



CASE STUDY

# Internal Communications: **INCREASING CONNECTIONS**

among geographically  
dispersed employees



REPUTATION<sup>ink</sup>

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## The Challenge:

Global forest products company **Rayonier**—which owns, manages or leases approximately 2.6 million acres—wanted to enhance its communications with more than 300 employees across the globe.



These employees are **geographically dispersed**, with many **working in the field**, not in front of a desktop computer.

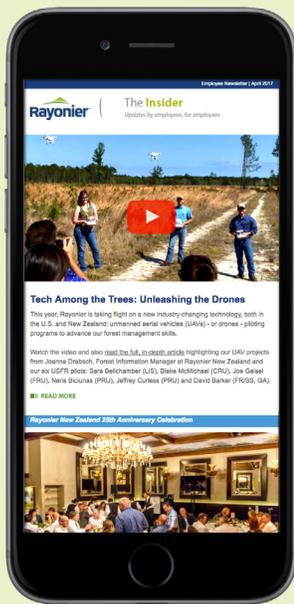
The company was looking for an effective, mobile-friendly way to communicate its many innovations, changes, human-interest stories, safety tips, HR news and more.

# Our Solution:

Reputation Ink was retained to develop a **monthly email newsletter** to engage employees across the company and inform them about internal developments, from the U.S. Southeast to the Pacific Northwest to New Zealand.

After experimenting with and reviewing the analytics for both shorter and longer text stories, infographics and video stories, we learned that employees engaged most with **video**, so we built the newsletter around featured video content.

We managed all aspects of the newsletter, including:



Scheduling and hosting a monthly input call with Rayonier's in-house communications director to develop a **MONTHLY EDITORIAL CALENDAR**



Scheduling, preparing for and hosting input calls with **SUBJECT-MATTER EXPERTS (SMEs)**



**DRAFTING AND EDITING** newsletter articles, including:

- Coordinating SME review
- Obtaining relevant photos



Managing **ALL ASPECTS OF VIDEO STORIES**, including:

- Scheduling and preparing for **ON-SITE FILMING** with SMEs
- Conducting **ON-CAMERA INTERVIEWS** and capturing relevant footage
- Editing footage and preparing it for distribution
- Obtaining edits and approvals



Uploading articles and videos onto Rayonier's **GOOGLE SITES** account



Drafting and uploading article summaries and video thumbnails to Rayonier's **EMAIL DISTRIBUTION** platform

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# Results:

Feedback from company leadership and employees has been universally positive. Employees can access the video content on mobile devices and have learned about initiatives across the company, from the Pacific Northwest to New Zealand and everywhere in between.

**RAYONIER FOREST RANGERS:**  
Timber in the U.S. Atlantic South



**TECH AMONG THE TREES:**  
Unleashing the Drones



**HARVESTING THE FUTURE:**  
Seedling Lifting at the Elberta Tree Nursery



 **Need to communicate effectively with your employees?**  
Contact us at **904 374.5733** or [info@rep-ink.com](mailto:info@rep-ink.com).