



Internal Communications. An Overview

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About this document.

Technology continues to evolve and reshape how we communicate with each other and with the wider community. In the workplace, we still send emails, hold meetings and use chat tools to share thoughts and feedback. As more of us choose to work from home, and organizations develop their talent across different time zones, the value and need for internal communications is now more important than ever.

The complexities of the modern workplace require a unified internal communications strategy. One that connects everybody and provides an integrated holistic view of the operation. Keeping your people informed of events, changes in policy, departmental initiatives, changes in corporate strategy and celebrating milestones creates transparency and improves the overall health of the organization.

This document provides an overview of the digital tools provided by CentricMinds that will allow you to implement and manage timely and targeted internal comms for your organization. CentricMinds provides you with a suite of tools that enables you to produce, manage and post messaging and campaigns on behalf of management, and encourage engagement between employees.

Delivering on your internal comms strategy starts here.

Beyond the strategy comes the execution. While there might be a number of ways to broadcast your communication, CentricMinds has developed a library of Internal Comms templates for quickly crafting tailored comms for posting to your organization. From the Comms library, choose the type of communication you want to post. Change, Culture, Information and Leadership are the four categories that contain templates for you to develop your comms from.

The screenshot shows the CentricMinds internal communications interface. At the top left is the CentricMinds logo. To the right are navigation links for 'Edit', 'My Links', and a notification badge with '20'. A user profile for 'Bec Roberts' is visible. Below this is a blue navigation bar with links for 'Home', 'Internal Comms', 'News', 'Team Directory', 'CRM', 'Drive', 'Capabilities', 'Operations', 'Extranets', and 'Text page'. A search icon is on the right. Below the navigation bar is a breadcrumb trail 'Internal Comms' and social sharing icons for 'Share' and 'Subscribe'. The main content area is titled 'Internal Comms' and includes a 'Create a new post' button. On the left is a category menu with expandable sections: 'Change' (+), 'Culture' (-), 'Information' (-), and 'Leadership' (-). The main content area displays three posts:

- Change** (+): **Where Do Disruptive Ideas Happen? Not on a Big Team** (TEAM) | 13 Feb 2020 | 0 likes, 0 comments, 0 stars
- Information** (-): **The Power of Small Wins** (TEAM) | 13 Feb 2020 | 1 like, 1 comment, 0 stars
- Leadership** (-): **What General Counsel need to watch for in 2020 across the technology, media and telecommunication industries** (ORGANIZATION) | 12 Feb 2020 | 1 like, 2 comments, 0 stars



CENTRICMINDS INTERNAL COMMUNICATIONS

Creating & Posting Comms

Post team wide comms or target individuals.

Post internal comms with point and click simplicity. CentricMinds provides a collection of templates for you to choose from. Start with a Leadership, Change, Information or Culture template. Select from the gallery of images to create your new communication. You can also drag and drop your own media from your desktop to build your comms.

The screenshot displays the CentricMinds Internal Comms interface. At the top right, there are icons for a star, a thumbs up with '2', a share icon, and a 'Subscribe' button. The main heading is 'Internal Comms' with a 'Create a new post' button. Below this, there are three posts:

- TEAM**: 'Where Do Disruptive Ideas Happen? Not on' (13 Feb 2020) with a yellow geometric image.
- TEAM**: 'The Power of Small Wins' (13 Feb 2020) with a photo of people eating.
- ORGANIZATION**: 'What General Counsel need to watch for in 2020 across the technology, media and telecommunication industries' (12 Feb 2020) with a purple geometric image.


A 'Select a template' modal is open, showing categories: Leadership (This is a short description about the kind of posts you can create for leadership), Change (Broadcast company changes across your organization), Information (Keep everyone up-to-date with news, articles, event and more), and Culture (Grow your culture through sharing celebrations, rewards and health & wellbeing...). The modal also shows a gallery of images categorized by Process, Response, and Team. At the bottom of the modal are 'Create' and 'Cancel' buttons. The background shows a navigation bar with 'News', 'Team Directory', 'CRM', 'Drive', 'Capabilities', 'Operations', 'Extranets', and 'Text page'.

The intuitive authoring tools enable anyone to create internal comms. Simply complete the form and choose the audience. CentricMinds allows you to post comms to the entire company, or to individual team members. For individuals, they will be notified of the new comms via push notifications.

Post a response message Publish Cancel

Title

Font | Size | A | [Icons]



Who do you want to receive this message?

- Chloe Bracks Remove
- Tim Anders Remove

Notify user of this message?

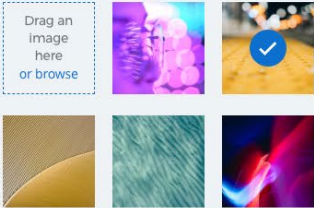
Spotlight

Please select ▼

Images





Your image can be a JPG, PNG. Minimum sizing 500x500 pixels.

Drag an image here or browse



Operations | Edit | My Links | 10 | Bec Roberts

Current | History

-  A new communication has been created. >
-  Beth Travers commented on your page
Reminder that changes to internal policies commence from March 1st 2020. >
-  Chloe Bracks liked your page
Internal Comms >
-  Tim Anders liked your post
Hi team, I've setup a ne... >

Once your comms are posted, they can be shared and viewed across desktop and via the CentricMinds native iOS and Android app. Your internal comms can support a range of content types including images, video, interactive maps and embedded content from social media platforms.

The screenshot shows a web interface for CentricMinds. At the top left is the CentricMinds logo. To the right are navigation links for 'Edit', 'My Links', and a notification badge with '20'. A user profile for 'Bec Roberts' is also visible. Below this is a blue navigation bar with links for 'Home', 'Internal Comms', 'News', 'Team Directory', 'CRM', 'Drive', 'Capabilities', 'Operations', 'Extranets', and 'Text page'. A search icon is on the far right. Below the navigation bar is a breadcrumb trail: 'Internal Comms | The Power of Small Wins'. To the right of the breadcrumb are icons for 'Share', 'Subscribe', and a notification bell. On the left side of the main content area is a 'NEWS CATEGORIES' sidebar with 'All' and 'Other' options. The main content area features a 'Back to listings' link, the title 'The Power of Small Wins', and metadata: '13 Feb 2020 01:10 | Published by: Chloe Bracks | Published in: Information > Team'. To the right of the title are links for 'Create a new post', 'Edit', and 'Delete'. Below the title is a large image of a group of people sitting around a wooden table, eating and talking. Underneath the image is a paragraph of text: 'Important clues hide in the stories of world-renowned creators. It turns out that ordinary scientists, marketers, programmers, and other unsung knowledge workers, whose jobs require creative productivity every day, have more in common with famous innovators than most managers realize. The workday events that ignite their emotions, fuel their motivation, and trigger their perceptions are fundamentally the same.' Below the text is a 'Post A Comment' section. A comment from 'Chloe Bracks 2 months ago' is visible, with the text: 'More information can be found in this article: <https://hbr.org/2011/05/the-power-of-small-wins>'. Below the comment are icons for 'Like', 'Reply', and 'More options'.

CENTRICMINDS INTERNAL COMMUNICATIONS

Comms Measurement



What was the response? Now you know.

CentricMinds provides you with analytics so you can monitor engagement by your team and measure the performance of your internal comms. The reporting tools will also show you how to improve the SEO of your content (if posting your comms externally) and also report on how to fix your comms for accessibility compliance.

Content

Files | Text | Pages

282 Total Items | 34 Total Files | 248 Total Media

Status

Active (282)

Type

PAGES (1) | TXT (1)

Age

Title	Type	Status	Created	Updated	Age in Days
saturn	JPG	Active	02 Apr 2020	02 Apr 2020	16
Form Submission 1564: How to: Annual Leave request	JPG	Active	02 Apr 2020	02 Apr 2020	16
EA8C5967-98E2-40FA-A1BB-20852027BF84	JPEG	Active	02 Apr 2020	02 Apr 2020	17
8AEE403E-06EA-4297-9818-77C578FB0D75	JPEG	Active	02 Apr 2020	02 Apr 2020	17
Customers - QuickSuper How To Guide	PDF	Active	21 Mar 2020	21 Mar 2020	28

Performance

90 Accessibility | 76 Best Practices | 81 SEO

Pages

Title	Status	Accessibility	Best Practices	SEO
404 - Page not found	Active	97	79	82
Add a News Article	Active	98	64	91
Add a Task	Active	89	79	73
Add a Workspace	Active	90	71	82
Add an Event	Active	83	71	91
Add an Extranet	Active	90	71	82

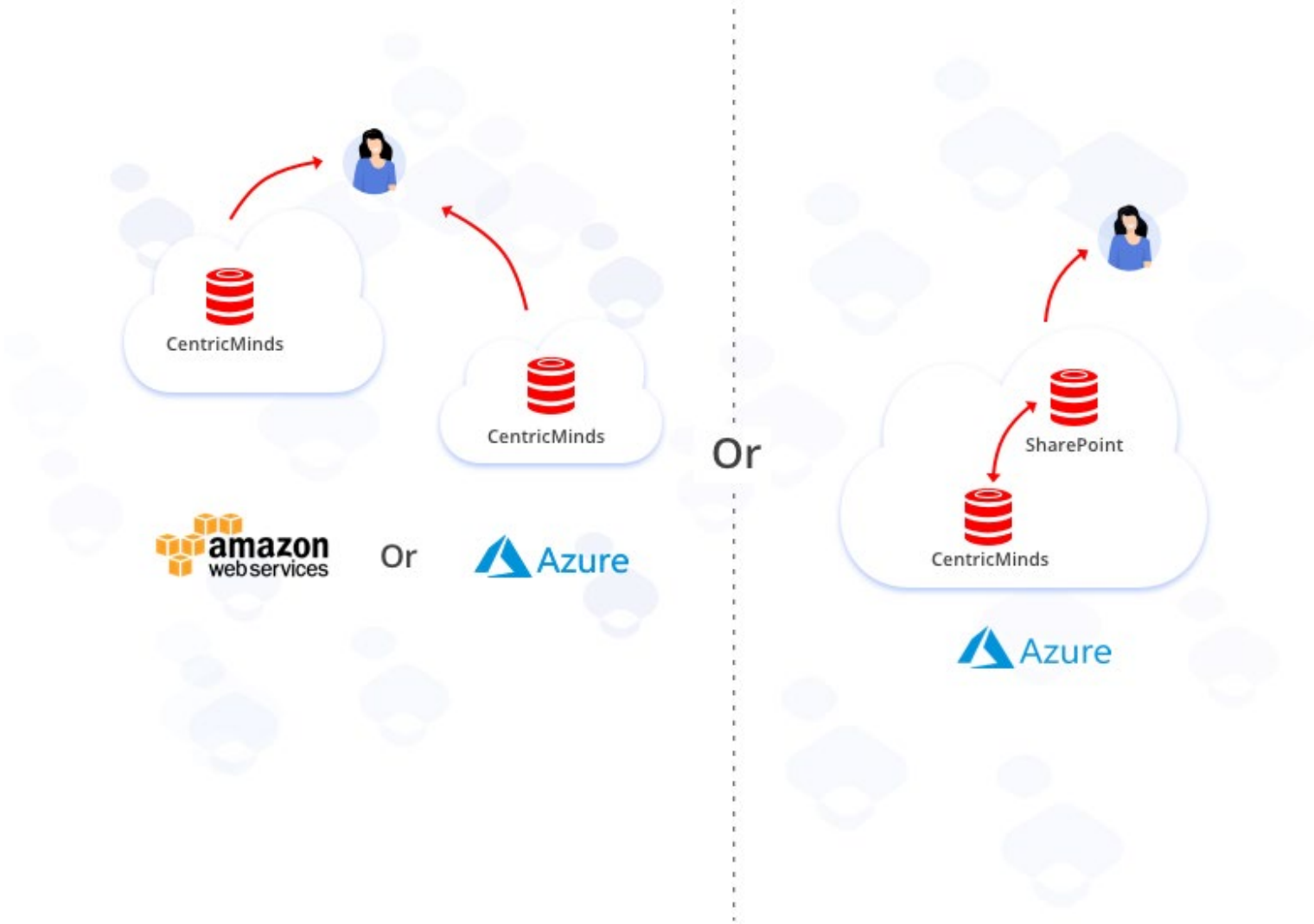
CENTRICMINDS INTERNAL COMMUNICATIONS

Connect with your SharePoint



CentricMinds is standalone, or connect with SharePoint.

While CentricMinds is a standalone Intranet application, some of our customers prefer to use CentricMinds with their existing SharePoint environment. You can run CentricMinds in either a dedicated Amazon Web Services (AWS) or Microsoft Azure Cloud, or you can deploy CentricMinds into your existing Microsoft Azure Cloud.





CENTRICMINDS INTERNAL COMMUNICATIONS

Mobile

Your comms delivered anytime and anywhere.

With the growing trend towards working remotely, give your team the tools they require to securely view internal communications from their phone and tablet. Users can perform searches across all comms, comment on comms and share with other team members all from within the native iOS and Android app.



For further information, please refer to the accompanying white paper on the CentricMinds native mobile app.



CUSTOMER & EMPLOYEE EXPERIENCES

centricminds.com