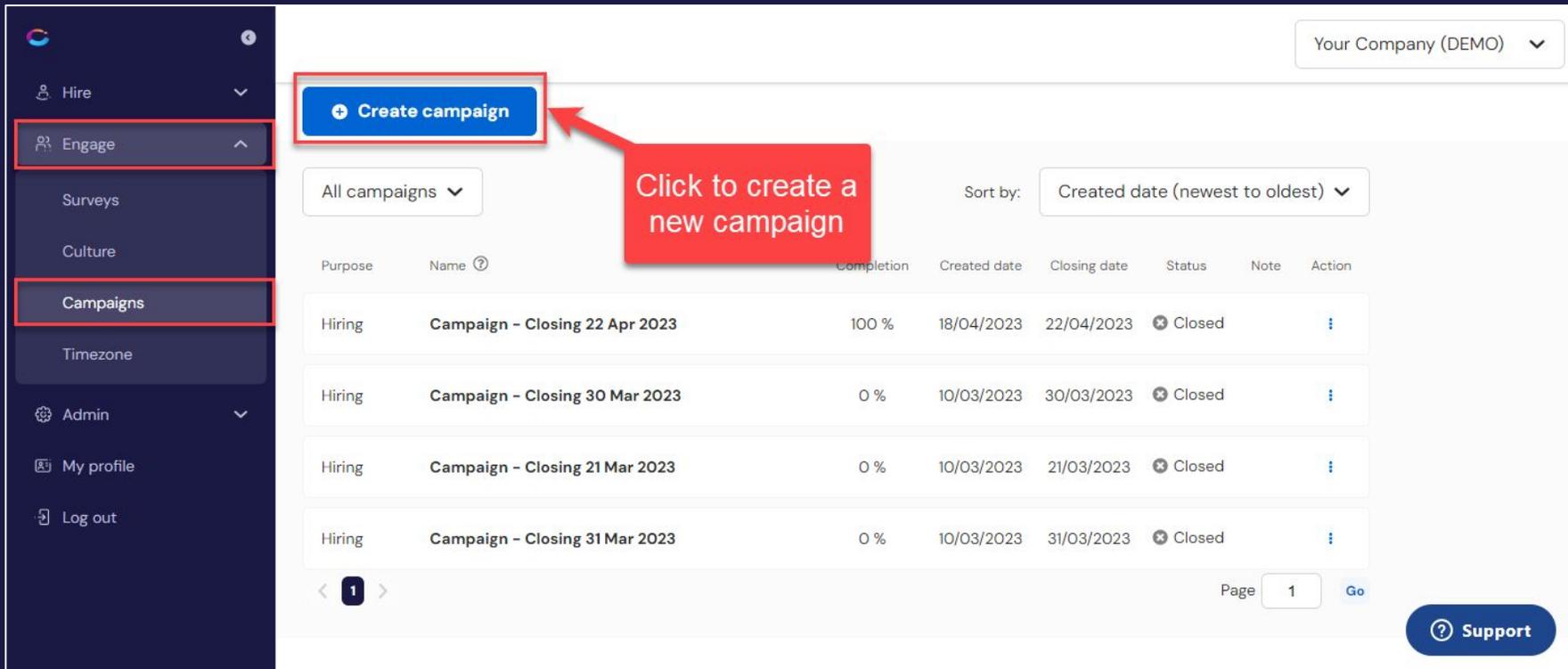


Set up your campaign

- Go to the **Engage** → **Campaigns** page, and click on “**+ Create campaign**”
- Step through the process. Additional detail is provided on the following slides.



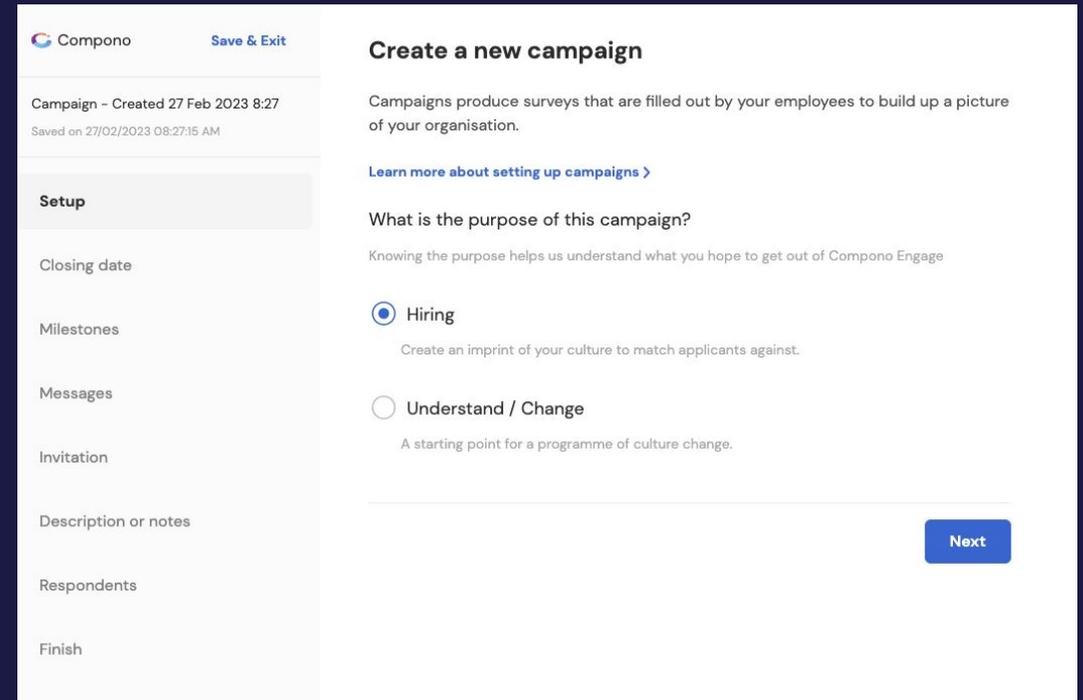
The screenshot displays the 'Engage' section of a user interface, specifically the 'Campaigns' page. The left sidebar contains navigation options: Hire, Engage, Surveys, Culture, Campaigns, Timezone, Admin, My profile, and Log out. The 'Engage' and 'Campaigns' items are highlighted with red boxes. The main content area shows a table of campaigns with columns for Purpose, Name, Completion, Created date, Closing date, Status, Note, and Action. A blue button labeled '+ Create campaign' is located at the top left of the main content area, enclosed in a red box. A red callout box with the text 'Click to create a new campaign' points to this button. The table lists four campaigns, all with a status of 'Closed'. The page includes a 'Your Company (DEMO)' dropdown at the top right, a 'Sort by' dropdown set to 'Created date (newest to oldest)', and a 'Support' button at the bottom right.

Purpose	Name	Completion	Created date	Closing date	Status	Note	Action
Hiring	Campaign - Closing 22 Apr 2023	100 %	18/04/2023	22/04/2023	Closed		
Hiring	Campaign - Closing 30 Mar 2023	0 %	10/03/2023	30/03/2023	Closed		
Hiring	Campaign - Closing 21 Mar 2023	0 %	10/03/2023	21/03/2023	Closed		
Hiring	Campaign - Closing 31 Mar 2023	0 %	10/03/2023	31/03/2023	Closed		



Select a purpose

- This is just to let us know why you want to measure culture
- This has no impact on the campaign itself



Compono [Save & Exit](#)

Campaign - Created 27 Feb 2023 8:27
Saved on 27/02/2023 08:27:15 AM

Setup

Closing date

Milestones

Messages

Invitation

Description or notes

Respondents

Finish

Create a new campaign

Campaigns produce surveys that are filled out by your employees to build up a picture of your organisation.

[Learn more about setting up campaigns >](#)

What is the purpose of this campaign?

Knowing the purpose helps us understand what you hope to get out of Compono Engage

Hiring
Create an imprint of your culture to match applicants against.

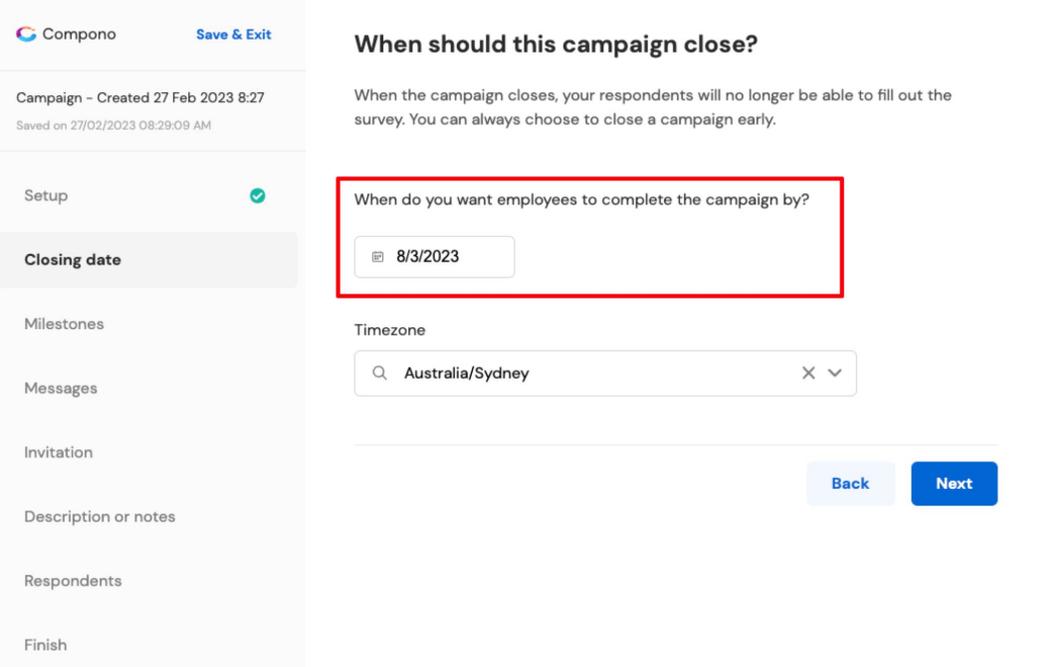
Understand / Change
A starting point for a programme of culture change.

[Next](#)



Choose a closing date

- Select a closing date for your culture campaign
 - This campaign will automatically close on this date
- No responses will be considered after the campaign closes
 - DO NOT set the closing date too early!
- **All employee information (demographics) must be specified before the campaign closes to be included in the report**

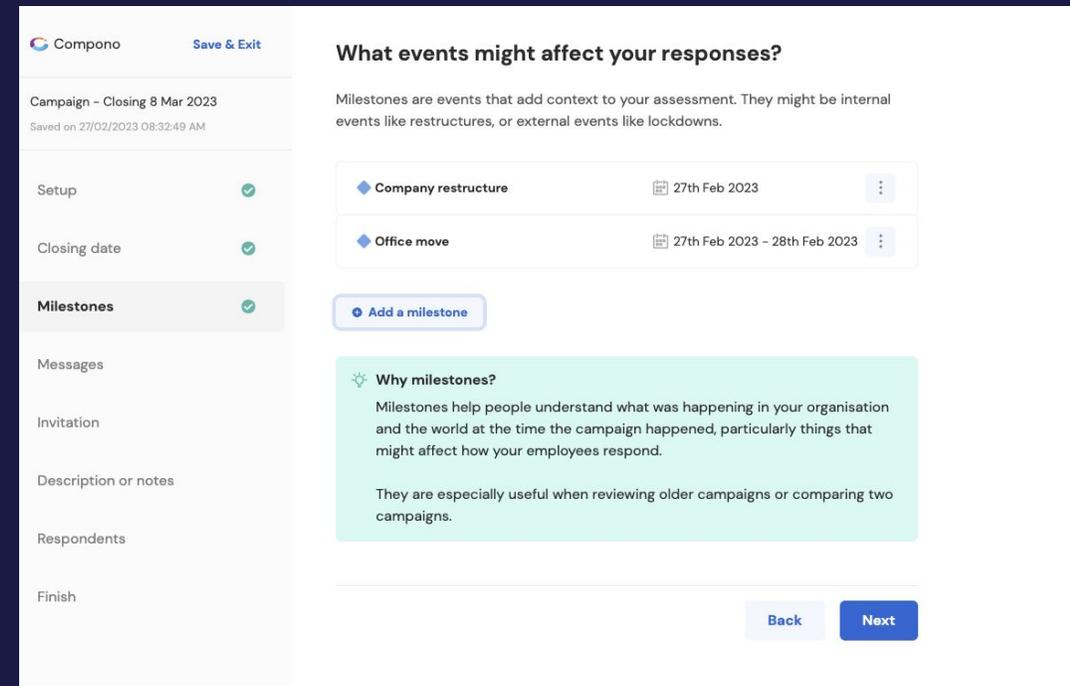


The screenshot shows the 'When should this campaign close?' configuration page in the Compono interface. The page title is 'When should this campaign close?' and it includes a 'Save & Exit' button. The main content area asks 'When do you want employees to complete the campaign by?' and features a date picker set to '8/3/2023', which is highlighted with a red box. Below this, there is a 'Timezone' dropdown menu set to 'Australia/Sydney'. At the bottom right, there are 'Back' and 'Next' buttons. The left sidebar contains a navigation menu with items: Campaign - Created 27 Feb 2023 8:27, Saved on 27/02/2023 08:29:09 AM, Setup (checked), Closing date (selected), Milestones, Messages, Invitation, Description or notes, Respondents, and Finish.



Add milestones (optional)

- Milestones are events that add context to your assessment
- These can be internal events like a company restructure or an external event like a natural disaster



The screenshot displays the 'Compono' interface for a campaign titled 'Campaign - Closing 8 Mar 2023', saved on 27/02/2023 at 08:32:49 AM. The left sidebar shows a progress list with 'Milestones' highlighted and marked with a green checkmark. The main content area is titled 'What events might affect your responses?' and explains that milestones provide context for assessments, such as internal events like restructures or external events like lockdowns. Two milestones are listed: 'Company restructure' on 27th Feb 2023 and 'Office move' from 27th Feb 2023 to 28th Feb 2023. An 'Add a milestone' button is visible. A green callout box titled 'Why milestones?' explains their purpose: to help people understand organizational context and how it might affect employee responses, especially when reviewing older campaigns or comparing two.

Compono [Save & Exit](#)

Campaign - Closing 8 Mar 2023
Saved on 27/02/2023 08:32:49 AM

Setup

Closing date

Milestones

Messages

Invitation

Description or notes

Respondents

Finish

What events might affect your responses?

Milestones are events that add context to your assessment. They might be internal events like restructures, or external events like lockdowns.

- ◆ Company restructure 27th Feb 2023
- ◆ Office move 27th Feb 2023 - 28th Feb 2023

[Add a milestone](#)

Why milestones?
Milestones help people understand what was happening in your organisation and the world at the time the campaign happened, particularly things that might affect how your employees respond.
They are especially useful when reviewing older campaigns or comparing two campaigns.

[Back](#) [Next](#)



Review the text of the survey

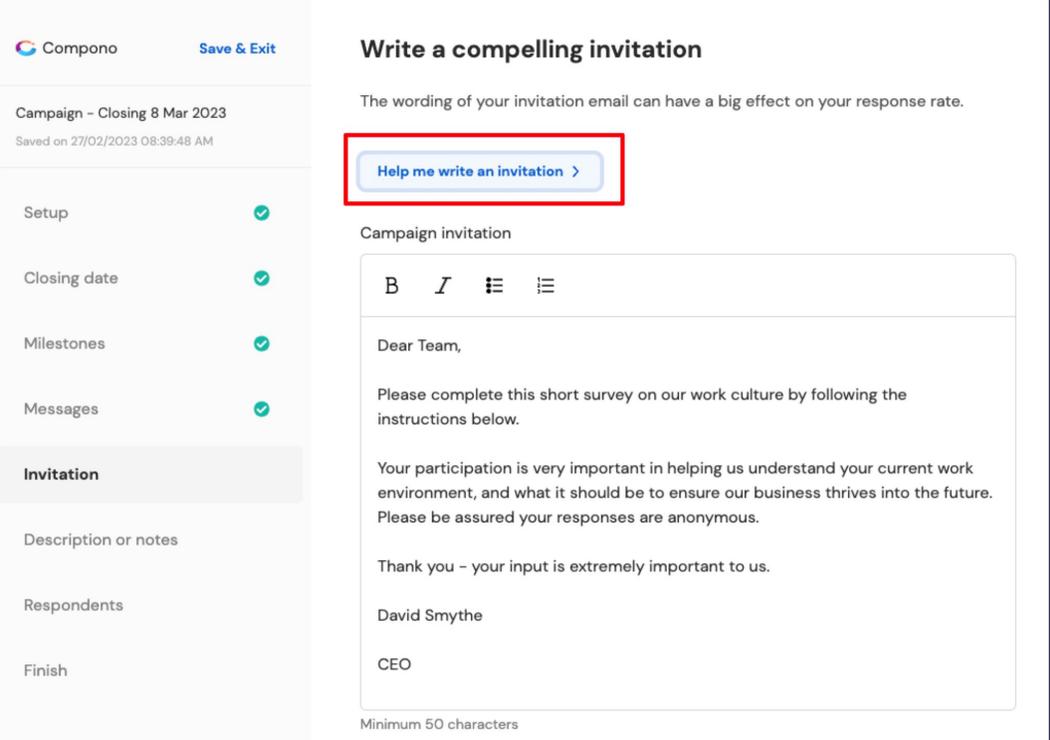
- In some instances you may want to change the introduction or closing message of the survey
- You can choose to leave the defaults we have provided

The screenshot displays the 'Review the text of the survey' interface in the Compono application. On the left is a sidebar menu with the following items: 'Campaign - Closing 8 Mar 2023' (Saved on 27/02/2023 08:37:18 AM), 'Setup' (checked), 'Closing date' (checked), 'Milestones' (checked), 'Messages' (selected), 'Invitation', 'Description or notes', 'Respondents', and 'Finish'. The main content area is titled 'Review the text of the survey' and includes a 'Save & Exit' button. Below the title is a descriptive paragraph: 'Here is the text that your respondents will see when they take your survey. You can customise any of the text by clicking Change next to that text.' There are two sections for editing: 'Survey Introduction' with a 'Change' link and a text area containing 'The purpose of this assessment is to understand your current work environment, and what you think it should be to ensure our business thrives into the future.'; and 'Closing message' with a 'Change' link and a text area containing 'Thank you for responding to our survey, your input is extremely valuable.' At the bottom right, there are 'Back' and 'Next' buttons.



Write a compelling invitation email

- The wording of your invitation can have a big effect on your response rate
- Click the **'Help me write and invitation'** button to get started

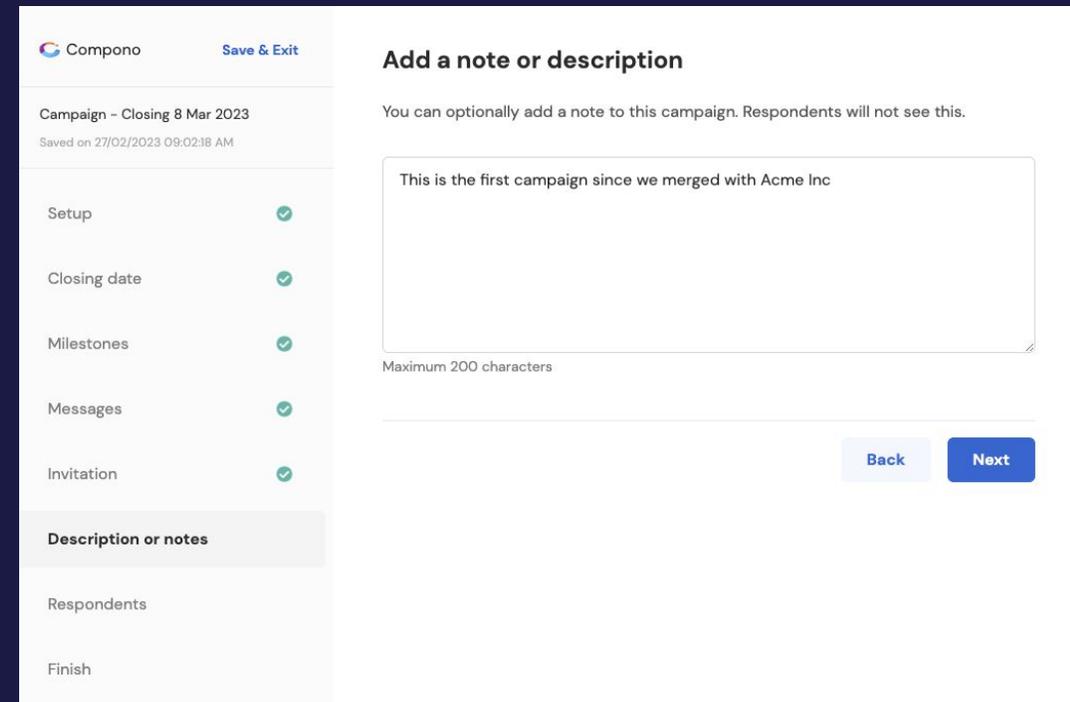


The screenshot displays the Compono interface for creating a campaign invitation. On the left, a sidebar shows the campaign details: 'Campaign - Closing 8 Mar 2023', saved on 27/02/2023 at 08:39:48 AM. The sidebar includes sections for Setup, Closing date, Milestones, Messages, Invitation (highlighted), Description or notes, Respondents, and Finish. The main content area is titled 'Write a compelling invitation' and includes a sub-header 'Campaign invitation'. A red box highlights a button labeled 'Help me write an invitation >'. Below this, there is a rich text editor with a toolbar containing Bold (B), Italic (I), Bulleted List (≡), and Numbered List (≡) icons. The editor contains the following text: 'Dear Team, Please complete this short survey on our work culture by following the instructions below. Your participation is very important in helping us understand your current work environment, and what it should be to ensure our business thrives into the future. Please be assured your responses are anonymous. Thank you - your input is extremely important to us. David Smythe CEO'. A note at the bottom of the editor states 'Minimum 50 characters'.



Add a note (optional)

- Optionally add a note to this campaign for your own purposes
- Respondents will not see this note



The screenshot shows the Compono campaign setup interface. On the left, a sidebar lists the setup steps: Setup, Closing date, Milestones, Messages, Invitation, Description or notes (highlighted), Respondents, and Finish. The main area is titled 'Add a note or description' and contains a text input field with the note: 'This is the first campaign since we merged with Acme Inc'. Below the field is a character count: 'Maximum 200 characters'. At the bottom right, there are 'Back' and 'Next' buttons.

Compono Save & Exit

Campaign - Closing 8 Mar 2023
Saved on 27/02/2023 09:02:18 AM

Setup ✓

Closing date ✓

Milestones ✓

Messages ✓

Invitation ✓

Description or notes

Respondents

Finish

Add a note or description

You can optionally add a note to this campaign. Respondents will not see this.

This is the first campaign since we merged with Acme Inc

Maximum 200 characters

Back Next



Invite respondents (your employees)

- Add people from the list on the left to the respondents list on the right
- Note that you CANNOT add people to the campaign once it has been published

Compono Save & Exit

Campaign - Closing 8 Mar 2023
Saved on 27/02/2023 09:04:58 AM

Setup

Closing date

Milestones

Messages

Invitation

Description or notes

Respondents

Finish

Who should be invited to respond?

Add people from the list on the left to the respondents list on the right

Search:

Select All (0 of 2 selected)

[Person 1]

[Person 2]

2 not invited

Select All (0 of 5 selected)

[Person 3]

[Person 4]

[Person 5]

[Person 6]

[Person 7]

5 invited

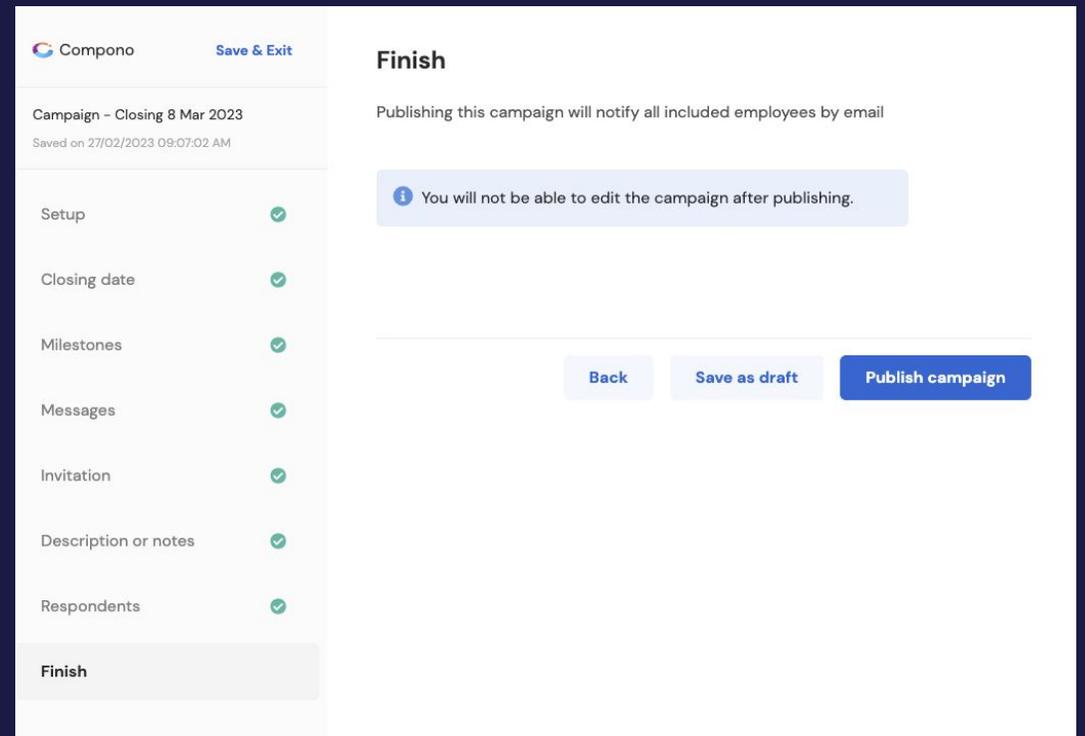
Add >

< Remove



Publish your campaign

- Once you are happy with the setup, you can publish your campaign
- This will send an invitation to your respondents to complete the culture assessment
- **IMPORTANT:** Once you publish you CANNOT edit the campaign or invite additional respondents.



The screenshot shows the 'Finish' stage of a campaign setup in the Compono interface. On the left, a sidebar lists various setup steps, each with a green checkmark indicating completion: Setup, Closing date, Milestones, Messages, Invitation, Description or notes, and Respondents. The 'Finish' step is currently selected and highlighted. The main content area displays the campaign title 'Campaign - Closing 8 Mar 2023' and the save timestamp 'Saved on 27/02/2023 09:07:02 AM'. A 'Save & Exit' link is visible in the top right. Below the campaign details, a blue information box states: 'You will not be able to edit the campaign after publishing.' At the bottom, there are three buttons: 'Back', 'Save as draft', and 'Publish campaign'.

