Content Overview

Content Overview	**Purpose:** To support the latest Enboarder research in search visibility. Use the sections The Effects of Work Friendships on the 4Cs and What Encourages Friendships During Onboarding
URL	/blog/work-friends/
Page Type	Blog post
Target Keywords	work friends professional friendships work friendships friendships at work
Search Intent	Informational
Word Count	800-1100
Meta Page Title: *60 characters max + target keyword*	Are Work Friends The Answer to Improving Employee Engagement?
Meta Description: *120-160 characters + target keyword*	Writer to add
Internal Links	Link to research report https://enboarder.com/glossary/buddy-system-at-work/ >buddy system at work> https://enboarder.com/blog/onboarding-process-examples/ <onboarding examples> https://enboarder.com/blog/employee-connection-engagement-metric/ <employee engagement metric> https://enboarder.com/platform/employee-relationship-management-software/ <employee relationships management>
External Links	https://www.gallup.com/workplace/397058/increasing-importance-best-friend-work.aspx
SEO Best Practices	SEO Best Practices for New Content

Content outline:

H1 Are Work Friends The Answer to Improving Employee Engagement?

H2 The Impact of Work Friendships on Onboarding

H2 Strategies to Foster Work Friendships During Onboarding/Building a Culture of Friendship at Work

H3: Creating a Buddy System for New Hires

H3: Encouraging Team-Building Activities Early On

H3: Leveraging Social Platforms to Build Connections Before Day One

H3: Connection Cards and Networking Game
https://enboarder.com/networking-game/

etc.

H2 Companies Succeeding Through Workplace Friendships
[Include this section if we have any good case studies to share]

H2 The Long-Term Impact of Workplace Friendships
[Conclusion - CTA to research]