Staffbase

contact monkey

10 Hacks for Creating Engaging Internal Comms

Don't have time to watch the ContactMonkey and Staffbase webinar?

We've got you covered with our top tips to help you implement each hack into your internal comms strategy for 2018!

Hack #1 Internal Influencers

How Do You Identify Them?

Internal influencers have agnostic job titles & influence over colleagues in the workplace. Identify them by creating surveys with key questions.
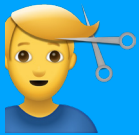
Hack #2 Video

Possibly the Most Engaging Channel

Adding video to your internal comms strategy will make your content more rich, engaging, effective, and memorable.
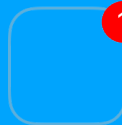
Hack #3 Personalization

Say Goodbye to Generic Messages

Boost engagement by personalizing your email subject lines & segment all employee distribution lists according to age, department, region, etc.

Hack #4 Push Notifications

Increase Response Rates by 293%

Push notifications instantly increase traffic and allow for immediate content sharing and alerts on multiple devices for dispersed workers.

Hack #5 Is Email Dead?

Email is Alive and Plays a Key Role

Email enables you to respond to messages at your own pace. Track & measure your internal comms while engaging a multigenerational workforce.

Hack #6 Mobile Access

Use the Power of Smartphones

Communications optimized for mobile access invite everyone to join the conversation no matter where they are, where they work, or when they choose to engage.

Hack #7 Storytelling

Add Stories to Your IC Strategies

Feature employees in your company's story by showcasing them in newsletters or creating Trivia Tuesdays, quizzing them on your company's story.

Hack #8 Data

Measurement is Essential to Get Buy-In

Check your dashboards daily. Build a business case for your internal channels by frequently measuring your content in order to engage your audience.

Hack #9 Newsletters

Use Newsletters to Engage Globally

Use responsive newsletters to engage with employees on multiple devices, monitor your email performance & track how your audience responds.

Hack #10 Multiple Contributors

Targeted Content is Effective & Engaging

Make your internal comms channels collaborative spaces where employees are empowered to share targeted content and engage with their peers.

To learn more about how to implement these hacks watch the _full webinar recording now_!