Gemeente
Sittard-Geleen
Born

How the Municipality of Sittard-Geleen Increases Employee Engagement with Screensavers on Every Workstation

In 2009, the Dutch municipality of Sittard-Geleen was looking to generate more traffic to its intranet. They found it in Netpresenter, which enabled the municipality to bring the intranet actively and effectively to employees' attention. Netpresenter and Sittard-Geleen have been working together ever since. Sittard-Geleen uses Netpresenter daily for various purposes: from connecting colleagues during the pandemic to effective cyber security campaigns.

Remco van Rijt, Digital Communication Advisor at Sittard-Geleen Municipality, was there when the municipality first started using Netpresenter. Remco: "These days, we use Netpresenter mainly to draw people's attention to highlights, important things: an invitation to an important meeting or an explanation of a new organizational structure, for example. In these messages, we refer them to our intranet for details." Netpresenter is also used to make sure employees have a say in all kinds of matters: "Sometimes, we publish an appeal for our colleagues to share their ideas. This way,

we try to increase openness and provide employees with a platform to raise their voices."

INCREASING SAFETY
The municipality also uses Netpresenter to increase safety: their employees' safety and the organization's cybersecurity. "If there is an emergency, warnings will appear on screens in relevant locations at the push of a button. You can easily add instructions to these warnings, which is great and very helpful. We also use these warnings for fire drills. This way, our colleagues always know what to do in case of an emergency or a fire drill," Remco explains.

In addition, Sittard-Geleen deploys the platform conveniently during IT system downtimes. "If there is any downtime in our IT network, the IT department will use Netpresenter as an emergency module. We will warn colleagues about what is going on with their systems. This can also be done in advance: if any major maintenance is planned, we will send out a warning, so colleagues can prepare for what is planned."

'Netpresenter is a unique platform within our omnichannel communication strategy'

For raising cybersecurity awareness, the municipality will also publish campaigns on cybersecurity. Remco: "During cybersecurity campaigns, we will publish tips about online safety and cybersecurity over a period of several weeks. In this case, we will also refer our colleagues to our intranet for additional tips and information. Netpresenter is very valuable for raising awareness. The power of repetition always ensures the message really sticks. The screensaver itself also contributes to security: your laptop automatically locks when the screensaver switches on. A locked laptop provides extra security." Double benefits!

CONNECTING COLLEAGUES: CREATING SOLIDARITY

During the coronavirus crisis, Netpresenter has also connected employees to their colleagues, the organization, and the municipality itself. Remco explains: Solidarity and unity are important parts of our organizational culture. Now we're all working from home this much, a sense of connection and belonging has become even more important. We're already experiencing physical and psychological distance between employees, their colleagues, and the organization. To reduce these distances, we publish messages on Netpresenter that bring about a sense of unity and connection. For example, we put beautiful, current pictures of the municipality on the screensavers. Everything my colleagues and I do during our working day; we ultimately do that for the people who live in Sittard-Geleen. Through these messages, we create a bond with the city and a sense of pride in the city and our in our work."
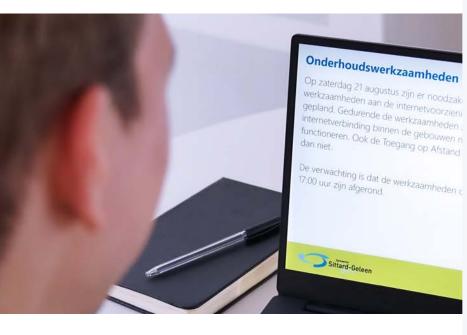
TAILORED INFORMATION

Not all employees receive the same information through Netpresenter. Remco explains: "We can target the information per location. Practical things like 'the window cleaners are here on Thursday' aren't relevant to colleagues who work in a different building. Additionally, our IT department has several dashboards showing data about all the systems, which isn't interesting to any other colleagues. But we target it for the IT department and use it as an information tool, specifically aimed at their work."

A UNIQUE PLATFORM

For Sittard-Geleen, Netpresenter is a unique platform. "Netpresenter is part of our omnichannel communication strategy. Within this strategy, it is a unique platform with its own characteristics. It allows us to present a beautiful image of high-quality pictures and display information concisely. The visual aspect of Netpresenter is very strong. The format forces you to consider: how do I say this in two or three sentences? It's in your face; it's not a boring e-mail, it's not a formal announcement in a team meeting, it's not a long intranet message. That's why these messages actually get through to people."

CHALLENGE

The Municipality of Sittard-Geleen was looking to direct more traffic to their intranet. They also wanted to increase employee engagement levels and create a sense of unity and connection among their employees, especially remote employees.

SOLUTION

Screensavers on all employees' laptops now inform employees of important news in a visually appealing manner. Digital signage screens in the IT department publish important IT-related dashboards and KPIs. Sittard-Geleen also uses the platform as an emergency module to send out warnings in case of major IT maintenance, so colleagues know what is happening with their IT systems.

BENEFITS

Intranet traffic has increased. Employees have a higher sense of belonging and connection and a platform that helps them raise their voices. The connection to the Municipality has increased, and information is now relevant and up to date. The power of repetition ensures messages genuinely stick, and the visual aspect of Netpresenter results in messages that are 'in your face' and get through to people.

About the Municipality of Sittard-Geleen

With a population of over 93,000, Sittard-Geleen is one of the largest cities in the Southern Dutch province of Limburg, with plenty of opportunities, a thriving economy, rich history, and attractive surroundings. Eight hundred employees work together with residents and partners to create a city where it is good to live, work, and relax.

www.sittard-geleen.nl