BEST PRACTICES:
EMPLOYEE COMMUNICATIONS

Companies that have created a great employee experience recognize the value of internal communications. More than ever, employees want and need clear, regular communication to feel engaged and satisfied with their job. **80% of employees want their employer to keep them updated about company news** — 77% said it would help them at their job and 66% said it helps them build better relationships with their colleagues. Additionally, 63% said that it would help them become an advocate for the business and tell others about their company.[1]

80%
### OF EMPLOYEES WANT THEIR EMPLOYEES TO KEEP THEM UPDATED ABOUT COMPANY NEWS

Not only do employees appreciate good communication, a lack of communication can be incredibly costly for an organization — a Project Management Institute report found that for every $1 billion companies spend on projects, $75 million is put at risk by poor communication.

POOR COMMUNICATION PUTS AT RISK
$75,000,000
OF EVERY $1 BILLION SPENT ON PROJECTS

IS YOUR ORGANIZATION COMMUNICATING IN THE MOST EFFECTIVE WAY?

IMA's **Voice of the Employee Survey**, asked employees how they would prefer to receive company communications. Despite the millions of dollars companies have invested in intranet systems and the hyper-connectivity of social media, email still reigns supreme for employees' preferred system of communication: 58% of surveyed users said they would prefer to receive important communications via email. The next most-common answer was general employee meetings or receiving communications through their manager. Only 1% preferred their intranet and 0% wanted communications via social media.

EMPLOYEE COMMUNICATION PREFERENCE

58%	30-35%	1%	0%
EMAIL	MEETINGS/ MANAGERS	INTRANET	SOCIAL MEDIA
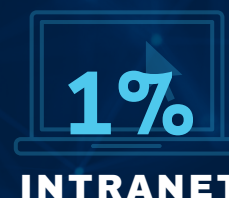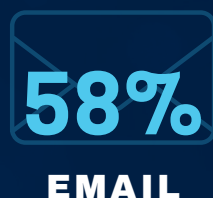
So why do companies make large investments and try to communicate with social media or video? **The average office worker receives 121 emails per day**[2] so it can be hard for companies to believe that their emails are breaking through the clutter, even internally. However, with a few best practices you can make sure that your emails always find their way to the top of the must-read list.

AVERAGE OFFICE WORKER RECEIVES

121

EMAILS PER DAY

1. MAKE SURE YOUR EMAILS ARE RELEVANT

Not everything that happens within an organization is relevant to everyone who works there. Your IT department probably doesn't want to read in-depth details about Marketing's new social media calendar any more than your Sales team wants to read about process improvement changes in the Accounting department. **Use segmentation and email lists to only include those for whom the information is relevant** to ensure you're getting the right information to the right people.

2. GET TO THE POINT

Your employees are busy and likely do not have time to read long emails. Moreover, your employees will likely see through any sugar-coating and spin. Focus on getting people the information they need most, and do it in the most clear and concise way possible.

3. INCLUDE METRICS

Where possible, share results and numbers. It will help with transparency and will often help illustrate the key points of your communication. **If you're talking about last quarter's results, put a number on it!** If you're sharing a success story, use numbers to prove value. You're painting a picture with your story, use numbers to help illustrate.

4. MAKE IT MOBILE

The majority of office workers are using multiple screens throughout the day and are likely moving between their computers and mobile devices. Make sure they can read your email on any device by formatting the email to be mobile friendly. Don't use a lot of images or other data-heavy additions. **The quicker the email loads, the more likely someone is to read it, instead of closing in frustration.**

5. MAKE IMPORTANT INFORMATION NOTICEABLE

If you have an email that by necessity includes a lot of information, **make sure to highlight the most important pieces, preferably 'above the fold'.** Any calls to action should be clearly stated. If a response is required, make the request and preferred response date clear.

SUBJECT

NOT SURE WHERE TO START BUILDING YOUR EMAILS?

Here are a couple tried-and-true topics that employees want to read about:

1. **COMPANY RESULTS** - How is the company doing? Knowing the company is doing well and how individual efforts contribute to that success, can help employees feel connected to their work efforts and will help keep them motivated.

80% OF EMPLOYEES
WANT THEIR EMPLOYER TO KEEP THEM UPDATED ABOUT COMPANY NEWS[3]

2. **IMPORTANT COMPANY INITIATIVES AND CHANGES** – Employees spend up to two hours a day gossiping or worrying[4]. This can easily lead to false information spreading, which can result in confusion, frustration and lost productivity. Work environments in which workers frequently experience these feelings can tend to have high employee dissatisfaction and high turnover. **If employees feel informed about company actions and decisions, they're less likely to turn to the rumor mill for answers.**

3. **MAKE IT A TWO-WAY STREET** – Try asking your employees what they want to learn about. Not only will asking help you uncover what employees are thinking or feeling during their workday, it will let your employees know that you think it's important to get their feedback and hear their voices, leading to increased employee satisfaction.

NOT SURE WHERE TO START ASKING THESE KINDS OF QUESTIONS?

SIGN UP YOUR COMPANY TO PARTICIPATE IN THE **IMA VOICE OF THE EMPLOYEE SURVEY.**

We've done the hard work for you and come up with a short survey for your employees that will help gauge their satisfaction with their work and you as an employer. You'll get complete results and be able to benchmark your company against other organizations of similar size from similar industries.

GET STARTED ▶ *VOE@imacorp.com*

1. https://getbambu.com/blog/data/new-internal-communications/

2. https://www.campaignmonitor.com/blog/email-marketing/2019/05/shocking-truth-about-how-many-emails-sent/

3. https://getbambu.com/blog/data/new-internal-communications/

4. https://getbambu.com/blog/internal-communications-guide/