



Upgrade your Service Awards:

Transform recognition with a modern, social twist!

In today's evolving workplace, there's an opportunity for traditional service award programs to reinvent themselves. As work cultures shift, particularly in the wake of hybrid models, employee expectations around recognition have changed. With over 70% of the U.S. population using some form of social media to stay connected and informed,¹ it stands to reason that work anniversaries and years of service recognition should include a social element to better resonate with today's workforce. Modern employees crave meaningful, timely, personalized acknowledgment that reflects their career progression and values. Incorporating social recognition, whether through one-on-one or more community-oriented messaging, can create a more engaging and relevant experience that aligns with the evolving needs of employees.

Here are some best practices around modernizing your service award program:

Remember anniversaries every year.

Employee anniversaries should be celebrated every year to recognize and validate the contributions of all employees. In a time when long-term tenure is becoming less common, acknowledging their efforts annually fosters a sense of belonging and appreciation. This simple yet meaningful gesture can strengthen employee engagement, increasing the likelihood that they'll remain committed to the company for the long term.

Leverage social media and internal networks.

Celebrate service anniversaries on internal social media channels like Microsoft Teams or Slack. Feature posts that highlight the employee's journey, contributions, and photos. Encourage team members to share their appreciation and well wishes, creating a more public and socially integrated celebration that boosts employee morale and engagement.

Additional Service Award Trends:

Invest
\$20-\$30
per YOS

Incorporate
1 and 3 Year
Milestones

Implement
Multiple Touchpoints
throughout Year One

Recognize the values of today's workforce.

Modern employees seek acknowledgment that goes beyond tenure, looking for recognition that aligns with their professional development and contribution to the company's mission. Incorporate discussions on leadership and new learning opportunities during these milestone celebrations. This signals investment in their future. Integrating these elements into service awards makes employees feel valued, while also reinforcing their commitment to both personal and organizational growth, ultimately reducing turnover.

Create a social and collaborative experience.

Collaboration and peer connection play a critical role in the employee experience. Use technology and social media tools to engage all team members in the recognition of service milestones. This helps personalize the experience for the honoree, strengthen interpersonal connections, and provide a more impactful celebration – key factors in retaining talent. Online recognition options like eCards and social walls allow team members to join in the celebration and connect with the honoree. No matter where the recipient may be located, digital recognitions are delivered on the day of the recipient's anniversary. A collaborative recognition experience encourages positive reinforcement and social engagement across teams.

Don't wait for tomorrow: Modernize your service anniversary program today for lasting impact.

With nearly half of all workers thinking of quitting their jobs this year², according to research from Microsoft and LinkedIn, this is a great time for you to rethink how you celebrate their milestones. By blending the proven foundation of service milestone recognition with modern social and digital tools, tailored to today's evolving workforce demographics, you can create a fresh, engaging approach that builds on tradition and drives stronger employee retention.”

¹ <https://datareportal.com/reports/digital-2024-united-states-of-america#:~:text=The%20USA%20was%20home%20to,percent%20of%20the%20total%20population.>

² <https://www.kiplinger.com/personal-finance/careers/half-of-workers-are-considering-leaving-their-jobs-in-2024>