

EBOOK

10 Principles of Modern Employee Communications



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Introduction

Do you remember the old days when you received company news and announcements through one-size-fits-all email newsletters or outdated Intranets? Well, these old days are over. At least they should be. The workplace and employees' habits are changing at a fast pace. We have clear expectations when it comes to communication in the workplace. We want the right information to find us at the right time without having to look for it. We want to read content that resonates with what we do. We want to personalize our news feeds and consume content that is easy to read. But we also want to be influential in the workplace the same way we are on social media.

To stay on top of their game, companies need to adapt their employee comms to their employees' habits and expectations. This challenge is pretty hard to overcome since today's workforce is getting multi-generational and more and more businesses have their employees scattered around the world! Businesses need to develop employee comms strategies that will help them reach all their employees, including deskless and remote workers and engage with multiple generations of employees, from gen Z and millennials to employees who are about to retire. This mission isn't a piece of cake and it surely keeps IC practitioners awake at night! But don't worry, we've got your back. To help you rethink your internal comms, we've compiled in this eBook 10 principles of modern employee comms you can't miss if you want to connect and engage with your employees. Are you ready? Let's dive in!

Chapter 1: Your employees have changed.

Technology has deeply changed the way we consume information. Think about it: how often do you search for relevant news versus read interesting information that naturally comes to you through your favorite news app, Facebook, LinkedIn or Twitter apps? These technologies cater content to us based on our preferences, interests and interactions over time. This means that our expectations—when it comes to information consumption—are at an all-time high.

Still, when most of us get to work every day, we're back to two main communication channels—email and Intranet. While these channels serve a purpose, the modern employee expects relevant information to be delivered at the right time through their preferred channels and devices.

“...the modern employee expects relevant information to be delivered at the right time through their preferred channels and devices.”

Chapter 1: Your employees have changed.

The “modern employee” is reshaping the workplace

A new generation of employees—Millennials—is entering the workforce. They are **the largest generation in the US labor force** and they are projected to represent **75% of the global workforce by 2025.**

The thing is, they are shaking up organizational cultures and the way companies are working. They grew up in the technological age, they are connected, can't spend a few hours away from their smartphones and they check their phones many times a day—**150 times a day** to be exact!

Unsurprisingly, they have their own expectations when it comes to communication and collaboration in the workplace and most importantly, they want to do things their own way.

Millennials have a different approach to work and they don't hesitate to question traditional—and outdated—ways of communicating in the workplace. Think about it: they are used to having personalized news feeds on social media. They build online communities, share insights on forums and look for recommendations on social media. If you stick to untailored email newsletters and outdated Intranets to communicate in the workplace, you're going to create a gap between your employees' communication habits and the way you're communicating with them and this gap may harm your business's bottom line before you know it!

If you want your employees to engage with the content you share with them, you'll need to adapt your internal communications to their media consumption habits.

In other words, you'll need to communicate relevant content to each individual within your organization, through their preferred channels and devices.

Chapter 1: Your employees have changed.

It's time for you to embrace change

If companies want to communicate effectively with their employees, they need to recognize that fundamentally, their employees have changed and look to mirror the behavior they already have rather than trying to create new ones.

You can't expect your employees to communicate with their colleagues through emails and the company Intranet because it is convenient for the business. Instead, you need to adapt your internal comms to your employees' expectations and habits.

More specifically, you need to consider the following points when rethinking your employee comms:

1. How to build an employee comms strategy that is suitable for all the generations you have at your workplace?

Your workplace is most likely made of several generations—millennials as mentioned earlier as well as generation X, generation Z and employees who are about to retire. Since you're dealing with a multi-generational workforce, it becomes challenging for you to find the messages, content types and comms channels that are convenient for everyone within the organization.

2. How to keep your deskless and remote workers engaged?

Remote work has become the norm in some businesses. Think about it: one-third of the companies surveyed by [Buffer](#) said that all their employees work remotely. That's a lot!

There's no doubt that remote work is changing the game. You probably know the saying "out of sight, out of mind". So, when your employees aren't at the office, you need to rethink your IC strategy so you can keep them informed and engaged.

But remote work is not the only challenge IC practitioners are facing right now. They also need to find ways to connect and engage with deskless employees, whether they're on the road or working in factories for example. Organizational structures are getting more and more complex and if you want your employees to keep up with the company news and engage with the content you share with them, you need to communicate with them through their favorite channels—personalized news feeds, mobile apps, and tailored newsletters.

Chapter 2: There's no CX before EX.

It's 2020 and every company is "customer-centric". Well...to become customer-centric, you first gotta be employee-centric, right? The math is pretty simple here: take care of your employees and they will take care of your customers. Remember what **Sir Richard Branson**, founder of Virgin Group said: "If you look after your staff, they'll look after your customers. It's that simple".

Essentially, there's the relationship between a company and its employees which is then followed by the relationship between the employees and the customers. The point is, great customer experience starts with an exceptional employee experience.

But how many so-called "customer-centric" companies put as much effort towards their employees?

Not that many.

A recent Deloitte survey found that 59% of executives say their companies are not ready or only somewhat ready to address EX. And it's problematic since EX and CX are strongly connected: Jacob Morgan, the author of *The Employee Experience Advantage* found that companies that invest heavily in employee experience are included twice as often in the **American Customer Satisfaction Index** compared to those that don't make EX a top priority.

Chapter 2: There's no CX before EX.

It all starts with great employee communications

Employee communications plays a critical role in employee experience or EX.

Think about it: the way you communicate with your employees and whether you encourage them to share their thoughts has a direct impact on how they feel about their jobs, the company and the brand itself.

As [Gallup](#) defines it, the employee experience is:

“The journey an employee takes with your organization. It includes all the interactions an employee has with your organization before, during and after their tenure”.

Most businesses acknowledge the importance of employee communications when it comes to delivering a great employee experience.

Yet, the current state of employee communication is quite alarming:

- **60% of companies** don't have a long-term strategy for their internal communications
- **72% of employees** don't have a full understanding of the company's strategy
- **74% of employees** have the feeling they are missing out on company news
- Only **23% of executives** say that their companies are excellent at aligning employees' goals with corporate purposes
- Only **40% of IC professionals** believe that employees understand “well” or “very well” the contribution they're making to their organization's strategy
- **41% of leaders** are not able to gather appropriate information quickly
- **40% of executives** are not able to make timely and deliberate decisions
- **Less than half (47%) of employers** say that they have the capabilities or processes they would need to meet a crisis with the best possible outcome.

Keep in mind that to deliver a great employee experience, you'll need to assess your employee communications first. It's the only way you can ensure that your employees have a great understanding of the business goals and deliver outstanding customer service.

As Paul Barton, principal at consultancy Paul Barton Communications says:

“You can’t take a dispassionate, dictatorial tone with your employees and expect them to deliver warm, efficient service to customers. You need to talk to your employees like you want them to talk to your customers. Audiences often don’t remember exactly what you said as much as they remember how you make them feel. That’s certainly true with employees.”

Chapter 3: People trust people (not logos).

When was the last time you made a purchase? Big or small... it doesn't matter. Would you rather hear what the corporation has to say about that product/service or what customers who have used it think about it?

You'll most probably prefer to hear what customers have to say about it and you're not the only one! **Nielsen** found that only 33% of consumers trust brands while 90% trust recommendations from their peers.

Today, we have the opportunity to hear from customers instead of the corporations and checking online consumer reviews has become a habit: **54% of people** use social media to research products before buying them and **93% of consumers** say online reviews impact their purchasing decisions.



Chapter 3: People trust people (not logos).

People also check employees' reviews before joining a company

Not only does word-of-mouth impact our purchase decisions, but it also impacts our career decisions, especially when it comes to deciding which company to join.

The stats speak for themselves: **59% of candidates** check out company social channels to get an insight into the company culture and the work environment before submitting their application.

But candidates also love to hear from employees when it comes to gathering information about the company culture, management, and what it's like to work at the company. In a recent survey, Glassdoor highlighted that **88% of their users** search for or apply to jobs and the majority of users read **at least 7 reviews** before forming an opinion of a company.

Keep in mind that no matter the channels they're going to use—social media, forums or company review sites such as **Glassdoor**, **Indeed.com** or **Comparably**—your employees are most likely going to share their thoughts about you as an employer and the company.

Think about it: we live in the era of P2P marketing and influencer marketing. It's natural for most employees to share company news and their thoughts about their employers with their followers. They want to keep their friends and family members in the loop and that's a great opportunity for you! If you make employee engagement one of your top priorities and take concrete initiatives to help your employees feel heard and engaged, they're going to become your best ambassadors!

When you embrace modern employee comms, you build strong, two-way relationships with your employees. You tailor the messages you share with them and encourage them to drive conversations in the workplace. You naturally turn your employees into true brand advocates. That's the power of great employee communications!

Chapter 4: External is also internal.

When it comes to your comms strategy, you can't have a gap between the messages you share internally and the ones you share outside the company.

Your employees have access to the content you're sharing internally as well as all your external content (think PR, corporate comms). They see everything and you can't fool them!

What's more, the messages you share externally can be useful for your employees. Whether it's a press release announcing the launch of a new product, the expansion of the business into a new region, or a merger the company is undergoing, the information you share with your external stakeholders can help your employees better understand the business overall. In other words, your internal and external communications should support each other. That's the reason why your internal and external messages have to be consistent.

“Your employees have access to the content you're sharing internally as well as all your external content (think PR, corporate comms). They see everything and you can't fool them!”

Chapter 4: External is also internal.

Broadly speaking, **transparency** and **consistency** are key when it comes to employee comms and here's why:

1. Consistent messages help you align your employees with your company's vision.

If the messages you share externally don't resonate with the ones you share internally, your employees may get confused and feel lost. "What are the company's short-term objectives?", "How do these short-term objectives contribute to the company's vision?". "By the way, what is the company's vision and mission statement?", "How does my work contribute to the business's bottom line, how do I help the company to create value for our customers?".

Remember, 72% of employees do not have a full understanding of the company's strategy.

Ask your employees to describe your product or service. All of them will probably be able to correctly answer that question. Now, ask them to list your top 3 corporate values. You'll see that they won't cite the same values or if they do, they won't most likely list them in the same order. And if you ask them to describe the company's mission statement, some of them will probably give you an answer while others won't be able to answer that question.

This is what happens when you don't align your internal and external messages. You spread confusion and even worse—misinformation in the workplace.

As a result, your employees may not be working towards common goals because they have different understandings of what the business goals are. And it's pretty hard to deliver great results when you're not aligned with the company's vision, isn't it?

Chapter 4: External is also internal.

2. Consistent messages help you build trust in the workplace.

If your employees notice that your internal and external messages are misaligned (and they will if your messages are indeed misaligned), they may start questioning a) top management's ability to build a strong vision for the business and b) your ability to be a great leader.

Think about it: **63% of employees** don't trust their leader. Ouch!

Many reasons may explain this lack of trust in leadership, including poor employee comms and more particularly misalignment between the messages shared externally through the company's website, social media channels, PR campaigns and the ones that are shared with your employees.

If you want to build trust with your employees, you need to involve them in your IC strategy. And to do so, make sure that you share the same messages with them as the ones you share with your external stakeholders. It's the only way you can create a sense of unity and build trust in the workplace!

Chapter 4: External is also internal.

3. Alignment between your internal and external messages is even more critical in times of crisis!

No matter the industry, headcount and location, every company may at some point deal with an expected event that may have a direct impact on its brand image and reputation.

The thing is, when a crisis occurs, top-level managers often tend to focus their communication efforts only on their external audiences, including journalists and customers. And it's understandable. What will investors think about the company? Will customers stop advocating for the brand while they liked it so much before the crisis occurred? And what about competitors, will they manage to take advantage of the situation?

Most of the time, top management overlooks the importance of communicating with employees in times of crisis. Nearly 30% of respondents to a [Deloitte Advisory poll believe](#) that employees are the most overlooked stakeholders when their organization is dealing with a crisis.

As a result, employees don't have a great understanding of the situation, they don't know how they can help and they may feel frustrated because they realize that they may know less about the crisis than external stakeholders actually do.

As [Paul Barton](#) said:

"In the rush and panic of a crisis, it's easy to take employees for granted or maybe even forget them altogether. That's a costly mistake because employees are probably going to be the single biggest determinant in how fast and how well an organization recovers from a crisis, and they'll be the first contact with customers as recovery occurs. It is employees who represent the company's brand to customers. And it is employees that get the work done".

The bottom line is that you need to make sure that your internal and external messages are consistent when a crisis occurs. Your employees play a critical role in the recovery process, so make sure you instantly share information with them and keep them in the loop so they don't feel left out!

Chapter 5: Measure the business impacts of your internal comms (even if you are not asked to do so).

Measuring the effectiveness of your internal communication is critical for your business. It's the only way you can understand how IC supports the business's growth.

The importance of measuring internal comms

The data you collect will help you understand what is working well in your IC strategy and what needs to be improved.

Think about it: how can you know if it's the type of content you're sharing, the channels you're using to communicate with your employees, or the messages you're sharing that need to be improved if you don't track your internal comms?

Surprisingly, the International Association of Business Communicators (IABC) found that **60% of internal communicators** are still not measuring internal communication.

The thing is, business leaders don't even ask for IC metrics. That is one of the main reasons why most businesses are still not measuring the impact of their communications. There are little expectations around IC metrics and often, IC data is given little to no attention.

Show your numbers and how they are tied to the strategic business goals even if you're not asked to do so.

Measuring the effectiveness of your strategy is a great way for you to become accountable, prove the value of internal comms and be recognized as a strategic business partner.

Chapter 5: Measure the business impacts of your internal comms (even if you are not asked to do so).

What metrics to look at?

Probably one of the longest standing questions in comms is: how do you effectively measure the effectiveness of your internal comms strategy?

There's no unique answer to that question.

Internal communication is the cornerstone of your business. It has a direct impact on employee productivity, cross-departmental collaboration, employee motivation, employee engagement, organizational alignment, the employee experience you deliver, and the list goes on.

A better question to ask here would be: what do you use internal comms for? In other words, what goals are you trying to achieve with your internal comms?

Think about it: the goal is not to measure your internal comms just for the sake of measuring it and showing a cool dashboard to your boss. The key is to determine whether your IC strategy supports the business's goals. That's the only way you can actually prove the value of internal comms at your organization.

Metrics such as clicks and likes are important because they give you an immediate indication of success—whether your employees read the content you share with them or not—but they are also very short-sighted.

The trick is to tie your employee comms to the business outcomes. For example, you could have everyone in the company watch a safety video and assume employees now understand what's required from them in order to stay safe on the job. If your accident rates are not decreasing, then you actually haven't had any impact on the business outcomes.

But why are accidents still happening if everyone understands the safety procedures? Well, maybe there's a tight timeline when employees ignore safety and prioritize getting the job done on time. That's when accidents happen. The data about the video being watched by everyone, combined with actually talking to people, would then help you determine the right steps to impact outcomes. Maybe you don't need another video. Instead, all you need is to get through to your employees that following safety procedures is more important than a contract deadline.

Chapter 6: People don't remember facts, they remember stories.

Delivering a message and getting employees to actually read it and remember it are two very different things.

For example, when you send out email newsletters to your employees, you deliver a message to your workforce. But that doesn't mean you've actually got their attention.

In fact, 2 in 5 employees ignore HR emails. In addition, **71% of employees** don't read or engage with company emails or content. Ouch!

Good copywriters—including internal communicators—understand the importance of using storytelling to craft strong narratives. When you communicate with your employees, don't send out broad, untailed messages. Those are noisy messages and most of the time, they are not engaging. Instead, **tell your employees stories**. It's a great way to catch your employees' attention and encourage them to actively take part in your internal comms.

“In fact, 2 in 5 employees ignore HR emails. In addition, 71% of employees don't read or engage with company emails or content. Ouch!”

Chapter 6: People don't remember facts, they remember stories.

It's all about telling the right stories to the right employees

We all like stories and we remember information better when it's communicated with visuals or engaging content such as videos. An interesting survey by TechSmith found that employees absorb information **7% faster** when they're given text with accompanying images, versus just text. What's more, the human brain processes images **60,000 times faster than text**, and 90 percent of information transmitted to the brain is visual.

So, if you want your employees to engage more with your content, you'll need first to a) use the right type of content such as videos, pics, visuals or infographics and b) personalize the messages you share with them.

The second point mentioned above is as important as the first one. It's not only about telling your employees stories. It's about telling the right stories to the right employees. That's the only way you ensure that your employees consume your content and remember it afterwards. And to do so, you'll need to segment your internal audiences and understand their needs so you can tell the right stories to the right employees.

There are several frameworks out there for storytelling. When communicating with your employees, keep in mind that:

#1. The goal of every line is to get people to read the next line (starting with the headline).

#2. Focus on what happens if you don't do something versus if you do. Villain > Hero.

#3. Give proof whenever possible. Got social proof? Even better.

#4. Numbers and stats are cool but no one remembers them when they are communicated without a story. Remember to always provide your employees with the context the stats are related to.

#5. Consistency is the key! Provide one clear outcome or action from each message.

Chapter 7: Follow the path marketing has carved.

15 years ago, the CEO would ask the CMO “Hey, are we doing events? Are we doing a bunch of stuff? Great”. Since then, marketing has risen to a critical revenue contributing function.

That happened when marketing was finally able to prove its value which largely happened due to technology. Parallel to this shift, we watched the MarTech space explode and go from 600 to over 7,000 vendors within just a few years.

The thing is, internal comms is where marketing was decades ago.

The idea of delivering the right message at the right time to the right employees through their preferred channels, and being able to track everything and report on it against business outcomes that we see now in employee comms is really not that different from the story we saw in marketing 25 years ago.

However, not that many IC practitioners dare to apply marketing tactics to their internal comms strategy. Just **14% of internal communicators** have a strategy in place to describe their internal audiences and 29% have a written value proposition for internal communication. Unsurprisingly, **34% of employees** are currently dissatisfied or extremely dissatisfied with communications they’re experiencing at their workplace.

If you want your employees to interact with your content, you’ll need to have an approach similar to the one your colleagues from marketing have when you’re building your IC strategy.

Chapter 4: External is also internal.

Below are some tips and tricks you can use to take your employee comms to the next level:

- **Conduct an audit** to understand your organizational structure and define your employee personas so you can adapt your messages to their needs.

- **Set clear and measurable objectives.**

Do you want to keep your employees informed, improve engagement, or help employees find meaning at work? As mentioned earlier, your IC strategy should be tied to your business goals so make sure you've set clear objectives and that everyone is aligned with these objectives.

- **Define the messages you want to share with your employees.** Don't communicate with your employees for the sake of it. Make sure your messages are clear and support your employees in their daily work. Again, your IC strategy should help your employees reach the business goals that have been set!

- **Choose the type of content you're going to share internally.** Are you going to share reports, infographics, short videos or even podcasts? Make sure you share with your employees the type of content they prefer.

- **Segment your internal audiences.** Not all your employees need to receive the same information. The marketing team or IT team may not be that interested in the information you share with the accounting team and vice versa. Information overload is a challenge that most businesses are facing, so make sure you segment the content you share internally to prevent your employees from feeling overwhelmed with too much and/or irrelevant information.

- **Choose the channels you're going to use to communicate with your**

employees. Are you going to keep using the company Intranet, start sending out interactive newsletters and/or launch an employee communications app so you can reach your deskless and remote employees? Keep in mind that your workforce is made up of several generations. You need to find the comms channels each generation feels comfortable with.

- **Measure the effectiveness of your employee comms strategy.** As mentioned earlier, tracking the results of your IC and comparing them over time is the best way to improve your strategy!

Chapter 8: Dare to be human.

Forget about B2B, EX, CX or whatever it may be. Modern communicators clearly understand that behind every job title there is a person and by humanizing their work, they can better get their message through.

Put yourself in your employees' shoes for a moment. Would you prefer to read long-format and unpersonalized email newsletters or a short post that would highlight the key insights you are interested in?

You'd probably prefer to read short posts that would highlight key insights and take no more than 5 mins to read, wouldn't you?

The thing is, employees are dealing with a lot of emails and messages. The average office worker receives **121 emails per day**. That's roughly 600 emails received every week! And we're only talking about emails. These stats don't include all the messages and notifications employees are getting through chat channels, project management tools or file sharing tools every day!



Chapter 8: Dare to be human.

Unsurprisingly, it is common for employees to feel overwhelmed with too much or irrelevant information. Indeed, **Burton Group** found that:

- **72% of employees** can't find the information they need within their company's information systems
- 42 percent of IT managers complain that they are bombarded by too much information
- 39 percent say they can't figure out which information is accurate
- 21 percent say they don't understand the value of the information they receive

What's more, **Deloitte** found that 57% of employees consider that their organizations are “weak” when it comes to helping leaders manage difficult schedules and helping employees manage information flow.

So, try to make life as easy as possible for your employees. Forget about long reports, untargeted email newsletters, and untailored messages. Instead, make sure the messages you share with your employees are personalized and easy to remember. Talk to your employees, have discussions with them and ask them what they like most (and least) about the content and the messages you share with them. The bottom line is to make sure your employee comms is top-notch so you can deliver an exceptional EX all while supporting your employees' performance. The results just might surprise you!

Chapter 9: Create corporate content in the voice of the employee.

Social media plays a significant role in our daily life. [GlobalWebIndex](#) found that we spend on average 2 hours and 20 minutes per day on social networking and messaging platforms.

But during these 2 hours and 20 minutes (a bit more for some of us and a bit less for others), we don't just check our news feeds, we also create and share our posts. We share articles that we found interesting, we post pics and we regularly share updates to keep our friends and followers in the loop. We're connected most of the time—if not all the time and we might end up cutting ourselves off from the rest of the world if we stay away from social media for some time!

The thing is, we all want to be influential, even though it's on a different scale. Some of us have hundreds of followers on each social media platform while others have thousands of them. No matter how large our followings are, we want to engage with our connections.

Like anybody else, your employees share their thoughts and interact with their followers and friends, whether they have hundreds or thousands of followers on Instagram or Facebook! So, when they experience standardized and top-down communication in the workplace, they may end up feeling frustrated and disengaged. They don't feel heard. They are not even asked to share their thoughts.

How many companies are still developing top-down employee communications where top management and team leaders share messages with the employees? Too many.

Running employee feedback surveys once or twice a year doesn't make your employees feel that their voices count.

While employees are influential outside the company, they feel they are not given a say when it comes to employee communications. You can imagine how frustrated they may feel! And that doesn't do any good to your business.

Unsurprisingly, [85% of employees](#) are not engaged at work.

Chapter 9: Create corporate content in the voice of the employee.

Connect and engage with your employees

If you want your employee comms to drive engagement, you need to create your content in the voice of your employees and let them create content they share with their colleagues and even externally if it doesn't contain any confidential information.

As you work towards empowering your employees within the company and their networks, it's important to think relevance first. Forget about internal, external and corporate communication. Instead, think about relevant and tailored messages. The more relevant and fitting you make the content, the better it will resonate with your employees and subsequently, their networks.

Think about it: when your employees receive content created by their colleagues, they're more likely going to read it and comment on it. Why, you may ask? Because your employees "speak the same language". Email newsletters written in a corporate style may not resonate that much with your employees while posts or videos created by their colleagues will.

As mentioned earlier, when it comes to employee comms, you've got to be human and find what type of content in terms of format, tone of voice and messages resonates most with your employees.

Your employees want their voice to be heard, so let them be content creators! Again, you can't ask your employees who create posts and engage with their connections on LinkedIn not to be influential in the workplace. You need to adapt your employee comms to your employees' communication habits, not the other way around!

Chapter 10: Comms is everyone's job.

Many companies are taking steps forward to improve their employee communication. But most of them are not very clear about one thing: who is responsible for employee communications?

It's true, some of us carry the job title.

Depending on the company's organizational structure, employee comms may fall on the IC team and/or HR team's shoulders.

Usually, when an organization happens to have an IC team, IC is the function responsible for building effective internal communications while HR plays a strategic support role. On the other hand, when the company doesn't have an IC department, the HR department is the one driving employees comms.

But the thing is, employee communications is everyone's job.

Employee comms involves IC, HR and other key stakeholders such as the CFO, top management, sales, change management team (if you happen to have one in your organization), marketing, corporate comms, PR and the list goes on. Indeed, when it comes to employee comms, the key is to make sure that everyone has a great understanding of the messages that matter. That means that all employees have to be aligned with the business's goals and need to work towards these goals. It's a big responsibility and it can't be entirely left in the hands of HR or IC. It involves other departments we may not think of at first such as marketing as well as corporate comms and PR. It's essential to get these teams involved as well. It's the only way you can ensure that the messages shared internally are aligned with the ones you share outside the organization. At the end of the day, it's all about consistency and relevance. Remember, employee comms is a team sport, not an individual sport.

What about line managers?

Do line managers play a critical role in employee comms? Yes, they do.

You may have the best messages ever, they won't be worth anything unless you manage to get them across to everyone who needs them to do their job better. The thing is, we're not there yet: IBM found that 72% of employees don't have a full understanding of their company's strategy.

To successfully get your messages across the organization, you'll need line managers' support. Even though their role is often overlooked in employee comms, they literally are the guardians of your messages. They explain to their teams what the business's goals are, ensure that everyone on the team is aligned with the company's vision, and make sure that team members understand how their work is tied to the company's strategy. You basically can't drive a successful employee comms strategy without having them on board!

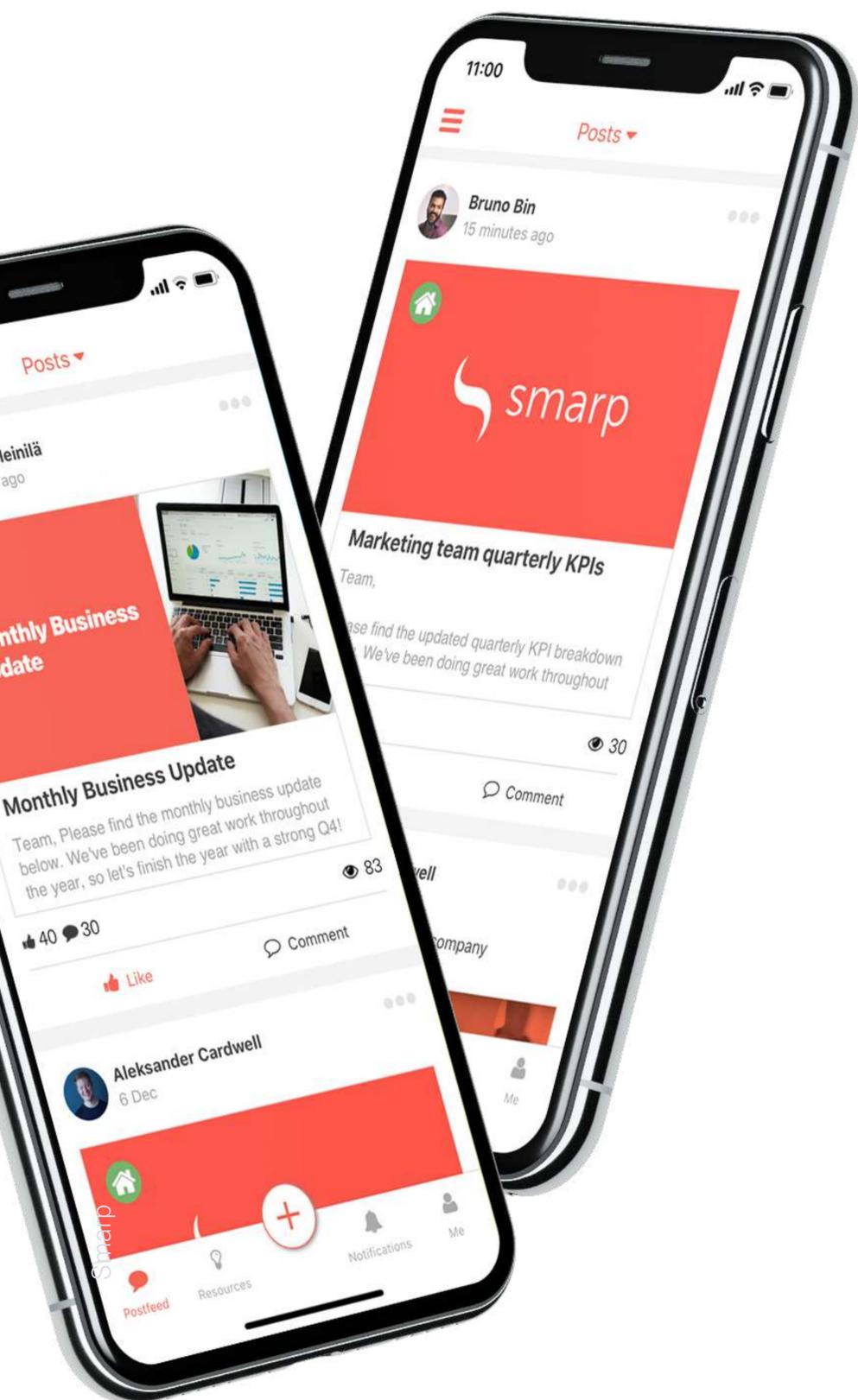
Keep in mind that with the rise of remote work, line managers' role in employee comms is even more critical today. 30% of companies surveyed by [Buffer](#) said that all their employees are working remotely, that's quite a lot of companies that support remote work!

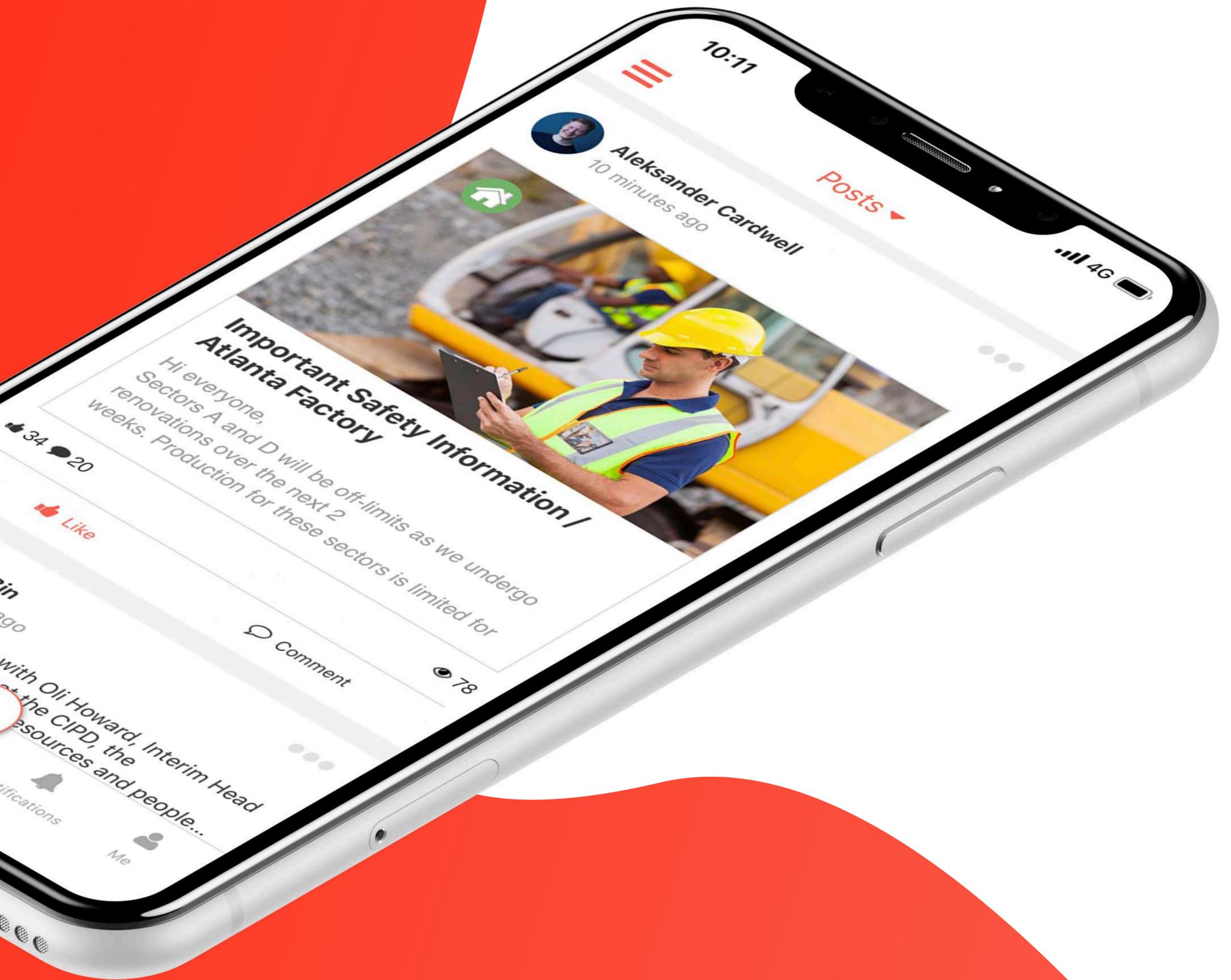
But connecting and engaging with employees is even more challenging when they're geographically dispersed. Line managers play a key role when it comes to managing remote work and making sure that remote employees don't feel disconnected or left out in decision making. They have to make sure that both deskless and remote employees still get the information they need when they need it so they can effectively do their daily work. They are also the ones that ensure that remote workers are aligned with the rest of the team's goals and the company's vision. In other words, you can't deploy a great employee comms strategy without having line managers on your side!

Conclusion

Your employees are the heartbeat of your organization. They develop your product or service, help your customers, and generate new ideas that may lead to your next innovation patents. But things may not go that well if you overlook one of the core components of your business—your employee comms. The way you communicate with your employees and whether you encourage them to engage with your content has a direct impact on how they feel about their job and the company overall.

But not only does employee comms affect employee experience (EX) and employee engagement, it also impacts your employees' performance. At the end of the day, it's your entire business that may suffer from poor employee comms. Remember, **72% of employees** don't have a full understanding of the company's strategy and 57% report not being given clear guidance. How can we expect employees to achieve and even exceed the business goals that have been set if they don't even know what these goals are? As an IC practitioner, you have a lot on your plate. Indeed, one of your main missions is to build an employee comms strategy that allows you to reach and engage with all your employees, no matter where they are located and what devices they use. Most importantly, you need to build your employee comms with and for your employees. It's not about the information you want to share with them, but the information that resonates with what they do. It's not about using the comms channels that are the most convenient for you, but the ones they feel comfortable with and it's not about sharing standardized information with your entire workforce but personalized messages with your employees. Welcome to the era of modern employee comms!





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