



Metro Internal Communications

NEW! Daily Digest

Request and Approval Process



The Daily Digest is Coming 11/4!

metro
by T-Mobile

MetroMessenger Daily Digest

New and Updated Stories
All stories below are linked to the MetroNOW Communities. Need MetroNOW access? [Fill out a ServiceNow ticket](#).
Don't have MetroNOW? Click to view the PDF version.

Promo News Merchandising Contests

We are excited to present a solution to several current communications pain points...

Say hello to the
MetroMessenger Daily Digest!

Produced every Monday through Thursday

Proposed Digest Timeline



Content Submitter Expectations:

1. Have content in by 10 a.m. for publication in the next edition
2. ALWAYS use a [request form](#)
3. Review draft once circulated at noon
4. Provide feedback and/or approval by 4 p.m.



Request Process

Submission Form Best Practices

- Use our [current submission form on SharePoint](#). (New form coming soon)
- Select **MetroMessenger Bulletin** to indicate Daily Digest inclusion (see at right).
- Indicate **audience** (Internal/COR, Dealer)
- In “Additional Information” field, indicate **time-sensitivity** and if you want the message to **recur in future editions**.
- Submit content requests any time before 10 a.m. CST the day before the targeted publication date

No request form = no publication.

This now includes Merch and Training messaging. Merch and Training content for promo and device messaging may be submitted bundled with main communications request.

The screenshot shows the 'Communication Requests' form with the following fields and annotations:

- Subject ***: Input field with placeholder 'Type a value'. Annotation: 'Brief Title/Topic of your communication'.
- Requestor Name ***: Input field with placeholder 'Type a value' and a search icon. Annotation: 'If you are submitting a request on someone else's behalf, please enter their name from the People Finder. Otherwise, enter your own name.'
- Requested Date of Distribution ***: Date picker showing '11/4/2019'. Annotation: 'When do you want your communication sent? For same day requests please attach your director's pre-approval.'
- Is this a Standalone/Alert email?**: Radio buttons for 'Yes' and 'No'. Annotation: 'Indicate "NO" for Daily Digest inclusion'.
- Please choose the preferred communications vehicle for your message**: Checkboxes for 'MetroMessenger Bulletin (sent Wednesdays)', 'Ops Update (sent Thursdays)', and 'Dealer Portal'. Annotation: 'Choose "MetroMessenger Bulletin"'. Note: 'Communications reserves the right to determine what is the appropriate vehicle for each message.'
- If including in MetroMessenger Bulletin, please choose which versions as follows:**: Checkboxes for 'Internal version', 'Dealer principal version', and 'Dealer Employee version (no dealer comp or handset pricing)'. Annotation: 'Choose "Internal" and if you need messaging in Dealer Digest, select Dealer Principal'. Note: 'Please choose all that apply.'

For Daily Digest Inclusion:

} Enter your target publication date (must be Monday through Thursday)

} Indicate "NO" for Daily Digest inclusion

} Choose "MetroMessenger Bulletin"

} Choose "Internal" and if you need messaging in Dealer Digest, select Dealer Principal

Please also indicate on the form if you would like your content to run in subsequent editions and for how long.

Request Process

Submission Rules

- **ALL Digest same-day requests received after 10 a.m. CST require Director-level or above pre-approval**
- **No request form = no publication.** If you cannot submit a form due to VPN issues, we must have an email with all details.

Dealer Version

- A Dealer-facing version will be created and attached Tuesdays and Thursdays. If we find we need more frequent Dealer editions, we will adjust.
- Same rules as with internal content - due by 10 a.m. the day before targeted publication date

Text Version

For partners who do not have access to MetroNOW, we will create a text version of the Digest and link in the Digest email.

Monday Edition Cadence:

- Content due by 10 a.m. Thursday.
- Review window open noon to 4 p.m. Thursday.
- **For the 11/4 inaugural edition, we will accept content through 10 a.m. Friday 11/1.**

Approval Process

Approval Window noon – 4 Central

- Daily Digest draft circulated **at noon** Monday through Thursday for next day's edition (Thursday for Monday)
- **Content requesters are REQUIRED to review and approve draft. Director approval will be accepted in lieu of requester.**
- Business Owners, Sr. Managers and Directors will be included on the draft and are encouraged to review and approve, but not required.
- Responses are due **by 4 p.m.** each pre-publication day.
- **No Response = Content will be pulled and moved to next day's cycle.**

Digest Article Review Document

Daily Digest Review for Monday, November 5 Edition

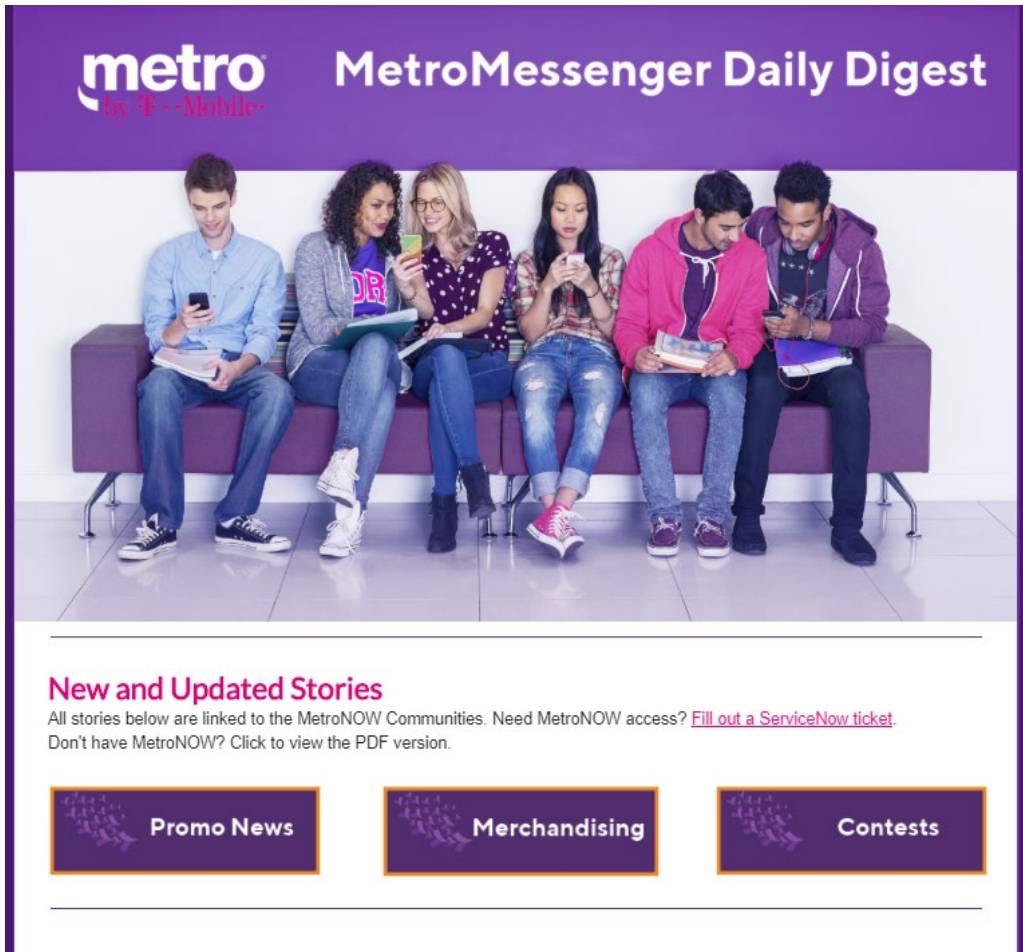
Approvals or changes are **due by 4 p.m. CST TODAY**
 If Approval is not received from Requester by 4 p.m., content **WILL BE PULLED**,
 and message will be rolled to next day's process

REQUESTED ARTICLES

(Approval Required) Requester	(Approval recommended) Sr Manager	(Review recommended) Director	Content	Channel	Top Tile?
Becky Maner	Donald Jackson	Jessica White	<p>Reporting: We are continuing to see a decline in the average RISE %. Currently there is only one market above the expected threshold: Sacramento. There are now 12 markets with several more barely above the <u>the</u> "red zone".</p> <p>The percentages have been dropping consistently over the past six weeks. If this is due to any repeat problems, please alert as soon as possible. Additionally, please take the time to check the <u>Bluelett</u> entries on this report as all markets continue to be below the average expected. To see where you stand please check out the report here.</p>	COR	No
Alicia Curry	Kary King	Tony Lau	<p>Device Launch The Alcatel JOY TAB will officially launch Monday, October 14. Devices may be sold beginning October 10.</p> <p>See the Fact Sheet and Device Announcement for Alcatel JOY TAB device specs.</p> <p>Pricing / Promotions The Alcatel JOY TAB</p> <ul style="list-style-type: none"> Retail Price is \$159.99 Promotional Pricing as of 10/10: <ul style="list-style-type: none"> Upgrade \$79.99 New Line \$79.99 Handset Current Lineup Grid The Updated Pricing Grid (effective 10/10) will be posted to <u>MetroGO</u> in the Library > Promotions > Current Promotions Area. 	All	Yes

- The Digest draft review document will contain full communications test.
- We will continue to send via email and use Outlook voting buttons to gather responses.

Digest Mock-Up



The mock-up features a purple header with the Metro logo and the text "MetroMessenger Daily Digest". Below the header is a photograph of six diverse young adults sitting on a purple couch, each looking at a smartphone. Underneath the photo is a section titled "New and Updated Stories" with a subtext: "All stories below are linked to the MetroNOW Communities. Need MetroNOW access? [Fill out a ServiceNow ticket.](#) Don't have MetroNOW? Click to view the PDF version." At the bottom of this section are three purple buttons with white text: "Promo News", "Merchandising", and "Contests".

Company-Wide Headlines



Feature Heading

Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here.

[Text Link](#)



Feature Heading

Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here.

[Text Link](#)

Indirect Headlines



Feature Heading

Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here.

[Text Link](#)

COR Headlines



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Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here.

[Text Link](#)

Quick Links

Indirect

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COR

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Thank You



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