



# Strategies that Drive Engagement

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Manager - Toyota Internal Communications



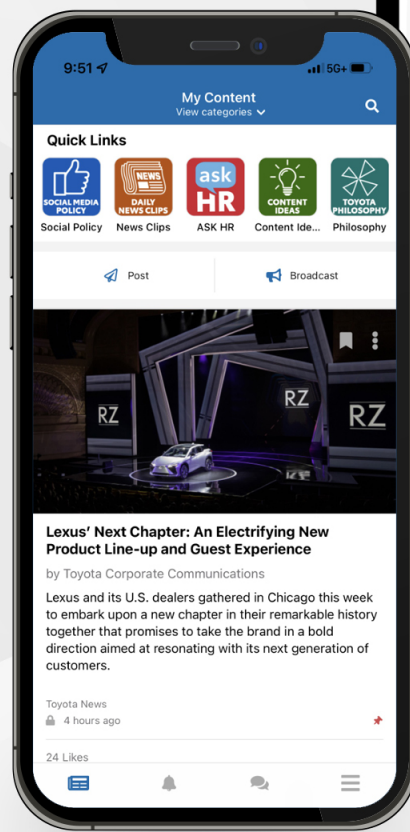


# COMMUNICATIONS HUB

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- Questions? Email us at [onetoyota@toyota.com](mailto:onetoyota@toyota.com)



# BACKGROUND AND CURRENT SITUATION



## North America

- Pulled forward a 6-month plan and launched in 6 days due to Covid



## N.A. Plants

- Rolled out to 14 plants in North America



## Global

- Launched in over 10 regions, including Europe, Argentina & Brazil
- Languages = Critical



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*Approaching 80,000 registered with more being added daily...*

79999





# TOYOTA PLATFORM STATS



**REGISTERED USERS:**

**80K**



**TOTAL SHARES:**

**101K**



**TOTAL POSTS:**

**21K**



**TOTAL IMPRESSIONS:**

**31M**



**TOTAL VIEWS:**

**3M**



**TOTAL EARNED MEDIA VALUE:**

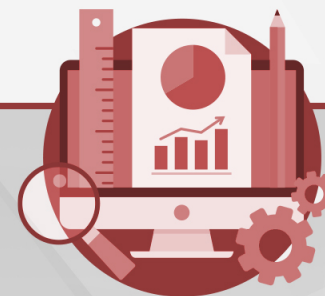
**\$1M**

*\*Since March 6, 2020*

# CHALLENGES AND SOLUTIONS



# CHALLENGES AND SOLUTIONS



## SOLUTIONS = METRICS

Informs our...

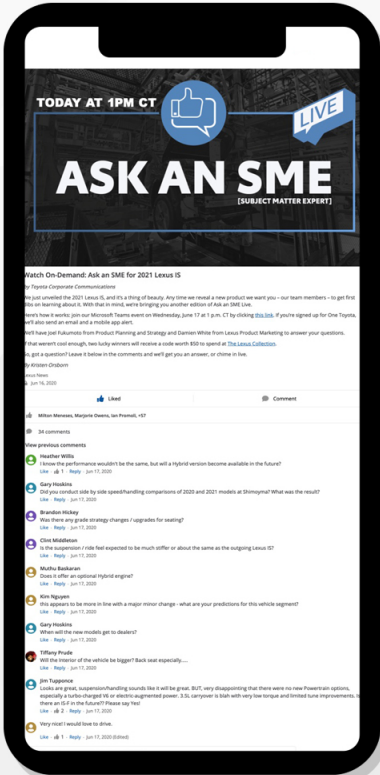
- **Content ideas**
- **Campaigns**
- **Giveaways**
- **Call to Action prompts**
- **Broadcasting/push strategies**





# CONTENT IS (STILL) KING

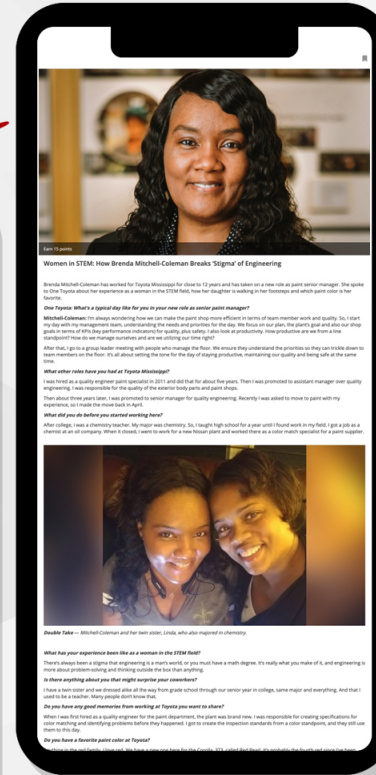
SOME OF  
WHAT'S  
WORKED  
FOR US:



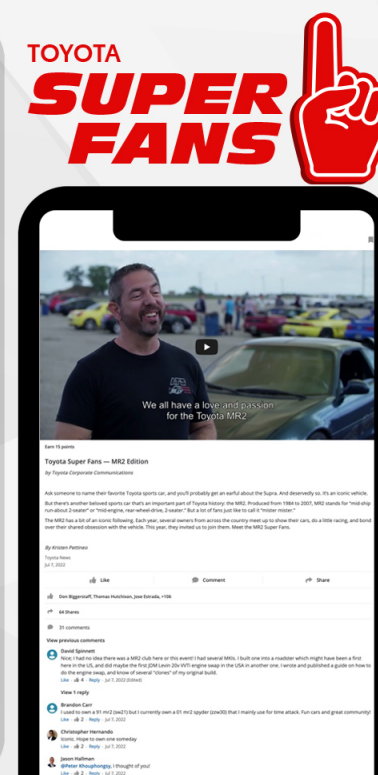
ASK AN SME



WHAT DO YOU  
DO HERE?



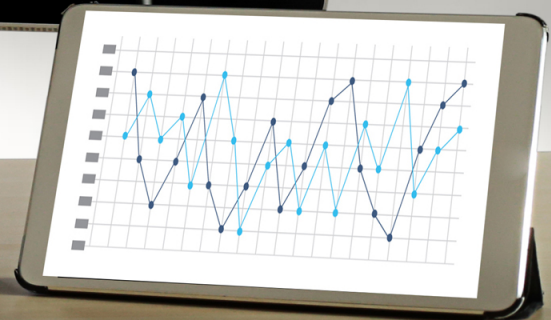
WOMEN IN  
STEM



DIVERSITY | QUALITY | SAFETY  
CHAMPIONS



# DRIVING ENGAGEMENT







# HOLIDAY CAMPAIGN



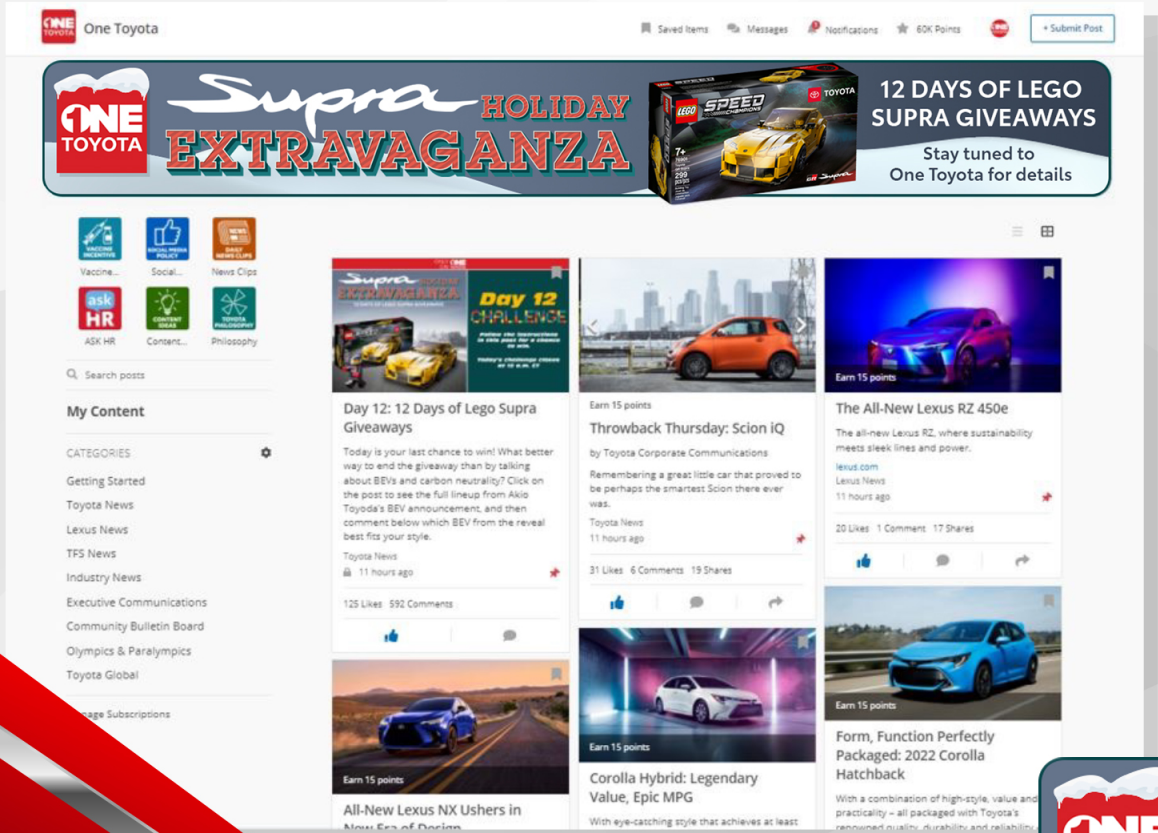
**DID YOU KNOW?** Adults love (free) Legos!







# HOLIDAY CAMPAIGN



## CUSTOM CAMPAIGN BANNER



# HOLIDAY CAMPAIGN - RESULTS



TOTAL POSTS



COMMENTS



POST VIEWS



DISCUSSION VIEWS



LIKES

<b>13</b> (12 days + Intro)	<b>1,373</b>	<b>16,774</b>	<b>16,888</b>	<b>45,797</b>
<b>Engagement Increase</b>	<b>+575%</b>	<b>+46%</b>	<b>+49%</b>	<b>+30%</b>

\*Campaign dates 11/29 – 12/16

*Supra* **HOLIDAY  
EXTRAVAGANZA**







# SEASONAL CAMPAIGN



## GOAL:

**Keep employees engaged/  
connected during the summer  
madness**

- **Summer vacations**
- **Kids home from school**
- **Etc.**



**Hot of Summer  
Giveaways**

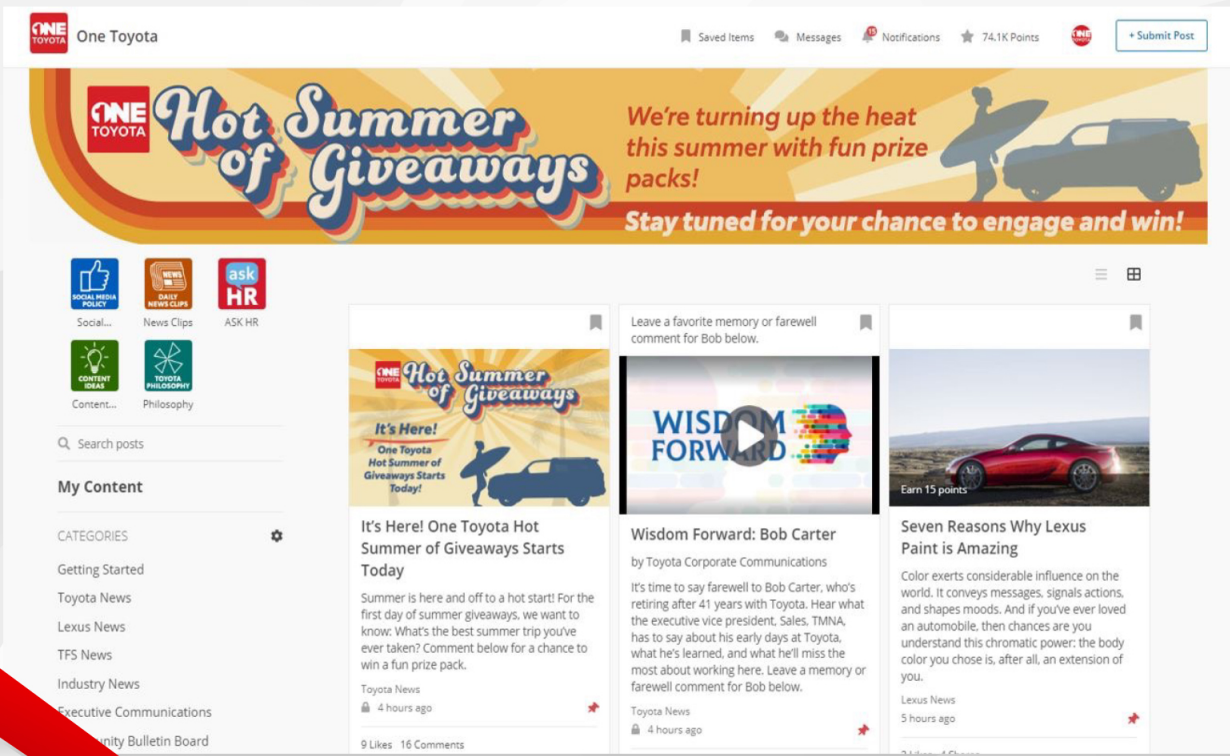
**SUMMER PRIZE PACKS  
HAVE ARRIVED!**







# SEASONAL CAMPAIGN



## CONVERSATION STARTERS RELATED TO SUMMER ACTIVITIES



## CUSTOM CAMPAIGN BANNER



# SEASONAL CAMPAIGN - RESULTS



TOTAL POSTS

**18**

(16 days + 2  
reminder posts)



COMMENTS

**10,932**



POST VIEWS

**22,152**



DISCUSSION VIEWS

**22,345**



LIKES

**2,745**



**Hot of Summer Giveaways**








# CALL TO ACTION PROMPTS

**Tell us how you learned to drive!**



**Open Post: How Did You Learn to Drive?**  
by Toyota Corporate Communications

Whether it was in a Toyota, Lexus or something else entirely, we want to know: How did you learn to drive? Post your memories in the comments for a chance to win some swag.

By Kristen Pettineo

Toyota News  
May 11, 2022

113 comments


**View previous comments**

**Dee O'Flaherty**  
11 years old in a dune buggy (VW) in the Mojave Desert - when gas was cheap!!!  
Like · Reply · May 13, 2022

**William Gallagher**  
My dad taught me in a big open parking lot while we were waiting for my older sister to finish her soccer practice.  
Like · Reply · May 13, 2022

**Tim Solace**  
At 16, learned to parallel park in a 1974 Ford LTD Wagon. After that, everything else was easy...  
Like · Reply · May 13, 2022

**Share your dog photos!**



**Share Your Dog Photos!**

**National Dog Day is Coming: Show Us Your Pups!**  
by Toyota Corporate Communications

Help us celebrate National Dog Day on Aug. 26 by showing us your furry friends!  
[Upload your photos here](#) and check back this month to see a slideshow of team members' adorable pups!

Please note: By submitting these photos you agree they can be shared externally on One Toyota's social media platforms and represent that you have received all permissions needed to do so.

Toyota News  
Aug 15, 2022

Like · Comment

Alan Cobb, Curtis Thompson, Jose Estrada, +133

19 comments

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**This comment was removed by the user.**

**Traci Phillips**  
I sent in a pic of my 3 Japanese Chins - Kiki, KoKo & Karma!  
Like · Reply · Aug 15, 2022

**Paula Abasolo @Glynda Arnold**  
Like · Reply · Aug 15, 2022

**Anthony Lopez Jr**  
Sweet !!

**Share this post for a chance to win Supra socks!**

Share this post for a chance to win some GR Supra socks!



Earn 15 points

**Power Shift: GR Supra Manual Transmission Now on Sale at U.S. Toyota Dealerships**

- GR Supra evolves again with a new manual transmission (MT) option
- MT available on GR Supra 3.0, 3.0 Premium and the A91-MT Edition, which is limited to 500 units for the U.S.
- A91-MT offered in two exclusive exterior colors, Burnout and CU Later Gray, both with a unique hazelnut leather trimmed interior
- Refined handling across all GR Supra 2.0/3.0/A91 models with new steering and suspension tuning and new Hairpin+ function on 3.0/A91 models
- Premium 12-speaker JBL Audio system standard on all 3.0 Premium and A91-MT models
- Complimentary 1-year membership to the National Auto Sport Association, featuring a High-Performance Driving Event with expert instruction

The [2023 Toyota GR Supra](#) adds a new dimension to the driver experience thanks to a new six-speed intelligent Manual Transmission option. Already a blend of performance, power and style, the 2023 Supra's addition of a stick shift brings hands-on engagement to the mix. It also holds to Toyota GAZOO Racing's on-going tweaks to the fifth generation Supra, with yet another update to the model that continues to make its mark in the sports car segment.

"When we revealed the GR Supra back in 2019, we tapped into a heritage nameplate for Toyota," said Mike Tripp, vice president of Toyota Vehicle Marketing and Communications. "But we were regularly asked if there would be a manual version. We immediately took that feedback to heart and started developing it, and we're happy that we can now bring customers the perfect complement for Supra's high-torque, high output engine with a six-speed manual."

The Manual Transmission is available as an option on the Supra 3.0 and 3.0 Premium. Supra also adds to its head-turning looks with new colors and special editions. A limited A91-MT Edition model will also be produced for model year 2023 only. Available colors for the MT 3.0 and 3.0 Premium will include all standard Supra colors plus a new Stratosphere Blue color, which will also be available on Supra 2.0. The A91-MT Edition will be available in Burnout (matted white) and CU Later Gray.

The GR Supra MT is arriving on dealer lots now with a Manufacturer's Suggested Retail Pricing (MSRP) starting at \$52,500.





# BROADCAST/PUSH STRATEGIES

**How often are you pushing your content?**

- **Daily Digest newsletter goes out Monday-Thursday with the top 3-4 posts**
- **On Fridays, we send out a wrap-up video called Got a Minute with a trivia question & links**

## DAILY DIGEST



EARN 15 POINTS

**'Life-Changing': How Toyota's Tommy Taylor Helped Ukrainian Refugees**

Toyota West Virginia's Tommy Taylor spent a week helping build cabins for Ukrainian refugees in a small Romanian village. He spoke to One Toyota about his experience and why it's one he'll never forget.

Posted Monday, September 12, 2022 CDT

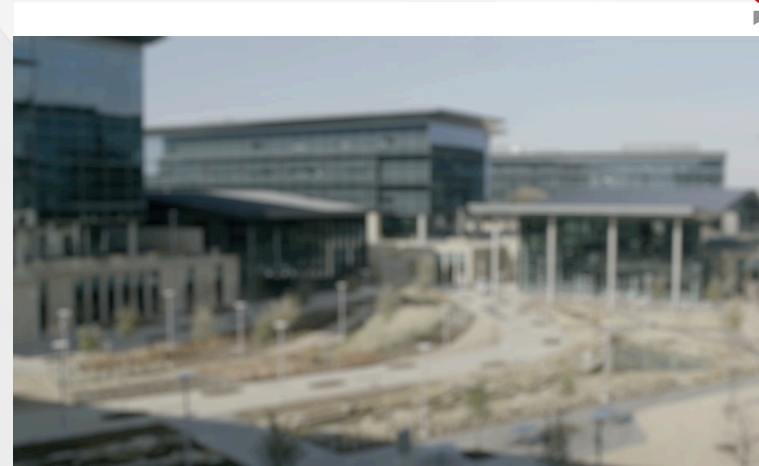
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[View Post Details](#)



EARN 15 POINTS

**What Do You Do Here? Ashley Parks**



**Got a Minute? — September 2, 2022**

Learn more about what the new Toyota battery manufacturing plant in North Carolina will be making.

Toyota will be investing an additional \$2.5 billion in the battery manufacturing plant in North Carolina, supporting an electrified future.

September is Self-Improvement Month and we want to hear your kaizen story!

Highlights from the Lexus National Dealer Meeting this week.

And summer road trip pics that spark wanderlust.

[Toyota's New Battery Manufacturing Plant — How it's made](#)

[Toyota North Carolina — Investment in an electrified future](#)

[Self-Improvement September — Share your kaizen](#)

[Toyota4Good — Back-to-school donations](#)

[Lexus Dealer Meeting — Hot topics](#)

[Summer Road Trip Pics — Team members' photos](#)

[Bonus Content — Toyota Future Mobility Showcase](#)

Toyota News

Sep 2, 2022

[Like](#)

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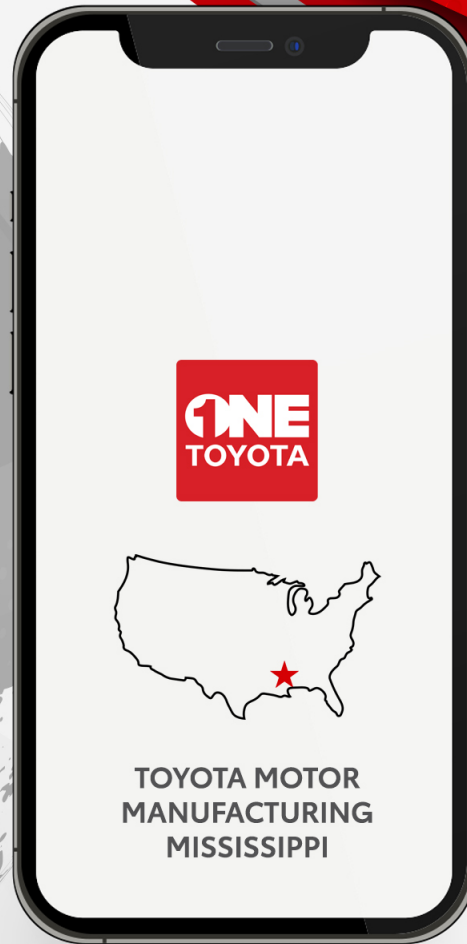
Karla Hurst, Sue Bruin, Rick Burkhead, +58

71 comments

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[Anthony Montez](#)  
Summer road trips  
[Like](#) · [Reply](#) · Sep 3, 2022

[Thomas Hutchison](#)  
Summer Road Trips









# THE INTERNAL GAME HAS CHANGED

- **We need to meet our employees where they are**
- **Internal Communications is the new driver of company culture**
- **New employees will know/learn the company through our content and engagement**





# QUESTIONS