



SOCIAL FEATURES

March 2021

Nurturing Social Connections Through Your Wellbeing Program

Virgin Pulse supports several ways to help your employees connect with others throughout their wellbeing journey.

Reinforce accountability while promoting social connection through Virgin Pulse features including:

- Inviting a Colleague
- Adding Friends & Family
- Supporting Additional Populations, like Spouses

The platform also offers social-driven features that support community and connection among employees:

- Connecting Through Interests via Social Groups
- Peer Recognition with Shoutouts
- Friendly Competition with Virtual Challenges
- Keeping Everyone Informed with Your Events Calendar

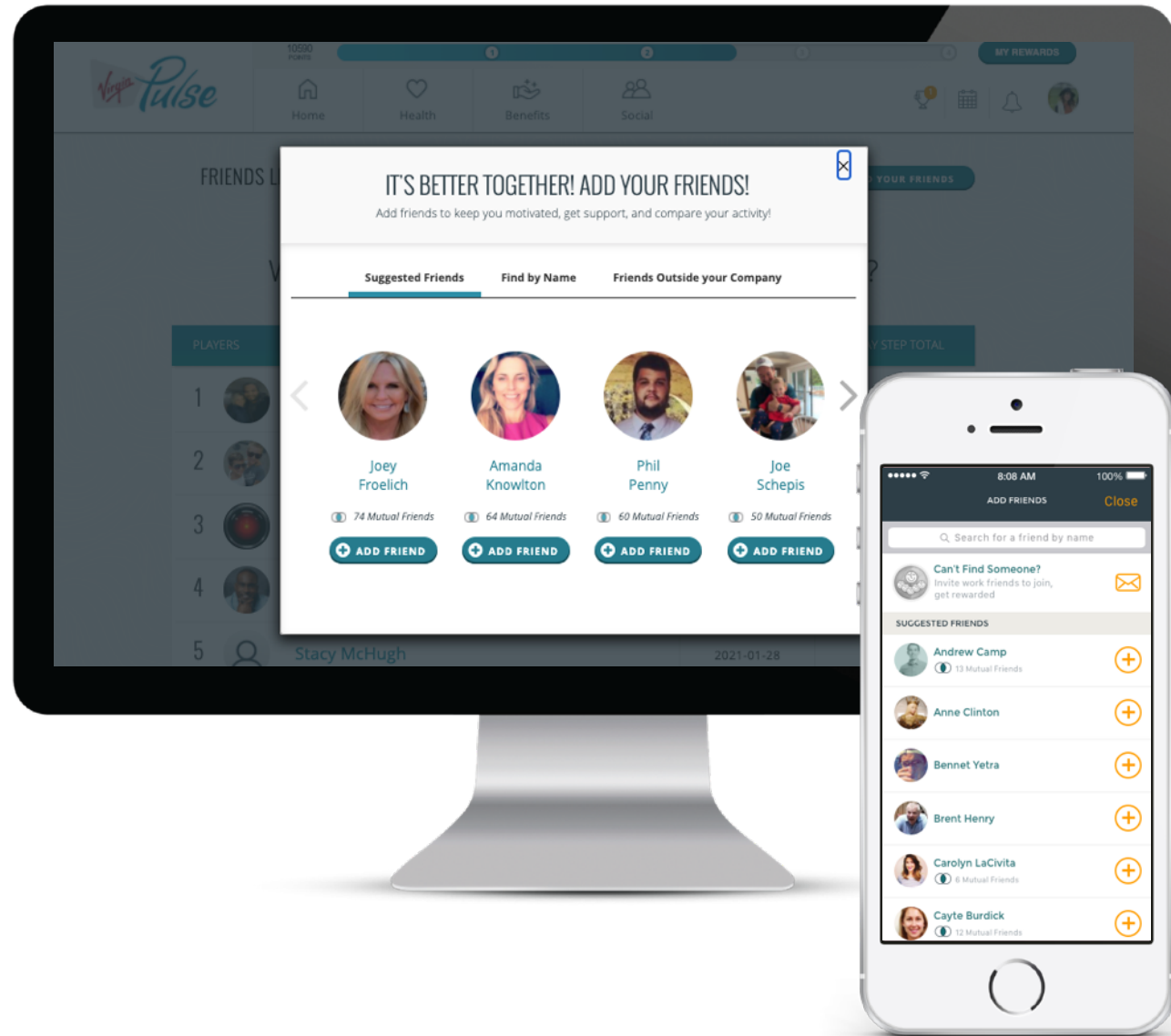


Social Connections

Boost Enrollment and Build Platform Connections

Employees can recruit their colleagues and work friends to join the Virgin Pulse program!

On both web and mobile, members on the platform can send invites to colleagues. The colleague will then receive an enrollment email with instructions on how to enroll in the Virgin Pulse program.

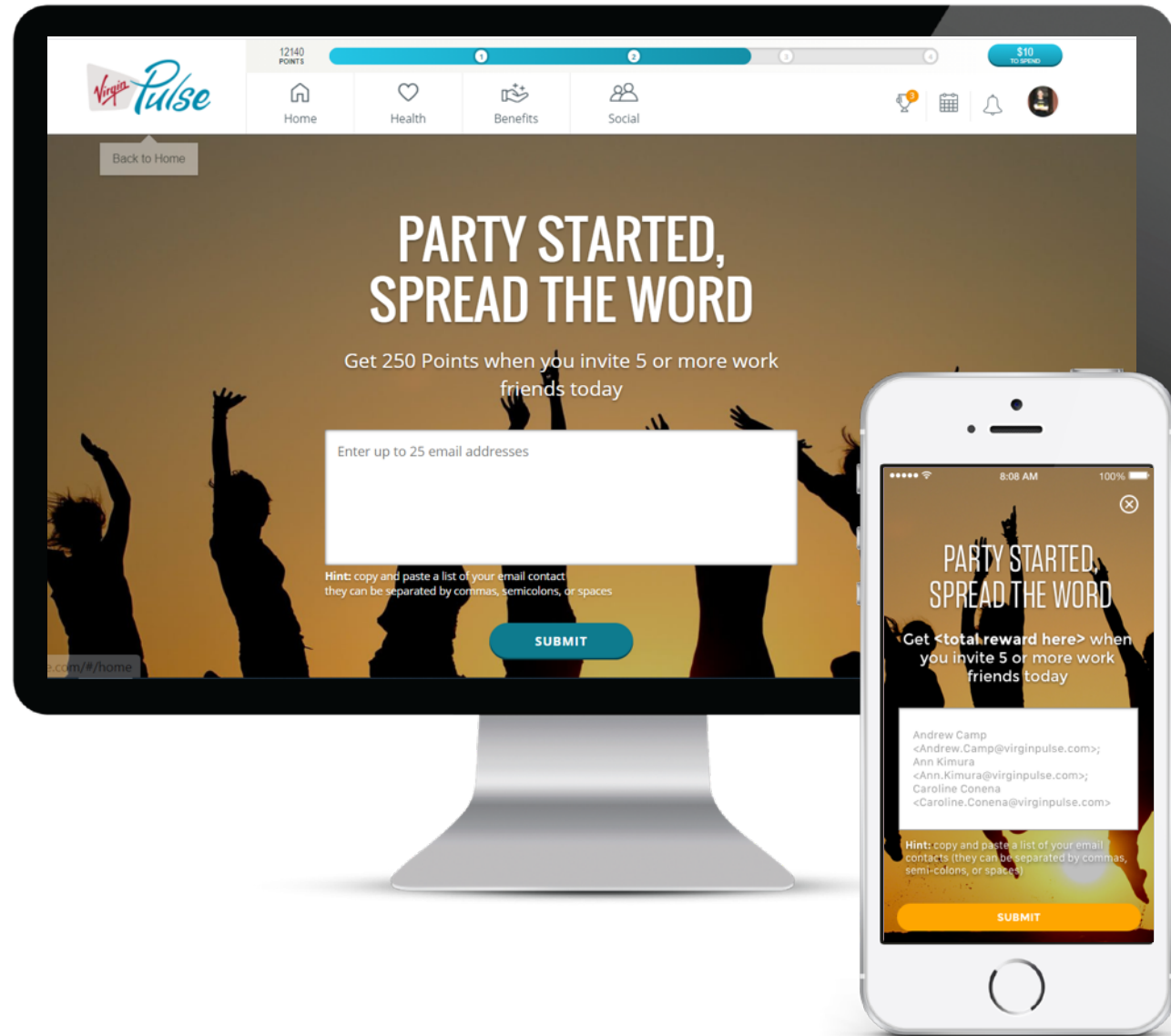


Reward for Spreading the Word

Members can be rewarded for “Inviting a Colleague to Join”!

- The default reward is labeled "Invite a colleague to join" which is a **50-point reward** for each invite sent, up to 5 invites per year (250 points max).
- A **Trophy** reward titled "Party Starter" is achieved once 5 invites are sent.

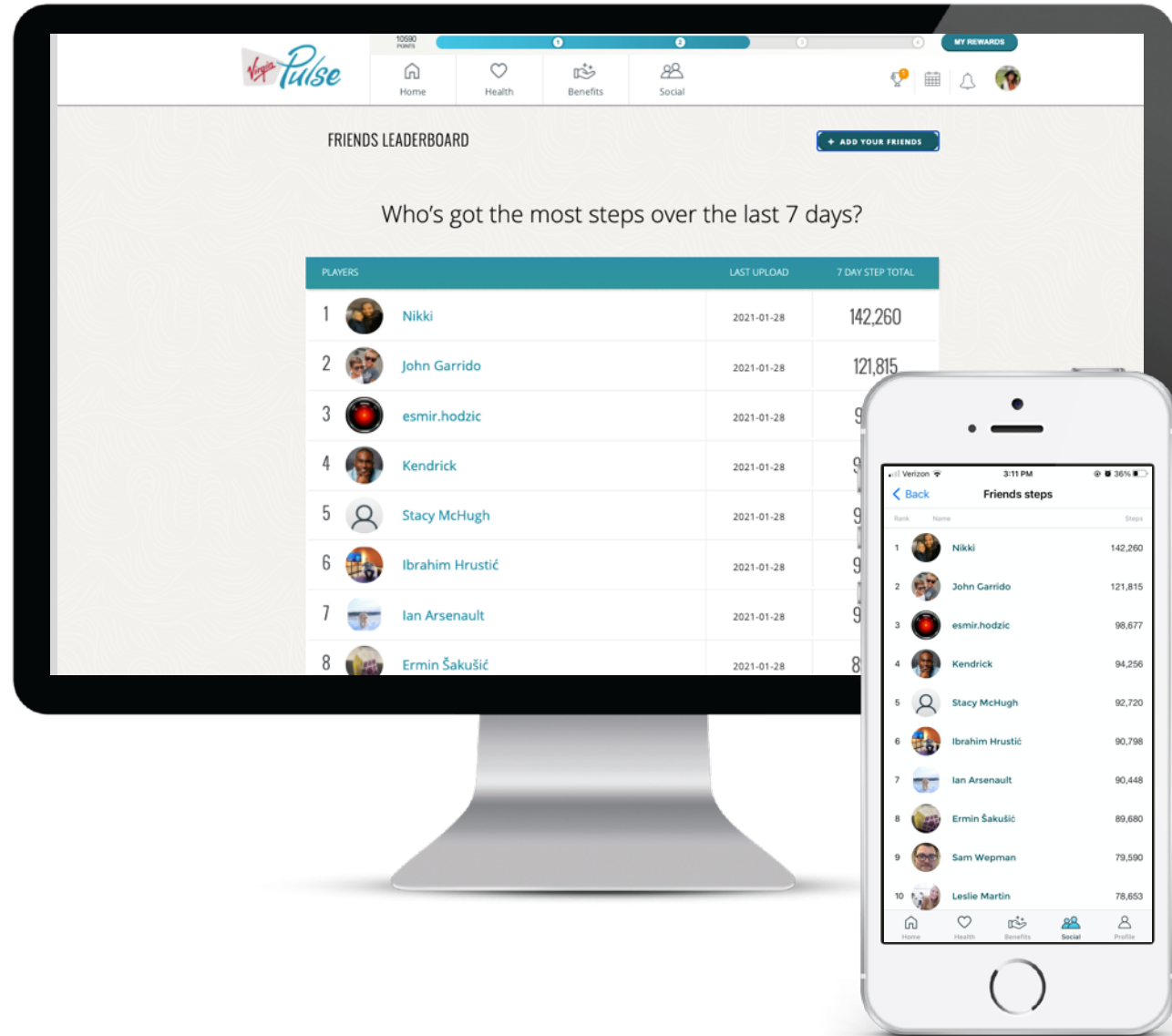
This reward is customizable to your program design if you wish to make changes.



Friends Leaderboard

This rolling 7-day display shows activity among friends to see who is getting the most steps!

- Members can connect a device to start tracking and see where they land each week on the leaderboard,
- Members can expand the competition and add friends directly from the leaderboard on web or within the Friends Social feature on mobile.



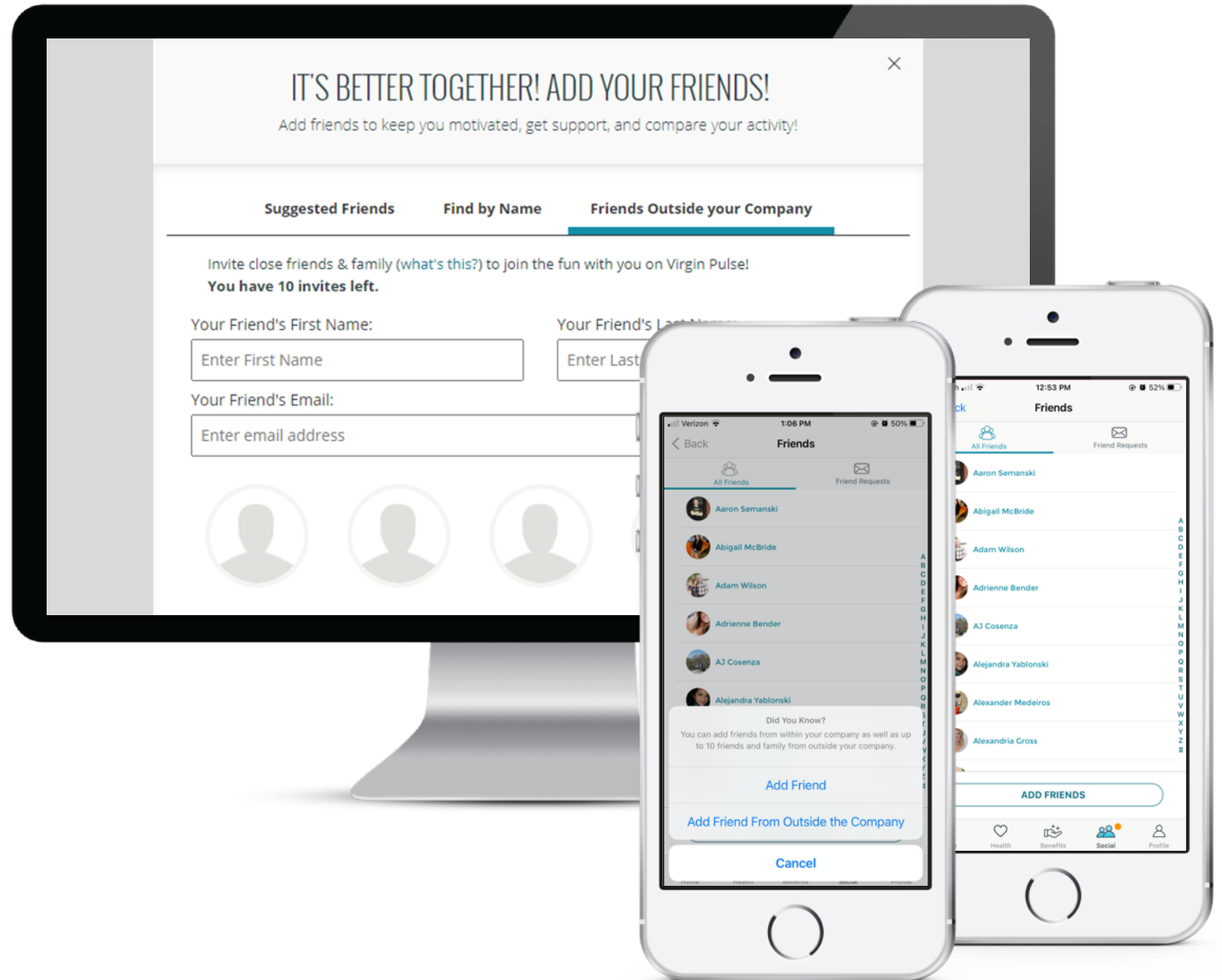
Friends & Family

Achieving Goals Together

Members can extend their wellness benefit to their Friends and Family!

Virgin Pulses allows each member to invite up to 10 friends and/or family members from outside the company to join them on their wellness journey.

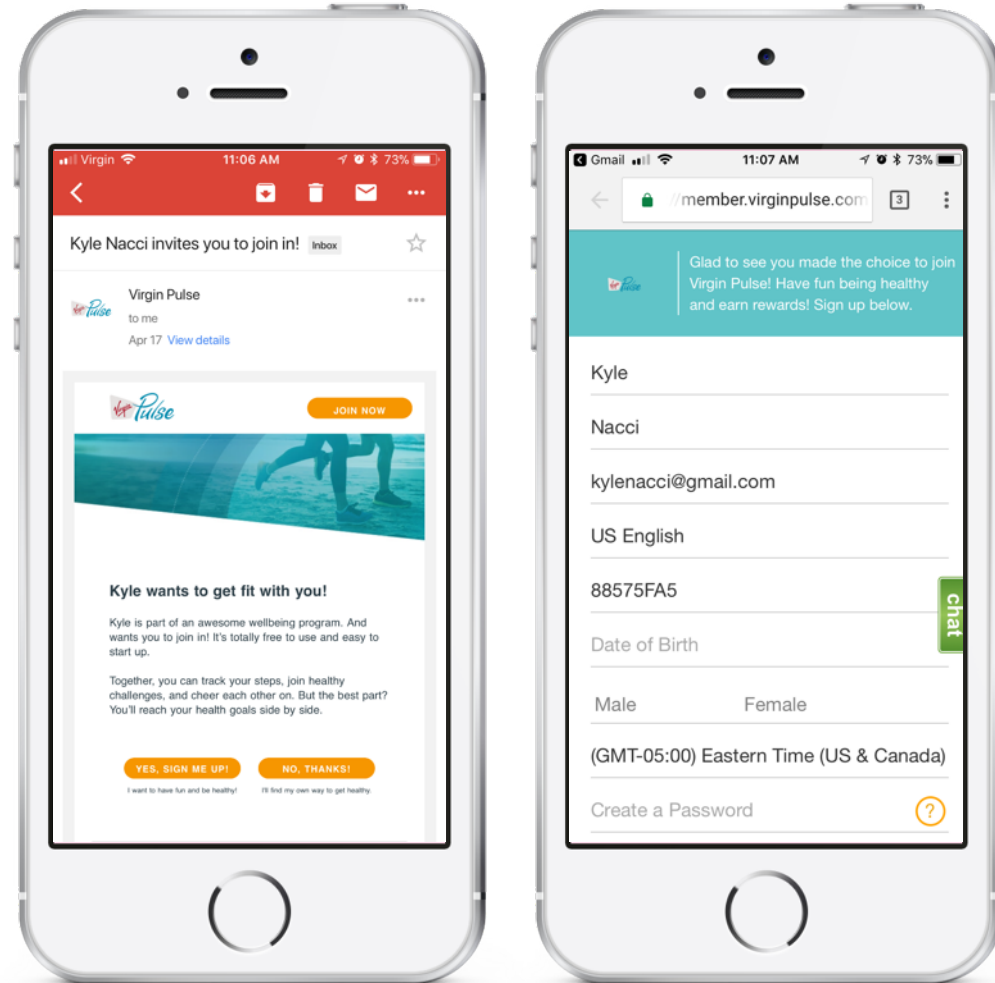
Enable **Friends & Family** to offer a new level of social support and accountability to help achieve your employees' health and fitness goals.



Seamlessly Invite Friends or Family Members to Join

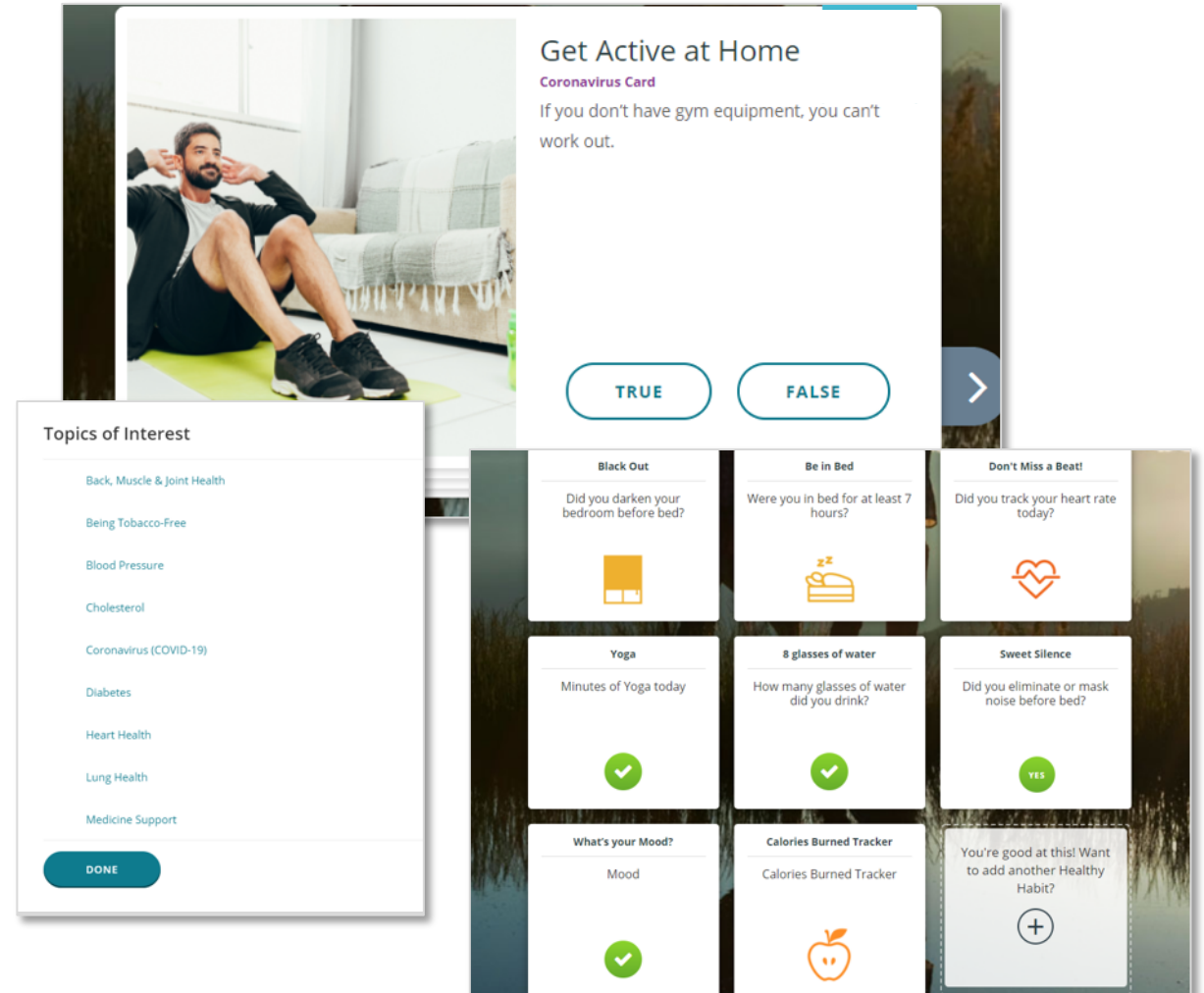
Members can invite friends or family members on web by navigating to Social domain.

- Add friends outside your company by entering their first name, last name and email.
- Friends & Family will receive an invitation email from Virgin Pulse with instructions on how to enroll in the Friends & Family program.



What Can Friends & Family Access?

- **View Daily Cards** – Improve Health Literacy through educational card content.
- **Connecting Devices & Apps** - Select multiple brands to pair with your profile.
- **Virgin Pulse Store** - Click the *Virgin Pulse Store* button to purchase a device or product.
- **Set Topics of Interests** – Influence your daily content based on interests.
- **Track Healthy Habits** – Form positive behavior change through small steps.
- **Start Challenges & Track Steps** – Log steps and participate in personal challenges.



(Please note, we will not be able to provide reporting or communications to this population)

Spouses

Expand your Company's Wellbeing Culture to Spouses & Dependents

Opening access to Virgin Pulse for additional populations, like spouses or dependents creates inclusivity for critical audiences that can help your employees engage more.

- Help reduce claim costs
- Increase participation and engagement
- Improve employee and spouse wellbeing
- Break down organizational silos



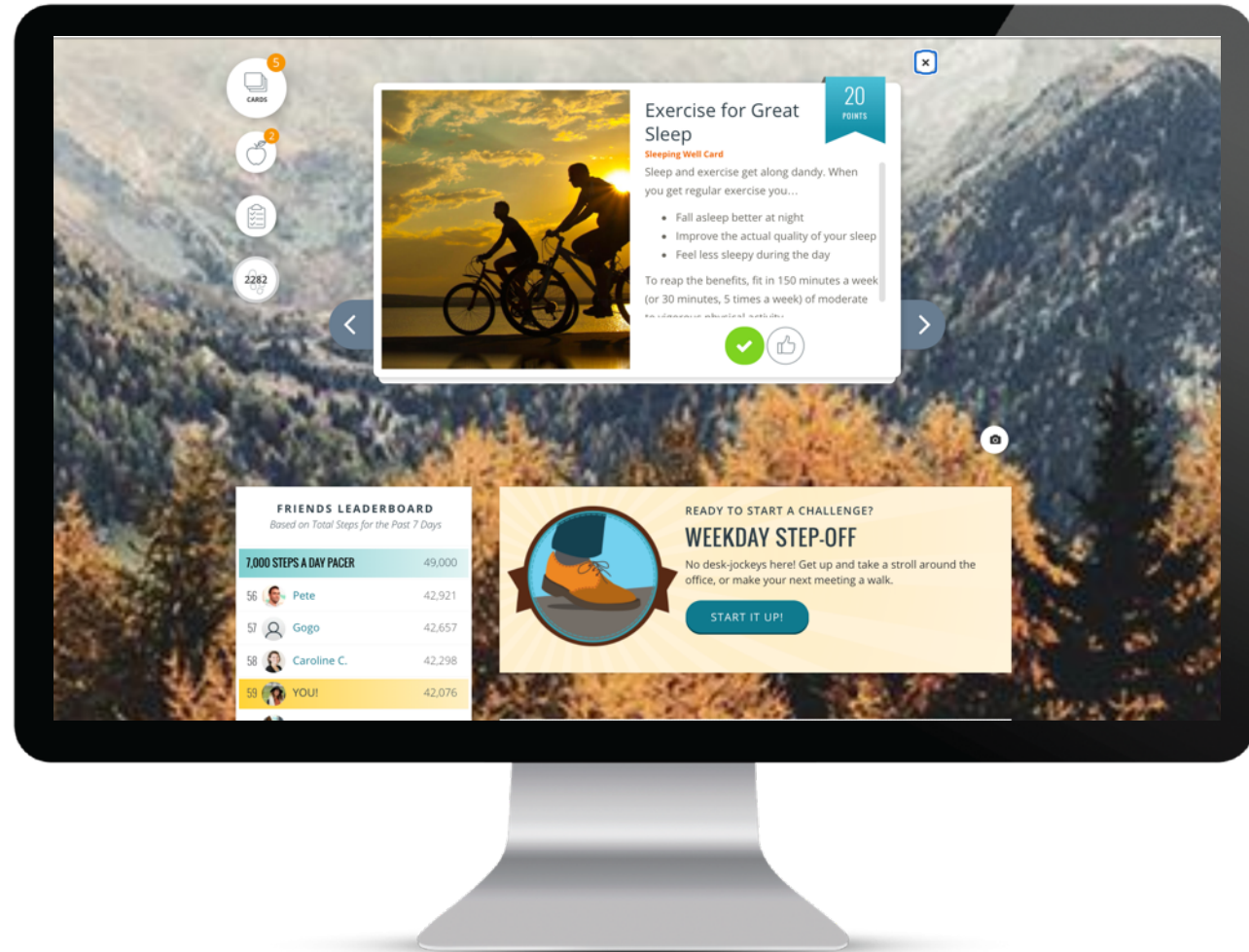
Members whose spouses join the program increased their step counts 157% more compared to members whose spouse does not join the program.

Platform Experience

Spouses will have access to the same Virgin Pulse features as employees.

If desired, Virgin Pulse can segment the following features:

- Your company benefits and programs page to display benefits only available to spouses.
- Store experience to allow for spouses to either have or not have access to subsidized devices.
- Corporate Challenges to include or exclude spouses.
- All email communications to include or exclude spouses.
- Rewards for spouses.



Spouses vs. Friend and Family



Spouse Program Features

- Habit & Activity Tracking
- Daily Cards
- Personal Challenges
- Friends Leaderboard
- Virgin Pulse Store
- Virgin Pulse Mobile
- Company-sponsors Incentives
- Company Challenges
- Social Groups
- Connect with Friends Inside the Company
- Sleep & Nutrition Guides
- 3rd Party Programs via the Benefits/Programs page.
- Member Support
- Reporting
- Benefits/Program's Page & Promotion
- Events Calendar
- Sponsor Communications



Friends And Family Features

- Habit & Activity Tracking
- Daily Cards
- Personal Challenges
- Friends Leaderboard
- Virgin Pulse Store
- Virgin Pulse Mobile
- Support – Email Only

(Please note, we will not be able to provide reporting or communications to this population)

Best Practice for Engaging with Spouses



Reach Spouses Directly at Home

Direct mail can be a useful and effective way to reach spouses in lieu of emails! **Home mailers** are offline assets that are mailed to eligible members or households to promote your wellbeing program and drive program enrollment.

Use mailers to communicate:

- Overall program benefits,
- How to get started on the app,
- How to get rewarded for being healthy

Bundle the home mailers with our standard email enrollment campaign.

How to get started

- Step 1** Sign up for your Virgin Pulse account by going to virginpulse.com. Already a member? Sign in at member.virginpulse.com.
- Step 2** Accept the terms and conditions, and check preferences to get the latest tips and info.
- Step 3** Connect a fitness tracker to get credit for minutes and sleep. We sync with many devices (Fitbit, Apple Watch, etc.).
- Step 4** Upload a profile picture and add some friends.
- Step 5** Set your intervals to get personalized diet tips to help you eat healthy, get active, reduce stress, sleep well and more!
- Step 6** Download the Virgin Pulse mobile app to iOS or Android. Access your account and track your activity anywhere, anytime.

Get quick, simple tips
Learn easy ways to get more active, eat well, and manage life's ups and downs—every day!

Pillars and Topics
We've made it simpler than ever to get to the information you want. Explore the Pillars and Topics section to find what you need—fast.

Phone Coaching
Talk to a professional clinician and coach over the phone to get one-on-one support, expert guidance and help navigating your program.

How to earn

Ways to earn points	Points
Upload steps from your activity tracker	10
Complete Daily Goals	20
Track your Healthy Habits	10
Win the promised Healthy Habit Challenge	200
Member	100

About the 20xx ABC Company Program

We'll help you make small, everyday changes to your wellbeing that are focused on the areas you want to improve the most. When you stick to our program, you'll build healthy habits, have fun with coworkers and experience the lifelong rewards of better health and wellbeing.

What's in it for you:

- Get a FREE activity tracker!
- Earn up to [5% off your health insurance] and up to [\$100] per quarter.
- Personalized tools and support to meet your wellbeing goals.

Have questions? We're here to help.
Check out support.virginpulse.com
Use chat on member.virginpulse.com
Monday - Friday, 2 am - 9 pm ET

Not sure if you can fully participate in this program because of a disability or medical condition? Check out our support page for answers at support.virginpulse.com.

Already a member? Log in at member.virginpulse.com.

Give us a call: 888-671-0395
Monday - Friday, 8 am - 9 pm ET
Send us an email: support@virginpulse.com

BE THE BEST YOU

Small steps lead to big changes.
Welcome to your new wellbeing program.

Custom Communications Credits apply.

Social Groups

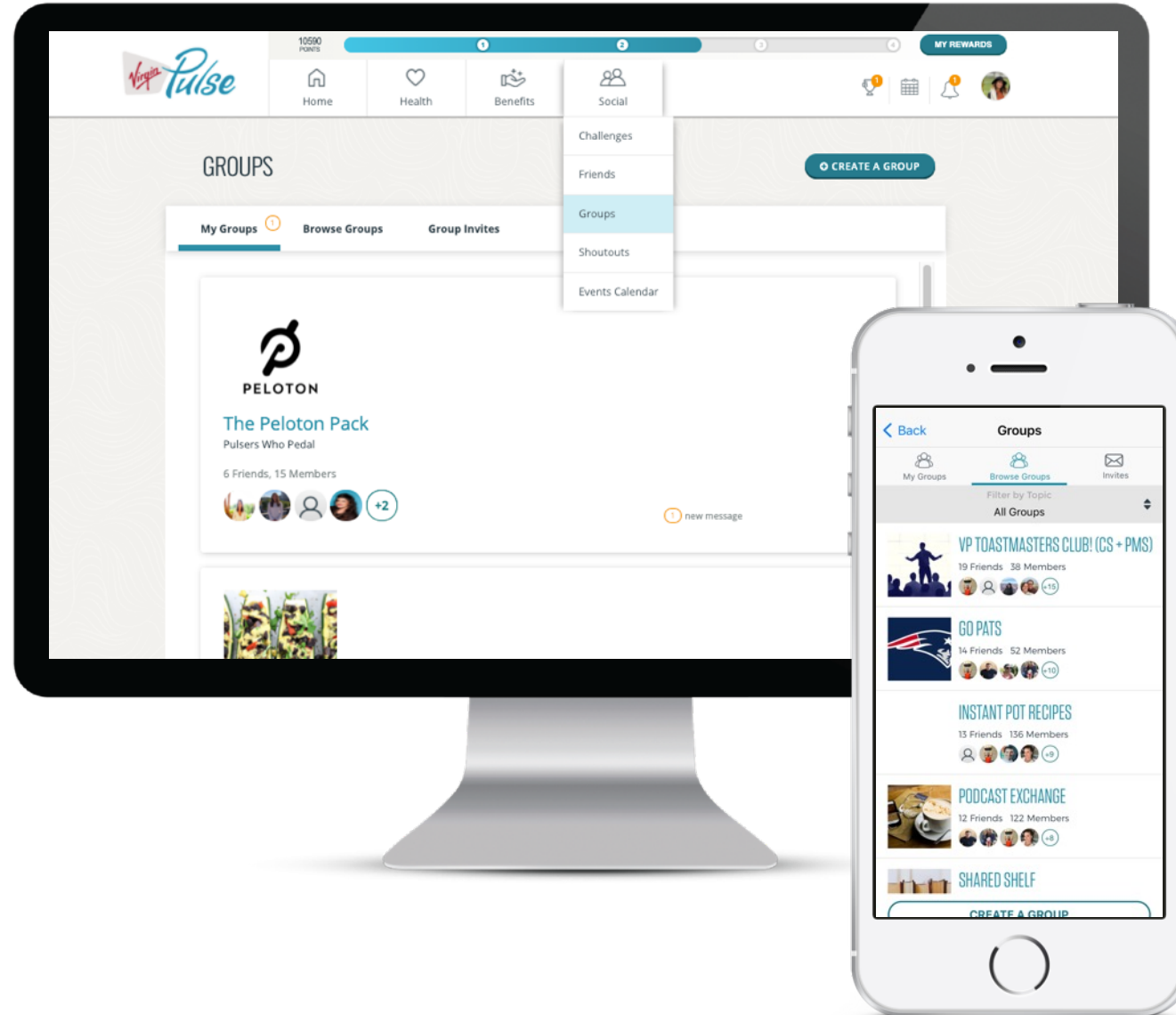
Building Connections Based on Topics that Matter Most



**Navigate Your
Social Circle**



**Connect With
Like-minded
Peers**



**Join An Existing
Group Or Create
Your Own**



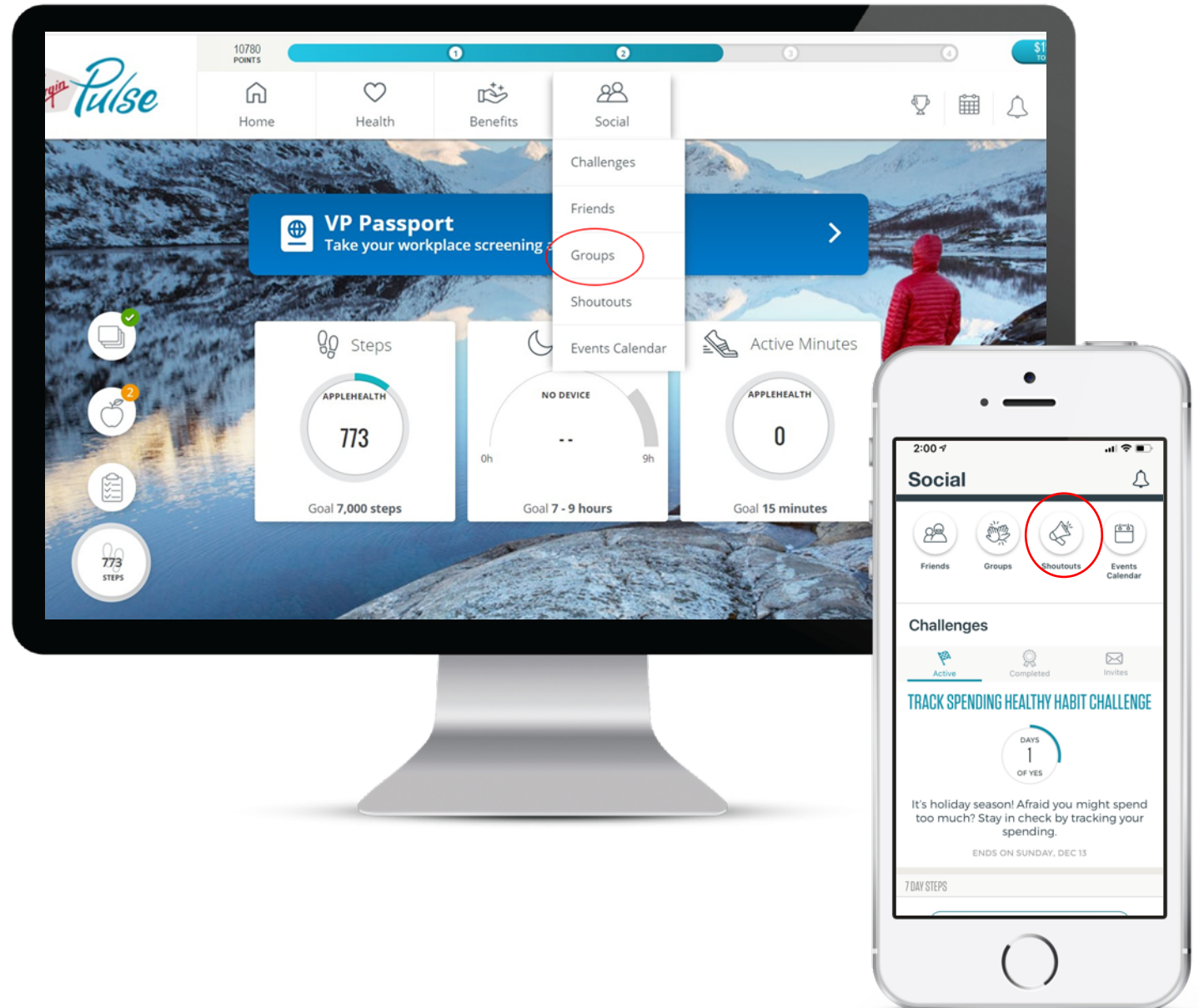
**Learn New Things
and Meet New
People**

Social Groups

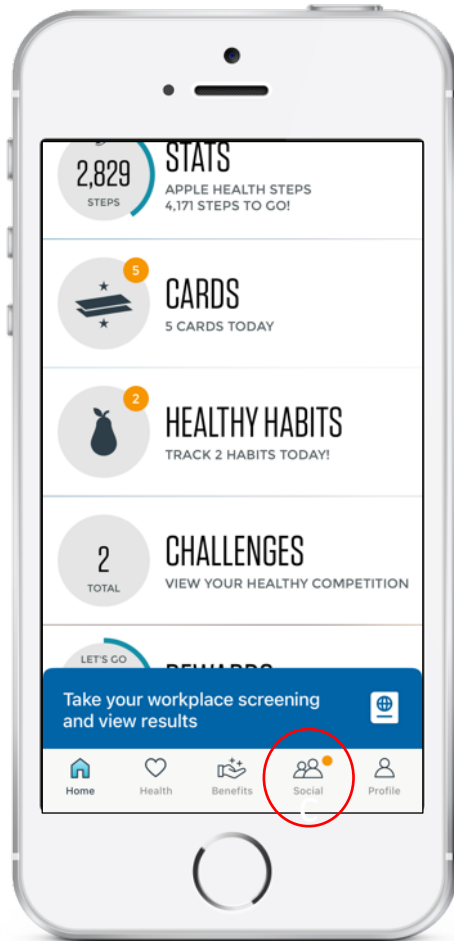
A social feature that connects employees through relevant topics in and out of the office.

Using the Virgin Pulse web or mobile app, members can create and join groups matching their preferences and interest.

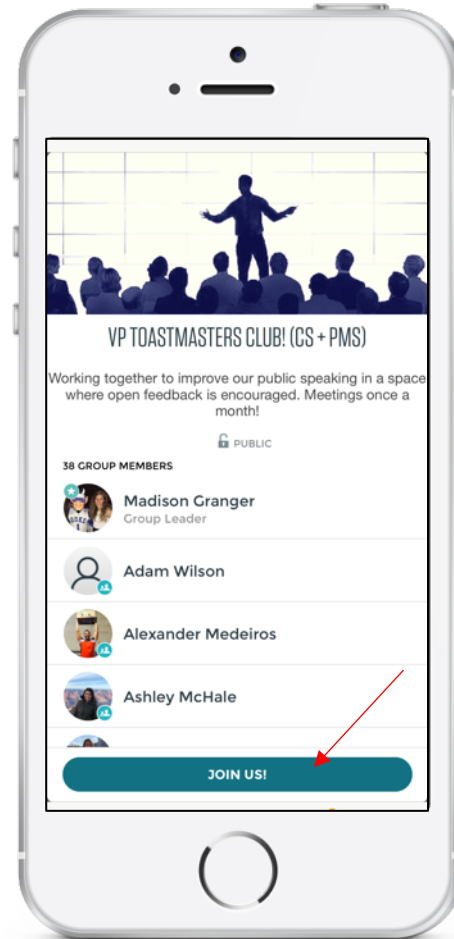
Groups can be created to host any topic or interest. from *Walking Together*, to *Afterwork Volleyball Players*, to *Lunchtime Recipes* and more – the possibilities are endless!



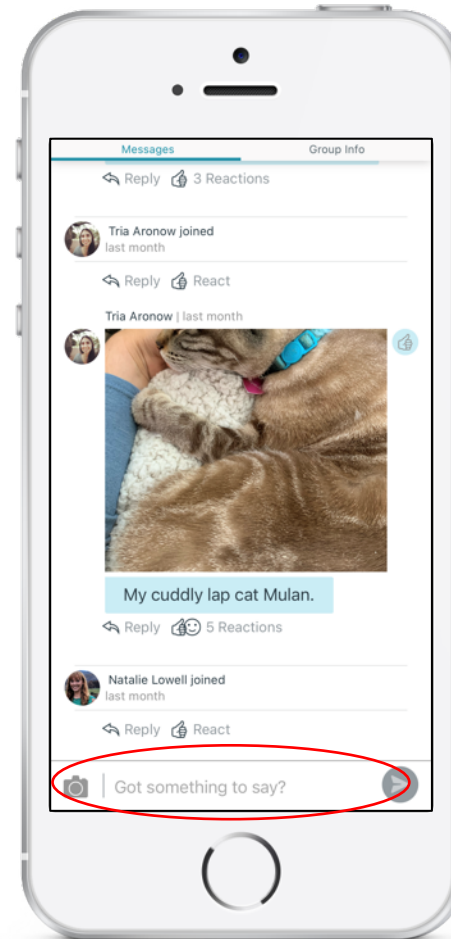
Member Experience



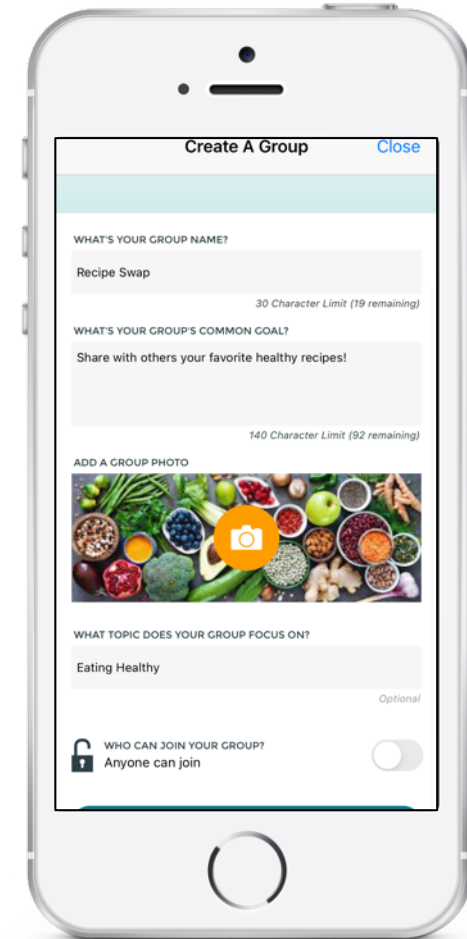
Navigate to **Social Groups** by clicking on the Social tab at the bottom.
Image above is also displaying a new notification within the Social Domain.



Browsing through Groups allows members to **filter by topic**. To join, click on the Group and select the **Join Us** button at the bottom



Chat with different members in the Group and share ideas and commentary through the **chat feature**.



Don't see a Group you're interested in?
Create a new one!

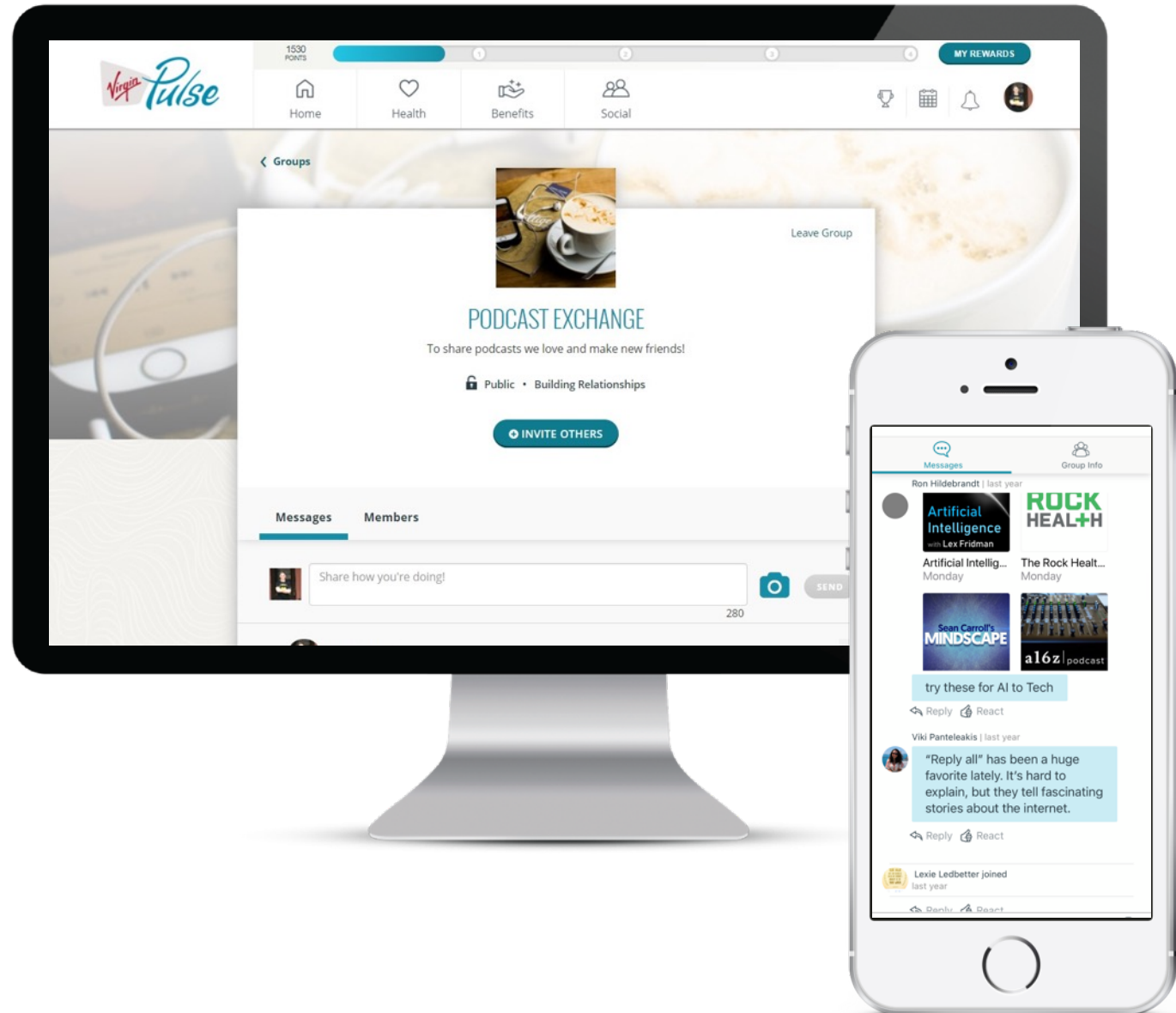
Social Group Notifications

Read and send messages and picture to members of your group!

Each message and reply within the Group can contain up to 280 characters, 1 image, and clickable web links.

- Members will also see an automatic join message whenever a new member joins the group: "Bob has joined!"
- When there are new messages and/or new replies to the messages they replied to

Members are notified through an orange "badges" The first badge is displayed on the Social Domain icon and intuitively leads the member to the Group where the activity occurred.



Social Groups Best Practices



Social Groups for Champion Engagement Tactics

- Encourage champions to create a Champion wellbeing leadership group where the network of champions can share ideas, successes and challenges.
- Groups are also a great tool for champions to create local groups where other employees can find out what new wellbeing adventure is next!



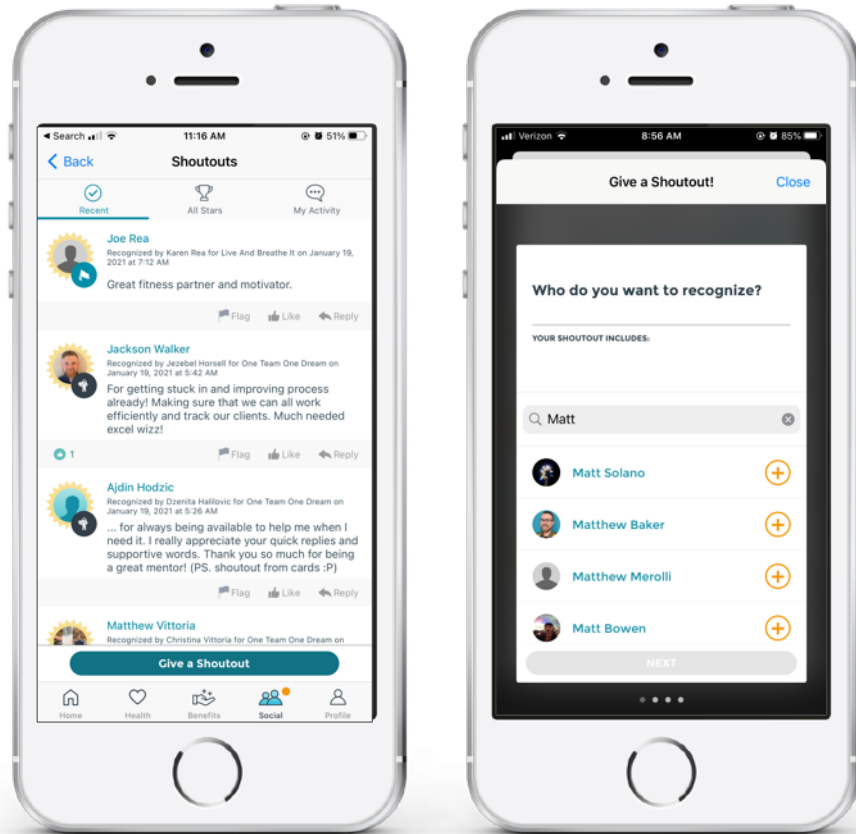
Social Groups for “Learning New Things”

- Many members take the opportunity to create groups for sharing podcasts, books, recipes and more.
- Highlight Social Groups in your next Promoted Healthy Habit Challenge as a tool to continue the conversation on a particular topic relating back to the Challenge!



Shoutouts

Leverage recognition and social connection to improve employee mental and physical wellbeing.



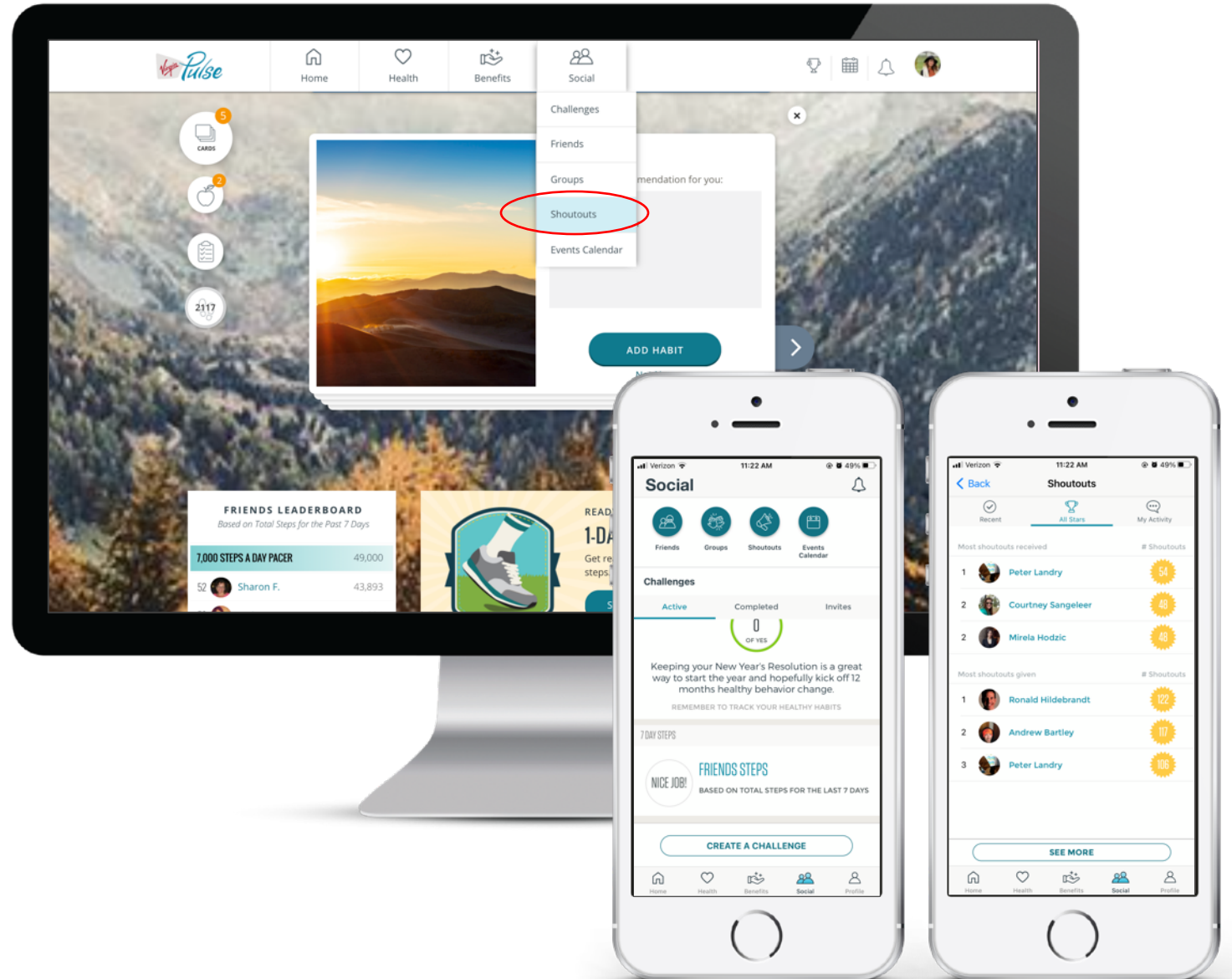
Virgin Pulse Shoutouts is a recognition tool that highlights and celebrates the accomplishments of colleagues in a public forum - where others can see, like and comment!

- Provides a valuable tool for social connection and interaction in a time of increased social distancing and isolation.
- Builds an engaged and thriving workforce regardless of where employees work - still remote and dispersed or back at the office.
- Reinforce core company values and strengthen culture by encouraging recognition.

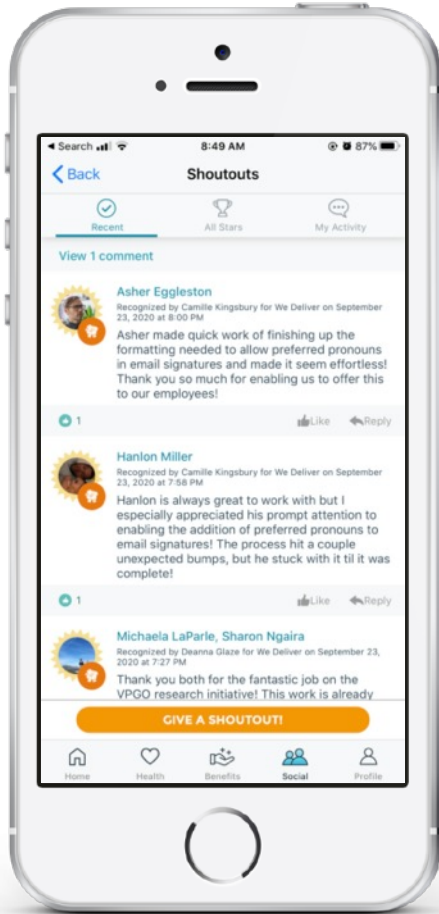
Feature Highlights

Navigate to Shoutouts through the Social Domain on Web and Mobile.

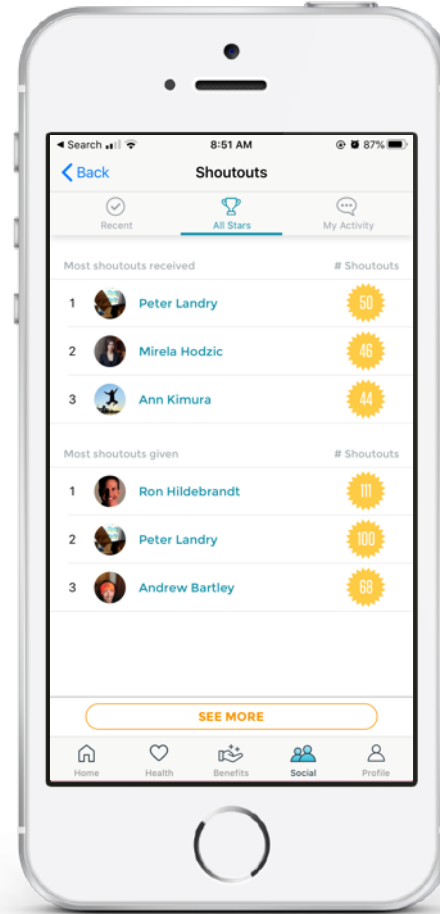
- Submit peer recognition comments and tie them back to company values,
- View received shoutouts from other colleagues that are members,
- View social feed of other shoutouts to members within the organization,
- View leaderboard for most shoutouts submitted and received.



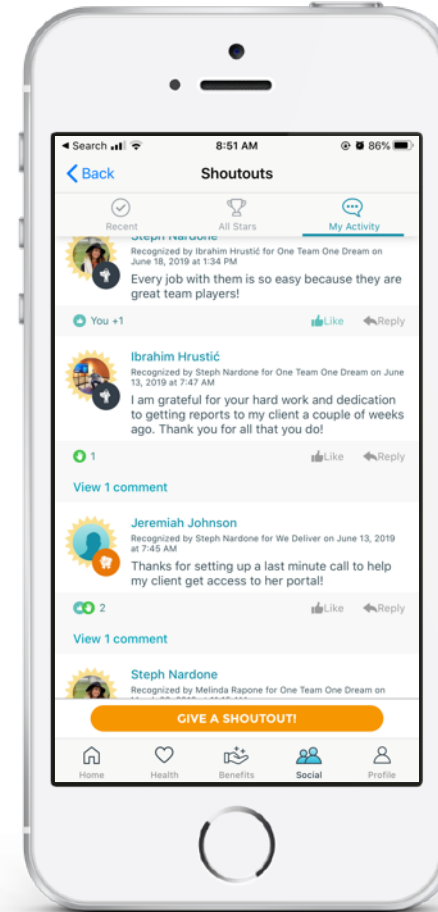
Mobile Member Experience



View the most recent shoutouts from the organization



See the All Stars that receive and give the most shoutouts



View "My Activity" to see your Shoutout feed

Max of 10 members can be added to a shoutout



Shoutout Length: 250 characters

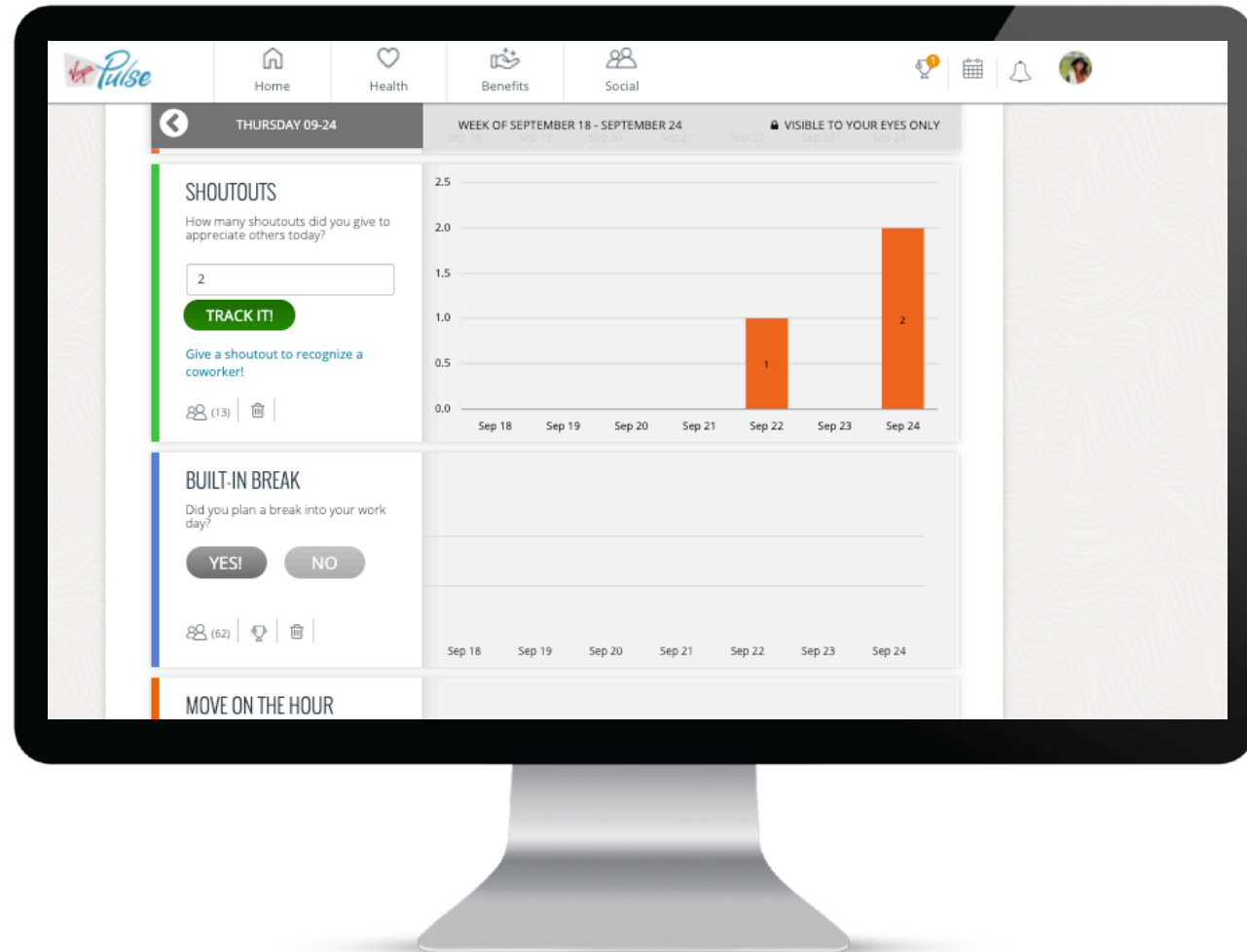
Track Shoutouts in the Healthy Habit Tracker

Healthy Habit, "How many shoutouts did you give to appreciate others today?" can be Found under Topic – *Building Relationships*

Sponsors can allow Manual Entry and Validated Shoutouts:

- **Manual Entry:** When a member tracks the number of shoutouts they gave that day.
- **Validated Entry:** When a member's shoutout(s) is automatically tracked (the member must have the Shoutout healthy habit selected on their tracker).

Members can also access the Shoutouts Social feature right from their healthy habit tracker



Shoutouts Healthy Habit Tracker is for Engage Product Edition and must be enabled at the sponsor level



Remind employees they can recognize their employees

Take advantage of our Shoutout Email Campaign!

Subject: Shout-Outs – like a virtual high five, but better

- Title: Brighten someone’s day with a shout-out

Custom communication credits apply.



Brighten someone’s day with a shoutout

Use our newest feature to stay connected

Kudos! Great job. Thanks, you rock! 😊

No matter how you say it, a little recognition can go a long way.



[Give A Shoutout](#)

You probably have some awesome coworkers. They’ve probably gone above and beyond recently. Or maybe they could use some words of encouragement.

If you ask us, any reason is a good reason to give your coworkers or friends a shoutout. That’s why we’ve made it easy for you to sing their praises.

Don’t wait—check out our new feature and spread some positivity today.

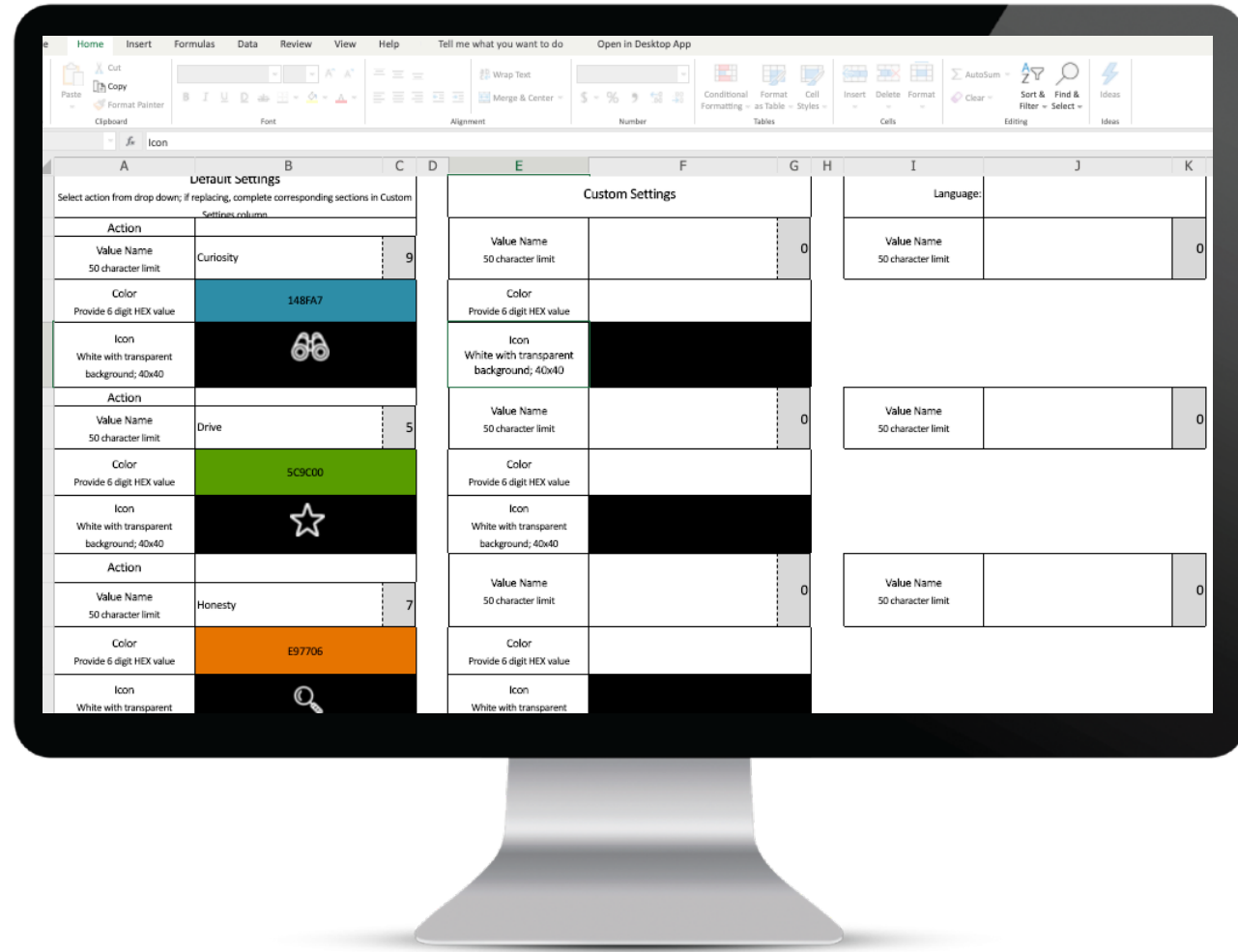
[Give A Shoutout](#)

Next Steps to Set Up Shoutouts

- Fill out the Shoutouts Workbook
- Set up time: 5 Business Day turnaround time once the workbook is submitted
- Standard values are provided for shoutouts
- Clients may customize value name, color (hex#), and icon (custom icons must be 40x40 pixels, white with a transparent background).
- Feature elements can be translated through set up (titles, help text, labels, etc.)

Please note that while translations are accepted, any shoutouts submitted by users is not translated on the platform.



Virtual Challenges

Drive Healthy Activity and Friendly Competition

Virgin Pulse on-platform challenges immerse employees in an experience where individuals or teams can join each other in a virtual competition to become healthier.

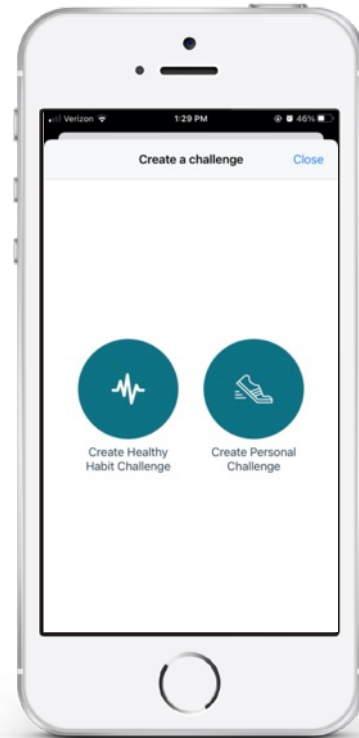
- **Destination Challenges:** Team-based step-based challenge where players virtually travel across an interactive map and unlock destinations as they go.
- **Staged Challenges:** Team based step-based challenge where players unlocked set stages as they progress.
- **Basic Challenges:** Team-based step competition deployed to total organization or population segment.
- **Charity Challenges:** Take your virtual challenges to the next level. Charity challenges are step-based but create a sense of giving back.
- **Spotlight Challenges:** Challenge framework that offers clients a prescriptive vehicle for health concerns and areas of wellbeing relevant to their population (e.g. stress). Through this framework, Virgin Pulse offers supportive group competitions outside of traditional step-or activity-based challenges and provides engaging themes and enhanced participant on-boarding, rich educational content to improve health literacy, and immediate access to resources to support member success.
- **Peer-to-Peer Challenges:** Members challenge friends in healthy habit or personal step challenges.
- **Promoted Healthy Habit Challenges:** Calendar of month-long healthy habit challenges across wellbeing areas, administered & promoted by Virgin Pulse.



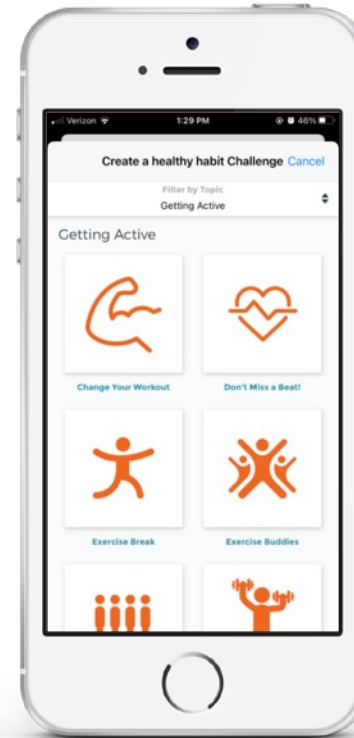
Member-Initiated Challenges

Pushing the Friends Leaderboard and Healthy Habit Tracking to the Next Level.

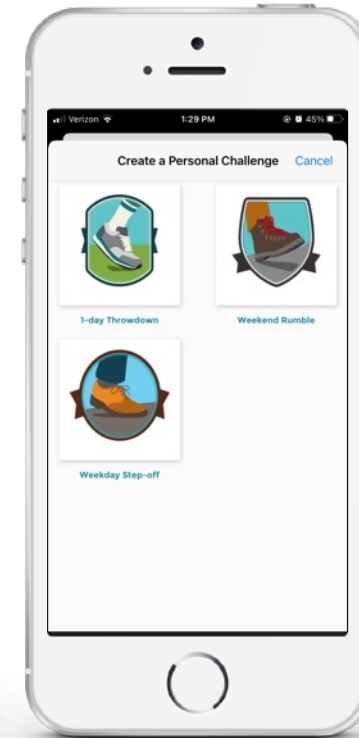
- Members can connect with another through friendly peer-to-peer competition through Healthy Habit Challenges or Personal (step) Challenges.
- Using the **Chat Feature**, participants can post motivating messages and update others on your progress to keep morale and motivation high throughout.



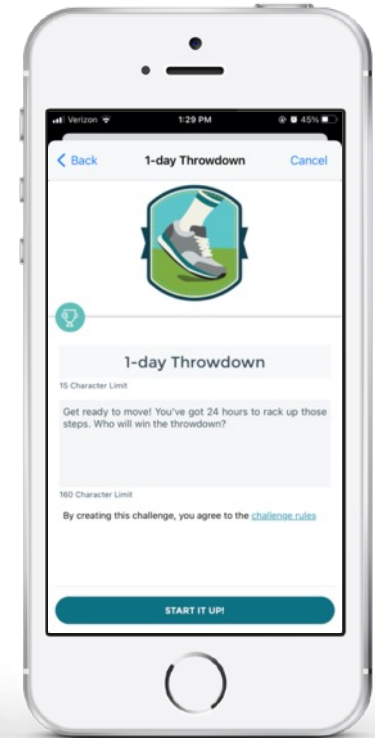
This feature can be accessed within the social domain.



Choose which topic and habit you want.



Or choose between three types of step challenges.



1-Day Throwdown Details.

Events Calendar

Keep Employees Informed with the Events Calendar!

- Get the word out and promote your next event!
- Remind people of virtual or onsite events.
- Inform employees on important dates like open enrollment.
- Celebrate company milestones, local anniversaries or cultural awareness days.

Events can be created through your Client Admin Portal. For instructions on how to create and promote an event visit the Client Resource Center (password: VirginPulseCRC!)



How it Works

Promote an upcoming event company-wide or segment to specific locations based on organization hierarchy on your eligibility file.

- When a new event is promoted, members will see a notification dot on the Social Domain telling them they have an unread notification.
- Members can RSVP and you get a list of who is attending your event
- Promote your event up to 14 days prior to the day
- The feature also supports all platform languages.

