



# INTERNAL COMMS 4MYFUTURE APP

Social Strategy for Viva Engage



# PRIMARY PERSUASIVE APPEAL

## Logos (Logical Appeal)

### ✓ PURPOSE

To build credibility and reassure employees, we'll use logical appeal (logos). Employees need to understand the app's purpose and how it aligns with the company's mission. Highlighting its innovative AI features—career clarity, personalized educational paths, and direct connections with industry professionals—shows it's more than just another app; it's a meaningful, high-tech solution. Emphasizing transparency and providing insight into the app's broader impact will reduce skepticism, especially since it's still in development and new to them. Clear communication of the app's benefits and goals is key to gaining employee trust and support.



# PRIMARY PRINCIPLE OF INFLUENCE

## RECIPROCITY

### ● EMPLOYEE INVOLVEMENT:

Reciprocity encourages employees to feel included. It shows their involvement, input, and support are essential to the company's goals, thereby fostering engagement and reducing feelings of exclusion.

### ● BUILDING TRUST

Reciprocity builds trust and goodwill. If employees feel they're part of something meaningful (and not just recipients of a top-down decision), they're more likely to support the app's launch and future integration.

### ● EMPLOYEE ENGAGEMENT

By offering employees a role in the app's success, they'll feel more connected to the project, reducing resentment and boosting engagement. It becomes a shared initiative rather than an imposed change.



# SOCIAL POST #1:

## OWNING OUR MISS



### **The Buzz Is Real: Help Us Build 4MyFuture!**

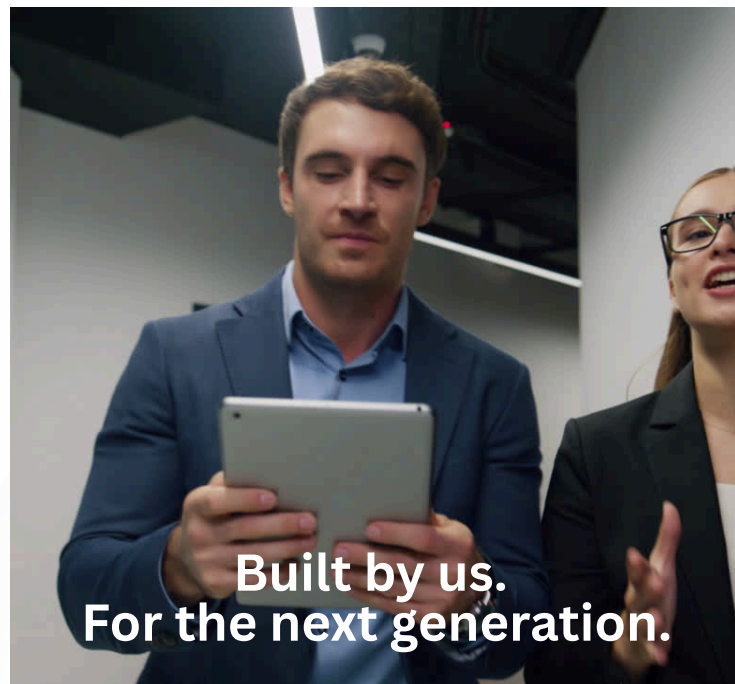
You've likely heard about [4MyFuture](#) through office buzz—and you're right to be curious. We should've looped you in sooner. Truth is, we've been heads down bringing you something worth getting excited about, and we appreciate your patience.

Launching in 6 months, this AI-powered platform uses labour-market data to help 18–25-year-olds find meaningful careers by showing them the education, experience, and connections they'll need. We think it's a game-changer—but we need your help.

 DM or comment to join the team—and get a shout-out in our dev notes!

# SOCIAL POST #2

## TANGIBLE BENEFITS



### More Than an App—It's a Smarter Path Forward

4MyFuture is built to make a real difference—not just for young adults, but for the future of the workforce.

This AI-powered platform offers personalized career matching, real-time job market insights, and goal-tracking tools to help 18–25-year-olds navigate toward meaningful, careers. By helping people find their fit faster, it has the potential to reduce unemployment, fuel economic growth, and build a more engaged workforce. 🌍

Your input can shape its impact. Early contributors will be recognized at launch.

➡ Pop a 👍 in the comments to get early access!





# THANK YOU

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