

# Toolkit Launch Checklist

| Item   | Actioned (Y/N) |
|--|----------------|
| <b>Branding</b>  |                |
| Toolkit name   |                |
| Mobile tile, favicon and thumbnails  |                |
| Redirect from pre-determined URL   |                |
| Access   |                |
| Identify contact in IT to work with GoodPractice to arrange SSO  |                |
| Pre-load email addresses to ensure staff receive the weekly email  |                |
| Position links to allow staff to access toolkit from: <ul style="list-style-type: none"><li>• Company intranet</li><li>• Company LMS</li><li>• Online policies/procedures</li><li>• Course directory</li></ul> |                |
| Organise set-up to desktops and/or mobile devices  |                |
| <b>Launch</b>  |                |
| Identify pilot group (if appropriate)  |                |
| Identify toolkit champions   |                |
| Organise launch event/workshop   |                |
| Video message from CEO, senior stakeholders and/or active users  |                |
| <b>Communications</b>  |                |
| Identify key contacts in comms, marketing teams  |                |
| Identify existing comms channels that can be utilised  |                |
| Determine launch comms <ul style="list-style-type: none"><li>- Launch emails</li><li>- Welcome content</li><li>- Launch specific content</li></ul>   |                |
| Plan weekly emails <ul style="list-style-type: none"><li>- Create calendar of weekly emails linking relevant and useful content (e.g. tie in to performance review)</li></ul>                                  |                |