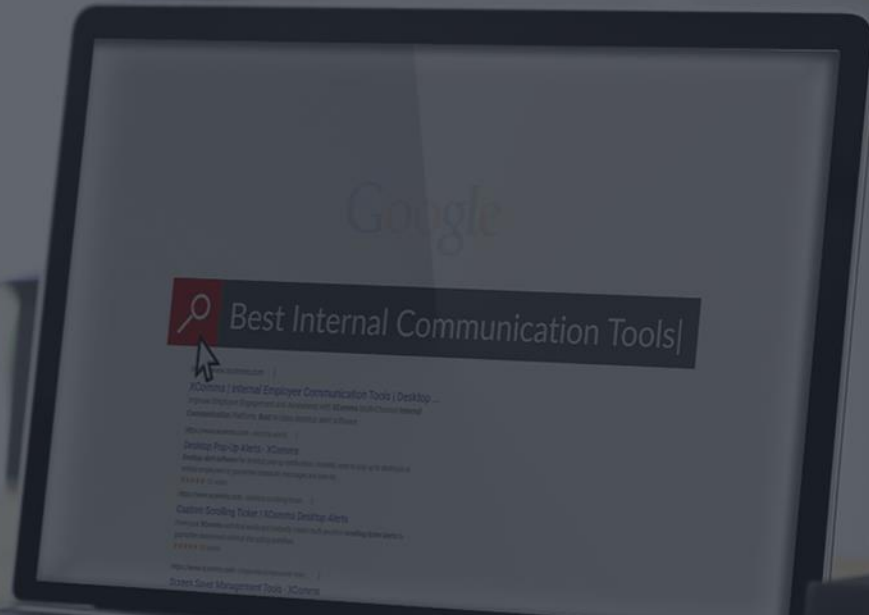


Create a Strategic Internal Communications Plan

An essential guide for creating an effective and impactful internal communications strategy



Best Internal Communication Strategy Templates



An effective strategy for corporate internal communications is communicating goals with employees strategically and effectively via break-through internal communication channels. It is essential that communications with employees cut through the chatter created by overused and ineffective internal communications.

Regardless of company size or industry, the following easy to use internal communications plan will create the template for successful internal communications and achieving company goals.



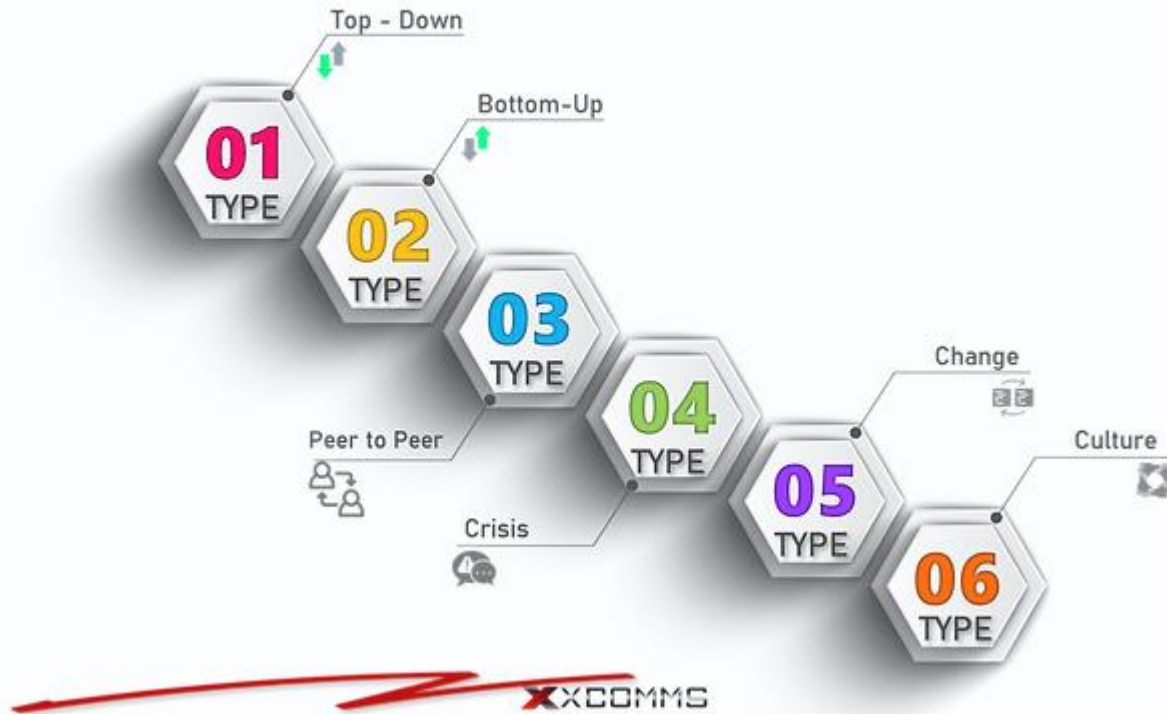
Internal Communication Strategy

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Types of Internal Communications



Six Types of Internal Communication

1. Top to Bottom Communications
2. Bottom to Top Communications
3. Peer To Peer Communications
4. Crisis Communication
5. Change Communications
6. Culture Communications

What is Top to Bottom Communications?

Top-down communication is a style of organizational communication in which information flows from senior leadership on down through the business. When important business decisions are made at the highest level, organizations need an efficient way to communicate the decision throughout the entire company



How to improve top down communication?

Use communication vehicle to cut through employee clutter and keep it simple, clear and to the point. Do not try to cover a single issue over multiple emails or lengthy emails.

Communicate regularly. Similar to marketing a product where it takes three to seven impressions before a message is understood and registers, the same approach has to be adopted for top down communication.

Scheduling message delivery over a period of time will help the message resonate with employees and change from what might be perceived as a suggestion to an expectation or directive.

What is Bottom Up Communications?

Bottom up communication is internal communication that where employees at the bottom of an organizational hierarchy share information to superiors. Employees at the bottom of an organization often can provide insight and contribute to the progress of a project, goal or overall mission objectives.



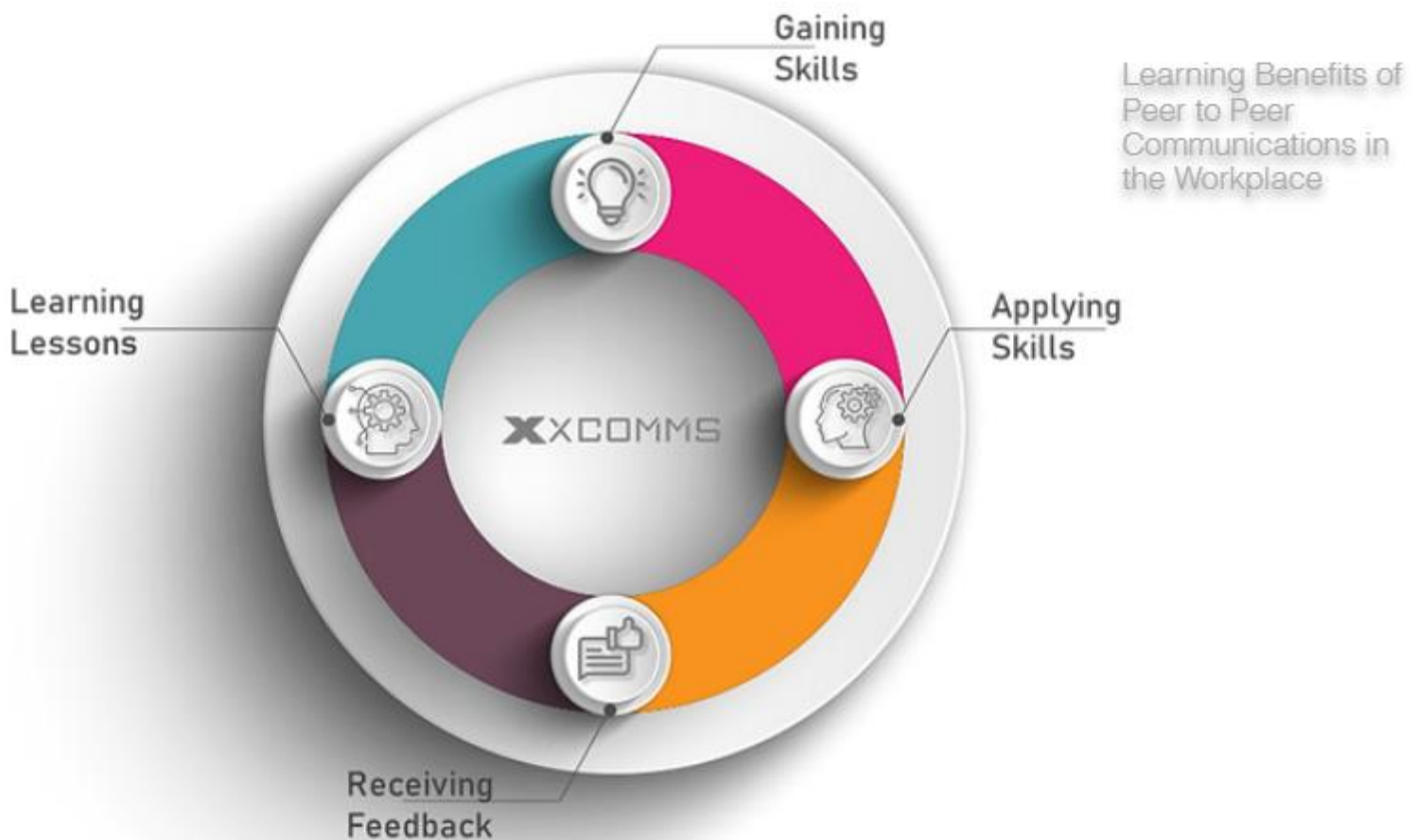
How to improve bottom-up communication?

To improve bottom-up communication employees need to be provided an internal communication vehicle to provide insight to leadership. Using quick quizzes or surveys will give you measurable insight of your employees opinions as well as comprehension of what matters most to an organization.

Being open to feedback is necessary to creating a culture where employees know that insight is valuable and that their opinions and ideas matter. It is also important to note that most employees may feel reluctant to share their feedback publicly so while an open town hall format is valuable some ideas are often not shared.

What is Peer to Peer Communications?

Peer to peer communication tools can be done via face to face conversations, email or via collaboration tools. Employee to employee communication is an essential element in internal communication. However it can be a slippery slope in that you can also inadvertently create more chatter and clutter that employees would have to sift through in order to find the most important messages.



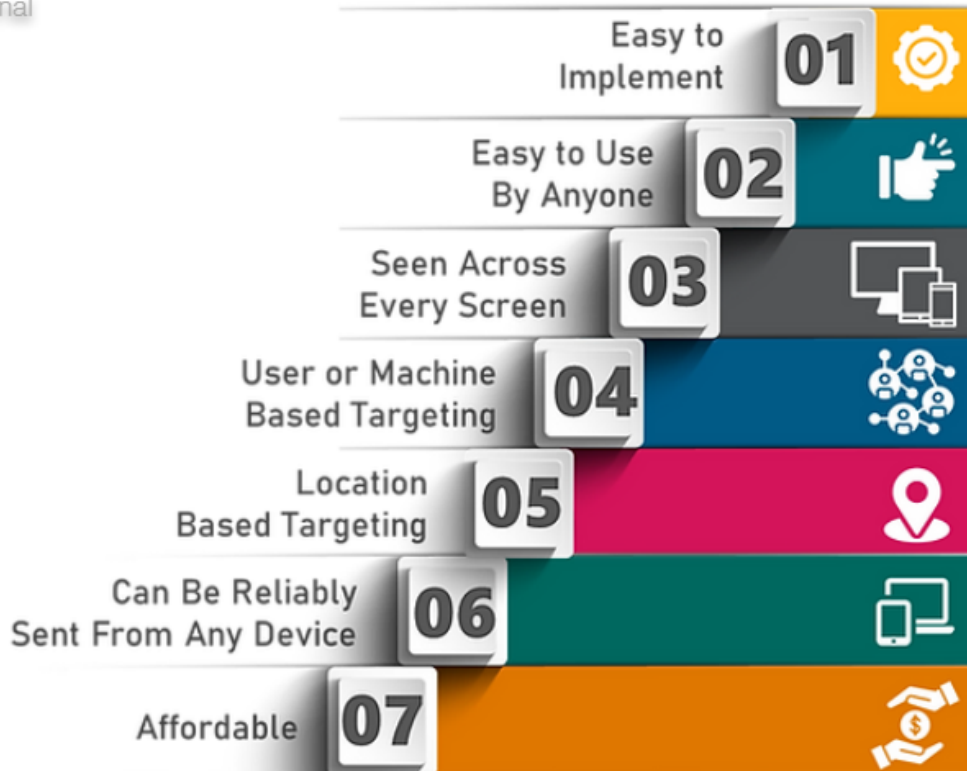
How to improve peer-to-peer internal communication?

Chances are you already have tools in place to improve peer to peer internal communication. Using email and collaboration tools effectively can create a space where employees can share ideas with little moderation or oversight. Create collaboration groups or distribution lists where employees can communicate freely.

What is Crisis Communications?

Crisis communication is the strategy that includes internal organizational processes and communication channels that an organization will use to communicate with their employee base during a critical situation. Internal Crisis communication is arguably the most crucial of all internal communications.

Checklist For Crisis Internal Communication Tools



How to create or improve an internal crisis communication strategy?

The key is to guarantee as much as possible that key crisis communications can be seen immediately. Have a communication tool ready to deliver full screen crisis alert communications across all screens and devices.

Ideal crisis communications in the workplace should be:

1. Easy to implement
2. Easy to use
3. Seen across every internal screen
4. Targetable to every employee or machine or preferably both at once
5. Location based targeting
6. Seen across mobile devices as well as computer screens
7. Affordable. While having a crisis communication strategy is crucial, it shouldn't have to break the bank.

What is Change Communications?

Change communication includes communicating to employees changes to performance standards, compliance and policy adherence, changes to preferred technology systems, general transitions, organizational leadership change or anything that has an impact on an employee's performance and overall business objectives.

Integral to any business is communicating change effectively to employees.

How to effectively communicate change to employees?

Use multiple communication channels to guarantee change awareness with your employees. You can create an internal communications campaign that should include a variety of messages over different mediums.

An example of change communications channels are:

1. Direct to screen scrolling headline tickers
2. Wallpaper background messaging
3. Screensavers that communicate changes to employees
4. Locked Screen Backgrounds messaging
5. Messaging on common area screens
6. Internal quizzes to determine if the change communication message is resonating with employees



Pop-Up Alerts



Scrolling Tickers



Screensaver
Messaging



Wallpaper
Messaging Images



Quizzes and
Surveys



Locked-Screen
Messaging Images

What is Corporate Culture Communication?

Whether it is organizational values, performance standards, achievement recognition or anything your company stands for long term stability relies on everyone being aware of what the business is all about. Your organizational culture needs to always be front an center. Integral to any business is communicating change effectively to employees.

How to improve corporate culture communication?

Send frequent, informal and short culture communications to your employee base using tools that are not disruptive but are impossible to miss.

Whether your employees work onsite, work from home or are hybrid, you can communicate with them directly on their own screens using cut-through communication tools such as desktop scrolling heads, or computer pop-up messages.

Be proactive and not reactive when communicating culture to your employees. Communicate to your employees regularly to maintain a work environment where the culture is not just a reminder when something is not



Customer
First Culture



Hierarchy
Culture



Market
Culture



Adhocracy
Culture



Collaborative
Culture

What are the pros and cons of the most common tools for internal communication?

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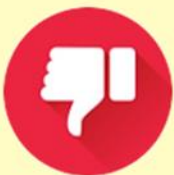
Email Pros and Cons

Pros and Cons of Email



Pros

- Immediate Outreach
- Wide Reach
- Easily Accessible
- Targeted Messaging



Cons

- Creates Clutter
- Less Personal
- Message Recall Uncertainty



Collaboration Tools Email Pros and Cons



Pros

- Easy team outreach
- Share collaboration spaces
- Multiple Threads



Cons

- Creates Clutter
- Costly
- Can easily get disorganized

Pros and Cons of Collaboration Tools



Digital Signage Email Pros and Cons



Pros

- Attention Grabbing
- Rich Content



Cons

- High Cost for installation and equipment
- Creating and Editing Content can be complicated
- Visibility limited to only those within the hosted area

Pros and Cons of Digital Signage

What are the Most Cut Through Tools For Internal Communication?

Direct to screen internal communication tools allow the most important messages to rise above the everyday noise created by overused and ineffective communication tools.

XComms empowers organizations to immediately send out desktop alerts through various flexible messaging channels so key messages will never be ignored, pushed to the side or deleted.

The multi-channel platform casts a wide net to immediately engage and interact with employees.

The XComms Platform Includes:

1. Unlimited Content Managers
2. Desktop Pop Up Alert Tools
3. Desktop Scrolling Headline Ticker Alert Tools
4. Wallpaper Background Management Tool
5. Screen Saver Management Tool
6. Lock Screen Background Management Tool
7. Interactive Tools such as Pop-Up Quizzes and Surveys
8. Mobile Device Notifications including SMS, WhatsApp and email

All XComms communications are fully trackable and can be sent instantly along with employee acknowledgments.

Contact XComms to schedule a personal demo of the platform and see how XComms is the leading provider of direct to screen notifications for businesses.

Why XComms?

XComms is an incredibly cut-through internal communications tool that enables organizations of any size to quickly and affordably send communications directly to employees screens that cut through the noise created by email and collaborative tools more effectively and affordably than any product on the market.

XComms casts furthest possible reach to guarantee that employees are aware of what matters most, when it matters most on any screen or device.

With affordability in mind, businesses of any size and with any budget can implement XComms.

