

# Abode

*RESOURCE GUIDE*

# INTERN KEEP-WARM

Keep intern candidates engaged; reduce the chance of turnover



# Abode

Keep intern candidates engaged, excited, and informed during the time between their offer, acceptance, and the first day of their internship program.

This workbook will prompt you to answer a set of questions to build the content and information bank for your intern experience. The goal of this guide is to ensure your intern candidates feel involved, confident, and committed prior to starting their program.

## **About Abode**

Abode is a communication and engagement platform that helps companies build (and improve!) post-offer keep-warm strategies. Foster community, engagement, and a sense of belonging between early-career candidates and employers, all while reducing churn.



# Timing

Determine the dates or cadence that your keep-warm strategy communication will be sent to every candidate. A good rule of thumb is increasing the number of touchpoints as the candidate's start date gets closer.

*Abode Tip!* Automate the timing of your steps with the Abode platform. Set end dates, fixed dates, or manually select the dates you'd like your steps to send. Get in touch with us to learn more: [hello@abodehr.com](mailto:hello@abodehr.com)

# Content

Within each step, determine the content you'll share and any context that needs to be included. Aim to keep your content concise, diverse, and informative.

Examples: welcome videos, testimonials, intern spotlights, event invitations/RSVPs, checklists, ERG resources, feedback or surveys, etc.

# Steps

Determine how many steps your communication strategy should be based on the length of time before start date, the information you need to collect, time-sensitivity items, content you share, etc.



# Defining Success

*Define the role and what success looks like. Determine what your interns will be working on and what information they need to feel part of the team.*

- What will the day-to-day internship role look like?
- What do interns need to know in order to perform their role? (list any skills, industry or product knowledge, company history, customer context, etc.)
- What tools/technology will interns use to communicate/collaborate/work?
- How will success be measured? What metrics or KPIs will be tracked?
- How will interns give/receive feedback during their program?
- Will interns be working together on projects or working more independently?
- Will interns be required to present a final project? What should they expect? How will they be measured?

*Jot down your thoughts...*



# Inspiring Your Interns

*Connecting interns to your mission and vision is key to making them feel valued and of impact. Keep them engaged by showing them how they will contribute to the larger team!*

- What are your company's mission statement, vision, and values?
- Who else will interns be working with and how will their role fit into the greater team?
- Do you offer mentorship or buddy programs/opportunities?
- What are the opportunities available post-internship?
- Invite interns to any appropriate, company-wide events or forums.

*Jot down your thoughts...*



# Setting Expectations

*Be explicit and clear so incoming interns understand what's expected of them.*

- Are interns relocating for their internship? If so, what support is available to help them find housing/roommates or acclimate to a new city?
- Will there be an intern orientation?
- How many interns will be part of this cohort?
- What onboarding documentation needs to be completed prior to day 1 or during week 1?
- Who will the intern(s) report to during the internship? What is the best way to communicate with their manager?
- Logistics - dress code, typical working hours, perks/benefits, pay structure, etc.
- Where is your office located and are there any specific parking/commuting instructions?

*Jot down your thoughts...*



# Sample Intern Keep-Warm Journey

After completing the worksheets, you should have a clear idea of how you can bring great content and engagement strategies to your intern candidates. Now, it's time to map it out! Use the sample journey below to plug in your objectives, content, information, and resources. Need more insights or recommendations? We'd be happy to help: [hello@abodehr.com](mailto:hello@abodehr.com).

## Step #2

### Outline Company Values

Add a step that reviews your company's mission, values, and culture. Let candidates know what you believe in and what they can expect to experience when joining your internship program.

## Step #4

### Introduce a Mentor

Introduce your candidates to their mentor or buddy prior to day 1! Provide helpful talking points to facilitate conversation and connection, as well as what to lean on their mentor or buddy for.

## Step #6

### Collect Feedback

At least 1x throughout your journey, solicit feedback through surveys. How helpful has the information been to candidates? Do they feel ready and prepared to start? What other resources or information do they need?

## Step #1

### Welcome!

Welcome your intern candidates with an authentic message. Let them know what to expect over your timeline and whom they can reach out to with questions.

## Step #3

### Intern Spotlight

Amplify the meaningful work an intern will do and give them a first-hand peek into what their time at your organization will look like. You can use video clips, interview-style blog posts, or simple quotes accompanied by a photo!

## Step #5

### Measuring Success

Let candidates know of their internship expectations and outline any Key Performance Indicators or goals. Set interns up for success by outlining their roles, responsibilities, expected working hours, and final project deliverables.

## Step #7

### Day 1 Checklist

Provide a checklist of logistics for your candidates: when to arrive, what to wear, what onboarding documents to bring, and any other key information to know prior to day 1. Reinforce that you're excited to see them soon!



# Your Intern Keep-Warm Journey

Step #2

Step #4

Step #6

Step #1

Step #3

Step #5

Step #7

