

DIGITAL WELLNESS CHECKLIST



PREP - WORK AND PLANNING

- Confirm employee needs - have a clear idea of employees' needs and wants.
- Avoid building what would sound good on paper without a reality check.
- Consider employee profile and digital saviness - have a thorough understanding of the educational level, age, availability of suitable digital platforms and digital literacy levels to tailor to your employee profile.
- Determine if a trial/pilot is necessary - start small for example, within the HR department, before you launch it organisation wide.
- Plan for the year minimally - have an overview of your digital program planned out for a year or two.

COMMUNICATIONS

- Make 2 way communications possible - have channels where you can communicate to employees and for them to give feedback.

IMPLEMENTATION

- Choose platform(s) that are simple and purpose built - have platforms that are built for what you are intending to achieve. It is better to have a tailored platform or service than a mishmash of solutions.
- Incentivisation helps - have a clear incentivisation plan that rewards positive behaviour. For example, giving constructive feedback.

EVALUATION

- Think about what success looks like - start with the end in mind.
- Establish routine feedback processes - utilise your chosen platform or have multiple touchpoints that enable bite-sized feedback throughout the year. This allows tweaking of programs or messaging along the way to increase engagement.

EXTERNAL HELP

- Engage a digital wellness consultancy - have a consultancy that understands the intricacies of integrating digital engagements with health and wellness.
- Seek out grant support - grants are a bonus to the annual budget. Why miss out?