

# Your Launch Checklist

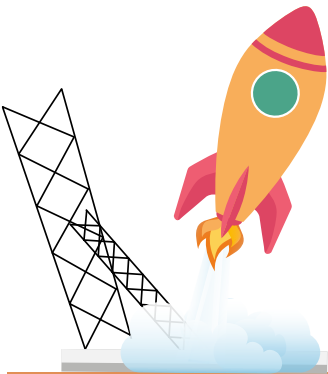
## PRE-LAUNCH

- ☐ Ensure you have completed all steps in your portal Quick Start guide
- ☐ Upload a csv of all your staff names, emails and phone numbers so you are ready to send out automatic invites
- ☐ Present slide deck to your senior team
- ☐ Check out the best practice guide for advice and ideas
- ☐ Use our launch toolkit to plan your teaser and launch comms
- ☐ Get your Champions and Managers to download and use the Care Friends app
- ☐ Create jobs in your portal and “activate” them so they are ready for your staff to share via the app
- ☐ Decide on your launch incentive
- ☐ Plan face-to-face team meeting(s) in advance (think cake, balloons and decorations)
- ☐ Make sure your Champions and Managers are feeling confident about using the app and they are super excited for launch day!



## LAUNCH

- ☐ Send out your teaser comms
- ☐ Distribute your launch resources
- ☐ On launch day, publicise the app and your launch incentive as much as possible
- ☐ Set up a cake and decorations for your launch team meeting (Care Friends can supply balloons and Champions badges!) – remember to make it a celebration
- ☐ Ask your boss to get involved with your launch plans; kick off a meeting or record a video to send to all staff
- ☐ Use the auto SMS and email function in your portal to send invites to all your staff



## POST-LAUNCH

- ☐ Make sure you follow up your launch using other communications channels
- ☐ Celebrate and publicise successes regularly, e.g. how many shares or candidates you have per week / month, or when your first referred starter is hired
- ☐ Think about ways you can incentivise further (see best practice examples)
- ☐ Take time to talk to staff about the app – find out what they like and don't like, and then adjust your approach



We want to hear from you! For help, or to share feedback, contact: [support@carefriends.co.uk](mailto:support@carefriends.co.uk)