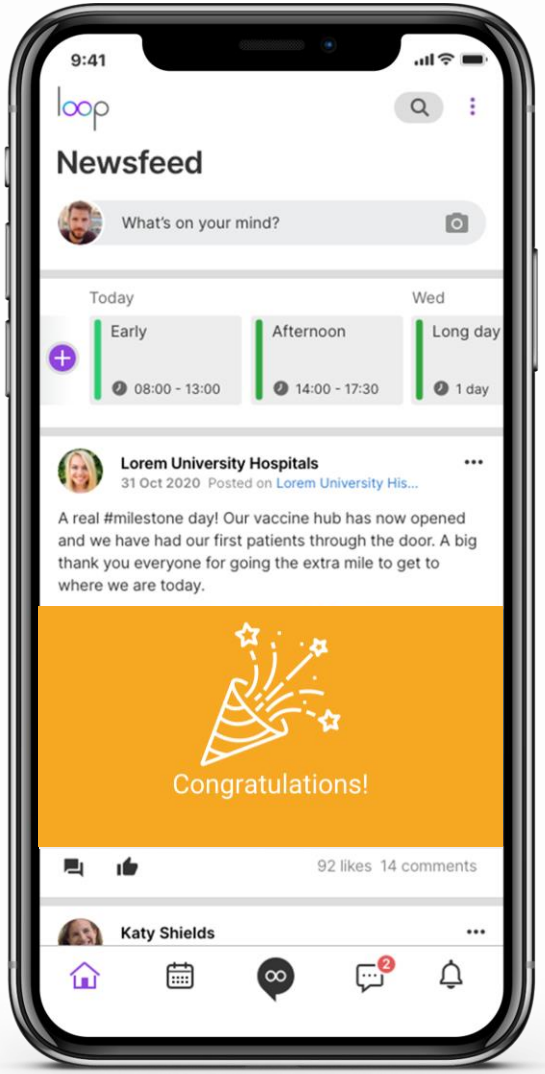
How to view your roster

Action Assets

Digital Item: ‘Post’ Images

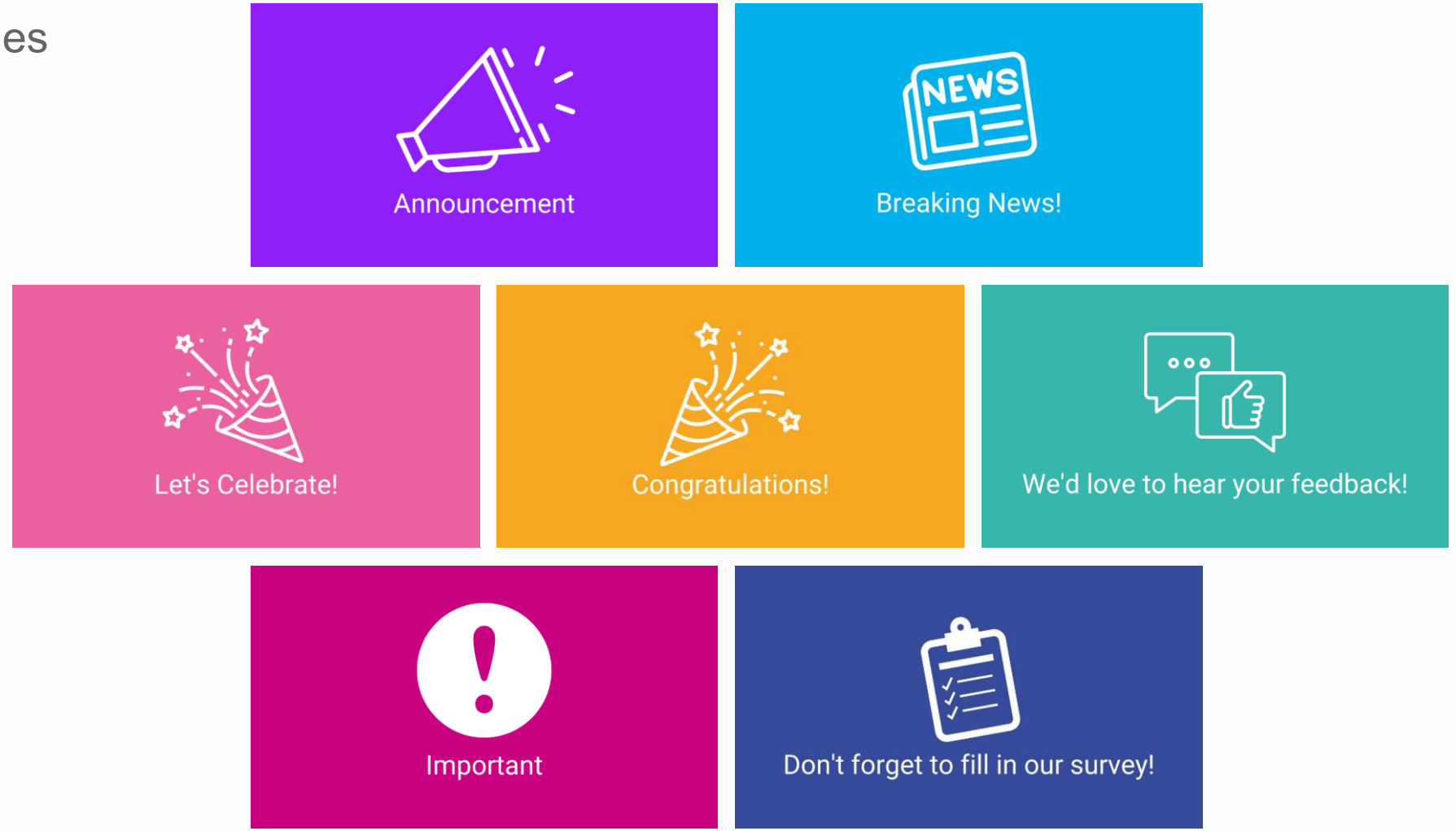
- Add images for your posts when you’ve just got text, to make them more engaging.

Can this be personalised?	No
Supplied Format	JPEGs Various messages available. PTO



Action Assets

Digital Item: ‘Post’ Images



5. Additional Assets

Logos and Screenshots

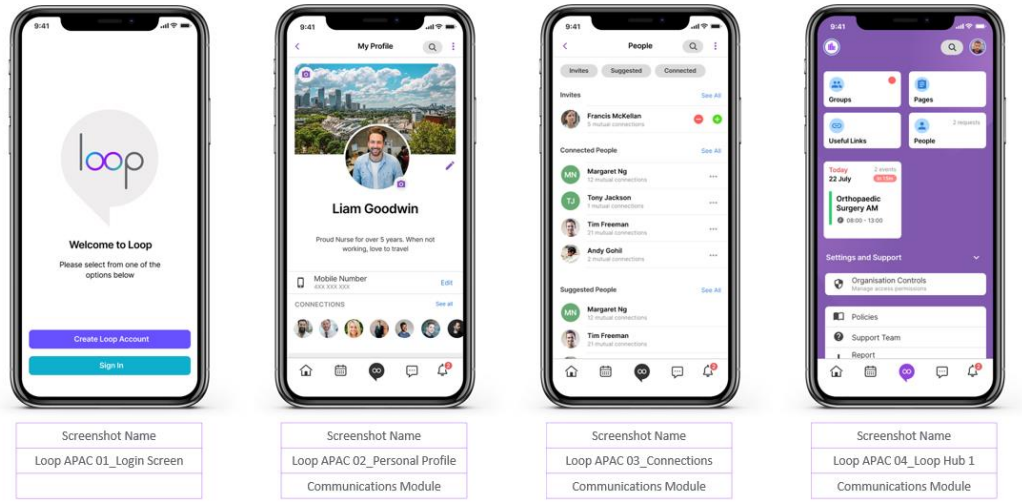
Action Assets

Digital Item: Screenshots

- We have a wide range of screenshots showing the different features of the product. These can be added to your own documentation or resource areas.
- There is a selection of individual screenshots as well as group screenshots.

Can this be personalised?	No
Supplied Format	PNGs

Screenshot Bank



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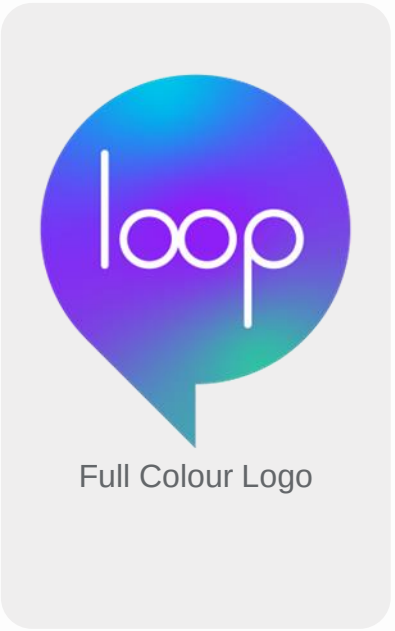
Action Assets

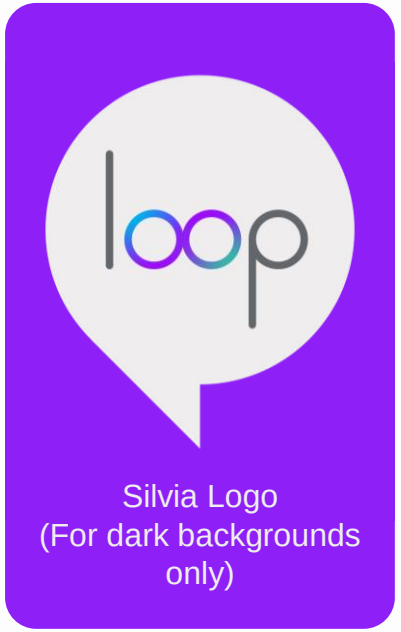
Digital Item: Logos

- Want to the Loop logo within your own documentation and files, such as your internal resource hub? We are able to provide you with a wide range of Loop logos, include short guidance on how best to use them.

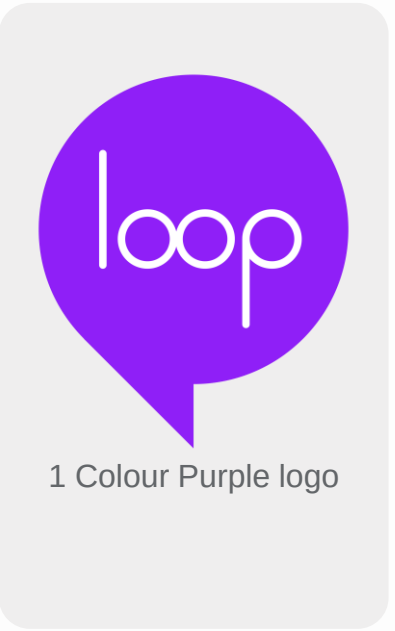
Can this be personalised?	No
Supplied Format	JPEGs 3 Colour Formats



Full Colour Logo



Silvia Logo
(For dark backgrounds only)



1 Colour Purple logo

If you have any questions or feedback on these assets, we are happy to help. Please contact:
Email: comms-vault@allocatesoftware.com

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