

# OSAYAME EVBUOMWAN PUBLIC RELATIONS

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## **Strategic Communication Plan for Amazon: Prepared by Osayame Evbuomwan Public Relations**

9/6/2024

### **Introduction**

Osayame Evbuomwan Public Relations created this plan for Amazon. This plan aims to enhance Amazon's public perception of labor practices.

### **Situation analysis**

Amazon is a global leader in e-commerce but it has faced increasing backlash over its labor practices, especially concerning warehouse conditions and employee treatment. Although Amazon has introduced higher wages for its employees, public perception is still skeptical about its ethics. For Amazon to keep up with the increasing demand for sustainable consumption, it needs to improve its image as an employer that values its workforce.

### **Goal**

To improve public perception of Amazon's labor practices by increasing transparency and demonstrating a commitment to worker welfare and safety.

### **Objectives**

- Increase positive media coverage about Amazon's workplace initiatives by 30% in the next six months.
- Boost engagement with Amazon's employee-related content on social media by 20% over three months.
- Raise awareness of new labor policies among 500,000 target consumers within the next six months.

### **Strategy**

Leverage a mix of media relations, digital campaigns, and corporate social responsibility (CSR) initiatives to improve Amazon's image by highlighting its commitment to employee welfare, labor rights and workplace safety.

### **Tactics**

- **Media Outreach:** Develop press releases and pitch stories to major news outlets about Amazon's new labor policies, improved working conditions and safety protocols.
- **Documentary Mini-Series:** Produce a short video series that showcases Amazon employees, highlights improved working conditions and demonstrates how Amazon is ensuring safety across its warehouses.
- **Employee Testimonial Campaign:** Feature real Amazon employees across various channels (social media, website, YouTube) sharing personal stories of their experience working at Amazon and how recent changes have improved their work environment.
- **Community and Job Fair Sponsorships:** Sponsor local community job fairs and employment-related events in key regions.
- **Labor Policy Microsite:** Create a user-friendly microsite outlining Amazon's labor policies, recent changes and employee benefits. Include FAQs, infographics and easy access to third-party audits or reports.
- **Paid Social Media Campaign:** Roll out targeted ads on Facebook, Instagram, and Twitter that focus on Amazon's worker-centric initiatives, including workplace safety, fair wages and health benefits.
- **Internal Ambassador Program:** Develop an internal employee ambassador program where selected employees share their positive experiences on social media, blogs, and during public appearances.
- **Public Appearances & Interviews:** Arrange interviews for senior executives with major media outlets to discuss Amazon's commitment to improving labor conditions and employee well-being. Host Q&A sessions to increase transparency.

### Key messages

- Amazon is dedicated to redefining workplace standards by prioritizing employee safety, fair wages, and transparent labor practices, setting a new benchmark for the industry.
- Discover how Amazon is leading the way in worker welfare with its latest initiatives, including enhanced safety protocols and fair labor policies, ensuring a positive and productive work environment.
- Amazon is committed to making a difference. The new labor policies and employee-focused programs reflect the ongoing dedication to creating a better and more sustainable workplace for everyone.

### Target audiences

- General public, especially those concerned with labor rights and workplace conditions.
- Media and journalists focused on business, labor, and tech.
- Employees and potential job candidates.
- Labor advocacy groups and influencers.

### Timeline

- **Oct.-Nov.:** Launch media outreach and employee ambassador program, develop and publish the first videos in the mini-series.
- **Dec.:** Roll out employee testimonial campaign on social media, publish labor policy and begin paid media campaign.
- **Jan.:** Sponsor local job fairs.
- **Feb.:** Facilitate senior executive media appearances, evaluate campaign progress and refine tactics as needed.

## **Budget**

### **Agency Fees**

- **Media Outreach and Event planning:** \$12,500
- **Video Production:** \$7,500
- **Social Media Campaign Development and Management:** \$6,200
- **Ambassador Program Development:** \$3,700
- **Public appearances & Interview Setup:** \$6,000

### **Expenses**

- **Media Outreach & Press Event:** \$50,000
- **Video Production (Documentary & Testimonial Campaign):** \$150,000
- **Corporate Blog & Microsite Development:** \$30,000
- **Paid Social Media Ads:** \$20,000
- **Public Appearances & Interviews Logistics:** \$30,000
- **Job Fair Sponsorships:** \$42,000
- **Total:** \$357,900

## **Evaluation**

### **Outputs**

#### **Media Outreach:**

- Production of media pitches, press releases, and key messaging materials.
- Distribution to at least 50 national and regional business, labor and tech journalists.

#### **Video Series:**

- Production of 6 high-quality video episodes featuring employee testimonials and insights into workplace culture.
- Distribution through Amazon's YouTube channel, website and social media platforms (Instagram, Twitter, Facebook).

#### **Social Media Campaign**

- Production of 30 social media posts (images, videos, infographics) across Instagram, Twitter and Facebook.

- Boosted distribution via paid ads targeting eco-conscious, labor-focused audiences and general consumers.

### **Outcomes**

- Secure 20 feature articles in top business and labor publications, with an increase in positive media sentiment about Amazon's workplace improvements.
- Achieve 1.5 million combined views across video series within three months of launch.
- Increase social media engagement on employee-based content by 25%.
- Conduct pre- and post-campaign surveys with both Amazon employees and the general public to measure changes in perceptions of Amazon's workplace culture.
- Metrics for changes in behavior: job applications, social media engagement, profits, Corporate Social Responsibility index.