

Communication Plan: ESTA Implementation

Phase 1: Pre-Implementation (2–4 Weeks Before Effective Date)

Objective: Build alignment and prepare leaders/managers to communicate confidently.

- Leadership Team / Decision Makers
 - Cadence: One-time strategy session.
 - Channel: Executive briefing (in-person or virtual).
 - Content: Overview of ESTA, organizational impact, compliance risks, and strategic approach.
- Middle Managers / Stakeholders
 - Cadence: Training sessions scheduled weekly leading up to launch.
 - Channel: Manager workshops/webinars, manager-specific FAQs distributed.
 - Content: Administrative procedures, escalation protocols, Q&A.

Phase 2: Implementation (Launch Week)

Objective: Inform all employees and activate resources.

- Employees
 - Cadence: Initial rollout announcement + follow-up reminders midweek.
 - Channel:
 - Company-wide email.
 - Virtual town hall or team huddles.
 - Posters/infographics in common areas.
 - Content: Simple explanation of rights, how to use leave, where to get more information.
- Reference Tools
 - Cadence: Published on Day 1 of rollout.
 - Channel:
 - Updated policy uploaded to SharePoint/handbook.
 - Printable one-pagers/posters placed in facilities.
 - Content: Clear step-by-step instructions for using ESTA time, contact info for HR.

Phase 3: Post-Implementation (Ongoing)

Objective: Reinforce knowledge, monitor compliance, and sustain clarity.

- Managers
 - Cadence: Quarterly refreshers (or sooner if law changes).
 - Channel: HR newsletter, manager roundtables.
 - Content: Case studies, FAQs, escalation guidance.
- Employees
 - Cadence: Semi-annual reminders, plus re-sharing during onboarding.
 - Channel: Email reminders, intranet articles, onboarding orientation.
 - Content: “Know Your Rights” updates, quick-reference infographics.
- Reference Tools
 - Cadence: Continuous maintenance.
 - Channel: SharePoint, handbooks, posters refreshed annually or as regulations evolve.
 - Content: Latest policy language, HR contact details, flowcharts.