

Speaking Notes

1. Call Overview

Introduce presenter: Aibhinn

“Good morning, everyone. Thanks for being here... and to those of you joining today’s call. To start, Aibhinn will provide an overview of our engagement and digital performance over the past couple of months. She’ll walk us through key metrics and insights, followed by my review of the content calendar for the rest of December. Aibhinn, over to you.”

(Aibhinn presents engagement and digital performance metrics)

Speaking Notes

2. Q1 Plan of Action

Presenter: Priscilla Ryan

“Thank you, Aibhinn. Now, looking ahead to Q1, we’re introducing a structured content approach with daily themes to ensure consistency and alignment with our brand values. Here’s the breakdown for each day of the week:

Mondays: Learning & Development – ‘Empower Your Potential’
Focused on employee growth, talent development, and celebrating professional learning opportunities.

Tuesdays: Diversity & Well-being – ‘United in Diversity’

Speaking Notes

2. Q1 PLAN OF ACTION CONTINUED

... showcasing employee stories, diversity data, and well-being initiatives to reinforce our commitment to inclusivity and support.

Wednesdays: Recruitment & Retention – ‘Join, Thrive, Stay’

Highlighting recruitment efforts, retention strategies, and career growth within iNUA.

Thursdays: Company Benefits – ‘Beyond the Paycheck’

Featuring our comprehensive benefits package and the value we provide beyond salaries.

Fridays: Workplace Culture – ‘Together We Grow’

Showcasing our company culture through employee experiences, office visuals, and team events.”

Speaking Notes

3. EXAMPLE POSTS FOR Q1

“To put this plan into action, here are a couple of example posts we have lined up:

Monday, January 8: A video success story featuring a former student from the Commis Chef Programme, sharing how the programme impacted their career. This will also highlight the current cohort in collaboration with Limerick and Clare ETB.

Monday, February 12: A spotlight on leadership development students, sharing interviews on their projects and mentor contributions as part of the ‘Empower Your Potential’ series.”

Speaking Notes

4. CONSISTENCY & FLEXIBILITY IN MESSAGING

“This structured calendar will help us maintain consistent messaging while allowing room for flexibility. Some content, like new hires, employee milestones, and promotions, may come in at the last minute, and we will adapt as needed.

Deirdre, we also want to ensure that the engagement calendar layout works well for everyone. If you have any suggestions on how we can improve it, we'd love to hear them.”

Speaking Notes

5. ADDITIONAL INITIATIVES TO PROMOTE P&C iNUA COLLECTION

“In addition to our structured content plan, we will be implementing several other initiatives to enhance iNUA’s brand presence, including:

Running targeted social media campaigns

Publishing blog posts and articles

Creating videos and infographics

Attending industry events to increase visibility”

Speaking Notes

6. CONCLUSION

“We’re confident that this approach will strengthen engagement and reinforce our brand values across all platforms. If anyone has any final thoughts or suggestions, we’d love to hear them. Otherwise, we appreciate your time today and look forward to a successful Q1.”

(End of meeting)