

Linking social media and wellness programs to improve employee engagement

Getting in better physical shape, or maintaining good health, can be a lot easier and more fun when you have a supportive group around you. It's no surprise then that employers see greatest success in their wellness programs when they use social media and effective communication tools with their employees.

That's just what Sun Life's Sarah Cook, Manager, Client Communications, Health & Wellness and Erin Dick, Manager, Health & Wellness will discuss at an upcoming [Employee Engagement](#) conference. Using social media and other leading-edge engagement strategies to drive performance, productivity and bottom line results will all be explored at the conference.

Linking social media and wellness programs to improve employee engagement

Sun Life's session will detail the impact that wellness programs have on employee engagement and how they have reenergized programming through the use of social media.

- How wellness programs can be integrated with the employee engagement strategy.
- The importance of effective communication and its relation to improved retention, turnover and increased discretionary effort.
- How social media can be used to create a sense of community, engender excitement and sustain commitment to the wellness program and the organization.

Details

[9th Employee Engagement](#) conference

When: December 12 & 13, 2011 – Sun Life's presentation is on December 13

Where: Toronto - Novotel Hotel, 45 The Esplanade, Toronto, ON M5E 1W2

If you are in the Toronto area and are interested in improving employee engagement at your organization, we encourage you to attend this [event](#).

Questions?

Please contact your Sun Life Financial group benefits representative.