

THE 17 BEST CHANNELS FOR INTERNAL COMMUNICATION



The days of a one-size-fits-all channel are gone. As many as five generations with diverse communication appetites make up today's workforce—making the job of the communicator increasingly complex.

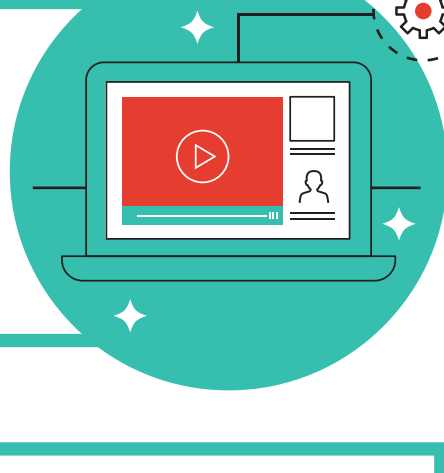
Some workers are at desks and access email, while others rarely do. Reaching them all requires using a wide range of channels and multiple deliveries of the same message.

Here are the most popular channels being used for internal communication.

DIGITAL

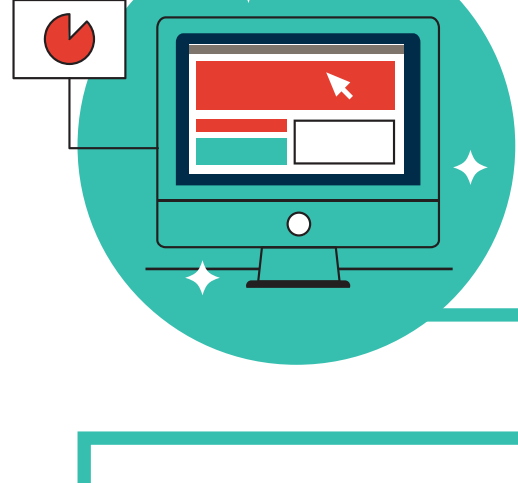
Video

Video is exploding in popularity because it is so engaging. It's a must-have.



Microsite

Microsites make it easy for readers to get just what they're looking for.



Blog

Blogs can bring a personal element (think CEO), but require regular entries.



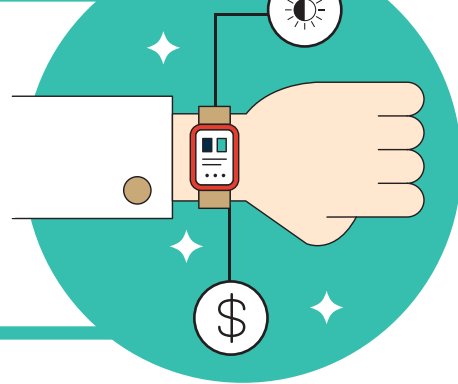
Social Media

Social media can be influenced but not controlled or ignored. Needs regular monitoring.



App

Communication apps deliver content directly to your audience and can be driven by reader choices.



Email

Still one of the most frequently used methods, email is preferred by some and rarely touched by others.



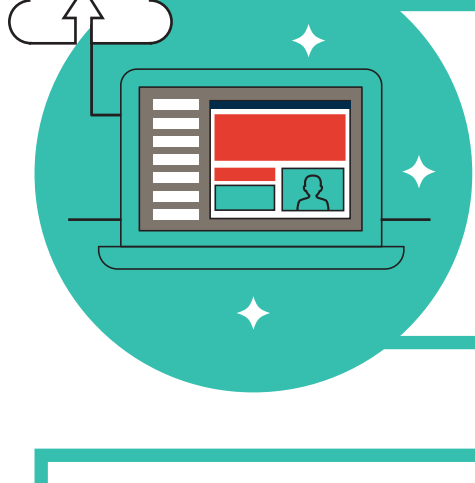
Podcast

Podcasts are growing in popularity. They fill a gap between text and video and can be listened to while engaging in other activities.



E-Letter

E-letters are email on steroids—with amped-up images that increase engagement. They provide great analytics to fuel improvements.



Intranet

Readership varies on intranets depending on content, but this can have high employee traffic because of its easy-to-get-to location.



ENVIRONMENTAL

Wall Messaging

Environmental messaging is free, targeted, and great for lasting messages like mission and values. Far too underused given the payoff.



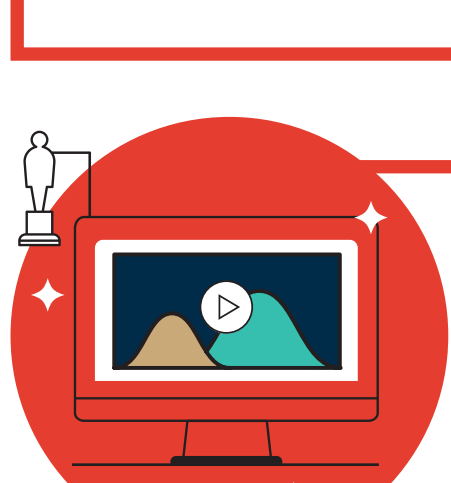
Displays and Banners

Banners are inexpensive, portable, and good for high-traffic areas. High return on minimum investment.



Screens

From digital wall displays to a desktop screensaver, this channel is ideal for animations, video or infographics.



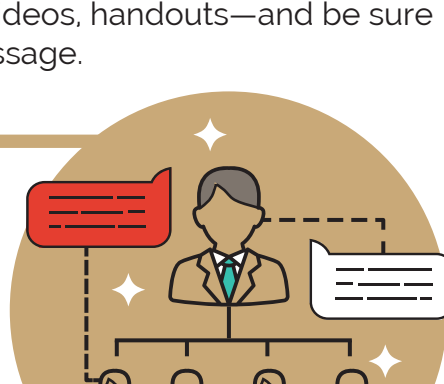
IN-PERSON PRESENTATIONS

In-person is still the very best means of communication, but it's not as efficient as other channels, since the communicator must be present. It should be in the mix of any good internal communication plan.

Delivering it in person doesn't guarantee that your message will get through, however. Content and presentation style are critical to keeping attention and making it memorable. Use variety in delivery—presentations, videos, handouts—and be sure you have abundant visuals to help deliver the message.

Leaders

Mid-managers are the primary means of personal communication, so arm them with talking points that make it easy for them to deliver important messages—and spell out how those messages will impact employees. Investing in communication training and resources should be a top priority for this group.



Live Forums and Meetings

Often mandatory, internal forums can allow a person greater reach and be more efficient than one-on-one.



PRINT

Newsletter

Newsletters shouldn't be ignored, as they are easy to refer to later and can be sent to homes.



Letter

Letters can still work for basic messages that aren't reliant on strong visuals, but are best personalized.



Direct Mail

Direct mail has to stand out in the mail to get read, but home delivery can be a plus if it's eye-catching.

