

Strategies that Drive Engagement

Karen Nielsen Manager - Toyota Internal Communications

DC

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- Keeps you informed wherever you work
- Community where you can like, comment & share
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BACKGROUND AND CURRENT SITUATION

North America

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



 Rolled out to 14 plants in North America Global

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



BACKGROUND AND CURRENT SITUATION



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



 Rolled out to 14 plants in North America



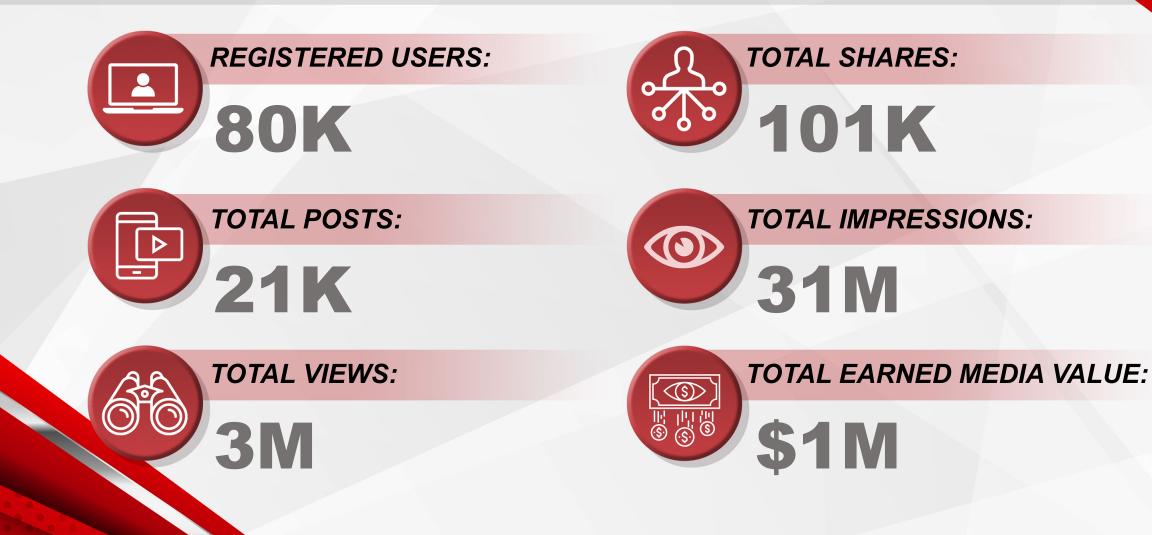
- Launched in over 10 regions, including Europe, Argentina & Brazil
- Languages = Critical

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





TOYOTA PLATFORM STATS



*Since March 6, 2020







CHALLENGES AND SOLUTIONS



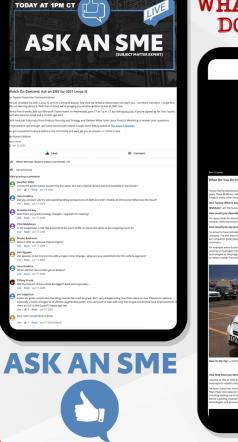
SOLUTIONS = METRICS

Informs our...

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



SOME OF WHAT'S **WORKED** FOR US:







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<text><text><section-header><list-item><section-header><section-header><section-header><section-header><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></section-header></section-header></section-header></section-header></list-item></section-header></text></text>		
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<text><text><text><text><section-header><section-header><section-header><section-header><section-header><section-header></section-header></section-header></section-header></section-header></section-header></section-header></text></text></text></text>	Diversity + Inclusion means having a add value to a company.	workforce that is a melting pot of races, ethnicities, cultures, abilities, genders and experiences — all of which
<text><text><text><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></text></text></text>	Creating an environment where ever selves to work is what makes inclusion	ryone's contributions are valued, barriers to success are removed and employees feel they can bring their true on a key aspect of a D + I program.
<text><text><text><text><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></text></text></text></text>	Tell us about the supplier diversit	y initiative.
<text><section-header><section-header><section-header><section-header><section-header><section-header><section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></text>	incorporating diverse suppliers such	is to create a culture that consistently supports and promotes diverse supplier engagement. This is done by as minority-owned, female-owned, LCBTQ+ owned, veteran-owned and disability-owned businesses,
<text><text><text><section-header><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></section-header></text></text></text>	outsourcing opportunities. There are	e so many upsides to a diverse supply chain, from aligning with our core values of social responsibility and
<text><text><section-header><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></section-header></text></text>	We offer a number of programs with	in our initiative for suppliers, such as mentoring, conference networking events and even scholarships.
<text><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></text>	How do you think D+I shapes our	culture and business?
<text><section-header><section-header><section-header><section-header><section-header></section-header></section-header></section-header></section-header></section-header></text>		aring a culture of curiosity, openness, learning, acceptance and creativity — all of which are important to drive
Indexpense of the function - to compare the	ideas, which can lead to best practic	
An explore the region where the set of the set theory encodes in the set of the set theory encodes in the set of the	What other D+I activities have yo	u participated in? What was your experience like?
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min Aming an unders that requeses and them examples of the strength on the problem of the strength on the problem of the strength on the problem of the strength on the s		
Constraints of the stage between performs and performs the stage between the stage b	I love that Toyota included me in thi	s pilot program.
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nakoje te monovoj o nobi ark konce a se sloj hom navije Najno da najno braj politije karije konce sloveno slo	One of the way is through business participate in discussions.	partnering groups (BPGs). There are several BPGs to choose from that provide opportunities to join and
Sate in a solution the sould read the facts the value shade the solution on solution and the source of the solution of the source of the sour	Toyota's Social Innovation team eng involving the community in which w	aged the BPGs to help with an effort to guide funding for social justice. It was good to see that when concerns e do business are raised by team members, Toyota will step up to help address these concerns.
exception (Frequencies) Examples of the second of the sec	Through the Social Innovation team tablets to students that would enable	my site (CSCI) was able to make a significant contribution to education in our local community by providing is them to learn virtually when schools were closed.
Col:Meenh.Moladf Col:	Having an opportunity to make a difference of Toyota allowing team m	Serence in a child's life through education, with the support of Toyota, was very gratifying and just another embers to cultivate their own experiences of giving back to the community.
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thew Tabatha McEldred and Toyota Kentucky Monor Vets. Embrace Differences Toyota News	Dril Month Kickoff	
Toysta News	Toyota's Dennis Parker Bellev	es Diversity Is Key to Any Company's Success
	How Tabatha McEldred and T	oyota Kentucky Honor Nets. Embrace Differences
	Toysta News Aug 16, 2022	



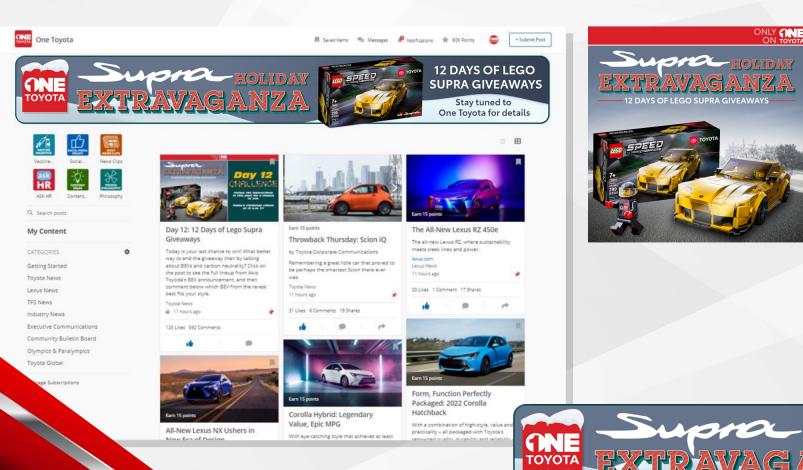












DAILY ENGAGEMENT "CHALLENGES"

Follow the instructions in this post for a chance to win.

Day 1

LENGE

IVEAWAYS —

Today's challenge closes at 12 a.m. CT

HOLIDAY

ONLY ONE ON TOYOTA



Follow the instructions in this post for a chance to win.

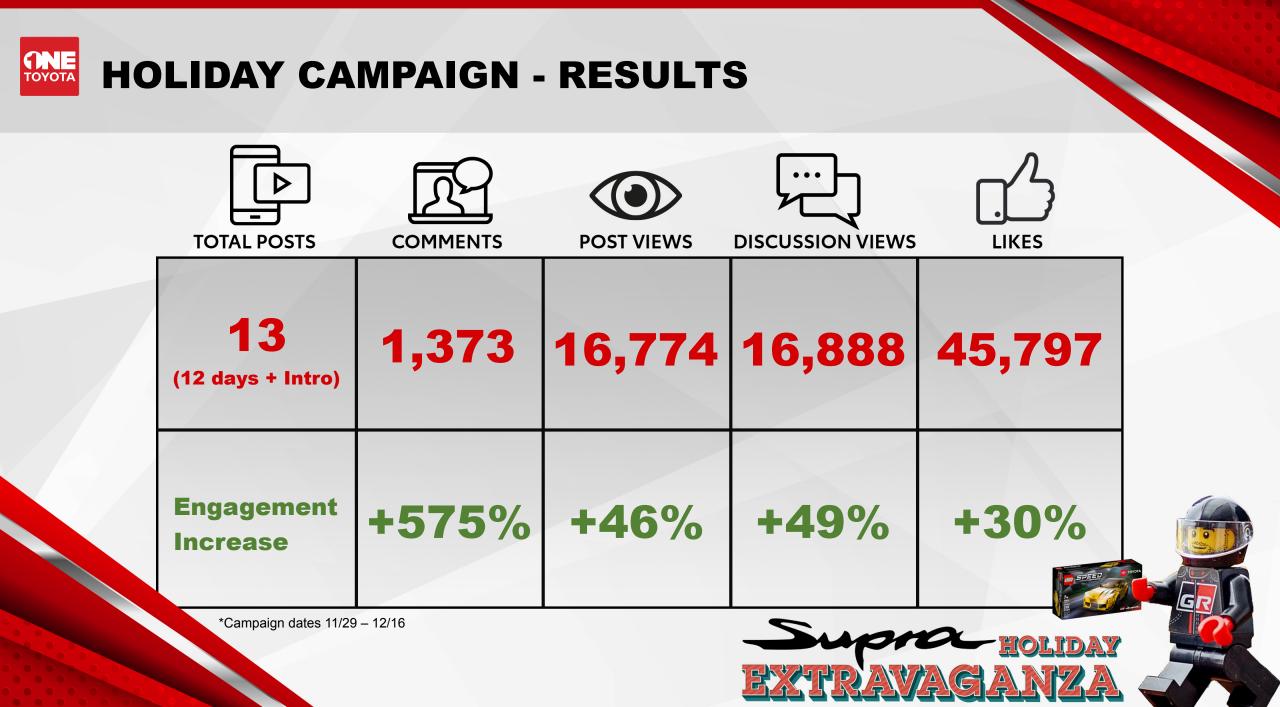
Today's challenge closes at 12 a.m. CT

12 DAYS OF LEGO

SUPRA GIVEAWAYS

Stay tuned to One Toyota for details

CUSTOM CAMPAIGN BANNER







GOAL:

Keep employees engaged/ connected during the summer madness

Summer vacations

SUMMER PRIZE PACKS

HAVE ARRIVED!

Kids home from school

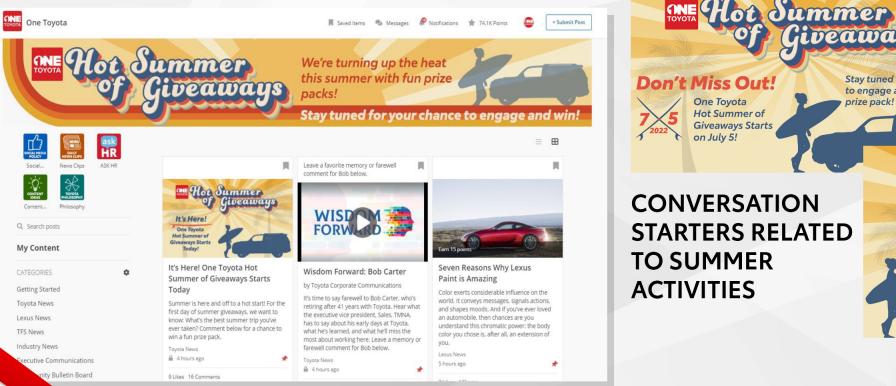
Giveaways

ONE

TOYOTA

• Etc.





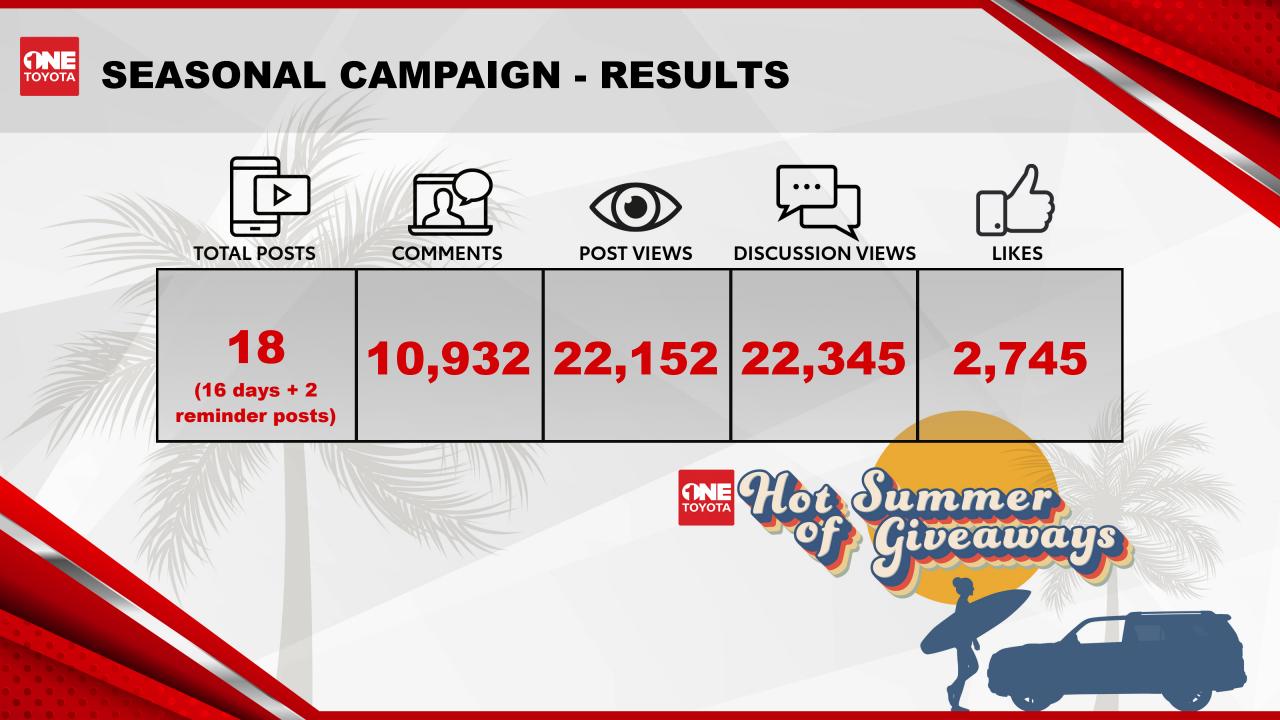




We're turning up the heat this summer with fun prize packs!

Stay tuned for your chance to engage and win!

CUSTOM CAMPAIGN BANNER





CALL TO ACTION PROMPTS

Tell us how you learned to drive!

Share your dog photos!



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 New A May 11, 2022

	📩 Likeo	t		,	Comment
	Joshua Manansala, Gloria Greer, Jason	n Mefford, +44			
	113 comments				
Viev	v previous comments				
8	Dee O'Flaherty 11 years old in a dune buggy (VW) Like · Reply · May 13, 2022	in the Mojave Desert - when	gas was cheap!!!		
8	William Gallagher My dad taught me in a big open pa Like · Reply · May 13, 2022	arking lot while we were wait	ing for my older sist	er to finish her s	occer practi
A	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!

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

Comment

Alan Cobb, Curtis Thompson, Jose Estrada, +133

Like

19 comments

View previous comments

C This comment was removed by the user.

Traci Phillips I sent in a pic of my 3 Japanese Chins - KiKi, KoKo & Karma! Like · 1 2 · 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!



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 IBL 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





EARN 15 POINT

Like

Posted Monday, September 12, 2022 CD

Comment

'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.



EARN 15 POINTS

What Do You Do Here? Ashley Parks



Got a Minute? — September 2, 2022

Summer Road Trips

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' photo Bonus Content - Toyota Future Mobility Showcase Toyota New A Sep 2, 2022 💼 Like Comment Karla Hurst, Sue Bruin, Rick Burkhead, +58 71 comments View previous comments Anthony Montez Summer road trips Like · Reply · Sep 3, 2023 Thomas Hutchisor



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





