

Quick read

How to use member testimonials to drive program engagement



Strategy series

Why testimonials work

People trust people

- ✔ Peer stories build trust faster than HR messaging
- ✔ Real experiences make health and wellbeing feel relevant and achievable
- ✔ Proof = promotion to drive action

Testimonials turn wellbeing from a benefit into a shared experience.

When employees see people like them finding value, they're far more likely to join in.



Step 1

Find the right voices

Who to ask:

- ✔ Engaged members
- ✔ Workplace champions
- ✔ Visible leaders

Keep it simple:

One question, one experience, one benefit.



Step 3

Use champions to scale stories

Champions help you:

- ✔ Identify authentic voices
- ✔ Collect local stories
- ✔ Represent different teams and locations

Result:

Stories feel relatable and achievable.

Step 2

Keep stories short & real

Best formats:

- ✔ 1–2 sentence quotes
- ✔ Short videos (30–60 seconds)
- ✔ Informal written stories

How to frame:

The Why (the problem). **The Moment** (what changed). **The Proof** (what improved).



Learn how to activate a wellbeing champions network.

Read the guide →

Step 4

Share where employees already are

Digital channels:

- ✔ Platform announcement cards
- ✔ Email or newsletter callouts
- ✔ Enrollment and challenge

Offline channels:

- ✔ Posters in break rooms, kitchens, and entrances
- ✔ Table tents in cafeterias or communal spaces
- ✔ Flyers on noticeboards or locker rooms
- ✔ Screens in lifts, receptions, or staff areas
- ✔ Mentions in team huddles, shift handovers, or town halls promotions

Best practice:

- ✔ Pair every testimonial with one clear action
 - Join → Enroll → Explore → Scan the QR code promotions

Step 5

Balance peer & leader stories

Peers say: “This worked for me, and it can do for you”

Leaders say: “This matters here and we want to see it from you”

Together, they build trust *and* permission to participate.



Step 6

Make it a habit

Simple rhythm:

- ✔ One new story per month or quarter
- ✔ Rotate roles, locations, and themes
- ✔ Refresh stories during key moments

Measure what matters

Look for:

- ✔ Enrollment lift after stories go live
- ✔ Higher engagement with testimonial content
- ✔ Qualitative feedback (“This felt relatable”)

Reach out to your account team for support with any of these actions. Ask them for the **Member Testimonial Campaign Collection from Brandfolder.**