Mac at Work

Employee Choice Communications Kit

June 2021

Get off to a great start with Mac.

When you give people the power to work the way they want, with the tools they love, they're inspired to do their best work. With Mac, employees can be more productive, creative, and collaborative.

Running an effective Employee Choice program means more than just supporting Mac on your network. It's also important to provide a great employee experience.

This kit is designed to support you with your employee choice enablement plan and communications, so you can get your employees up and running with their new Mac devices and provide the resources they need to succeed.

What's inside the kit

Inside you'll find guidance, customizable templates, and reference materials you can use to build your program, communicate details, and support employees throughout the process.

Defining your vision

The first step in launching a successful Employee Choice program is to define your vision. The statement should be simple, clear, and connected to your company culture. And it should point to the outcomes of using Mac. Here are a few examples:

- We want to empower every employee to be productive, collaborative, and creative.

- We believe that by giving employees a choice, they'll deliver their best work.

- Our employees will have the skills and tools they need to be successful.

Setting your goals

As you define your vision, decide which outcomes will indicate success. Examples include:

- For employees – increased engagement, satisfaction, and/or retention

- For IT teams – faster deployment, simplified management, and reduced support costs

- For the business – increased productivity and efficiency and improved affordability

Program name and identity

Many organizations use an internal name for their employee choice program, to mark the start of a new project and to make it easily recognizable. Some choose simply to use "Mac at [Company Name]" to ensure consistency. If you name your program, please be sure that any branding aligns with the design guidelines found later in this guide.

Describing the benefits

It's important to help your stakeholders understand why you're offering Apple products. The following resources will help you highlight the features that support your vision and speak to your audience—whether executives, managers, or employees—in the business or in IT.

Key messages can include:

Intuitive user experience

Mac is thoughtfully designed and intuitive to use. And because it's so popular among consumers, it gives many employees an experience they already know and love.
Download the Productivity Overview (PDF)

Exceptional performance

The Apple M1 chip in the new MacBook Air and MacBook Pro provides breakthrough performance and industry-leading power efficiency. The new MacBook Air delivers up to 18 hours of battery life.
Learn more at apple.com/mac

Compatability with existing software and systems

Mac works with most enterprise systems and apps that your company already uses – mail and messaging, network connectivity, file sharing, collaboration, and more.
Download the Compatibility Overview (PDF)

Built-in accessibility features

Features like Text to Speech and VoiceOver, Safari Reader, display settings, and trackpad controls enable every employee to use their Mac in the way they work best.
Learn more at apple.com/accessibility

Secure by design

Every Apple product is built from the ground up with multi-layered security, from the silicon to the software and apps. On-device processing is used whenever possible, the collection and use of data is limited, and user controls over data are built in.
Download the Apple Platform Security Overview (PDF)

Total cost of ownership

Apple products are built to last using high quality, durable materials, and along with a high residual value they make a smart investment.
Download the Smart Investment Overview (PDF)

Zero-touch deployment

With Apple Business Manager, Mac can be distributed directly to employees and used right out of the box, without manual configuration. And with flexible deployment models, IT can get employees up and running faster than ever.
Download the Deployment and Management Overview (PDF)

Sustainability

Apple strives to make the world's most iconic products without depleting the earth's resources. As part of this commitment, Apple has announced the ambition to be carbon-neutral for the entire lifecycle of their products by 2030.
Learn more at apple.com/environment

Delivering a great experience

Planning

Delivering a great experience begins with reviewing your vision and planning accordingly. When you consider your goals for the program, determine how you'd like to handle software compatibility, employee eligibility, ordering, and internal communication. Questions to ask include:

- How will employees order devices?

- How will managers approve employee requests?

- How will you set up and manage devices, apps, and content?

- How will you train employees?

- How will employees get help (for example, a desk or portal)?

- Which software is compatible?

Timeline

Create a timeline for the rollout listing key milestones through the year, and share it with your audience.

Bringing in stakeholders

Before you roll out your Employee Choice program, consider how you'll keep stakeholders in the loop, and how people can get involved:

- Will there be planning meetings, information sessions, and/or training sessions?

- How will you communicate progress and changes?

- How will you enable employees to ask questions, make suggestions, or get help?

- How can managers get involved and support this work?

It's a good idea to communicate through multiple channels, including intranet landing pages, social feeds, digital signage, and face-to-face or virtual events.

Measuring success

How will you define and measure success? Help your stakeholders broaden their understanding of success by considering a range of measures, and refer back to your vision when determining your goals. Also consider:

- Which measurement practices will you use (for example, surveys, interviewing pilot participants, industry research, TCO, or general employee satisfaction)?

- When are you hoping to see results? Remember that change happens gradually, over time. You want to set expectations that you're looking for positive change and will be able to make adjustments along the way.

Training considerations

It's important to connect with the needs of all employees, at every level of experience. When rolling out your Employee Choice program, consider the following:

Mac basics

For employees who've never used Mac, navigation and orientation should come first. Introduce key features and terms that might be new, such as the Dock, Finder, Spotlight, and System Preferences.

Mac productivity

If employees are already using iPhone or iPad, they'll find that Mac works seamlessly with their Apple devices. For example, they may benefit from hearing how apps like iMessage, Reminders, and Notes can sync effortlessly and how features like Instant Hotspot, AirDrop, and Sidecar work on their Mac. Check with your IT team to make sure that these features have been enabled in your organization.

Connecting to your corporate IT

Whether employees are experienced with Mac or not, they'll want to know how to get set up in your corporate environment. You can help them get off to a strong start by providing user guides on key topics like zero-touch deployment, app compatibility, connecting to Wi-Fi, logging into the VPN, printing, and ordering a new Mac.

Communication phases

There are three key phases in which clear communication will help create interest, support a successful launch, and encourage engagement. In the following pages, you'll find templates for communication throughout these phases.

① .... ② .... ③

Communicating your vision and running a pilot program

- Announce the Employee Choice pilot to your team, sharing the vision you've established.

- Invite employees to apply for the pilot, and use their responses to select a range of participants.

- Track feedback and refine the rollout process to deliver a seamless experience.

- Create knowledge-base articles and FAQs with the insights you receive.

Delivering a great experience

- Create communications assets to launch the program, including web pages and email.

- Include information about eligibility, support, and the ordering process.

- Consider hosting virtual manager and employee briefings.

- After employees choose a product, send confirmation and update emails.

Working together

- Enable employees to get hands-on experience with Mac so they can make an informed decision.

- Host virtual training sessions where users can share tips, try new apps, and more.

- Make it easy to fully adopt Mac with a dedicated support section on your internal website or channel.

- Publish regular newsletters with hints and tips for getting the most out of Mac.

Templates and copy

In the subsequent pages, you'll find recommendations for designing your communications.

Your Apple Representative can provide access to design templates, high-resolution images, and a sample copy document. The sample copy includes key messages for each phase of the campaign.

Assets can be used only for internal communications through emails, banners, social feeds, and newsletters, and on landing pages and event signage.

Design templates - Emails

You'll find copy for this asset in the Employee Choice
Sample Copy Document, June 2021.

Mac at Work lockup

Your logo
Your logo is right aligned

Headline
All text is center aligned

Product photo
Centered horizontally on the
page, and vertically between
the headline and the copy

Copy

Call to action

Support

Mac at Work   Your logo

Headline
here

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Call to action >

Support copy.
Contact info.

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Employer
Subject: Join the pilot.
To: Employee

Mac at Work   Employer logo

Mac at [Company Name]:
Join the pilot.

Great news: You can now choose to use Mac at [Company Name].
We know that many of you love Apple products, and we believe that
when you use the tools you love, you feel inspired to do your best work.
[Insert vision statement.]

Before we roll out the program to the entire company, we'll be piloting it
with a smaller group of users. To apply, fill out our survey. If you're
selected, you'll be asked to provide us with feedback as you go through
the process, so we can create the best possible experience for everyone.
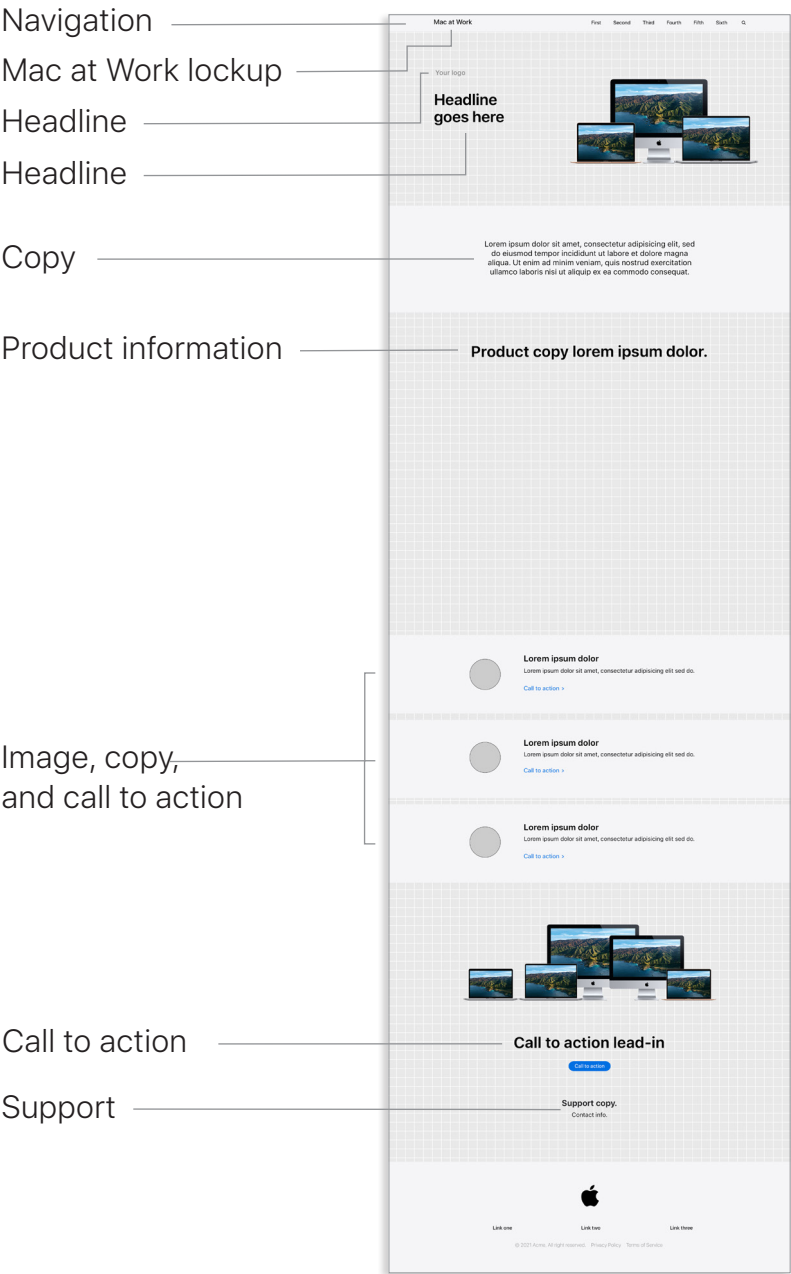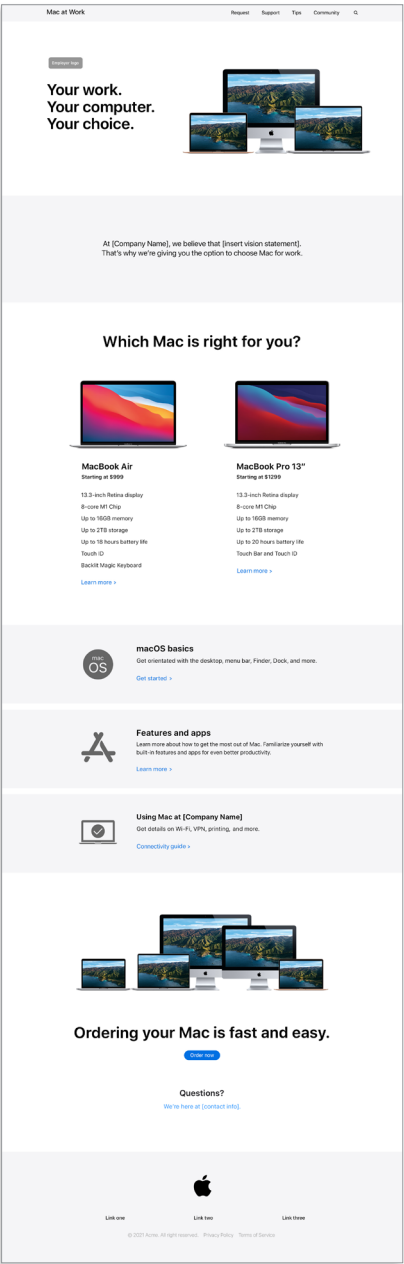
Take the survey >

Questions?
Email us at [email address].

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aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

Design templates - Landing pages

You'll find copy for this asset in the Employee Choice Sample Copy Document, June 2021.

Template

Example execution

Navigation

Mac at Work lockup

Headline

Headline

Copy

Product information

Image, copy, and call to action

Call to action

Support

Design templates - Survey landing pages

You'll find copy for this asset in the Employee Choice Sample Copy Document, June 2021.

Template

Example execution

Mac at Work lockup

Headline
All text is center aligned

Product photo
Centered horizontally on the page, and vertically between the headline and the copy

Copy
All text is center aligned

Survey form

Form button

Support

Design templates - Newsletters

You'll find copy for this asset in the Employee Choice
Sample Copy Document, June 2021.

Template

Example execution

Mac at Work lockup

Your logo
Your logo is right aligned

Headline
All text is center aligned

Product photo
Centered horizontally on
the page, and vertically
between the headline and
the sub-headline

Sub-headline, copy,
and call to action

Support

Template

Mac at Work — Your logo

Headline here

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Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua.

Call to action >

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magna tempor.

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sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua.

Call to action >

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magna tempor.

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sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua.

Call to action >

Support copy
Contact info.

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aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

Example execution

Employer
Subject: Do more with Mac.
To: Employee

Mac at Work — Employer logo

Do more with Mac.

Explore orientation materials, tutorials, and productivity tips as you get
familiar with Mac – or level up your existing skills.

Search with Spotlight.

Find apps, documents, and any other type of file on
your Mac. Do quick calculations, get definitions,
and convert measurements, all right here.

More about Spotlight >

Pick up where you left off
with Handoff.

Start something on one device and pick it up on another
without losing focus. For example, start answering an
email on iPhone, and finish it in Mail on Mac.

More about Handoff >

Block out distractions
with Do Not Disturb.

When you need a break from notifications, you can turn
on Do Not Disturb on Mac. Notifications are collected in
Notification Center for you to view later.

More about Do Not Disturb >

Questions?
We're here for you at at [contact info].

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

Design templates - Event signage
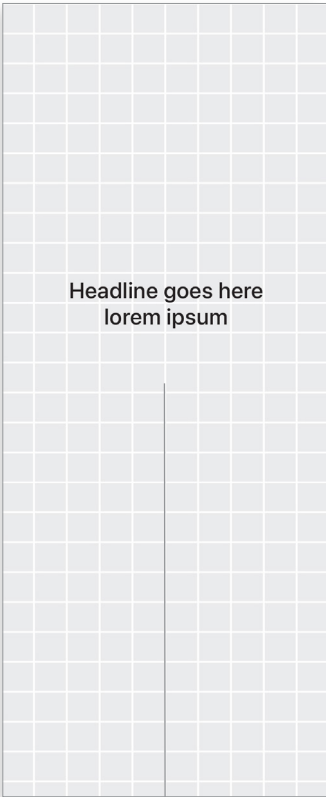
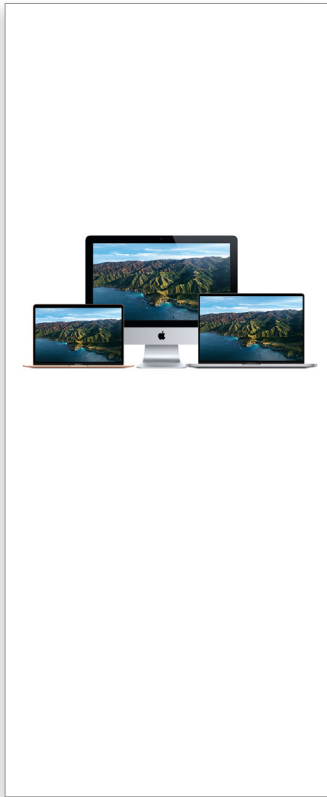You'll find copy for this asset in the Employee Choice Sample Copy Document, June 2021.

Template

Example execution

Banner A

Product photo

Banner B

Headline goes here
lorem ipsum

Headline

Banner A

Mac at Work

Banner B

Trademarks

Using the name Apple in text

Business and consumer-facing communications may refer to the company name as Apple. The legal company name, Apple Inc., is reserved for legal documents.

Using Mac at Work and Mac Employee Choice in text

Always write the program name as "Mac at Work" or "Mac Employee Choice," observing the use of upper- and lowercase characters.

Logo and lockup

Keep the Mac at Work lockup and your logo at opposite sides of the design.

Mac at Work ⟵——————⟶ Employer logo

Mac at [Company Name]:
Join the pilot.
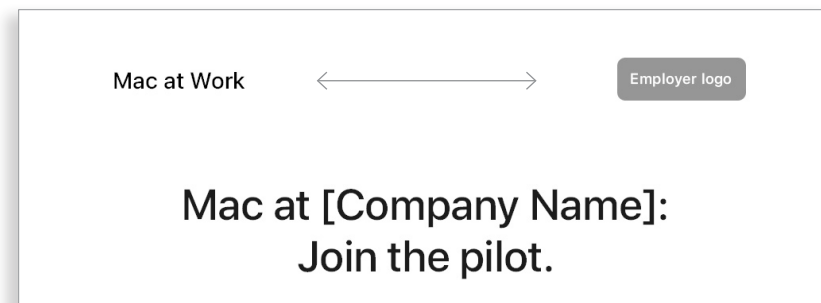
Product names

All products that start with a lowercase "i" should always be written with a lowercase "i" and an uppercase "P" (or appropriate letter) followed by lowercase letters, even at the beginning of a sentence, paragraph, or title. For example, iPhone, iPad, and iMac.

Most Apple product names are trademarks. Never translate an Apple trademark. Always use trademarks in English, even when they're surrounded by text in a language other than English. Always write Apple trademarks exactly as they appear in the Apple Trademark list at www.apple.com/legal/intellectual-property/trademark/appletmlist.html. Always use Apple product names in singular form. Do not add possessive apostrophes. Never say Apple Watches or iPhone's. Modifiers such as models, types, or devices can be plural or possessive.

Trademark information

Whenever you create marketing materials, please review the Apple Trademark List at www.apple.com/legal/intellectual-property/trademark/appletmlist.html for the latest Apple trademark information. For more information about using Apple trademarks, visit www.apple.com/legal/intellectual-property.

If you have questions after reviewing the information provided on the Apple legal website at www.apple.com/legal, contact the Apple Trademark Department by email (appletm@apple.com). Allow up to one week to receive a reply.

Resources

Here are useful resouces that you can use to support your communications.

Product pages

Get all the latest Mac information, including key features and detailed specifications.

Mac: apple.com/mac

MacBook Air: apple.com/macbook-air

MacBook Pro 13-inch: apple.com/macbook-pro-13

MacBook Pro 16-inch: apple.com/macbook-pro-16

macOS Big Sur: apple.com/macos/big-sur

Quick tours

These are a great place for users to get started – and easily see new features at a glance.

macOS Big Sur What's New: help.apple.com/macos/big-sur/whats-new

macOS Catalina: help.apple.com/macos/catalina/mac-basics

MacBook Air: help.apple.com/macos/big-sur/macbook-air

MacBook Pro 13-inch: help.apple.com/macos/big-sur/macbook-pro-13

MacBook Pro 16-inch: help.apple.com/macos/big-sur/late-2019/macbook-pro

Mac Tips for Windows Switchers: support.apple.com/HT204216

User guides

Each Table of Contents provides access to quick hints and tips, with detailed support pages following.

macOS: support.apple.com/guide/mac-help/welcome/mac

MacBook Air: support.apple.com/guide/macbook-air

MacBook Pro 13-inch: support.apple.com/guide/macbook-pro

MacBook Pro 16-inch: support.apple.com/guide/macbook-pro-16-inch

Apple values

Learn more about Apple's approach to accessibility, sustainability, and privacy.

Accessibility: apple.com/accessibility/mac

Environment: apple.com/environment

Privacy: apple.com/privacy

Support channels

These additional content channels can help Apple users at any level.

Apple Support Website: support.apple.com

Apple Support App: apps.apple.com/app/apple-support/id1130498044

Apple Support on Twitter: twitter.com/applesupport

Apple Support on YouTube: youtube.com/applesupport