

EVAP Management: Worksheet



Milestone

Total videos created

Collective video views on social media

Collective click throughs to company pages

Length of program being live

Other

Totals



Amplify

Pick a day and time for motivation, share the most recently created EVAP content and tag the advocate on your internal channel

Create a calendar reminder for yourself so you never forget this management task



Engage

If self-nomination is not working then dedicate a specific Video Prompt to each week

Schedule 3, 30 minute blocks in your advocates diaries to script, film and edit/publish

Make sure the Key Theme is known by all, embed it into monthly meetings, weekly stand ups and across your internal channels

If advocates are struggling on their own, suggest they partner up to create a video. In an office they can film a two-person video and if working from home they can script and edit together online.



Brainstorm

Questions to use in your one-on-one check ins or share with accountability partners to use in their catch ups:

- Which prompt do you definitely not want to film a video about?
- Out of the remaining prompts, which two do you feel have potential?
- Has something come up in conversation with a customer or colleague that reminds you of this prompt?
- What's really stopping you from creating? Is it camera confidence or tech capability?

Notes