



# Content Ideas for Your Employee Newsletter



## Employee Focused Ideas



### Employee Spotlight or Profile

Focus on a specific person or team in the company and what they do or what they have accomplished. Great way to let people know what is happening throughout the company.



### Random facts "On this Day"

Did you know that December 14th is known as 'Monkey Day'? Share random facts about 'on this day' to generate some buzz and conversation from your internal newsletters.



### Top 10 Lists

Get creative and engage employees with 'top 10 lists' must see movies, top coffee shops or lunch spots near the office or must listen to podcasts.



### Seasonal Tips & Advice

- Money management over holidays.
- Spring cleaning
- Keeping the kids busy over the Summer



### Recipes

Is there a star baker or masterchef in the company? Get employees to submit their specialties, encourage employees to try out new recipes and rate their favourites by adding star ratings to your newsletter template.



### Event and Townhall Recaps

Looking for some feedback on the last townhall? Add pulse surveys to your ContactMonkey email templates and gather anonymous feedback from your employees on what they really thought.



### New Job Postings

Add a "We're Hiring" section for new job openings in the company. You could link to job description and encourage referrals.



### Upcoming Events and Announcements

Gather feedback or interest from upcoming events and announcements by adding anonymous pulse surveys to your newsletters.



### Recommendations

Similar to 'top 10 lists' encourage employees to recommend their top songs, bands, movies, and books. You can easily do this by enabling comments within your templates.

### Resources

A fun section to add to your newsletters could be sharing apps to download, learning opportunities, gym discounts or partnerships, etc.



### Recent Vacations

Get employees to submit some photos from their recent vacations and add some personalization to your newsletters with real employee photos.





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## Company Focused Ideas



### Message from the CEO, President, Founder, etc.

Is there an important message that needs to go out from the CEO? Utilize a premade template from our library to share this update.



### Alert or Crisis Communication

Need to send out an urgent alert or communication. Use the pre-made ContactMonkey template within the templates library and follow the tips from our Crisis Communications Plan.



### Blog Recaps from the week or month

Share the latest blog posts, social mentions, or press releases about your company with employees.



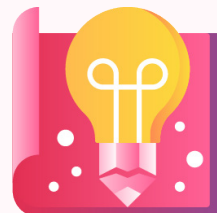
### IT, HR Updates, Policy changes

Got important policy updates that need to be actioned by employees? Add a yes/no survey option to identify if employees actually understood the update.



### Company Growth & KPIs

Use infographics to showcase company growth and KPI's for the month, quarter, or year!



### New Product Releases

Showcase new product release. Why not embed a video from the product team talking about the latest updates for the month.



### Important Industry and Competitor News

Share industry news related to competitors, trends, major events and, press releases.



### Welcoming a New Client or Partnership

Showcase new clients or partnerships that the sales team have secured and boost morale.



### Case Studies/ Success Stories

Emphasize why something was successful, shows what your company is capable of and motivates employees.

### Bonus Tip

Including engagement features like pulse surveys and showing your employees the feedback in the next newsletter will encourage them to come back and look forward to seeing the results. This will give employees an opportunity to participate in the newsletter and have a say on certain decisions, like keeping the same venue for a work party\*

*\*use lots of pictures and don't make the newsletter too long, keep it engaging\**

