



2010 CATEGORIES

One winner, along with as many honorable mentions as the judges deem worthy of recognition, may be named in every category. For complete category information, click [here](#).

- 001 Best overall employee communication program
- 002 Most strategically focused employee communication program
- 003 Most improved employee communication program
- 004 Best content (writing across all media)
- 005 Most transparent employee communications
- 006 Most dramatic impact on the organization
- 007 Best internal branding project
- 008 Best intranet news publication
- 009 Multilingual internal communication

SOCIAL MEDIA

- 010 Overall use of social media
- 011 Executive blog
- 012 Communicator blog
- 013 Executive podcast
- 014 Communicator podcast
- 015 Executive videocast
- 016 Communicator videocast
- 017 Internal Social Networks (i.e. internal Facebooks, etc.)
- 018 Internal wikis
- 019 Internal podcasts
- 020 Internal online videos
- 021 Internal microsharing (i.e., Yammer)
- 022 Internal blogging programs

HR/BENEFITS COMMUNICATION

- 023 Program
- 024 Campaign
- 025 Vehicle

INTERNAL EXECUTIVE COMMUNICATION

- 026 Program
- 027 Campaign
- 028 Event

FACE-TO-FACE COMMUNICATION (MANAGER TO EMPLOYEE)

- 029 Program
- 030 Campaign

CHANGE COMMUNICATION

- 031 Campaign
- 032 Vehicle
- 033 Event

EMPLOYEE CRISIS COMMUNICATION

- 034 Campaign
- 035 Vehicle

WELLNESS COMMUNICATION

- 036 Program
- 037 Campaign
- 038 Vehicle or Event

SAFETY COMMUNICATION

- 039 Program
- 040 Campaign
- 041 Vehicle or Event

ECONOMIC DOWNTURN COMMUNICATION

- 042 Program
- 043 Campaign
- 044 Vehicle

INTERNAL BRANDING

- 045 Program
- 046 Campaign
- 047 Vehicle

MEASUREMENT/ROI

- 048 Program
- 049 Process

COMMUNICATING SOCIAL RESPONSIBILITY TO EMPLOYEES

- 050 Environmental
- 051 Safety
- 052 Corporate Citizenship

FINANCIAL BUSINESS LITERACY PROGRAM

- 053 Program
- 054 Campaign
- 055 Vehicle

EMPLOYEE PUBLICATION

- 056 Newsletter
- 057 Newspaper
- 058 Magazine

STANDALONE COMMUNICATION VEHICLES

- 059 Best employee video
- 060 Best intranet site

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