



# Apple at Work

## Mac Employee Communications Kit

macOS Sonoma

# Give your employees access to Mac

When rolling out Mac as a device choice option for your employees, it's important to build awareness and provide a great user experience—from initial launch through onboarding. This kit is designed to support your internal Mac enablement communications, so you can share information with your employees about availability, device selection, setup, and support. To help you promote your Mac program, we have included guidance for planning as well as customizable templates for emails, newsletters, intranet portals, and more.





# Stakeholder messaging

It's important to help your stakeholders understand why you're offering Mac. The following resources will help you highlight the features that support your vision and speak to your audiences—whether executives, managers, IT, or employees—across your organization. Suggestions for key messages are outlined below.

## **Intuitive user experience**

Whether you're new to Mac or refreshing from an older model, Mac makes it easy to find what you need, stay organized, and take on any task. Its clear, simple design just makes sense—especially if you have an iPhone or iPad. So things like managing multiple windows and keeping track of your files are a breeze. And with quick access to all the controls you need, exactly when you need them, navigating your Mac is easier than ever.

## **Exceptional performance**

Every Mac with Apple silicon offers supercharged performance so employees can take their business workflows to the next level. For example, the game-changing performance of MacBook Pro with M3 Pro or M3 Max supports a range of pro-level workflows, such as editing 8K video, running AI and ML models, or analyzing large data sets. And with all-day battery life, an immersive 14-inch or 16-inch Liquid Retina XDR display, and an array of pro ports, employees can do more than ever.

## **Amazing battery life**

MacBook Pro can deliver 18 to 22 hours of battery life on a single charge. Lithium-ion batteries charge faster, last longer, and have a higher power density for more battery life in a lighter package.

## **Compatibility with existing software and systems**

Apple devices work with most enterprise systems and apps that your company already uses—mail and messaging, network connectivity, file sharing, collaboration, and more—giving your employees access to everything they need to do their jobs. From Microsoft 365 to Slack to Zoom, Mac has you covered.

## **Secure by design**

Apple designs Mac hardware and software with advanced technologies that work together to run apps more securely, protect corporate data, and help keep employees safe on the web. Built-in features enable personal and corporate information to remain separate and protected on the same device, without compromising user privacy.

## **Total cost of ownership**

Mac devices are durable, lightweight, and built with the highest-quality materials, making them perfect for employee use. Because of their low maintenance, high-quality construction, and high residual value, Mac and iPad last longer and are worth more two, three, and four years into their use.

## **Zero-touch deployment**

With Apple Business Manager, devices can be distributed directly to employees and used straight out of the box, without manual configuration. And with flexible deployment models across all Apple platforms, IT can get employees up and running faster than ever with the best tools for the job.

## **Sustainability**

We believe we can make the world's most iconic products without depleting the earth's resources. As a company, our operations are already carbon neutral, and we're working to make every Apple product carbon neutral by 2030. That includes manufacturing Mac with 100% recyclable or renewable materials and making sure that every link in our supply chain upgrades to 100% renewable energy.

## **Built-in accessibility features**

Features like text-to-speech and VoiceOver, Safari Reader, display settings (including Zoom and invert colors), and customizable trackpad controls give every employee the power to set up their device in the way they work best.

# Communications strategy and planning

To develop your internal communications plan, start by outlining the program goals, messaging, and content needs. Then determine resource requirements, timelines, and how you will measure success along the way.

## Defining your vision

The first step in a successful Mac 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—improved affordability, sustainability, and productivity

## Naming and identity

Many organizations use an internal name for their Mac 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.

## Planning the basics

It’s important to determine how you’d like to handle specific internal communications such as ordering, employee eligibility, and software compatibility. Questions to ask include:

- How will employees order devices?
- How will managers approve employee requests?
- 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 your key milestones and share it with your audience.

## Measuring success

How will you define success? Consider a range of measures, and refer back to your vision and goals when determining your criteria. Think about which measurement practices you’ll use: surveys, interviews with participants, industry research, TCO, volume of support tickets, or general employee satisfaction rates.

Remember that change happens gradually over time. Set the expectations that you’re aiming for positive outcomes and that you can make adjustments along the way based on feedback.

# Spread the word about your Mac program

Organize your communications plan into three key phases to help you generate interest, support a successful launch, and encourage engagement. On the following pages, you'll find reference materials and suggested templates to use during each phase.



## 1 Inform

**Prepare:** Get set up for success with an organized communications strategy that supports your employees needs. Build out content that clearly conveys the benefits of Mac, process to select a device, and how to find support.

- Develop Mac program vision and key messaging
- Prepare and share your communications plan
- Create your content (such as surveys, email templates)

**Launch:** Communicate kickoff messaging through emails, videos, or events.

- "Mac does that" videos
- "Ask for Mac" email
- "Ask for Mac" landing page
- "Ask for Mac" banners
- "Ask for Mac" event signage

## 2 Engage

**Build awareness:** Keep communicating with existing and new employees to help inform their technology decisions.

- Mac is here email
- Time to refresh email
- New recruit email
- Return email for upgraders
- Landing page template
- FAQ for choosing Mac

## 3 Support

**Ordering and onboarding:** Make the employee experience as seamless and enjoyable as possible.

- Device selection email
- Portal example
- Get ready for your new Mac email
- Welcome to your new Mac email
- Let's set up your new Mac email
- Tips to get the most out of your new Mac checklist

**Training and support:** Help users get up and running, and support their problem-solving as they go.

- Mac tips and tricks email newsletter
- Workshops to learn Mac skills

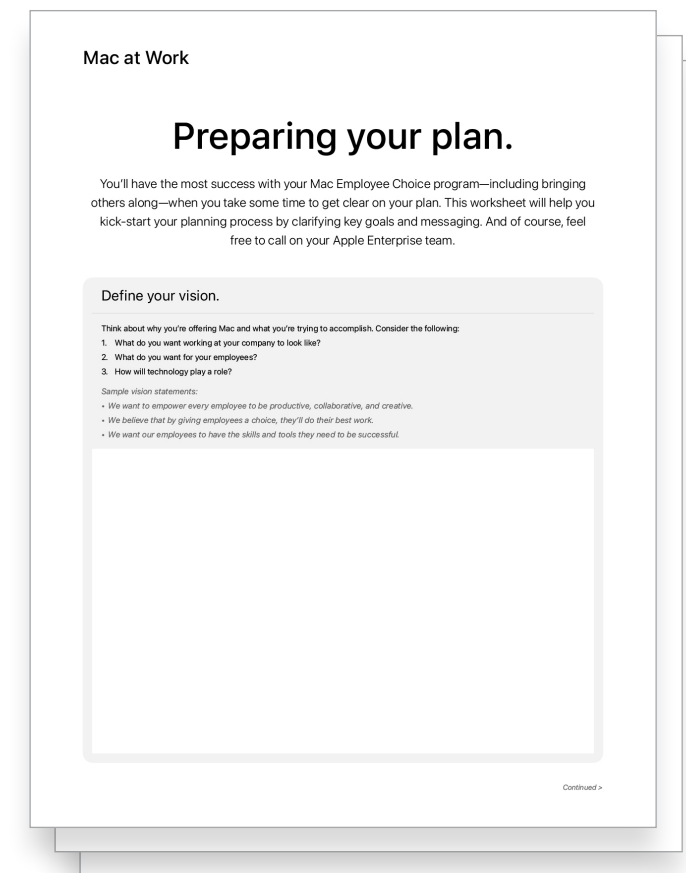


# 1 Inform

This phase is all about aligning your internal teams, agreeing on your strategy, and laying the groundwork for a successful program. During this phase you should establish templates, create distribution lists, and survey your employees to better understand their unique requirements. Everything created in this stage can be used across the rest of your communications plan.

At the time of launch, kick off your program with both physical and virtual events to ensure that your message reaches your entire organization. Get your executive team involved in the launch to gain attention and show support for the program.

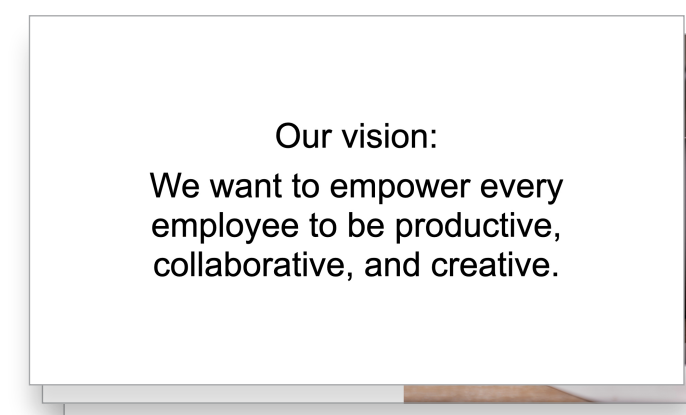
## Preparing your plan guide



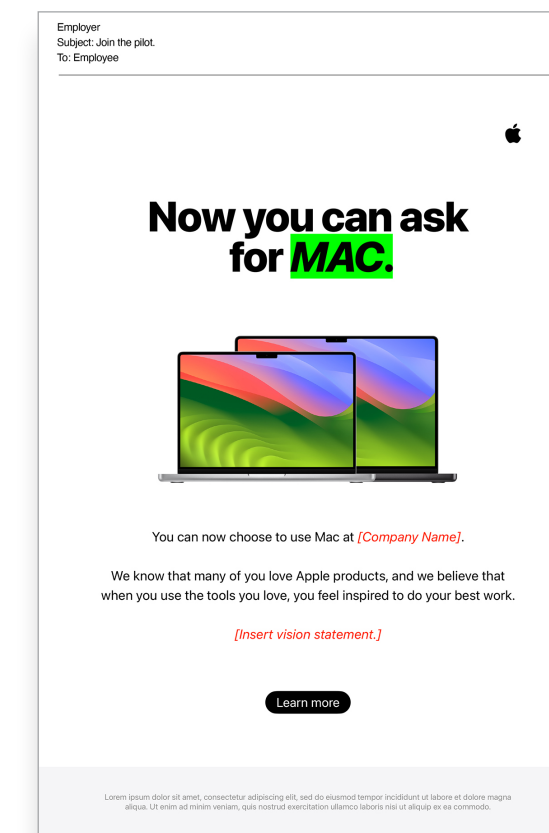
## Survey template

A survey form titled "Mac at Work" and "Employee Choice Survey." It includes fields for Name, Department, and Location. The main question is "If you had the choice, would you choose a Mac as your primary work device?" with radio buttons for Yes, No, and Unsure. Below this, there are sections for "If you selected No..." (with radio buttons for "Unfamiliar platform", "Prefer PC", and "Other") and "If you selected Yes..." (with three MacBook Pro models: 13", 14", and 16"). There are also sections for "Please describe your level of Mac experience" (radio buttons for "I currently use a Mac at work", "Very experienced", "Moderately experienced", "New to Mac"), "Do you use any other Apple products in either your work or personal life?" (radio buttons for "iPhone", "iPad", "Mac", "Apple Watch"), "Please outline any business critical apps you require to do your job.", "Why you would like to move to a Mac?" (text area), and a "Marketing" section with a "Submit" button.

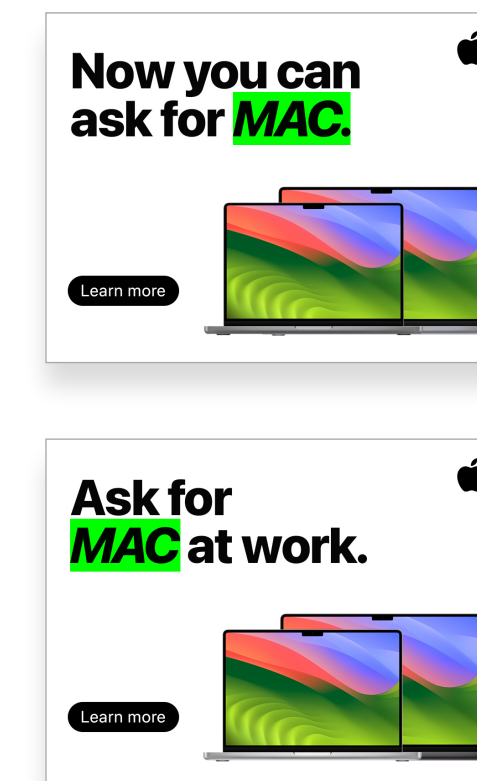
## Sharing your plan presentation



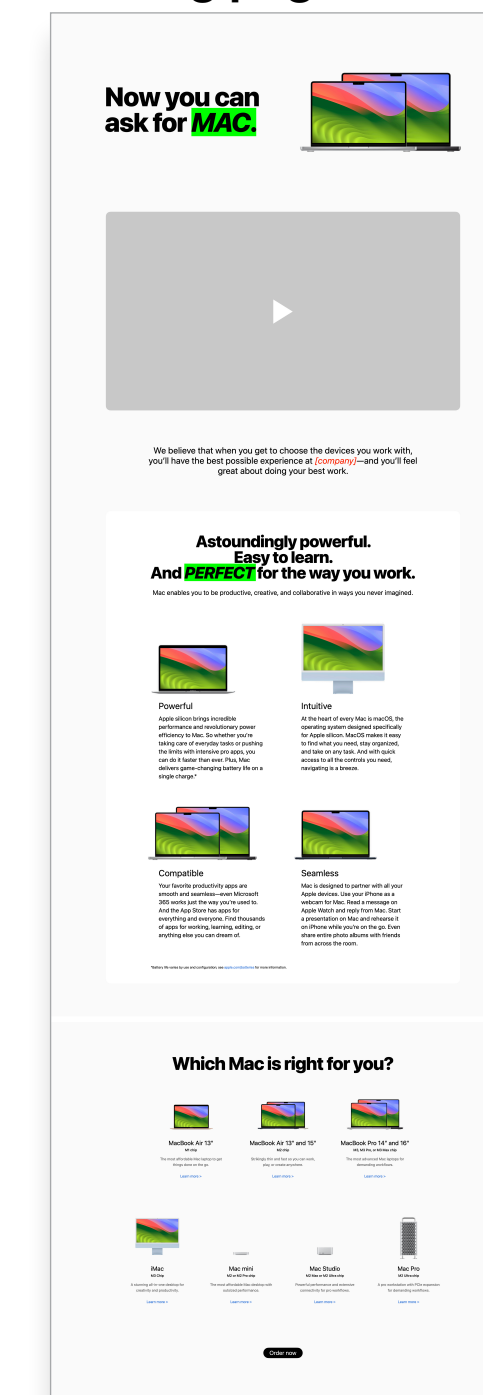
## "Ask for Mac" emails



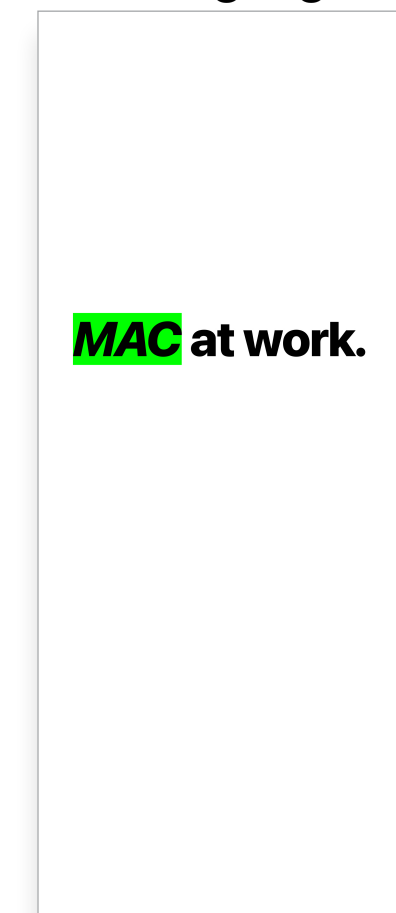
## "Ask for Mac" banners



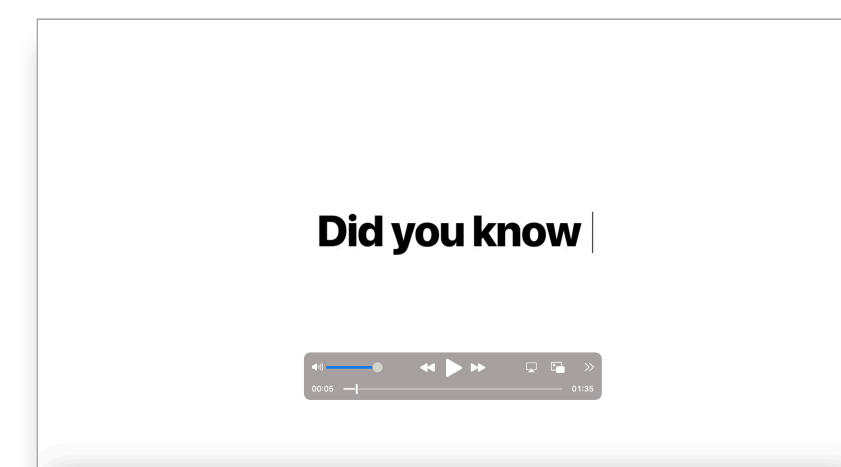
## "Ask for Mac" landing page



## "Ask for Mac" event signage



## "Mac does that" videos



Video assets are available in English and may be used by customers for internal purposes only until December 2028. Videos and images cannot be manipulated in any way, such as superimposed objects, frames, watermarks, and so on.



## 2 Engage

Your program requires ongoing communication to drive awareness with employees. Use your existing internal communications channels to engage with them in familiar ways. Remind employees when it's time to refresh or upgrade their devices, how to return old devices, or even just how to take advantage of new features.

In order to help them make a confident, well-informed decision when offering device choice, offer up additional insights on the benefits of using Mac. If you're allowing employees to choose between MacBook Pro and MacBook Air, share relevant product information to help them decide which Mac is right for their job function.

### Time to refresh email

Mac at Work

It's time for a new Mac.

It's time to refresh your Mac and this time, we're offering you two of the latest Apple Macs to choose from.

Explore the new Macs before making your selection.

[Explore Mac](#)

Select a Mac below.

Learn more and submit your choice.

### Return email for upgraders

Mac at Work

Return your Mac.  
For the environment.

You may be done with your device, but chances are it still has more to give. We'll send it to an approved recycling partner so materials from the products can be used to build new products. These materials make it back to the raw materials marketplace to be used for the next generation of products.

How to Return

- 1 Drop off your old device at the **XX** of the **XX** building, anytime between 8am – 5pm, Monday through Friday.
- 2

### Landing page template

Mac at Work

Your work. Your computer. Your choice.

We believe that when you get to choose the devices you work with, you'll have the best possible experience at [company]—and you'll feel great about doing your best work.

Astoundingly powerful. Easy to learn. And perfect for the way you work.

Mac enables you to be productive, creative, and collaborative in ways you never imagined.

**Powerful**  
Have those days when the performance of your current computer slows you down? Mac is built with a powerful processor, so you can work faster and more efficiently. And with a Retina display, you'll see every detail with clarity.

**Intuitive**  
Mac is the easiest to learn and use. The intuitive design makes it easy to get up to speed. And with a Retina display, you'll see every detail with clarity.

**Compatible**  
Your favorite productivity apps are available on Mac. And with a Retina display, you'll see every detail with clarity.

**Seamless**  
Mac is designed to work with all your other devices. So you can work across all your devices. And with a Retina display, you'll see every detail with clarity.

Which Mac is right for you?

### Mac is here email

Mac at Work

Mac is here.

At [company], we believe that when you use the tools you love, you feel inspired to do your best work. That's why we're introducing an employee choice program, which gives you the option to choose a Mac for work.

Just follow these simple steps.

- 1 Choose  
Select your Mac through [company choice portal].  
[Learn More >](#)
- 2 Discover  
If you're new to Mac, get help making the switch with tips for setting up and getting oriented.  
[Learn More >](#)
- 3 Thrive  
Even if you're a pro, you'll need to follow initial steps for setting up your Mac at [company].  
Plus, get tips for maximizing your productivity with new functionality in macOS.  
[Learn More >](#)

Ordering your Mac is fast and easy.

[Select](#)

### FAQ for choosing Mac

Mac at Work

Is Mac right for me?

Frequently asked questions to determine if Mac is right for you.

**How do I know if Mac is right for me?**  
Mac provides you with all the tools you need to be more productive, collaborate in new ways, and manage your work like never before. And if you already use an iPhone or iPad, you'll see many of the same applications and controls on your Mac. So you can work in similar ways, seamlessly across all your devices.  
[Take a tour of MacBook Air >](#)  
[Take a tour of 13-inch MacBook Pro >](#)  
[Take a tour of 14-inch and 16-inch MacBook Pro >](#)  
[Still unsure? Compare Mac models here >](#)

**Can I use my work applications on Mac?**  
The business apps you need run beautifully on Mac — from Microsoft 365 and Google Workspace to SAP and Dropbox. And thanks to the Apple M1 chip, popular iPhone and iPad apps for work can now run on Mac too.  
[Learn more about apps for work >](#)

**Are there any apps that don't work on Mac?**  
On occasion, some developers of very task-specific software may not yet have a version for Mac. Often there's an easy workaround, but to be sure if any of the below apps are business critical for your job, please contact tech support to discuss the suitability of Mac for your role.  
- App  
- App  
- App

### New recruit email

Mac at Work

Want Mac for work?  
Great news.

At [company], we believe that when you use the tools you love, you feel inspired to do your best work. That's why you have the option to choose Mac. Ready to go? Ordering is easy. Just follow the steps below. Not sure whether Mac is right for you? Keep scrolling. We've included answers to some commonly asked questions.

Get set up with Mac.

- 1 Choose  
Select your Mac through [company choice portal].  
[Learn More >](#)
- 2 Discover  
If you're new to Mac, get help making the switch.  
[Learn More >](#)

### Follow-up return email for upgraders

Mac at Work

It's time to return your Mac.  
It's really easy.

We hope you're enjoying your new Mac. Please prioritize the return of your old Mac. Follow these simple steps to return your old device today, and give it a chance for a second life.

How to Return

Return your old device using the packaging that came with your new Mac. Follow the instructions for packaging up your old device, pop in the packaging and drop it off at your local post office. Done.

Need a new return package?

If you need a new return package, we'll send you one.  
[More information](#)

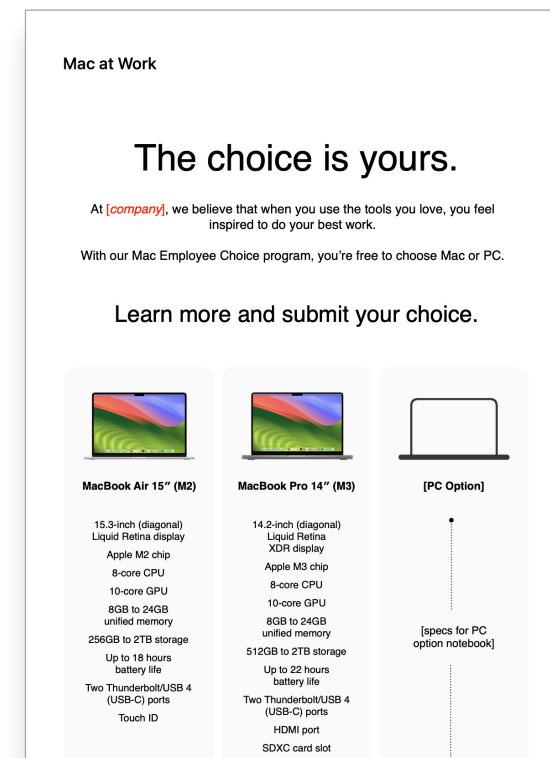
If you have questions about how to return your device, please contact tech support [here](#).

# 3 Support

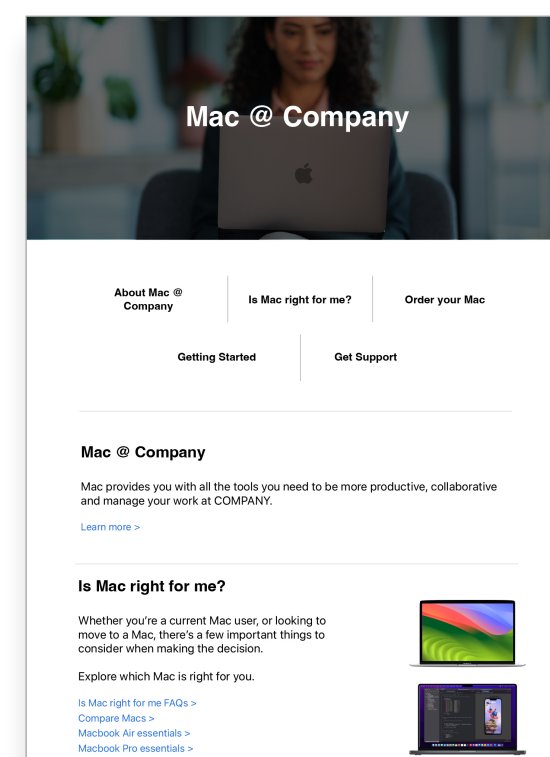
Once an employee has selected Mac, it's important to make their experience as seamless and positive as possible. Simplify processes with straightforward communication and easy access to key resources for a smooth and exciting experience.

There are many opportunities for you to deliver a great Mac onboarding process. Consistent communication can ensure employees know what to expect and when. Some organizations take it a step further, making the experience fun and aligning it with their company mission and brand. Training resources, such as the Mac Employee Starter Guide and online skills sessions, will be valuable tools to help support your efforts.

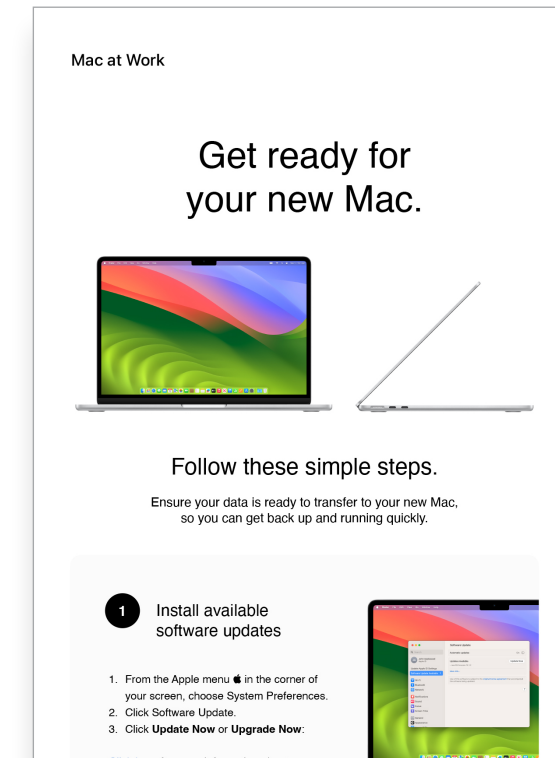
## Device selection email



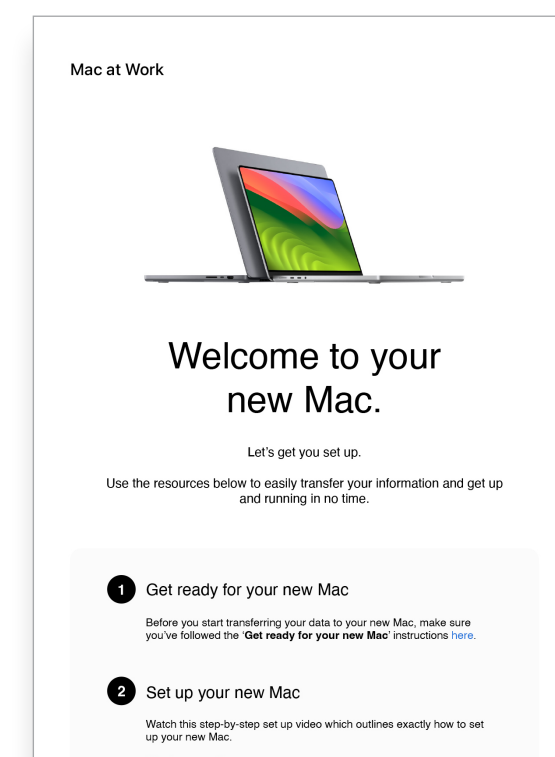
## Portal example



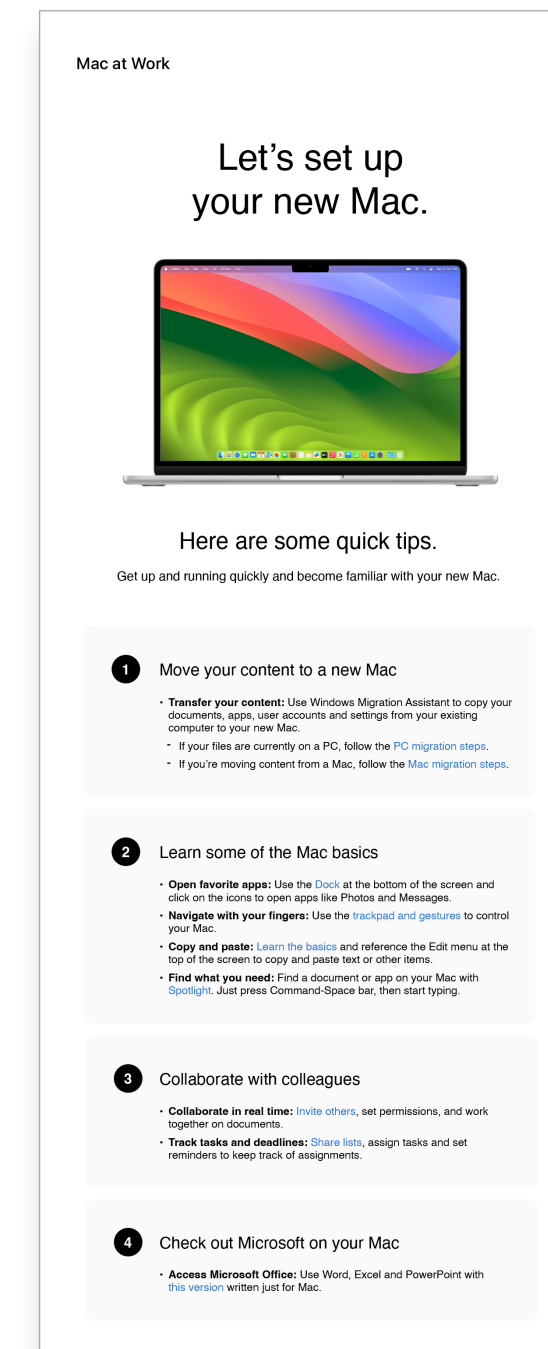
## Get ready for your new Mac email



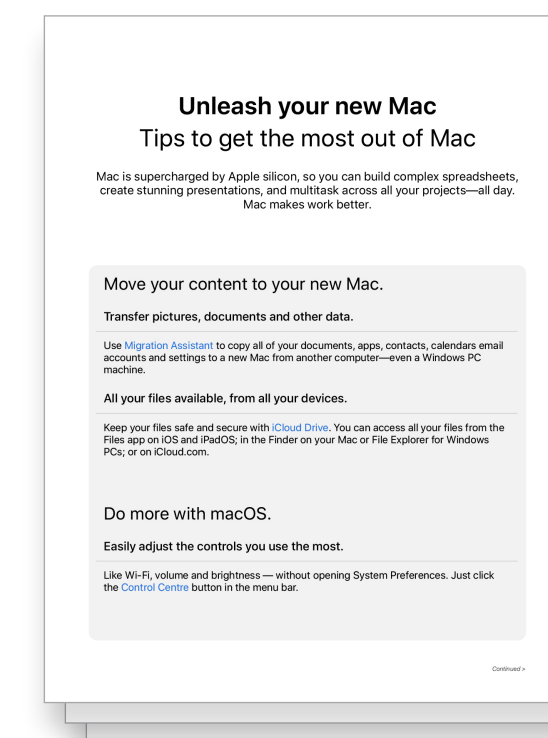
## Welcome to your new Mac email



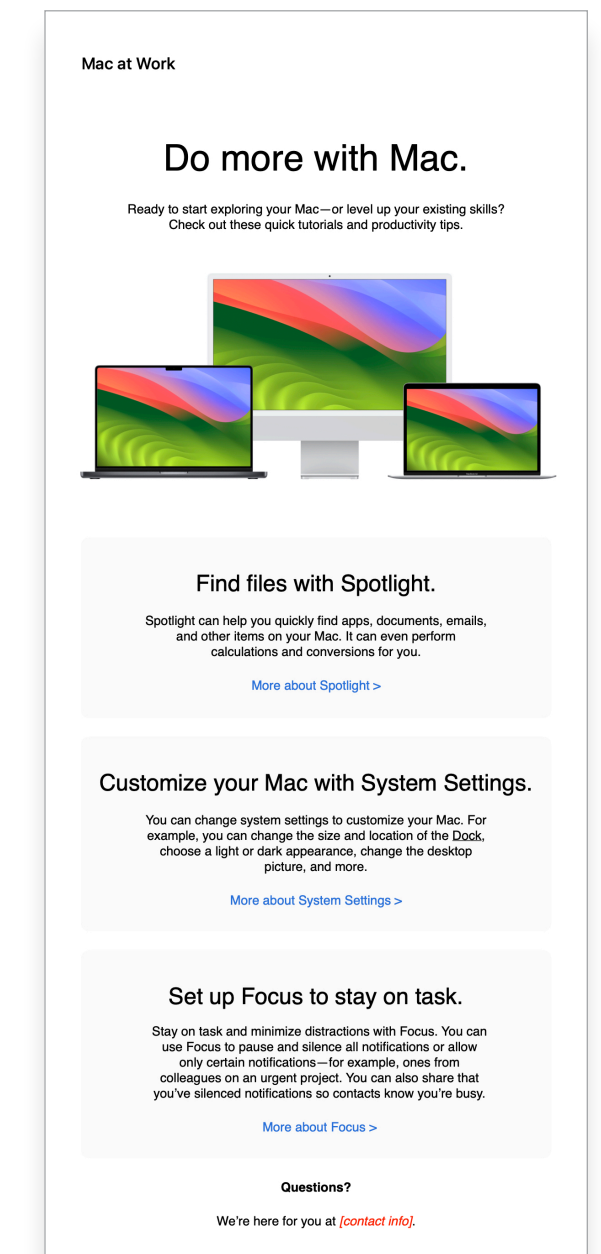
## Let's set up your new Mac email



## Tips to get the most out of your new Mac checklist



## Hints and tips email newsletter



### Apple is here to help with materials and self-service tools to aid users getting set up and to provide support. Here are a few ideas on how you can support your employees:

- Conduct user surveys to see how they're adapting to Mac and respond with tailored communications
- Include relevant Apple resources in your newsletters or target communications to specific users
- Use Apple presentation materials for events or tech bars to teach new users how to navigate Mac
- Invite employees to attend Today at Apple sessions at their nearest Apple Retail stores. Talk to your account team or visit [apple.com/today](https://apple.com/today) for more information



# Trademarks and sample resources

## 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.

## Product names

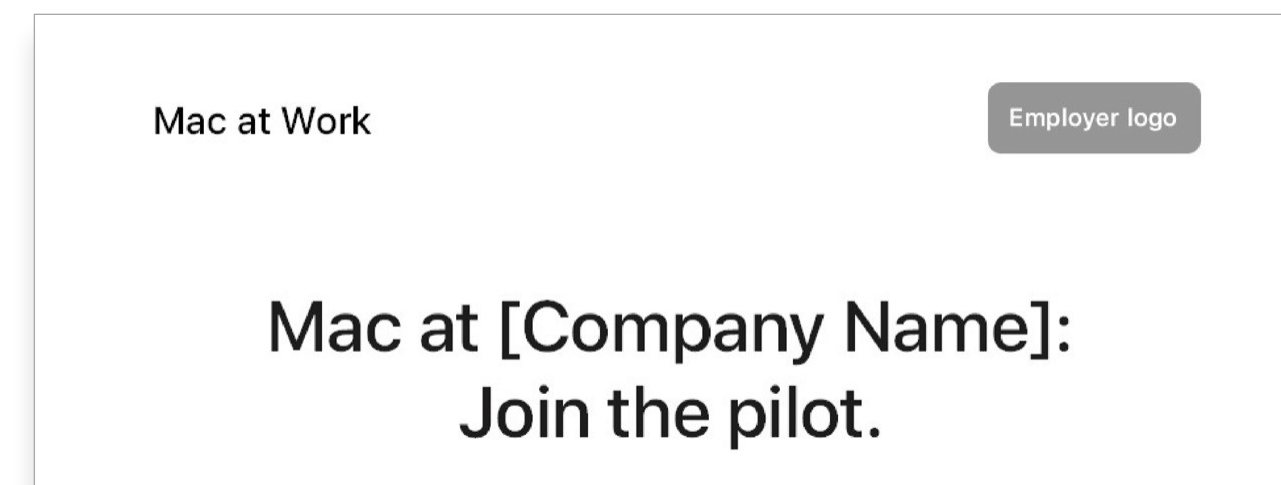
All products that start with a lowercase “i” should always be written with a lowercase “i” and an uppercase “P” (or appropriate letter) followed by lowercase letters, even at the beginning of a sentence, paragraph, or title. For example, iPhone, iPad, and iMac.

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](http://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](http://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](http://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](http://www.apple.com/legal), contact the Apple Trademark Department by email ([appletm@apple.com](mailto:appletm@apple.com)). Allow up to one week to receive a reply.



**Apple values.** Learn more about Mac at Work and Apple’s approach to accessibility, sustainability, and privacy.

Mac does that: [apple.com/business/mac](http://apple.com/business/mac)

Accessibility: [apple.com/accessibility](http://apple.com/accessibility)

Environment: [apple.com/environment](http://apple.com/environment)

Privacy: [apple.com/privacy](http://apple.com/privacy)

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

Mac: [apple.com/mac](http://apple.com/mac)

MacBook Air: [apple.com/macbook-air](http://apple.com/macbook-air)

MacBook Pro: [apple.com/macbook-pro](http://apple.com/macbook-pro)

macOS Overview: [apple.com/macos](http://apple.com/macos)

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

macOS User Guide: [support.apple.com/guide/mac-help/welcome/mac](http://support.apple.com/guide/mac-help/welcome/mac)

MacBook Air Essentials: [support.apple.com/guide/macbook-air/welcome/mac](http://support.apple.com/guide/macbook-air/welcome/mac)

MacBook Pro Essentials: [support.apple.com/guide/macbook-pro/welcome/mac](http://support.apple.com/guide/macbook-pro/welcome/mac)

**Support pages and channels.** These are a great place for users to get started and easily see new features at a glance.

macOS Support: [support.apple.com/macos](http://support.apple.com/macos)

MacBook Air: [support.apple.com/mac/macbook-air](http://support.apple.com/mac/macbook-air)

MacBook Pro: [support.apple.com/mac/macbook-pro](http://support.apple.com/mac/macbook-pro)

Mac Tips for Windows Switchers: [support.apple.com/HT204216](http://support.apple.com/HT204216)

What’s it called on my Mac: [support.apple.com/guide/mac-help/cpmh0038/mac](http://support.apple.com/guide/mac-help/cpmh0038/mac)

Apple Support Website: [support.apple.com](http://support.apple.com)

Apple Support App: [apps.apple.com/app/apple-support/id1130498044](https://apps.apple.com/app/apple-support/id1130498044)

Apple Support on YouTube: [youtube.com/applesupport](http://youtube.com/applesupport)

## Email

Mac at Work lockup

Headline

All text is center aligned

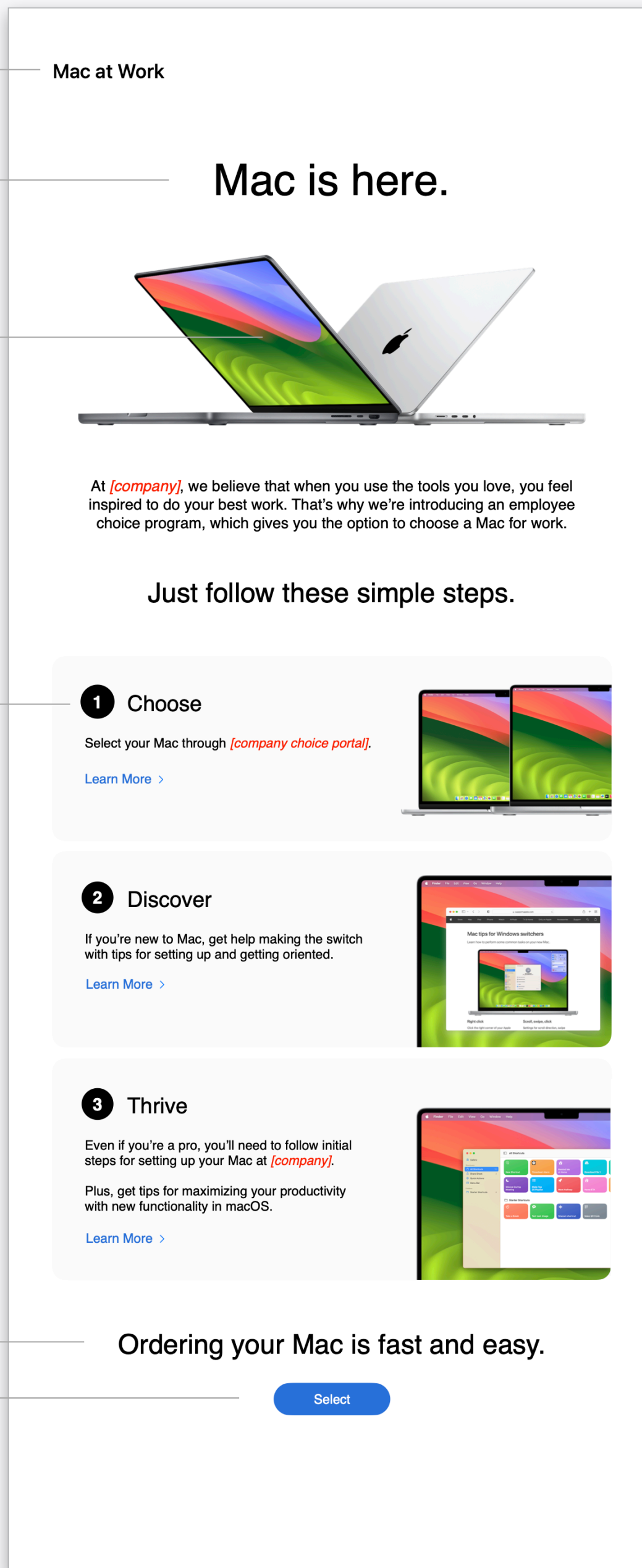
Product photo

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

Image, copy, and call to action

Support

Call to action



## Landing page

Navigation and Mac at Work lockup

Headline

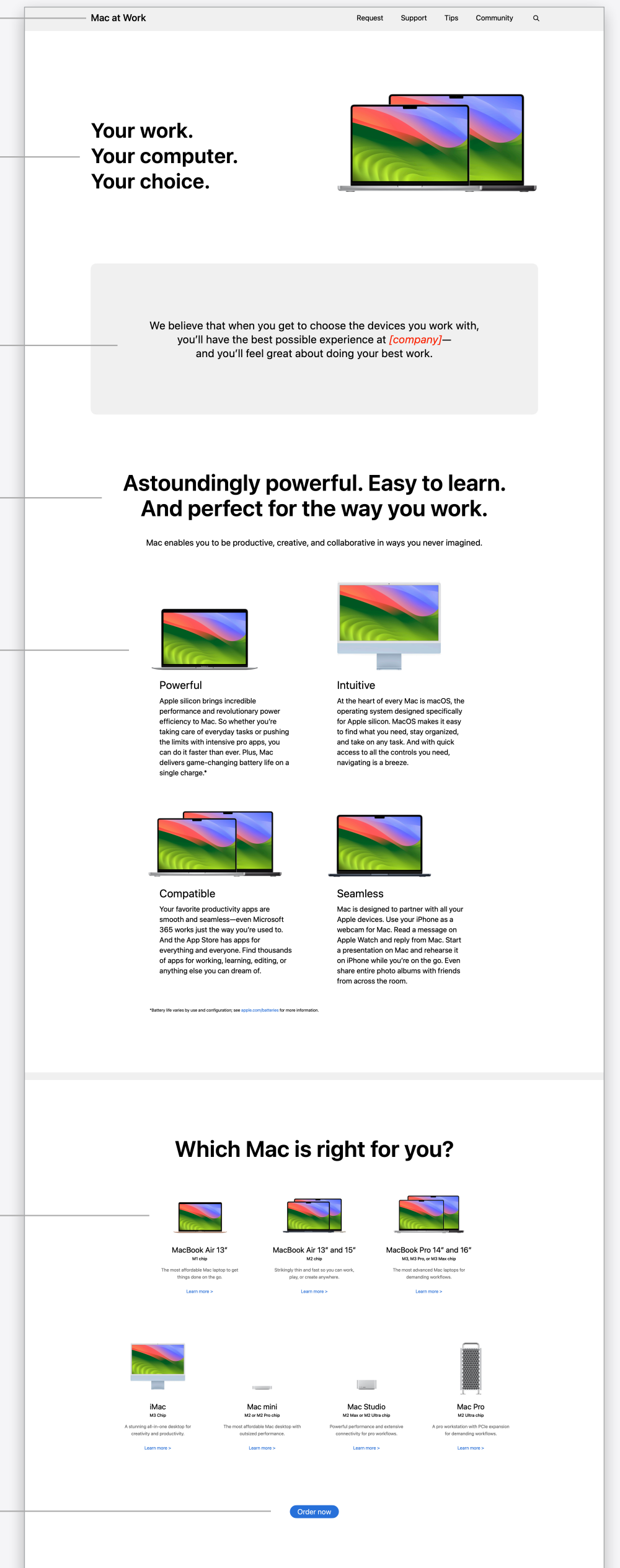
Copy

Headline

Image and copy

Product information

Call to action



# Appendix

## Template Examples



## Newsletter

Mac at Work lockup

Headline

All text is center aligned

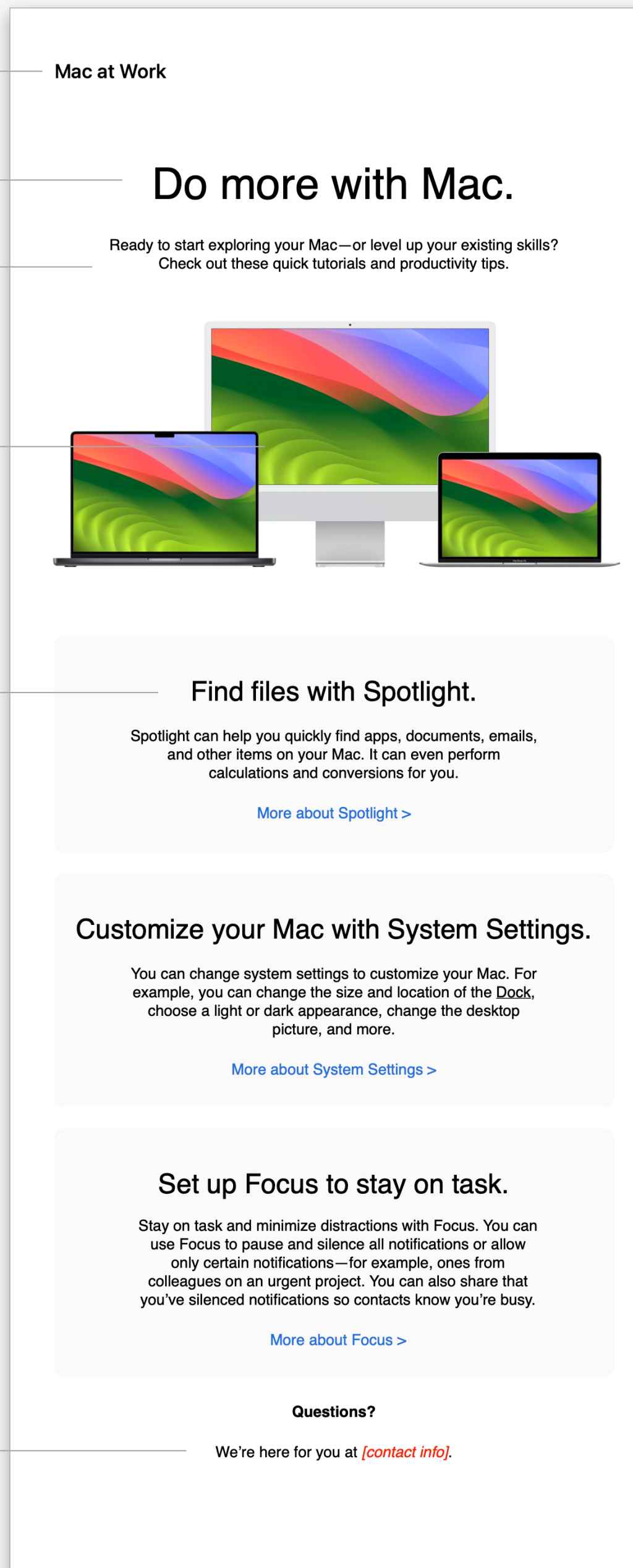
Copy

Product photo

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

Subheadline, copy, and call to action

Support



## Survey

Mac at Work lockup

Headline

All text is center aligned

Product photo

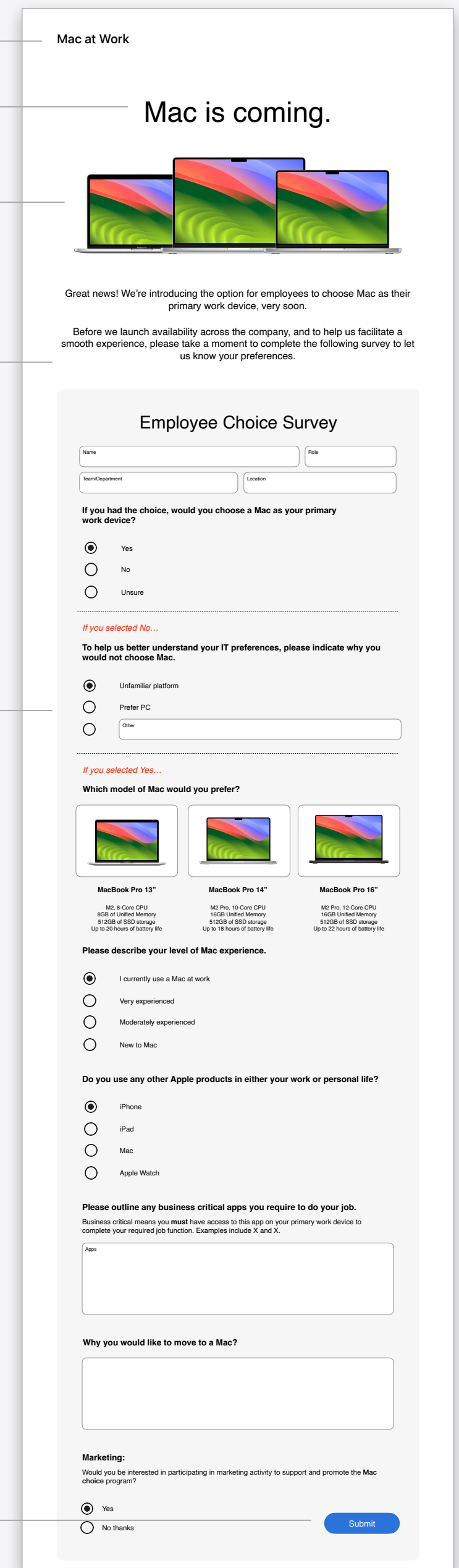
Centered horizontally on the page, and vertically between the headline and the copy

Copy

All text is center aligned

Survey form

Submission button



# Appendix

## Template Examples