



Communicating Spot to Your Team

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Making the Most of Spot's Incident Reporting and Case Management

Congratulations on investing in Spot to create a more inclusive workplace culture. Research shows that talking to a human is one of the biggest obstacles to speaking up about inappropriate behavior or other issues at work.

That's where Spot comes in—unbiased and nonjudgmental, Spot is available for individuals to talk through and document issues, feedback, questions, and complaints 24/7. Spot helps people capture the most important details about their experiences, on their own terms, and share them in a way that is comfortable for them and actionable for your organization.

We want to help you get the most out of your investment; this guide contains everything we think you'll need to roll out Spot across your organization and get your people using it.



Pre-Launch

Policies and Procedures

Before launching Spot, review your current handbook, as well as procedures and policies related to internal communication, workplace culture, harassment & discrimination, whistleblowing, fraud reporting, etc. Determine how Spot best fits and identify needed updates.

Make sure that Spot's report intake page is linked in the appropriate places.

Spot can link to your internal documents or policies in the customizable FAQ on your landing page, so that employees have all relevant information in one place. Let us know if you'd like to add links.

More questions about how this works?

Who can see what I tell Spot?

Can I stay anonymous?

How does Spot protect my data?

What incidents can I report?

When can I expect to hear back?

Can I report an incident I've witnessed?



Communication Strategy

A thorough communication plan is essential for ensuring Spot awareness and success. Here are a few things that we recommend.

1. Always include your link to Spot

All communications should include your organization's link to Spot so that employees can easily access the tool.

2. Sample talking points

When developing your communication content, here are some suggested talking points that you can play with:

- [Organization] is intent on creating an inclusive workplace. If you've experienced or seen inappropriate conduct at work, let us know.
- Spot provides employees a more comfortable way of speaking up about misconduct or other issues at [Organization].
- 24/7 availability so Spot is always ready at a time and place most convenient to you.
- Spot's AI-guided reporting adapts as you enter information, so the experience is tailored to the issue you are raising.
- If you choose to report anonymously, [Organization] can still follow up with you without having access to your name or contact information. Spot facilitates the anonymous follow-up.
- Spot helps us investigate issues and concerns while allowing those who speak up to stay anonymous if they choose.
- Report early and as often as needed. If you're uncomfortable about something, no matter how small it may seem, it's OK to document what happened with Spot. Don't wait for things to escalate.

3. Get leadership participation, when possible

Messaging from the top is often effective because it indicates an organization-wide effort with real support behind it. Managers, department heads, and C-suite executives are valuable partners when it comes to encouraging individuals to speak up.

4. Don't be afraid of repetition

You may need to say something 100 times before it registers—or before someone hears about Spot right at the moment that they need it.



Recommended Communications Channels

Variety is helpful. The organizations that get the highest Spot usage typically use a range of channels to remind employees about Spot, to encourage them to speak up about issues or feedback, and to make it easy to access Spot (no combing through the employee handbook or wiki).

Digital

Email

Organization-wide message announcing Spot, including direct link

Organization Website, Intranet, Help Desk, Handbook, Wiki

Link, QR code, and/or icons accessible in a permanent electronic space

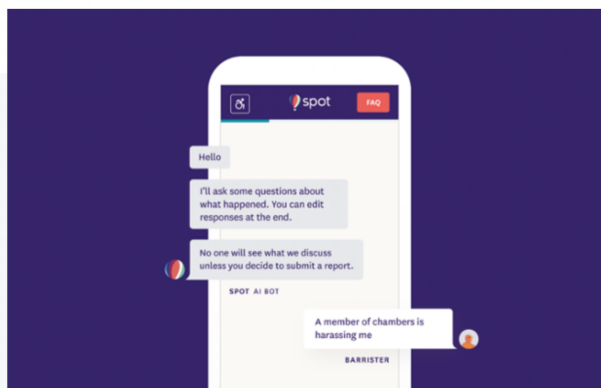
Examples:

[Yukon Human Rights Commission](#)



24/7 Online Reporting

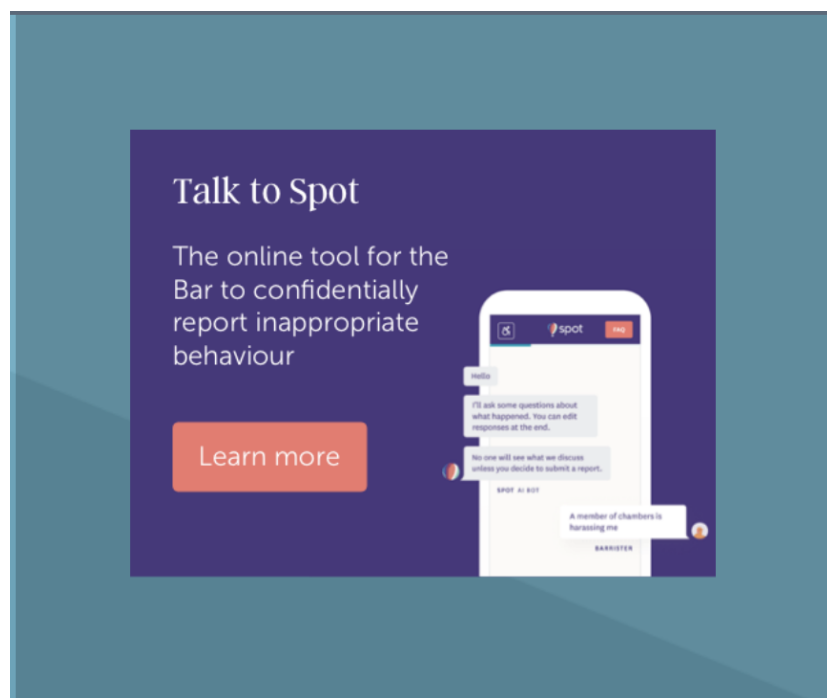
Yukon Human Rights Commission has partnered with Spot to provide an anonymous way to document harassment or discrimination. Submitting a report to the Commission is optional.



Talk to Spot

The online tool for the Bar to confidentially and anonymously report inappropriate behaviour and concerns relating to Covid-19

Spot can be used if something happens to you or if you witness an incident. Find out more about how Spot can help with reporting discrimination, bullying, harassment or Covid-19 concerns below.



International Association of Wildland Fire

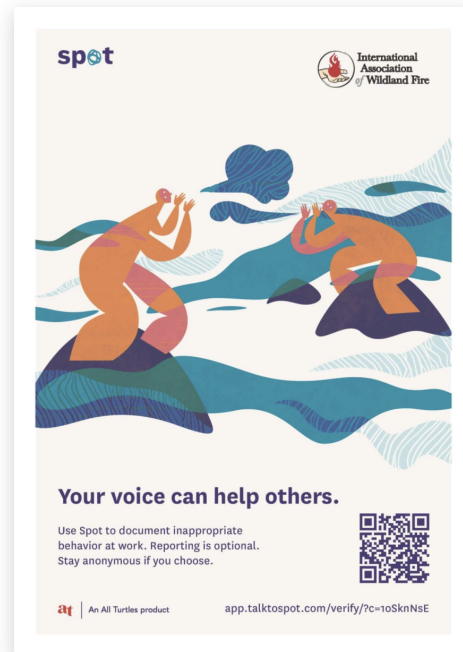
Expected Behavior:

Based on our core values of leadership, trust, and integrity; diversity and inclusivity; wildland fire advocacy; personal safety; promotion of science and operational principles; global communication; and personal and professional growth, IAWF expects that all members at all times and non-members who may be participating at any IAWF conducted activities will adhere to the expected behavior in the Principles of Conduct.

If You Witness or are Subjected to Unacceptable Behavior:

While at an IAWF sponsored or partner event, if you are subjected to unacceptable behavior, notice that someone else is being subjected to unacceptable behavior, hear of any such incidents, or have any other concerns, please notify an IAWF representative immediately and report the incident. **Workplace incidents occurring outside of IAWF events should be reported to the appropriate employing organization, although serious actions by an IAWF member should also be reported to IAWF.**

There are several means to report any occurrences of





Internal Chat Tool

Microsoft Teams, Slack, etc.

Tip: Create a channel—e.g., #talk-to-spot or #raise-an-issue—and pin your Spot link and a brief explanation to the channel.

 Pinned by you

**Jessica** 2:30 PM

Here's the link to Spot. If you experience or witness inappropriate conduct or other issues, use Spot to let Organization know. You can also use Spot to give lighter-weight feedback or ask questions. Stay anonymous if you choose.

<https://app.talktospot.com/verify/?c=7iSeyBg3> (edited)

Live

Organization Meetings and Team Events

All hands or town hall meetings, retreats, workshops, webinars

Employee Onboarding

Incorporate Spot awareness for new hires into employee onboarding plans and your employee handbook.

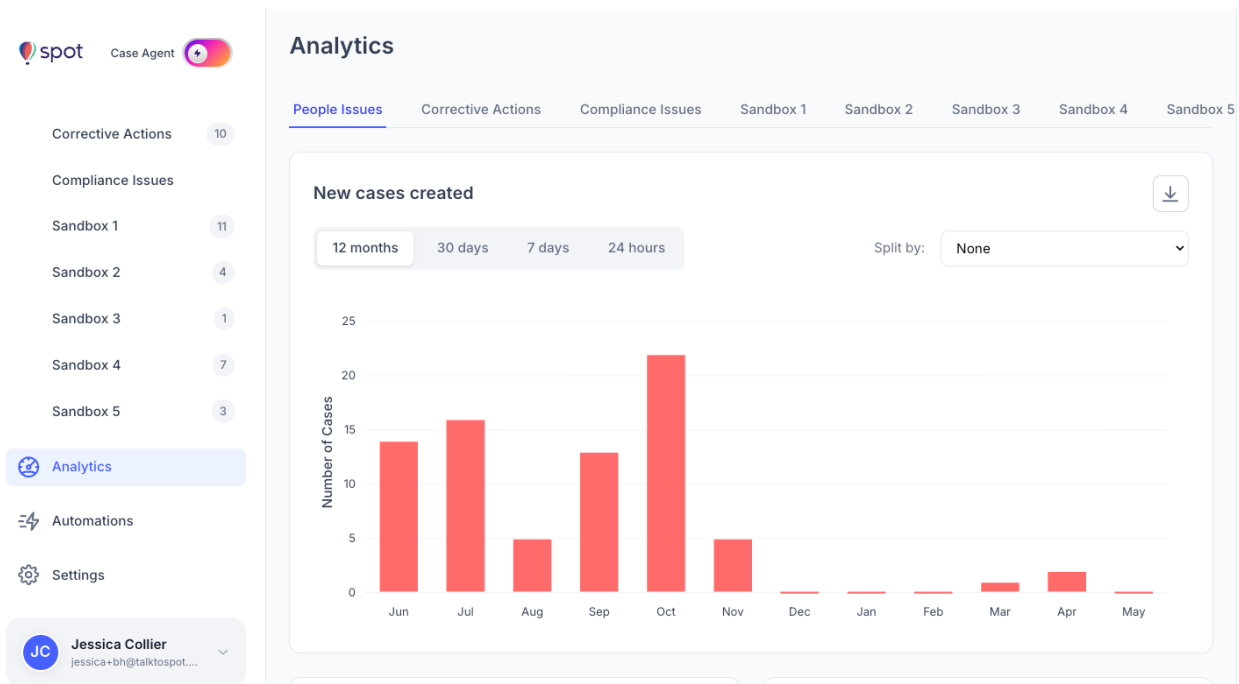
Post-Launch

- After launch, it's important to schedule ongoing communications to remind people how to access Spot.
- We recommend a quarterly schedule at minimum.
- Your post-launch communications can be as simple as targeting one or two channels, and you may want to use different channels each time so as not to over-saturate one.

Tracking Metrics and Reporting Usage

Analytics in Dashboard

Go to **Analytics** in the sidebar of the dashboard for usage information that you can share with stakeholders. Each chart or graph on the Analytics page can be directly downloaded for easy addition to a deck or report or simple sharing.





CSV Export of Report Data

To slice and dice the data any way you like, export all report data as a CSV from the dashboard. Click the three vertical dots at the top right corner of the dashboard's main page, then click **Export cases**.

People Issues

Search cases...

Subject	Reporter	Status	Case created	Days left	Category
Missing Root Beer Workplace Conflict	em	Live	04/02/2026	1d overdue	Issue
Manager screamed during performance...	Anonymous	Under review	04/02/2026	n/a	Conf
Promotion Denied Due to Parental Status	Anonymous	Under review	03/05/2026	n/a	Discr
Manager screamed during team presen...	Anonymous	Under review	11/21/2025	79d overdue	Conf
Forced overtime and locked fire exits	Anonymous	Live	11/20/2025	n/a	Hour
Inappropriate feedback from manager	Jill	Under review	11/18/2025	168d over...	Conf
Manager kicked Daniel's dog	Daniel	Under review	11/10/2025	n/a	Phys
Manager denied promotion due childre...	Anonymous	Under review	11/07/2025	n/a	Discr
Inappropriate sexual comments from co...	Anonymous	Closed	10/23/2025	n/a	Sexu
Expense Policy Abuse Allegation	Sandy Bowler	Under review	10/21/2025	n/a	Issue
Manager Yelled About Time Cards	Jessica	Under review	10/21/2025	n/a	Conf
Manager hostile and unsupportive beha...	Anonymous	Unreviewed	10/21/2025	n/a	Conf
Discrimination based on parental status	Anonymous	Live	10/21/2025	n/a	Discr

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Get Support

Please reach out to us if you need help! We generally respond to questions within 72 hours on business days.

Email: hello@talktospot.com

Submit a support ticket: <https://spot.zendesk.com/hc/en-us/requests/new>