

**ASSOCIATE
OF THE MONTH:
THE PROGRAM, PROCESS,
AND POSITIVE IMPACT**



THE PROGRAM

A Team Effort from February 2023 Onward

Launched in February 2023, our Associate of the Month Program is a joint effort between our on-site and marketing teams. Together, we aim to recognize our dedicated employees by showcasing their achievements on our various platforms, including Branch Facebook pages and the MAU website.

THE PROCESS

Marketing Specialist

- **Main point of contact between the on-site and marketing teams**
- Collects, edits, and organizes Associate of the Month Content
- Posts Associate of the Month social media campaign(s)

On-site Contact

- **Main point of contact between marketing and on-site teams**
- Selects Associate of the Month
- Captures photo and submits Associate of the Month content

On-site Contact

01

Share the Associate of the Month form with on-site associates/leadership to gather nominee submissions (optional)

02

Select Associate of the Month based on received submissions

03

Capture and submit Associate of the Month's photo/reason for nomination in OneDrive

Marketing Specialist

04

Retrieve Associate of the Month content and organize it on the marketing dashboard

05

Collaborate with the graphic designer to publish Associate of the Month content on the MAU website (optional)

06

Post Associate of the Month content on corresponding Branch Facebook Pages, etc.

NOMINATION FORM



Associate of the Month Nominations

Below, you will answer key questions, allowing you to share information about the associate you are nominating this month. At MAU, we honor the unique worth of each person, and we can't thank you enough for being part of the excitement in our Associate Appreciation Program. Your nominations make a difference!

Your Name: *

Your Email: *

Nominee's Name: *

Branch: *

Client: *

Why are you nominating for the recognition? *

Not sure where to start? No problem!

Include **when** and **where it happened** and **why it's significant** for you, your team, MAU at , or all three.

Submit My Nomination

SUBMISSION FORM



Associate of the Month

At MAU, we honor the unique worth of each person, and we thank you for contributing to our Associate Appreciation Program. Please submit the key information below in order for the associate to be recognized on MAU's social media as Associate of the Month.

Your Name: *

Your Email: *

Nominee's Name: *

Branch: *

Client: *

Why was this associate selected? *

Please share a brief account of a remarkable action or event that led you to consider this person for this recognition.

Not sure where to start? No problem!

Include **when** and **where it happened** and **why it's significant** for you, your team, MAU at , or all three.

A photo of the associate is required: *

or drag files here.

THE CAMPAIGN

Making a Positive Impact

By celebrating our associates, our aim is simple: **to boost brand sentiment, strengthen our ties with our online community, and positively affect app flow.** We'll walk you through these points in the upcoming slides using an MAU Dothan Associate of the Month campaign as our example.

FACEBOOK TRACTION

Facebook Ad | February 2023

- Budget: \$50, 2 weeks
- Reach - 8,006
- Impressions - 12,253
- Frequency - 1.53
- Clicks - 3,845
- Cost per Click - \$0.01
- Engagement - 2,977
- Direct Messages: 32

MAU Workforce Solutions - Dothan's Post



MAU Workforce Solutions - Dothan
Employment Agency

Send message

See insights and ads

Boost post

110 20 comments 5 shares

Like Comment Share

BRAND SENTIMENT: POSITIVE

MAU Workforce Solutions - Dothan's Post

22w Like Reply Hide

Tyra George
Congratulations 🎉🎉 everyone 🥳

22w Like Reply Hide

Jessica Thompson
Congratulations 🎉

22w Like Reply Hide

Tacheka Collins Reynolds
Congratulations 🎉

22w Like Reply Hide

Vanessa Rodgers
Congratulations

22w Like Reply Hide

Sherry Lloyd
Congratulations

22w Like Reply Hide

Jermaine Casey
BALL CAP!!

23w Like Reply Hide

Mary Johnson



22w Like Reply Hide

Jazzman Smith
Yeessss Crew 2 🥳 I'm The Smallest One 🤡🤡

MAU Workforce Solutions - Dothan's Post

41w Like Reply Hide

Mary Smith
I Am So Proud Of You Baby Girl Keep Up The Great JOB Mema Love ❤️ You

41w Like Reply Hide

Scott Sims
Congrats TGrubbs

40w Like Reply Hide

LaRhonda Woodham-Burke
Awesome! Congratulations!

40w Like Reply Hide

Angela Britt
Congratulations ❤️

41w Like Reply Hide

Dezondria Graham
Congratulations

41w Like Reply Hide

Bridget Barber
Congratulations to all of you 🎉🎉

40w Like Reply Hide

Ashanta Johnson
Congratulations

40w Like Reply Hide

Tim Glanton · Follow
Cuzz I I see ya doing your thang 🥳❤️

40w Like Reply Hide

Tracy Hill
Congratulations to all of u. 🥳🥳🥳

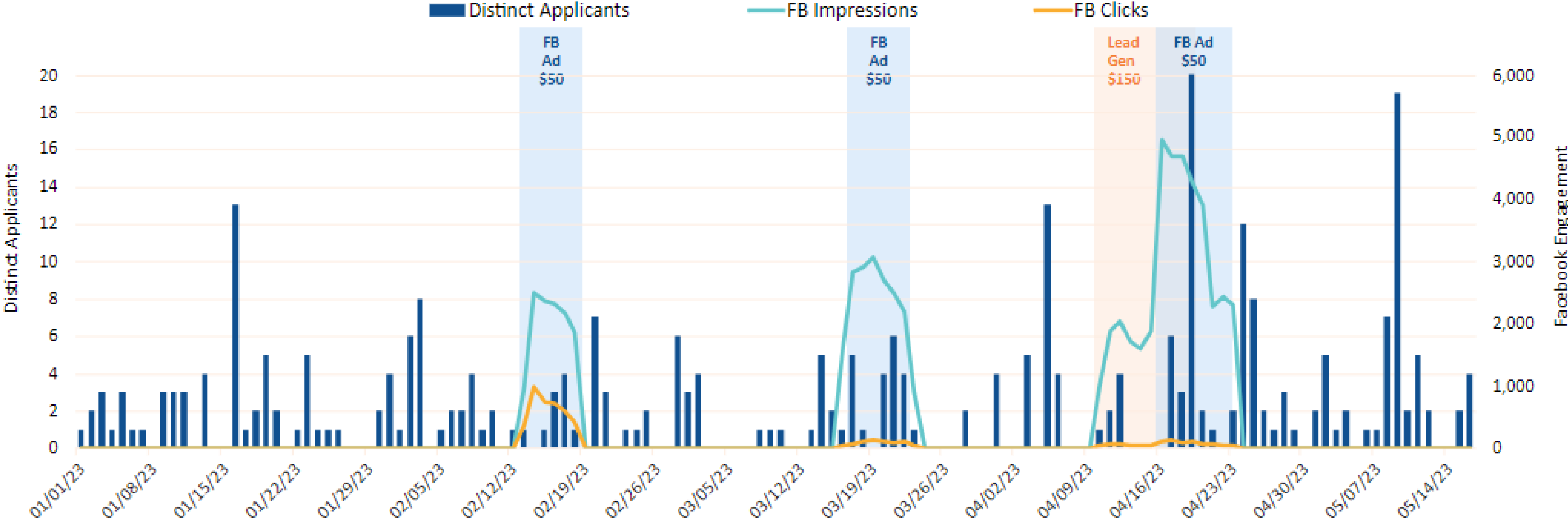
40w Like Reply Hide

Nesha Lett
Willie Williams

40w Like Reply Hide

APP FLOW **IMPACT**

The lift in applicants around each FB Ad is increasing with every campaign with a strong trailing effect – average app flow between campaigns is **increasing 40% each time**.



TIMELINE - JANUARY 2024

PROCESS EXAMPLE



MID JANUARY

MAU Associates and Leadership vote on Associate of the Month

FEBRUARY 9TH

On-site contact submits content on the first Friday of the first full week of the following month

FOLLOWING WEEK

Marketing Specialist organizes content to be posted on various platforms

MID FEBRUARY

January Associate of the Month Campaigns are live, process starts over for the next month

FAQS

- How do I share the form with on-site associates and leadership?
- Where do Associate of the Month nomination submissions go?
- Where do Associate of the Month official submissions go?
- How will I know when my content is ready to submit?
- When is my content due?
- Do I have to boost my Facebook post every time?
- How will I be provided data around the success of my campaigns?
- What cost center is in charge of payment for campaigns?

