

WHITE PAPER

How An Internal Communication Calendar Can Optimize Engagement

Unlocking engagement with
scheduled internal communication



"Employees are drowning in information but thirsting for clarity and purpose."

From the book: *Maximizing Internal Communication*

In today's fast-paced and interconnected business world, effective internal communication has become critical in fostering employee engagement, collaboration, and organizational success.



91% of people
believe their bosses
lack communication
skills.



57% of frontline workers
rely little on managers
to share corporate
information with them.



**53% of the world's
organizations** say their top
priority is engaging their
teams and consistency around
strategy, values, and purpose.



86% of frontline workers
want to be informed.

Scheduling plays a pivotal role among the various aspects that contribute to a well-rounded internal communication strategy. It ensures the timely dissemination of information and establishes a foundation for consistency and relevance in the content shared.

By implementing a well-structured and purposeful approach to scheduling internal communications, organizations can harness the power of content to inform, inspire, and connect with their employees effectively.

Read on to discover how to optimize your internal communication strategy to create a more engaged and inclusive work environment. Feel free to use the internal communications calendar example provided.



IMPORTANCE OF INTERNAL COMMUNICATION: TOP 10 REASONS

Internal communication is the process of sharing information and ideas within an organization. It is essential for keeping employees informed, engaged, and productive.

There are many benefits to effective internal communication. Some of the most important include:

1 Boosting employee engagement and productivity

When employees feel like they are part of the team and that their voices are heard, they are more likely to be engaged in their work. This can lead to increased productivity and better results.

2 Promoting the supply of information

Effective internal communication ensures that the right information gets to the right people at the right time. This can help to improve decision-making, reduce errors, and increase efficiency.

3 Improving employee experience

Internal communication can be used to improve the employee experience by highlighting the company's culture, values, and benefits. This can help to attract and retain top talent.



4 Sharing goals and objectives

Effective internal communication helps to ensure that everyone in the organization understands the company's goals and objectives. This can help to align everyone's efforts and ensure that the company is moving in the right direction.

5 Providing focus points

Internal communication can be used to provide focus points for employees. This can help to ensure that everyone is working towards the same goals and that their efforts are coordinated.

6 Driving action

Effective internal communication can help to drive action by providing employees with clear instructions and deadlines. This can help to ensure that projects are completed on time and within budget.

7 Bringing people together in difficult situations

In times of crisis, internal communication can be a valuable tool for bringing people together and providing support. This can help to reduce stress and ensure that the organization is able to weather the storm.

8 Allowing for change

Effective internal communication can help organizations to adapt to change more quickly and effectively. This is because it allows the organization to communicate with employees about changes and get their feedback.



9 Crossing borders

Effective internal communication is essential for organizations that operate in multiple countries. This is because it allows the organization to communicate with employees in different languages and cultures.

10 Promoting the brand

Employees who feel well-informed about the company are more likely to be positive ambassadors for the brand. This can help to attract new customers and boost sales.

THE BENEFITS OF CONSISTENT INTERNAL COMMUNICATIONS

Consistency in internal communications is essential for several reasons, including:

→ It builds trust and credibility

When employees know that they can rely on the information they receive from their employer, they are more likely to trust and believe that information. This can lead to increased employee satisfaction and engagement.

→ It helps to create a shared understanding of the company's goals and objectives

When everyone is on the same page about what the company is trying to achieve, working together toward those goals is easier. This can lead to improved productivity and efficiency.



→ **It helps to reduce confusion and ambiguity**

When employees constantly hear different messages from different people, it can be difficult to know the company's official position on a given issue. This can lead to confusion and uncertainty, which can be counterproductive.

→ **It helps to create a sense of belonging and community**

When employees feel like they are part of a team that is working towards common goals, they are more likely to feel connected to their colleagues and to the company as a whole. This can lead to a more positive and productive work environment.



WAYS TO COMMUNICATE WITH YOUR EMPLOYEES (WITHOUT BORING THEM TO DEATH)

There are many different types of internal communication used across modern organizations, including:

→ **Leadership communication**

This type of communication is used to share information from senior leaders to employees. Leadership communication needs to be clear, concise, and transparent.

→ **Peer-to-peer communication**

This type of communication is used to share information between employees at the same level. Peer-to-peer communication needs to be open and honest.

→ **Change management communication**

This type of communication is used to share information about changes that are happening within the organization. Change management communication needs to be timely, accurate, and sensitive to employee concerns.

→ **Culture communication**

This type of communication is used to share information about the organization's culture and values. It is important for culture communication to be consistent and authentic.



→ **New hire communication**

This type of communication is used to welcome new employees to the organization and provide them with the information they need to get started. New hire communication needs to be informative and welcoming.

→ **Company updates**

This type of communication is used to share general information about the organization, such as financial results, product launches, and upcoming events. Company updates need to be timely and accurate.

→ **Campaign communication**

This type of communication is used to promote a specific campaign or initiative within the organization. Campaign communication needs to be clear, concise, and persuasive.

→ **Employee recognition communication**

This type of communication is used to recognize and celebrate employee accomplishments. Employee recognition communication needs to be genuine and heartfelt.

→ **Crisis communication**

This type of communication is used to share information about a crisis or emergency that is affecting the organization. Crisis communication needs to be timely, accurate, and sensitive to employee concerns.

→ **Health and safety communication**

This type of communication is used to share information about health and safety policies and procedures. Health and safety communication must be clear, concise, and accessible to all employees.

→ **Diversity and inclusion communication**

This type of communication is used to share information about the organization's commitment to diversity and inclusion. Diversity and inclusion communication needs to be clear, concise, and respectful of all employees.

→ **Holiday communication**

This type of communication is used to share information about holiday events and activities that are happening within the organization. Holiday communication needs to be festive and inclusive.

→ **Event management communication**

This type of communication is used to share information about upcoming events and how employees can get involved. Event management communication needs to be clear, concise, and persuasive.

→ **Employee wellness communication**

This type of communication is used to share information about employee wellness programs and resources. Employee wellness communication needs to be informative and encouraging.

These are just a few of the many different types of internal communication. The specific types of communication that an organization uses will depend on its size, industry, and culture.

However, all organizations should strive to create an open and transparent communication culture that keeps employees informed, engaged, and connected.

POPULAR INTERNAL COMMUNICATIONS FORMATS

The best format for internal communication will vary depending on the specific message you are trying to communicate and the audience you are trying to reach. Here are some different formats that can be used for internal communications:

→ **Visual elements**

Visual elements, such as infographics, images, and videos, can be a great way to communicate complex information more engagingly. They can also help to break up text-heavy content and make it more visually appealing.

→ **Videos**

Videos are a great way to communicate information more dynamically. They can be used to tell stories, explain complex concepts, or simply provide a behind-the-scenes look at your organization.



→ Polls

Polls can be a great way to get feedback from employees. They can be used to gauge employee sentiment, gather input on new ideas, or simply get a sense of what employees are thinking.

→ News items

News items are a great way to share company news and updates with employees. They can be used to announce new products or services, highlight employee accomplishments, or share information about upcoming events.

→ Blog posts

Blog posts are a great way to share longer-form content with employees. They can be used to discuss industry trends, share best practices, or simply provide a platform for employees to share their thoughts and ideas.

→ Employee newsletters

Digital employee newsletters are a great way to share company news and information with employees regularly. They can be used to highlight employee accomplishments, share upcoming events, and promote company culture.

→ Video conferencing

Video conferencing is a great way to communicate with employees who are not located in the same office. It allows for face-to-face communication, which can help to build relationships and trust.



→ **Social media**

Social media can be a great way to communicate with employees more informally. It can be used to share company news, promote employee engagement, and connect with employees personally.

→ **Email**

Messages can be sent out with specific targets in mind. Employee apps are fast replacing this format as it helps you to focus on the human touch.

By using a variety of formats, you can ensure that your messages are seen and heard by all employees.

An internal communications calendar is essential for organizing, aligning, and managing resources, ensuring consistent and timely communication, fostering collaboration, and enabling evaluation and improvement of internal communication efforts.



Example of an internal communications calendar:

August

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Internal end of year conference: Via recording / Livestream		Clean your desk day		Ask your audience about their learnings of the week		
Monthly Management Update	Internal end of year conference: Via recording / Livestream		Quarterly Management update			
Blue Monday		Wheel of Fortune - Monthly giveaways		Take a look with....		

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Employee/ Business Unit of the month	Most popular product/service of the month	Random Acts of Kindness Week		Ask your audience about their learnings of the week		
World Day for Social Justice		Goals for coming quarter				
		Create a poll with a number of actions you want to take				

- Event
- Company update
- Leadership
- Holiday
- Employee recognition
- Peer-to-peer
- Change management
- Culture
- Campaign
- Health and safety
- Diversity and inclusion
- Employee wellness
- Crisis

THE EMPLOYEE APP: THE MULTI-TOOL OF INTERNAL COMMUNICATIONS

Employee apps make it easy for employees to chat using their mobile devices, no matter where they are. They can share all kinds of files like documents, forms, pictures, and videos without any hassle.

Speakap empowers you to customize your internal communication tool, integrating it seamlessly with the platforms your employees already use and enjoy. This approach maximizes adoption and productivity, eliminating the need for employees to learn and adapt to a new system.

Tailored internal communications play a vital role in keeping employees informed and engaged. Speakap allows you to share targeted updates specific to each employee's team, department, or location, ensuring they have the necessary information to thrive.

Additionally, the app's 'acknowledgment' button enables you to track team members' awareness, resulting in an impressive 80% adoption rate within the initial two weeks.

As a branded and user-friendly employee app, Speakap acts as an extension of your corporate identity, instantly recognizable and cherished by your employees. Utilizing features such as polls, quizzes, and surveys, you can gather direct feedback from your team, boost engagement, and recognize and celebrate achievements.

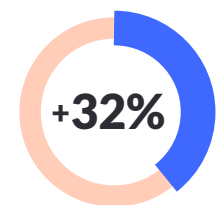


Language barriers in the workplace can impede effective communication. However, with Speakap's instant translation feature, breaking these barriers becomes effortless.

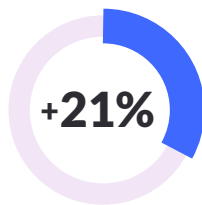
This functionality ensures that every employee can receive and comprehend messages in their preferred language, promoting inclusive and efficient communication.

Don't let communication challenges hold your team back. Prioritize your people and elevate their experiences with Speakap.

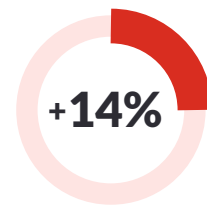
Contact us for a demo to learn more about how organizations are leveraging internal communications with Speakap to enhance:



**EMPLOYEE
SATISFACTION**



**EMPLOYEE
PRODUCTIVITY**



**EMPLOYEE
RETENTION**

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2023 Frontline Trends Report: Effects of the Labor Shortage

<https://www.beekeeper.io/blog/frontline-trends-report/>





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