



How to Create the Most Effective **Multichannel** Internal Comms Strategy

INTERNAL COMMUNICATIONS

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One of the key emerging trends for internal communicators is the importance of developing a multichannel strategy.

Marketing campaigns have already leveraged the benefits of using a multichannel approach to reach their external audiences as consumers move from channel to channel in their daily lives. Just like consumers, your employees are also moving between devices and platforms as they go about their work.

A Multichannel approach
can achieve a

37%

HIGHER RESPONSE RATE

than a single-channel campaign.
(Optimove)

Sending out internal communications through multiple channels can help guarantee delivery and boost engagement. It also allows you to measure the success of different content across all your channels.

There are three reasons why internal communicators should adopt a multichannel approach when planning their campaigns:

Reason 1

Different comms channels suit different types of employees.

For example, remote workers often prefer to receive company information and messaging via an employee app so they can access the content without having to log onto a computer. This makes it easier for those working in non-desk based roles, particularly in industries such as hospitality, manufacturing, or logistics.

Reason 2

Different messaging works better in certain comms channels.

Important business announcements and new policy changes need to be shared to employees' individually so using email makes the most sense. While a message from the CEO can be shared as a video via an employee app or intranet.

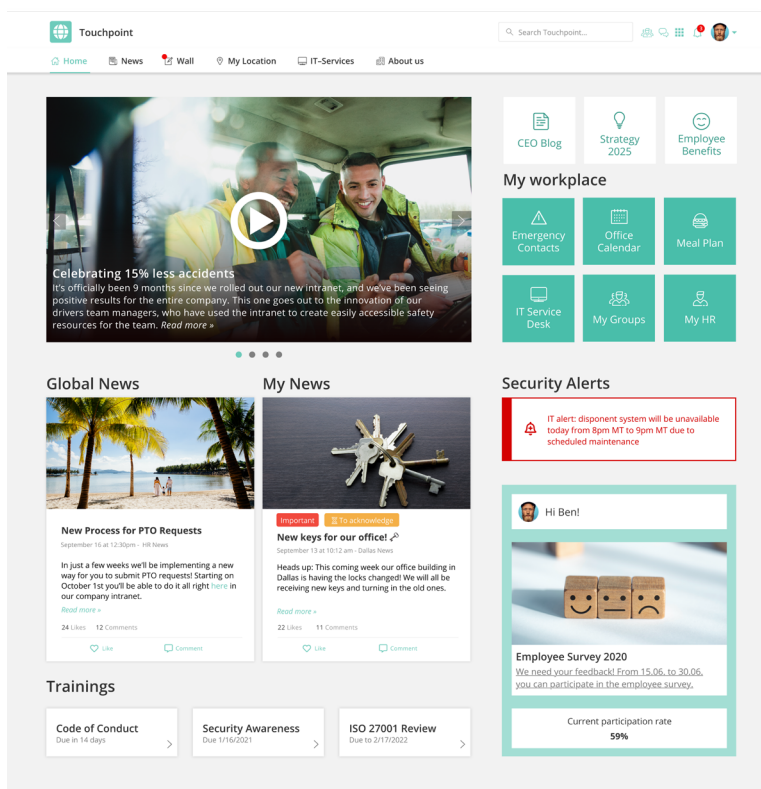
Reason 3

Using multiple channels for the same campaign ensures engagement.

Make sure your communications reach your employees by using different channels. It's important to tailor the content to suit each channel – for example you can add more content to a post on an employee intranet as it's easier to read longer articles on a desktop compared to an employee app.

The four main communication channels for an internal audience are **an employee intranet, social platforms, employee app and internal email**. There are different benefits of using each. Find out why you should add them to your internal comms plan.





EMPLOYEE INTRANET

What it is

An employee intranet is used for knowledge sharing across large groups of employees. Different teams can use a company intranet and create their own hub to share relevant documents, articles, charts, etc.

Benefits

- Upload documents and knowledge sharing content
- Upload different content types such as video and polls
- Set as the homepage on company internet browsers so employees can easily spot new articles
- Measure the success of your comms using key metrics

When to use

Use an employee intranet when sharing important information, content and knowledge across teams.



SOCIAL PLATFORMS

What it is

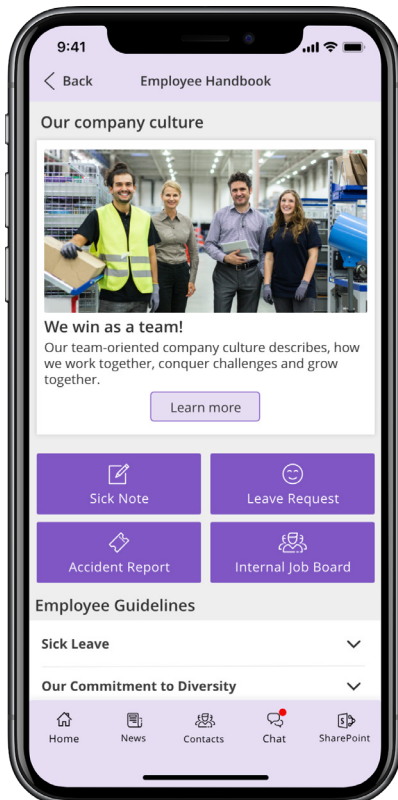
Social platforms for internal communications include Microsoft 365, Teams, Slack and Yammer. They offer direct, secure messaging functionality between your employees.

Benefits

- Create as many groups or channels as needed, or communicate directly with individual employees
- Upload new content instantly and send real-time messages
- Push notifications ensure employees get notified straightaway with any new company or team information

When to use

Social platforms are great to use when communicating with different teams in your organisation, or when providing quick updates. While long-form content does not work well on these platforms, they can be used to notify employees of new articles or posts on other channels.



EMPLOYEE APP

What it is

An employee app can be downloaded on a personal or company owned device and acts like a mobile-optimised intranet with blog, news articles, video and chat functionality.

Benefits

- Chat functionality lets you speak directly with individual employees privately
- An employee app is easy-to-access and connects using mobile data so can be used almost anywhere, which is ideal for reaching remote employees such as lorry drivers.
- Push notifications can alert employees about key updates, messages or when they are mentioned in communications
- Video and interactive content can be hosted on an employee app to help keep employee engagement rates high
- Easily measure the success of your communications

When to use

Use an employee app when you're sharing communications for your entire workforce as it is one of the best ways to ensure they all receive the message. It is also the best to use for different types of multimedia content, such as video.



INTERNAL EMAIL

What it is

Internal emails are emails sent from centralised teams. Internal communicators can use email builders to create beautifully designed communications like that of which you would expect from an external marketing campaign.

Benefits

- Segment content depending on your audience to keep employees engaged with relevant information and prevent sending irrelevant content that could lead to digital overload
- Share pulse surveys to get regular feedback from employees throughout the year, and around specific communications
- Easily measure the success of your emails with open and click through rates
- Schedule regular communications, such as an employee newsletter, to keep employees updated and inspired every week / month

When to use

Internal emails are great to send when you want to target a specific group of employees with tailored content. This channel is also great for important company updates or for providing instructions. That's because emails are automatically saved in the employees' inbox, so they can easily refer to it at a later date.

**ARE YOU CONSIDERING INVESTING
IN NEW TECH THIS YEAR?**



**Discover how to start discussion with key
different stakeholders in your business
including Finance, IT and Legal &
Compliance teams.**

Download our guide

