



# Global State of Internal Communications Report

2025



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# Table of Contents

|                                                |           |
|------------------------------------------------|-----------|
| <b>1. Editor's Note</b> .....                  | <b>4</b>  |
| <b>2. Executive Summary</b> .....              | <b>5</b>  |
| <b>3. Survey Respondent Profile</b> .....      | <b>8</b>  |
| 3.1 Geography .....                            | 8         |
| 3.2 Company Size .....                         | 9         |
| 3.3 Industry .....                             | 9         |
| 3.4 Respondent Departments .....               | 11        |
| 3.5 Respondent Job Titles .....                | 11        |
| 3.6 Size of Internal Communications Team ..... | 12        |
| <b>4. Industry Trends &amp; Insights</b> ..... | <b>13</b> |
| 4.1 Topics of Interest .....                   | 13        |
| 4.2 Market Factors .....                       | 15        |
| <b>5. Culture</b> .....                        | <b>17</b> |
| 5.1 Employee Engagement .....                  | 17        |
| 5.2 Organizational Alignment .....             | 18        |
| 5.3 Employee Recognition .....                 | 18        |
| 5.4 Employee Feedback .....                    | 19        |
| 5.5 Diversity, Equity & Inclusion (DEI).....   | 20        |
| <b>6. Communication Goals</b> .....            | <b>22</b> |
| 6.1 Areas of Focus .....                       | 22        |
| 6.2 Communicator Priorities .....              | 23        |
| <b>7. Challenges</b> .....                     | <b>24</b> |

# Table of Contents, Cont'd

|                                                  |           |
|--------------------------------------------------|-----------|
| <b>8. Channels &amp; Tools</b> .....             | <b>27</b> |
| 8.1 Resources .....                              | 27        |
| 8.2 Tools .....                                  | 28        |
| 8.3 Email Deep Dive .....                        | 31        |
| 8.4 Crisis Communications .....                  | 32        |
| <b>9. Strategy &amp; Leadership</b> .....        | <b>33</b> |
| 9.1 Budget .....                                 | 33        |
| 9.2 Internal Communications Strategy.....        | 34        |
| 9.3 Time Allocation .....                        | 35        |
| 9.4 Impact of Internal Communications .....      | 35        |
| 9.5 Internal Communications and Leadership ..... | 36        |
| <b>10. Work Structure</b> .....                  | <b>38</b> |
| 10.1 Organizational Structure .....              | 38        |
| 10.2 Deskless Employees & Frontline Comms .....  | 39        |
| 10.3 State of Internal Communications .....      | 40        |
| <b>11. Conclusion</b> .....                      | <b>42</b> |

# 1. Editor's Note

Every year, ContactMonkey releases the **Global State of Internal Communication (GSIC)** report to explore the priorities, challenges, and achievements within internal communications.

2025 marks the 6th edition of the GSIC report, and this year's findings reflect the voices of more than **450 internal communication professionals** across **400+ organizations** and **50 countries**. This edition also arrives during **unprecedented global shifts**, as businesses everywhere navigate profound **political upheaval, widespread economic uncertainty, and rapidly changing perceptions about work and technology**.

Internal communicators today face a unique set of challenges (and opportunities). **Budget cuts, hiring freezes, and mass layoffs continue as companies wrestle with prolonged economic turbulence**. Simultaneously, the shift toward hybrid and flexible working has reshaped employee expectations, demanding internal communications professionals become strategic culture-builders, rather than being seen as content creators.

The added internal and external pressures highlight the essential task of communicators: to strengthen the employee experience.

Once again, internal communicators have stepped up. Over the past year, communicators have refined their strategies and introduced new systems for **employee feedback and recognition**.

**Artificial intelligence (AI)** has also emerged as a major focus in 2025. **Over half of respondents report using AI tools** like **ChatGPT** and **Microsoft Copilot** to support their internal communications efforts. While the long-term impact of AI is still unfolding, communicators are leveraging it to streamline workflows, create content, and engage employees in new ways.

At the same time, **work structures continue to evolve**. Hybrid work remains the dominant model, but organizations are experimenting with new ways to balance flexibility with in-person collaboration. These shifts have further elevated the role of internal communicators as strategic partners. Instead of being viewed as workplace content creators, leadership recognizes communicators as essential contributors to company culture and employee experience.

We hope the **2025 Global State of Internal Communications report** provides you with the insights and inspiration to communicate more effectively this year and beyond!

Happy reading,

Cristina Hure  
Sr. Content Marketing Manager, ContactMonkey

## 2. Executive Summary

The 2025 Global State of Internal Communications report provides a comprehensive analysis of the most pressing topics, challenges, and goals driving internal communications today. Our data-backed findings showcase key shifts from previous years, including a significant rise in focus on artificial intelligence, an emphasis on employee experience, and the continued need to prove the value of internal comms.

### Report Highlights

This year, key takeaways from the survey included:

#### Industry trends and insights

- **Employee experience** and **artificial intelligence** are the top areas of interest for internal communicators in 2025.
- **42%** of respondents reported that their organizations have been negatively affected by external market conditions, **while 18% are unaware of the impact so far.**
- Inflation remains a key concern, impacting **68% of organizations.**
- The most common consequences of market conditions have been **budget cuts, drops in employee morale**, lower wage increases, and **hiring freezes.**

#### Culture

- **60%** of respondents rated employee engagement at their organizations as “**moderate.**”
- **Organizational alignment** was also rated “**moderate**” by **58%** of respondents.
- **66%** of organizations have a formal **employee recognition** program.
- **89%** of organizations actively **collect employee feedback**, with **comprehensive engagement surveys (62%)** and **pulse surveys (51%)** ranking as the most effective methods.

## Communication goals

- The top focus areas for internal communications in 2025 are **employee experience**, **employee recognition**, and **artificial intelligence**.
- The majority of communicators ranked **increased employee engagement**, **higher employee satisfaction**, and **better leadership communications** as the top three leadership goals.
- **Diversity, equity & inclusion (DEI)**, and **attitude** or **behavioral change** were ranked last among leadership goals. However, **95%** of internal communicators reported involvement in DEI initiatives this year.

## Challenges

- The two biggest challenges facing internal communicators are **interdepartmental communication** and **tracking/measuring internal communications**.
- **54%** of respondents agreed that **measurement is their biggest challenge**.
- Over **70%** of respondents said they struggle to **demonstrate the impact of internal communications** within their organizations.

## Channels & tools

- Communicators find the most value in actionable resources that streamline workflows and provide expert insights, with **email templates**, **thought leadership articles**, and **how-to blog posts** ranking as the top content preferences.
- **40%** of organizations use third-party internal communication solutions.
- **68%** of respondents consider **analytics** the most valuable feature in their internal communications tools.
- **70%** of respondents are using some form of **AI** in their internal communications, with ChatGPT being the most commonly used tool.
- **45%** of communicators rely primarily on **email newsletters** to engage their workforce.
- **74%** of respondents said email usage has increased in **hybrid work environments**.
- The most common types of newsletters shared include important **company updates**, **CEO announcements**, and **monthly newsletters**.
- **64%** of organizations have a formal **crisis communications system** in place.

## Strategy & leadership

- **Employee feedback** and **employee engagement scores** are the top **Key Performance Indicators (KPIs)**.
- Internal communications are seen as most impactful in **lowering attrition, enabling people managers, and boosting employee morale**.
- **51%** of communicators report spending the most time on **content and template creation**.
- **52%** of organizations operate with **no fixed internal communications budget**.
- **44%** lack a **long-term internal communications strategy**.
- **64%** of communicators rely on **employee feedback** to prove the impact of their work.
- **80%** of respondents said that **leadership recognizes the value** of internal communications.
- Leadership priorities are focused on **improving company culture and increasing employee engagement scores**.

## Work structure

- **72%** of respondents said that internal communications have been elevated to a more critical role within their organizations over the past year.
- **80%** of organizations operate with **hybrid, flexible, or remote** work models.
- **57%** of respondents said their organizations have **deskless employees**, with **62%** reporting **100+ deskless employees**.
- **80%** of communicators ranked **frontline employee engagement** as extremely or very important, which is aligned with 2024 results as well.
- **55%** said their organizations communicate with deskless employees **1-2 times per week**.

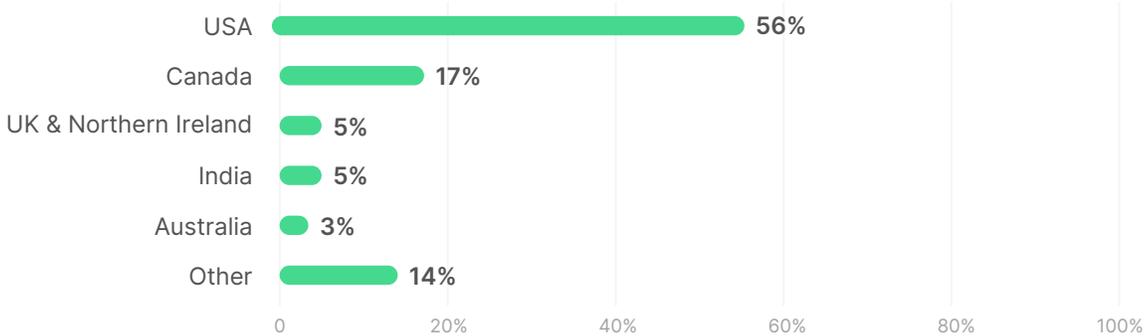
# 3. Survey Respondent Profile

To better understand the state of internal communications in 2025, we need to understand who participated in this year’s Global State of Internal Communications survey.

The data collected offers a detailed look into where respondents are located, which industries they represent, the size of their internal communication teams, and the roles they play within their organizations.

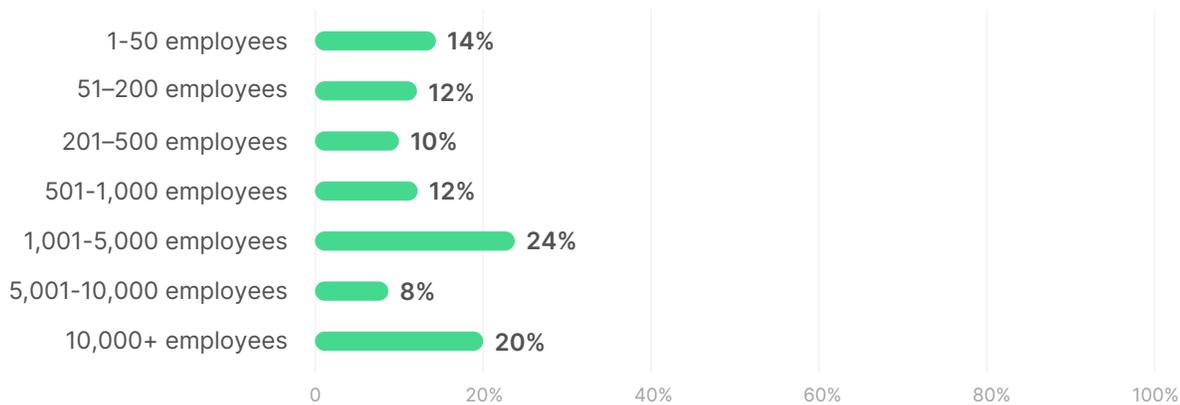
## 3.1 Geography

In 2025, we received survey responses from internal communicators across more than **50 countries**, showcasing the truly global reach of internal communications professionals. The top regions represented in this year’s report include:



North America continues to dominate the report respondent locations. However, there is growing representation from regions such as India, which reflects the global expansion of internal communications.

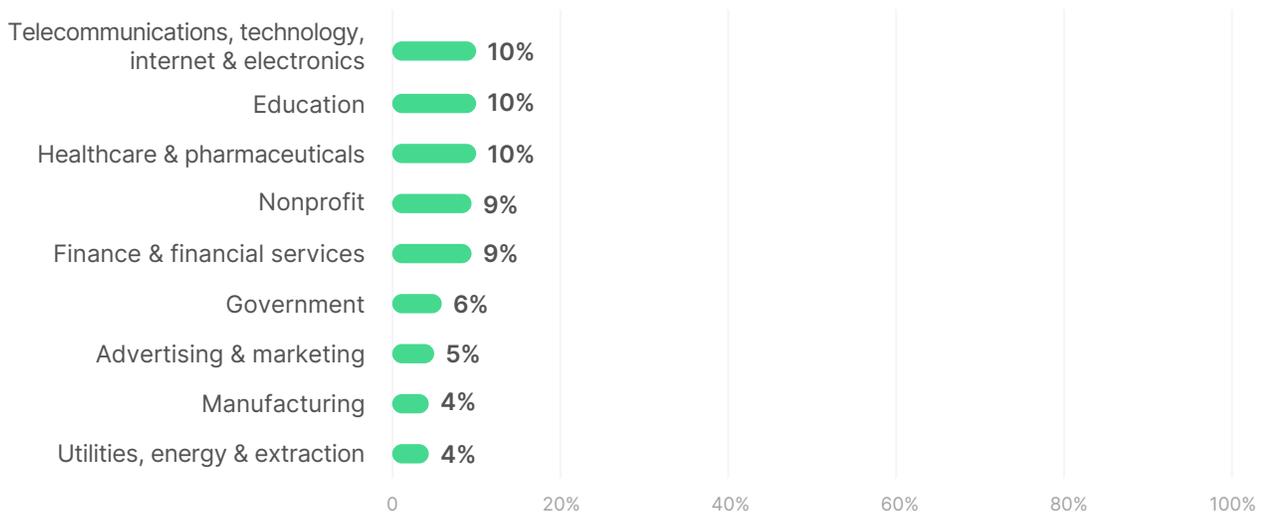
## 3.2 Company Size



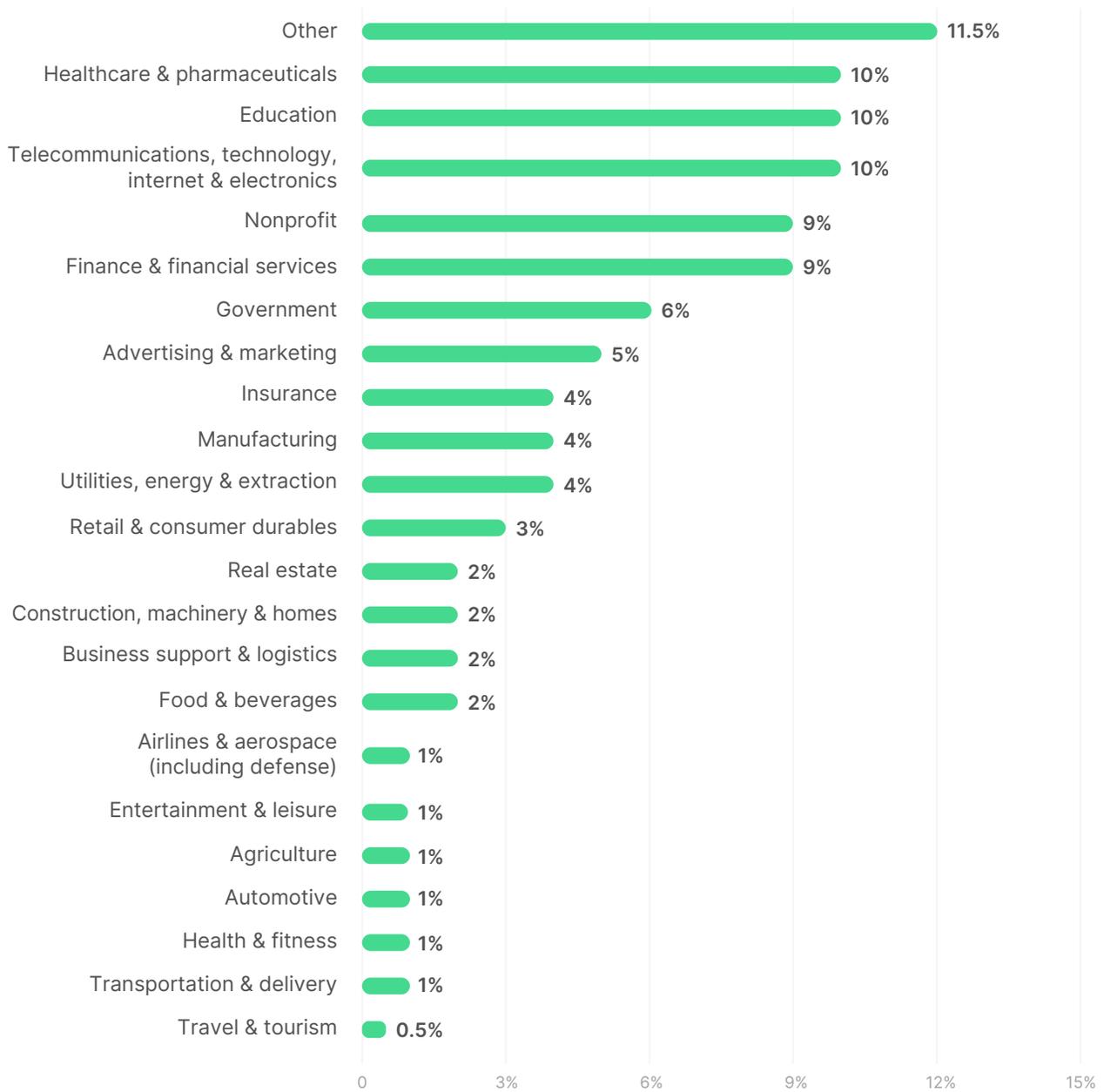
Companies of all sizes participated in this year’s survey, with the majority of respondents working at mid-to-large-sized organizations. Notably, **26% of respondents** work in organizations with 1 to 200 employees, while **52% of respondents** work in organizations with over **1,000 employees**.

## 3.3 Industry

Respondents represented a broad cross-section of industries. The top sectors in 2025 include:

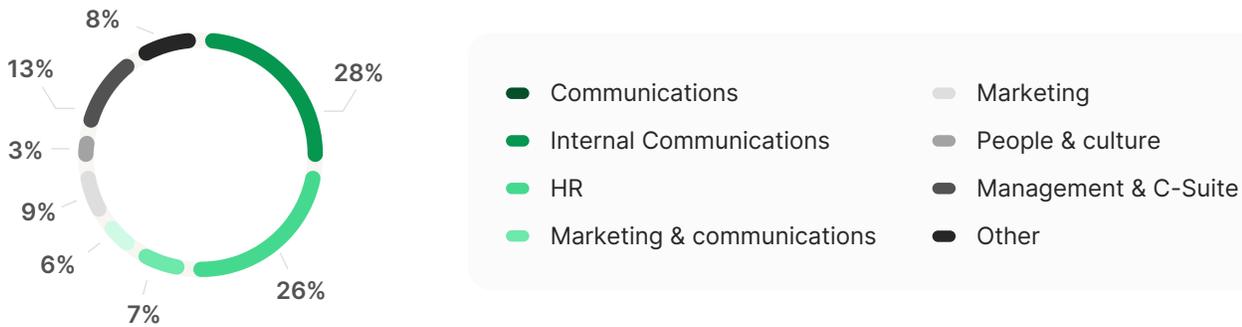


And the full breakdown of industries is below:



This year saw notable increases in representation from education and healthcare, reflecting industries where internal communication must also support dispersed, frontline workforces.

## 3.4 Respondent Departments



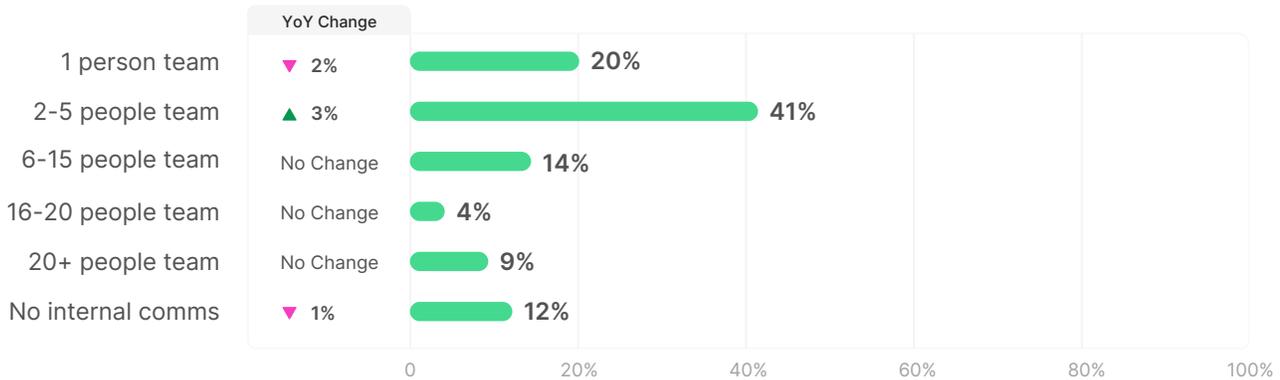
## 3.5 Respondent Job Titles

Job titles among survey respondents demonstrate a diverse range of roles and responsibilities within internal communications.

- **32%** are **Managers** (such as Communications Manager, Internal Communications Manager, and Employee Experience Manager).
- **16%** are **Directors** (including Internal Communications Director and Executive Communications Director).
- **10%** are **Specialists** (like Communications Specialist and Internal Communications Specialist).
- **3%** are **Leads** (such as Internal Communications Lead or Change Management Communication Lead).
- **39%** fall into the **Other** (including emerging or hybrid roles in employee experience, people operations, and organizational development).

This distribution highlights how internal communications responsibilities are integrated across multiple functions within organizations, with increasing specialization.

## 3.6 Size of Internal Communications Team



### Year-over-year insights:

- **1-person teams** dropped from **22%** in 2024 to **20%** in 2025.
- **2–5-person teams** grew from **38%** to **41%**, making it the largest and fastest-growing category of 2025 findings.

### Team size vs. company size:

- Respondents from companies with over **500 employees** are more likely to have a dedicated internal comms team with at least two members.
- **91%** of organizations with **500–10,000 employees** reported having **2-5 people** managing internal communications.
- **44%** of organizations with over **10,000 employees** reported having internal comms teams of **20+ members**.

Despite these increases, internal communications teams are still lean compared to the size of the organizations they support. This is especially true for organizations with thousands of employees below the 10,000-employee threshold. As a result, the small team size may lead to resource constraints, potential burnout, and challenges in maintaining consistent, high-quality communication across complex structures.

As internal communicators continue to shoulder responsibility for employee experience, engagement, and retention, there's a clear opportunity for leadership to increase investment in internal communications resources—particularly as organizations grow.

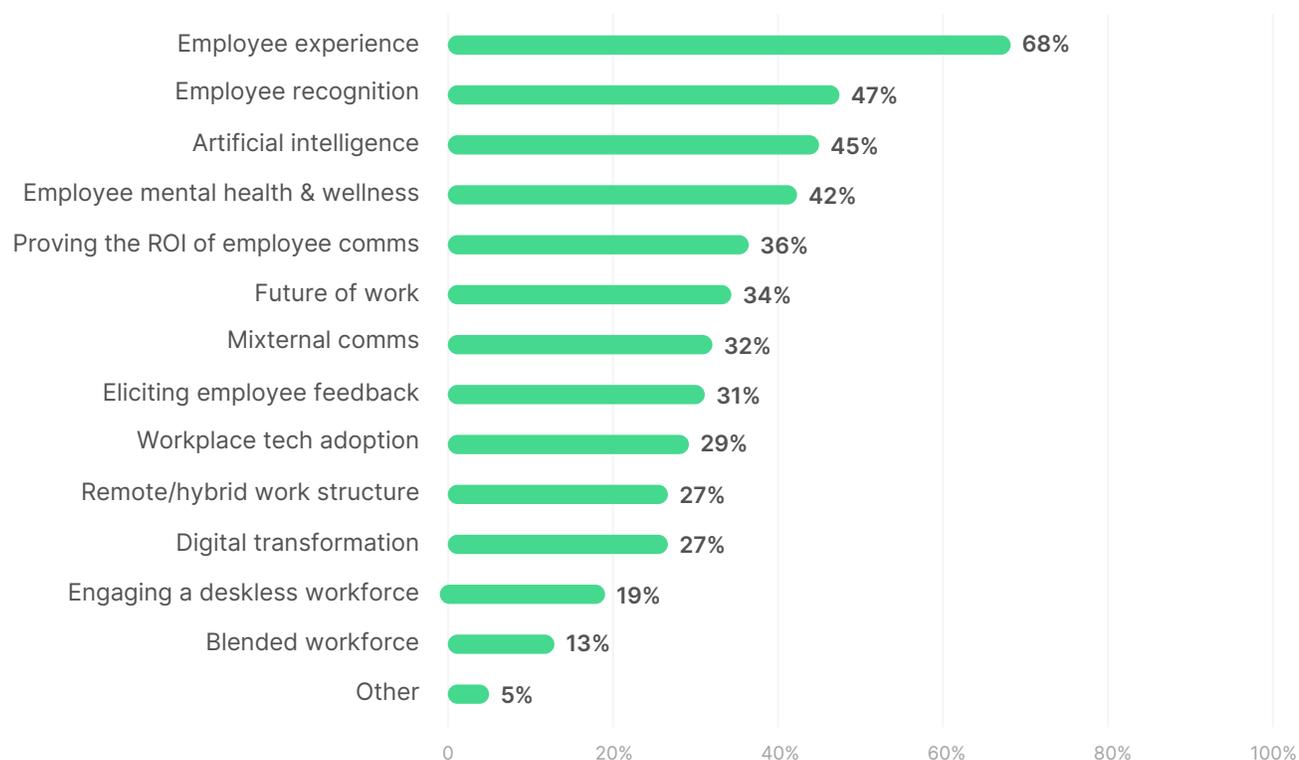
# 4. Industry Trends & Insights

Each year, the Global State of Internal Communications survey provides a window into the key priorities and emerging trends shaping the work of internal communicators worldwide.

In this section, we explore what’s capturing the attention of communication professionals in 2025, the external forces impacting their organizations, and how global market conditions continue to influence internal communication strategies.

## 4.1 Topics of Interest

**Q: What topics are you paying the most attention to in 2025?**



For the **6th consecutive year**, **employee experience** remains the number one priority for internal communicators, with nearly **68%** of respondents naming it as a top focus. This reflects how central the employee journey continues to be for organizational success. From company culture and leadership transparency to collaboration tools and the physical workplace environment, a positive employee experience drives engagement, retention, and productivity.

In second place, **employee recognition (47%)** continues to be a key focus area. Amid persistent economic pressures and limited financial incentives such as raises or bonuses, organizations are leaning on recognition programs to boost morale, foster loyalty, and reinforce a culture of appreciation.

With global uncertainty still weighing on employees, **mental health and wellness** remains a top concern (**42%**). Internal communicators play a pivotal role in not only promoting available resources but also creating psychologically safe environments that prioritize well-being and help prevent burnout.

One of the most notable shifts this year is the growing prominence of **artificial intelligence** in internal communications. At **45%**, AI has become a central topic of interest as communicators explore new ways to enhance their workflows—whether through automated content generation, personalization at scale, or advanced analytics. As AI capabilities mature, its integration into internal communications strategies will only deepen, making it a trend to watch closely in the years ahead.

**Proving the ROI of internal communications (36%)** remains a larger priority. As budgets tighten and leadership teams demand clear evidence of impact, communicators are increasingly leveraging data-driven insights to demonstrate the value of their work.

**Eliciting employee feedback (31%)** also remains a key focus. Many communicators cite low responsiveness as a top challenge, and without comprehensive feedback mechanisms, they risk hearing only from a vocal minority. By integrating formal feedback loops—like pulse surveys and engagement tools—internal communications teams ensure they capture a complete and honest view of employee sentiment.

Although **remote and hybrid work structures (27%)** have dropped in priority from previous years, they continue to demand attention as companies adapt to evolving expectations around flexibility and in-office collaboration.

#### **Common themes in “Other” responses included:**

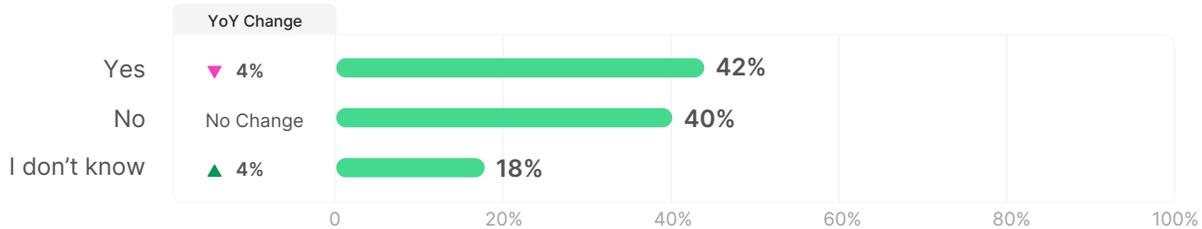
- Strategic communication
- Change communication
- Company culture
- Employee coaching, mentorship, learning and development
- Communicating brand, standards, and strategy internally
- Optimizing communication channels

These emerging topics highlight the broadening scope of internal communications. Communicators today are no longer just messengers—they are culture builders, change leaders, and strategic advisors who help organizations thrive in complex environments.

## 4.2 Market Factors

**Q1: Has your team/organization been negatively affected by external market conditions?**

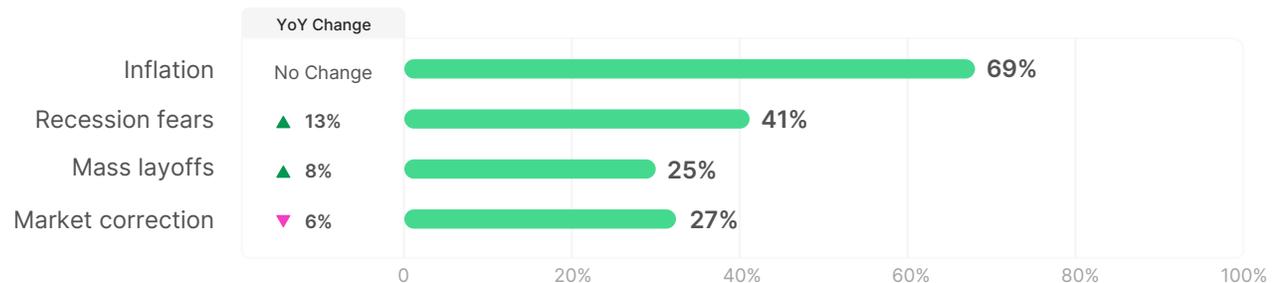
(E.g. inflation, possible recession, etc.)



In 2025, **42%** of respondents reported that their organizations had been negatively affected by external market forces—a modest decline from **46%** in 2024. Despite some reported stabilization, economic turbulence remains a key concern, with persistent inflation, industry-wide layoffs, and distributed workforces redefining workplace dynamics.

Interestingly, the percentage of respondents unsure of the impact of market conditions rose to **18%**, showing a growing sense of ambiguity between employees and decision-makers on how external forces are affecting their organization.

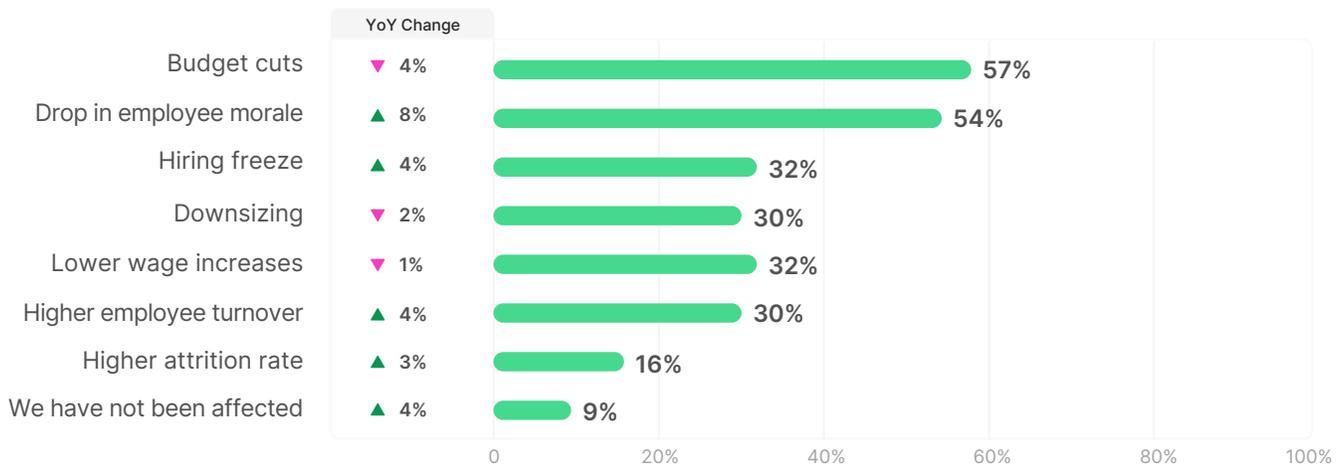
**Q2: Which market situation(s) have affected your company in the past year?**



While overall negative impact reports decreased slightly from 2024, **inflation (69%)** remains the dominant market challenge for organizations, showing no change from last year. **Recession fears (41%)** rose by **13%** and continue to be a significant concern, while reports of **mass layoffs (25%)** increased by **8%**. At the same time, **market corrections (27%)** declined by **6%**—but still signal ongoing cost-cutting measures and strategic pullbacks in investment and innovation.

Among those who selected “Other,” common responses included **tariffs for exports, government regulation changes, decline in revenue, reduced funding,** and more.

### Q3: How has your team/organization been affected by current market conditions?



Economic pressures have continued to drive corporate decision-making in 2025. **Budget cuts and reduced spending on technology** remain the most common impacts, reported by **57%** of respondents. Many organizations have paused growth initiatives and limited investments in new platforms and software. Reduced investments directly affect internal communicators who may rely on innovative tools to increase employee engagement.

Concerns about **employee turnover** have increased with more organizations (**30%**) worried about people leaving and needing to replace them. Similarly, higher attrition rates (**16%**) have been reported this year, indicating that when employees leave, they are not being replaced. A drop in employee morale (**54%**) could mean employers are focused on boosting morale in an environment forcing lower wage increases (**32%**), as companies prioritize survival over expansion. These structural changes have had a direct effect on company performance overall, with **32%** reporting hiring freezes and **30%** identifying downsizing as a factor impacting their organizations.

Only **9%** of respondents reported that their organization was unaffected by market forces, reinforcing just how widespread these external pressures remain.

#### Key takeaways:

- **Employee experience (67%)** and **change management (62%)** are the top two topics of interest for internal communicators.
- **42%** of respondents reported that their organizations were negatively affected by external market conditions.
- **69%** of organizations were impacted by inflation.
- **Budget cuts and reduced tech spending** remain the most common effects of recent market instability.
- **Employee morale** suffers as hiring freezes, downsizing, and wage stagnation persist.

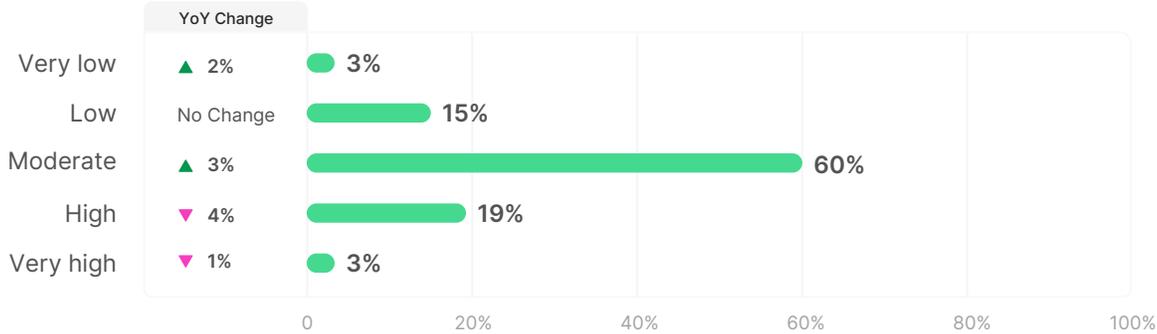
# 5. Culture

Behind every successful organization is a strong workplace culture—and internal communicators are at the heart of shaping and sustaining that culture. In 2025, as organizations continue to navigate shifting work environments, economic uncertainty, and rising employee expectations, fostering a sense of connection, purpose, and recognition has never been more critical.

Below we'll explore how communicators are leveraging tools and strategies to maintain morale, gather meaningful feedback, and support DEI initiatives—despite limited resources and growing workloads.

## 5.1 Employee Engagement

**Q1: How would you describe the current employee engagement levels at your organization?**

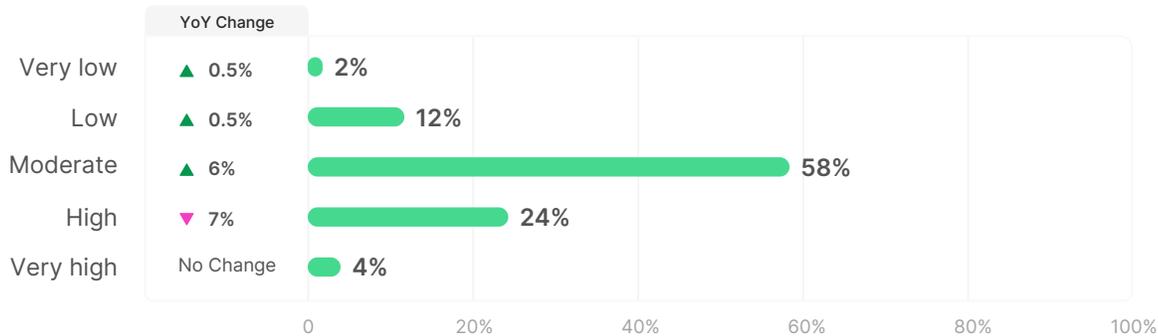


In 2025, employee engagement levels remain largely steady, with **60%** of respondents reporting **moderate engagement** at their organizations—similar to trends seen over the past few years. Low or very low engagement continues to affect **18%** of organizations, and very high engagement trends decreased this year from **4%** to **3%**.

The decrease in **very high employee engagement** in 2025 can be attributed to declining employee morale, which has been a persistent challenge for organizations navigating economic uncertainty, budget constraints, and workplace restructuring.

## 5.2 Organizational Alignment

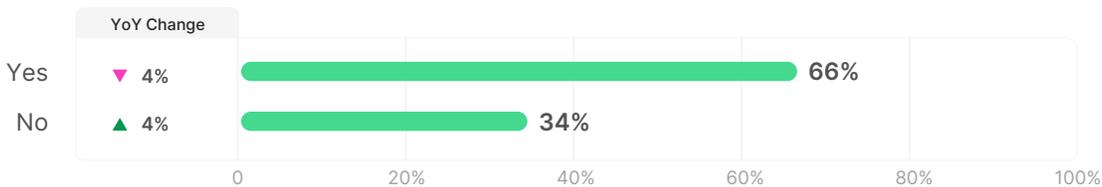
Q: How would you rate your organizational alignment?



Similar to employee engagement, organizational alignment remains stable. **58%** of respondents rate alignment as **moderate**, while **28%** report high or very high alignment. This demonstrates that while some organizations are successfully aligning their people and strategies, the majority still have work to do to ensure that employees understand and connect with larger goals.

## 5.3 Employee Recognition

Q1: Do you have a formal employee recognition system in your organization?



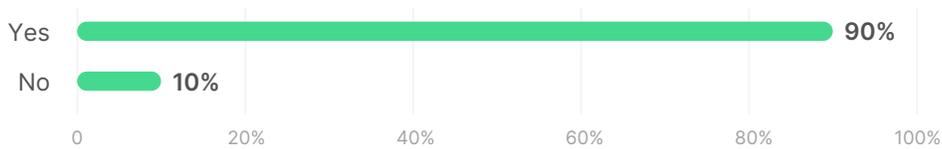
In 2025, **66%** of respondents reported having a formal employee recognition system in place, which is a slight decrease from 2024.

Recognition remains an essential tool for organizations looking to support morale, particularly amid widespread **budget cuts** and **limited compensation growth**. With economic pressures still weighing on businesses, formal recognition programs offer non-monetary ways to boost engagement and retention.

These systems have become critical in driving both day-to-day motivation and long-term loyalty, giving internal communicators another avenue to reinforce company culture and demonstrate appreciation during challenging times.

## 5.4 Employee Feedback

### Q1: Do you collect employee feedback at your organization?



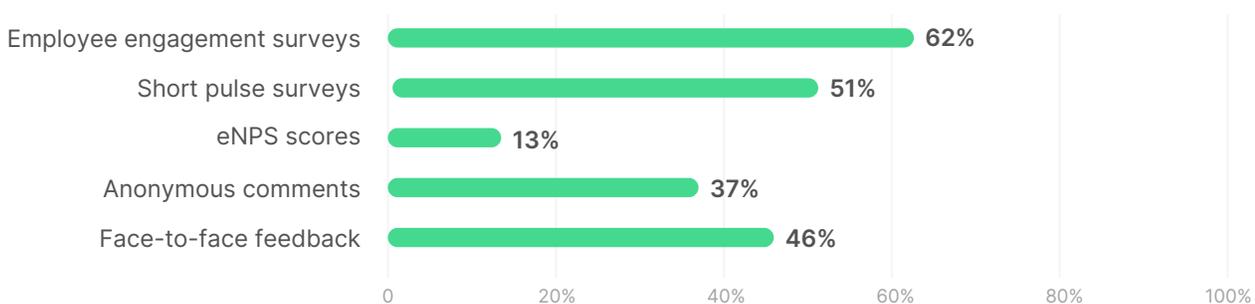
Feedback continues to be a cornerstone of internal communications strategies, with **90%** of organizations actively gathering employee input.

#### For communicators, feedback is essential to:

- Measure the success of initiatives
- Identify challenges and opportunities
- Tailor communications to evolving employee needs

Despite strong feedback collection practices, moderate engagement levels suggest that many organizations are still slow to act on the insights they receive. This gap between feedback and action remains a major opportunity area for communicators to push for meaningful change based on employee sentiment.

### Q2: What type of employee feedback is the most effective in your organization?



**Comprehensive engagement surveys** remain the most effective feedback method, cited by **62%** of respondents. These large-scale surveys provide in-depth insights into employee needs and satisfaction.

However, **pulse surveys** have become an increasingly popular complement to these larger initiatives. With **51%** of communicators identifying them as highly effective, pulse surveys help capture real-time feedback on specific events or changes.

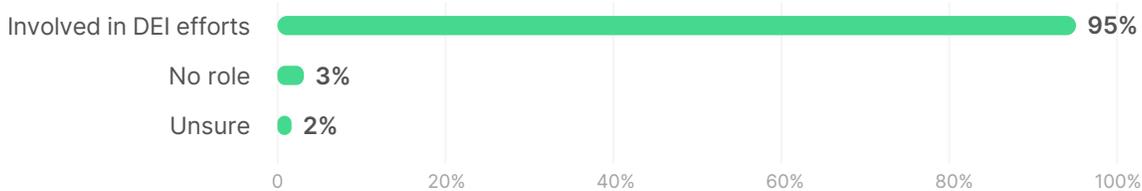
Other popular methods include **face-to-face feedback (46%)** and **anonymous comments (37%)**, ensuring that employees have both open and private channels for sharing concerns and suggestions.

### Other methods noted by respondents include:

- Roundtables
- Event polls and post-event feedback
- Blog responses
- Focus groups

## 5.5 Diversity, Equity & Inclusion (DEI)

### Q1: What role does internal communication play in your company's Diversity, Equity, and Inclusion strategy?



95% of respondents reported that their internal communication teams play an active role in DEI strategies within their organizations, a figure that is consistent with last year.

### However, the involvement of internal communicators varies:

- 19% said comms teams primarily **amplify DEI messaging**.
- 61% indicated comms teams are **involved but do not lead** DEI efforts.
- 8% described their teams as **strategic partners** in DEI communications.
- 0.5% reported that comms teams have a seat on the **DEI committee**.
- 11% shared that comms teams are the **owners of DEI strategy**.

While communicators are deeply embedded in DEI messaging, the majority remain **supporters rather than leaders** in this area. For communicators looking to elevate their role, this presents a significant opportunity to move from amplifiers to strategic drivers of DEI initiatives, ensuring that inclusion, equity, and belonging are reflected not only in messaging but also in action.

## Key takeaways:

- **60%** of respondents rated employee engagement as **moderate**.
- **58%** rated organizational alignment as **moderate**.
- **67%** of organizations have a **formal recognition program** in place.
- **90%** collect **employee feedback**, with comprehensive engagement surveys and pulse surveys being the most effective methods.
- **95%** of communicators are involved in **DEI initiatives**, though the majority focus on **amplifying** existing messaging rather than owning or leading DEI strategy.

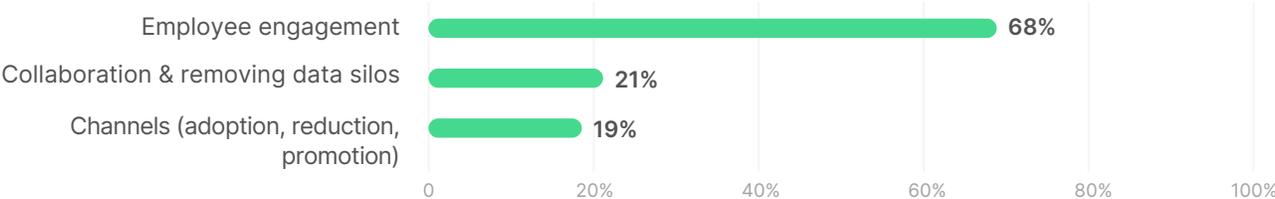
# 6. Communication Goals

The role of internal communication continues to expand, moving beyond simply sharing updates to fostering meaningful employee engagement, improving collaboration and driving internal channel improvements. In 2025, communicators will be tasked with ambitious goals that directly influence the employee experience and business outcomes.

This chapter explores the top priorities internal communicators are focused on this year—from strengthening employee engagement to improving leadership communication and supporting culture change. With organizations facing ongoing market pressures, shifting work models, and evolving employee expectations, the stakes for internal communication have never been higher.

## 6.1 Areas of Focus

**Q1: What are your top 3 focus areas for internal communications in 2025?**

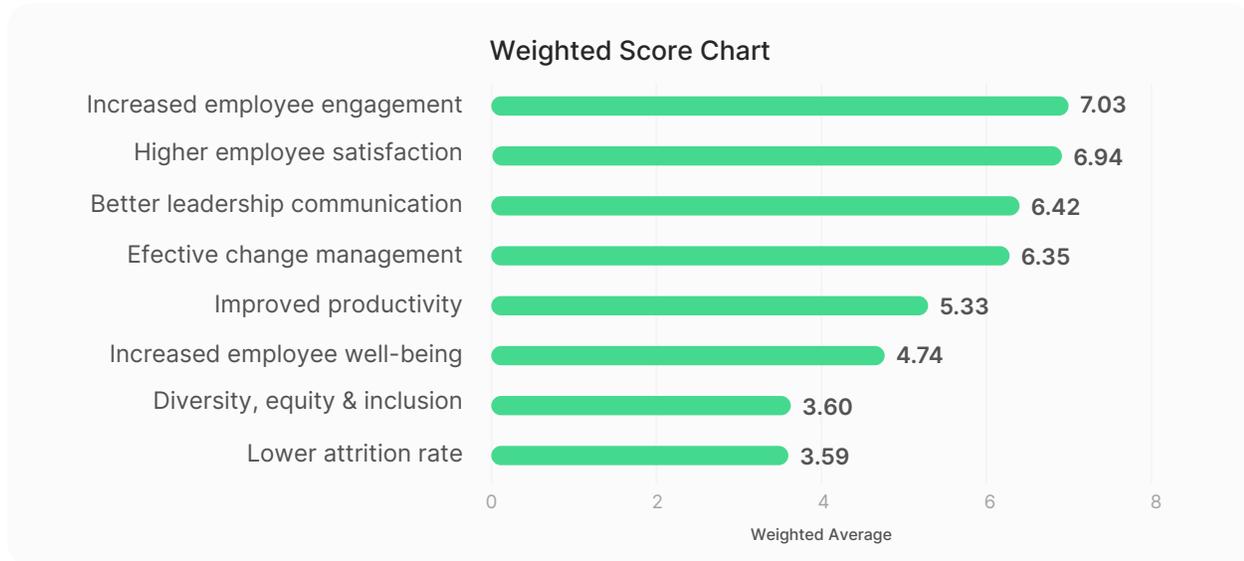


For the 6th consecutive year, **employee engagement** remains the undisputed top focus of internal communicators, with nearly **68%** of respondents selecting it as a core priority. This continued emphasis reflects organizations’ efforts to foster meaningful workplace connections, boost morale, and sustain productivity during another year marked by economic pressures and organizational change.

Following employee engagement, respondents prioritized areas centered around **collaboration**, **removing data silos**, and **channel optimization** (the strategic approach that refines how comms are delivered to employees). This shows the ongoing efforts of communicators to streamline how information is shared most effectively with fellow employees.

## 6.2 Communicator Priorities

Q1: Rate the following goals in order of priority



**Increased employee engagement** continues to be the linchpin for improving engagement, productivity, and retention, especially as organizations strive to counteract the lingering effects of market instability and shifting workplace dynamics. In addition, **higher employee satisfaction** and **better leadership communication** rank as the second and third top internal communications goals, respectively.

Since trust in leadership is a key factor in employee engagement and organizational alignment, internal communicators are doubling down on promoting transparency, consistency, and meaningful interaction between leaders and employees.

**Other key communicator priorities include:**

- **Improved productivity**, which, while less of a primary focus, remains linked to higher engagement and recognition efforts.
- **Effective change management.**
- **Increased employee wellbeing.**

**Key takeaways:**

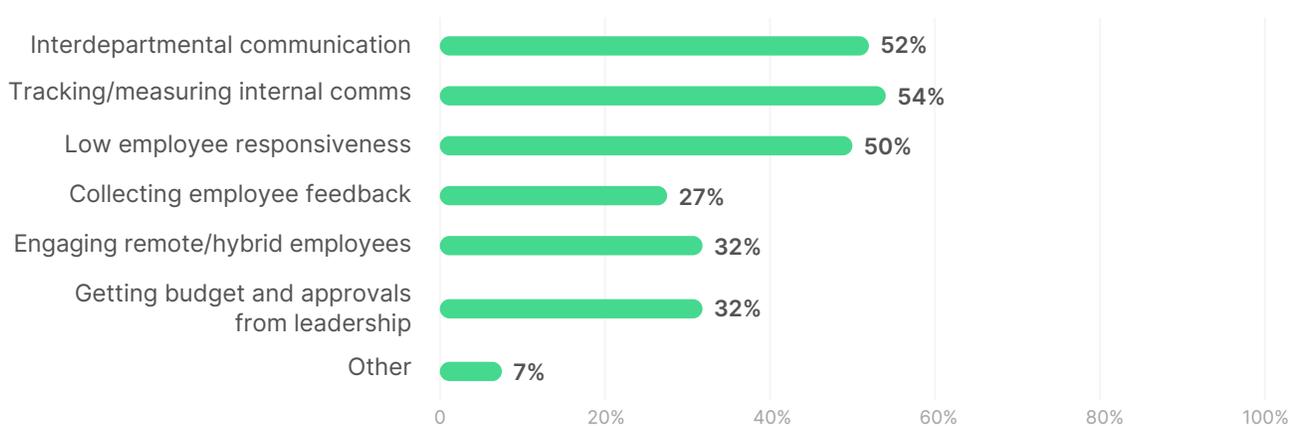
- **Employee engagement, collaboration, and communication channels** are the top three focus areas for internal communicators in 2025.
- **Increased employee engagement** is the leading goal for communicators.
- **Higher employee satisfaction** and **better leadership communication** also fall into the top three priorities of communicators in 2025.

# 7. Challenges

While internal communication continues to gain visibility and strategic importance within organizations, communicators are still facing persistent—and evolving—obstacles in their day-to-day work. In 2025, challenges like tracking and measuring internal communication impact, overcoming interdepartmental silos, and driving employee responsiveness remain top of mind.

In this chapter, we examine the most common challenges internal communicators face in 2025, how those challenges have shifted from previous years, and where the biggest pain points remain.

## Q1: What are the main internal communications challenges you face?



For the 5th year in a row, **tracking and measuring internal communications** remains the top challenge for communicators, with **54%** citing it as a primary obstacle. Despite the widespread availability of communication tools, many teams still struggle to demonstrate the value of their work due to gaps in analytics and reporting.

**Interdepartmental communication** has also been reported as the top challenge this year by **52%** of respondents. This continues a steady upward trend as communicators work to bridge gaps between siloed teams, particularly in increasingly complex and dispersed workplace structures. Remote work, hybrid arrangements, and growing global footprints have made cross-functional collaboration more difficult to manage without intentional strategies and tools.

**Low employee responsiveness** also remains a persistent issue, reported by **50%** of respondents. Lack of responsiveness is often a symptom of broader concerns like disengagement or message fatigue, underscoring the need for more personalized, relevant, and interactive internal communication strategies.

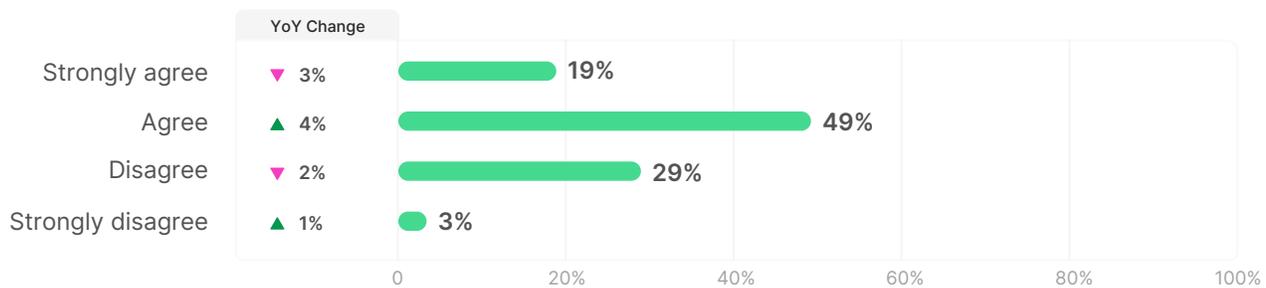
**Collecting employee feedback** remained a real challenge, as **27%** of respondents reported, up from **23%** in 2024. The ongoing challenge is methodology, response rates, ensuring that feedback is candid, actionable, and drives meaningful change.

**Persistent struggles:**

- **32%** of respondents still **struggle to engage remote and hybrid employees**. Maintaining culture, connection, and collaboration across dispersed teams continues to be complex, especially as organizations seek to balance flexibility with alignment.
- Securing **budget and approvals** from leadership is also a recurring challenge for **32%** of respondents. Budgeting issues have held steady with previous years, remaining a friction point as communicators advocate for the resources they need to implement strategies.

**Q2: “Measuring internal communications is the biggest challenge for me.”**

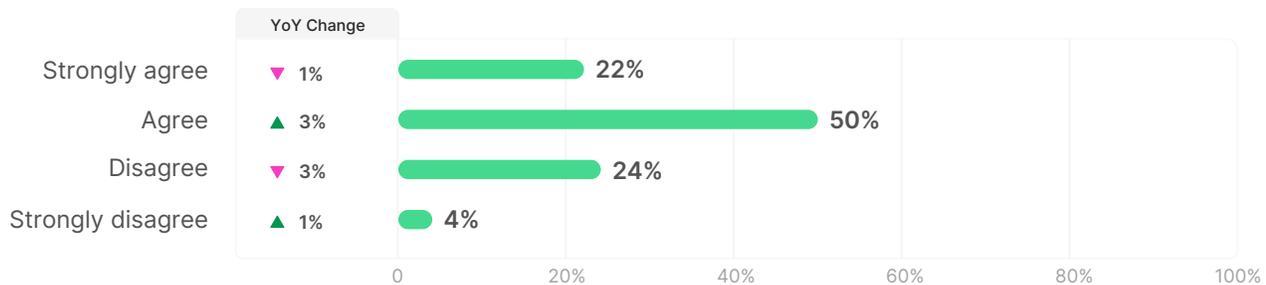
To what extent do you agree with this statement?



Despite being the top-reported challenge, the number of communicators who **strongly agree** or **agree** that measurement is their biggest challenge has held steady at **68%**. While this is a slight improvement from **67%** in 2024, measurement remains a major pain point, particularly as leadership continues to emphasize return on investment (ROI).

**Q3: “It is difficult to showcase the impact of internal communications in my organization.”**

To what extent do you agree with this statement?



Proving impact continues to be a hurdle for many, with **72%** of respondents agreeing or strongly agreeing that demonstrating the value of internal communications is difficult. This number has increased from **70%** in 2024, signaling that proving out internal communications initiatives remains difficult.

### **Key takeaways:**

- **Tracking and measuring internal communications, interdepartmental comms and low employee responsiveness** are the top challenges facing internal communicators in 2025.
- **68%** of respondents agree that measurement remains their most significant challenge.
- **72%** of communicators still find it difficult to prove the impact of their work—a number that has improved since 2022, and is slightly higher (+2%) than last year in 2024.
- Engagement, responsiveness, and budget constraints continue to test communicators as they push to modernize strategies and secure leadership support.

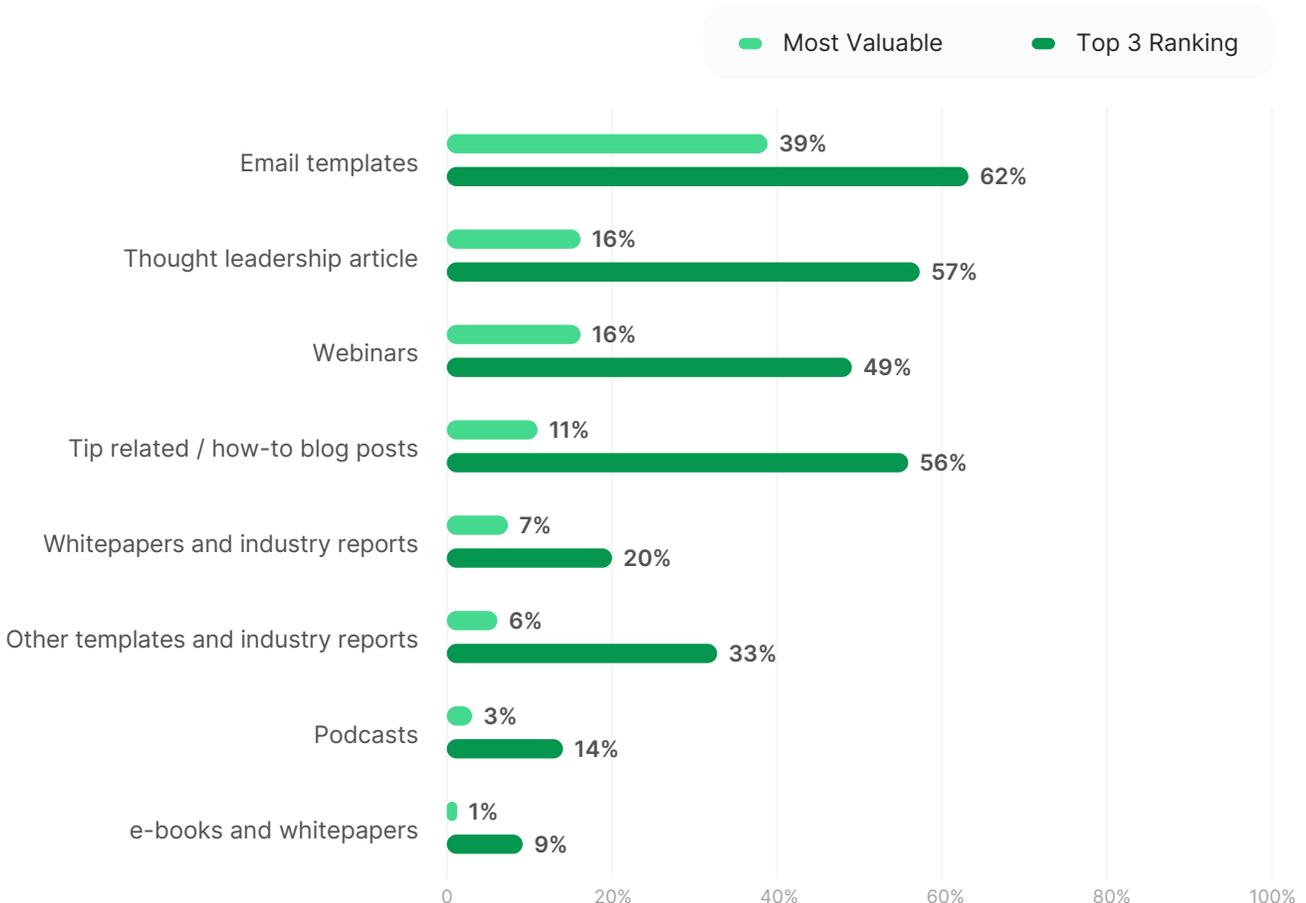
# 8. Channels & Tools

The tools internal communicators rely on are the foundation of how they connect, engage, and align employees—whether it’s through email newsletters, intranet platforms, or emerging AI solutions. In 2025, communicators continue to prioritize tools that not only streamline their work but also deliver measurable impact and drive meaningful employee interactions.

In this section, we cover how communicators are leveraging technology in 2025 to overcome challenges, personalize employee experiences, and optimize internal communications for the future. This includes the resources communicators are prioritizing, how AI is being leveraged, and overall tooling.

## 8.1 Resources

Q1: Which of the following adds the most value to your work? (Rank in order of importance)



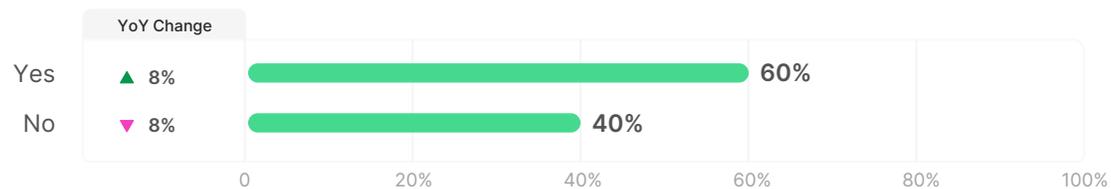
For internal communications, the most valuable resources continue to fall into two clear categories this year:

- **Practical aids**—like **email templates (39%)**— and **thought leadership articles (16%)** — help teams handle day-to-day tasks more efficiently. This frees them to focus on strategic initiatives rather than reinventing the wheel for each new campaign.
- **Interactive resources** like **informative webinars (16%)** allow communicators to engage with peers, learn best practices, and stay informed on emerging trends.

At the lower end of perceived value, **podcasts (3%)** and **e-books/whitepapers (1%)**, while still informative, may not deliver as much real-time, hands-on support. These more static content types can be valuable for background research or deeper dives but may not feel as immediately applicable within the fast-moving world of internal communications.

## 8.2 Tools

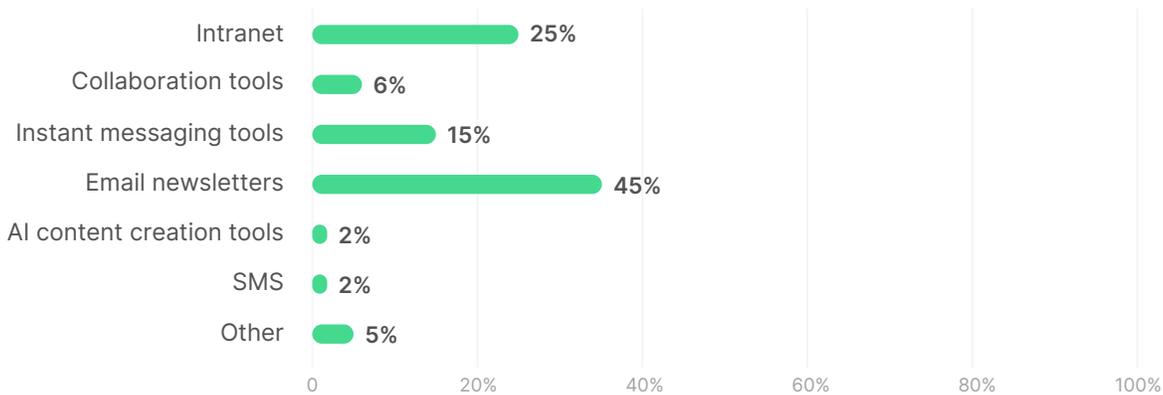
**Q1: Do you use any third-party internal communications solution?**



The use of third-party internal communications solutions declined in 2025, with **40%** of respondents reporting usage—**down from 52% in 2024**. This drop reflects growing financial pressures, with many organizations tightening budgets and scaling back on additional tools and platforms.

As communicators face increased scrutiny over costs, maintaining or adopting external solutions has become more challenging, despite the ongoing need for streamlined internal communications and robust analytics.

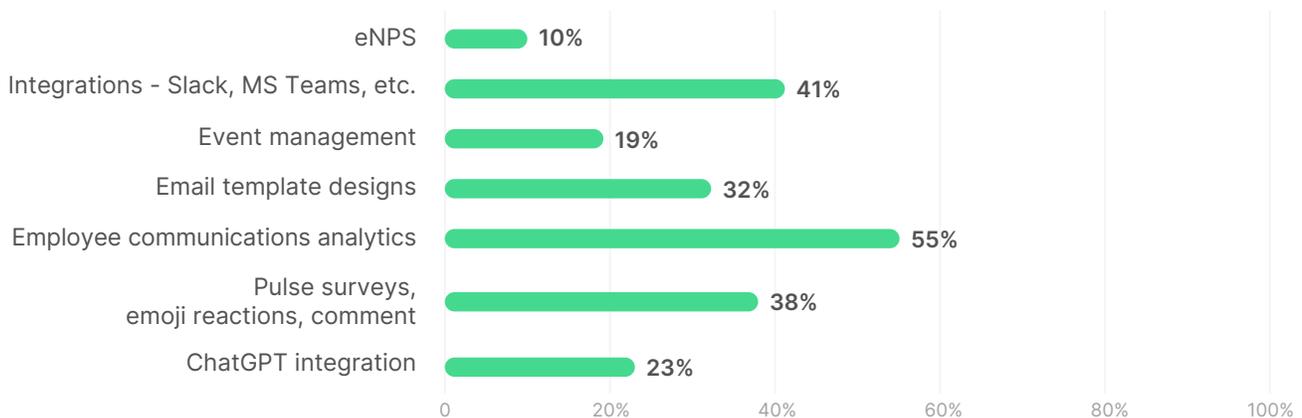
## Q2: Which of the following do you rely on the most for your internal communications?



**Email newsletters** remain the most relied-upon internal communications channel, with **45%** of communicators citing it as their primary tool. The intranet follows as the second most common platform, while messaging and collaboration tools continue to play supporting roles.

For communicators looking to streamline email communications and drive measurable engagement, platforms like ContactMonkey offer integrated solutions designed for internal use.

## Q3: Which of the following would you consider the greatest value-add to your internal communications?



With measurement still the top challenge for communicators, it's no surprise that **55%** of respondents selected **analytics** as the most valuable feature.

Tools offering **integrations, surveys, and interactive features** are also highly prized, as communicators increasingly seek comprehensive solutions that enable engagement and feedback across multiple platforms while minimizing manual work.

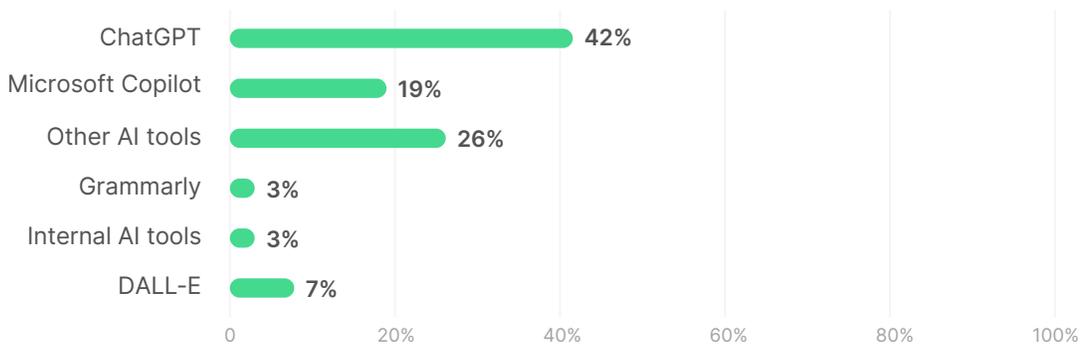


## BONUS

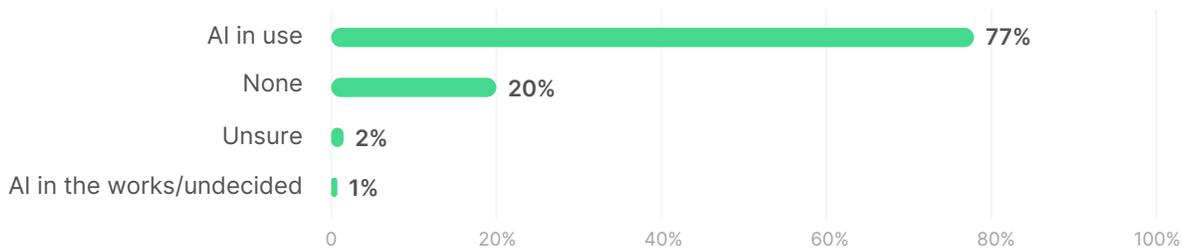
The right features—like ContactMonkey’s **built-in email analytics**—help you track engagement, measure success, and optimize your internal comms with real-time data. Plus, with integrations, pulse surveys, and interactive content, you can gather meaningful feedback and drive employee engagement effortlessly.

### Q4: Which AI tools do you use or plan to use for your internal communications?

#### AI Tools



#### AI Usage

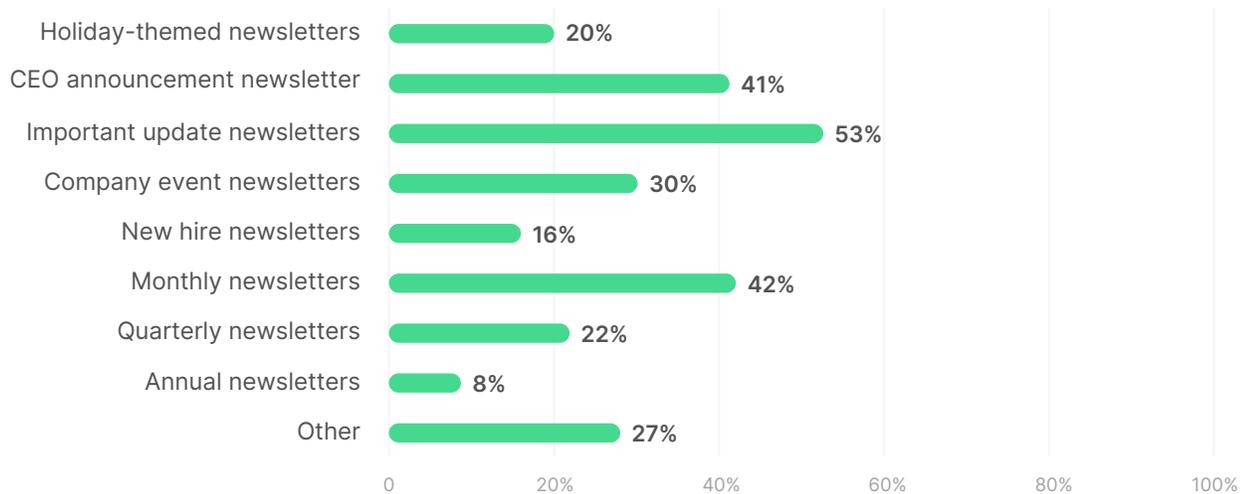


Artificial intelligence remains a major theme in 2025. The majority (**77%**) of organizations are actively using AI, with **ChatGPT (42%)** leading as the most widely used tool for internal communications. Other AI tools (**26%**) include Gemini and Microsoft, while **19%** of respondents report no AI usage. This group could reflect perceived barriers—budget, governance, or lack of proven ROI—rather than outright opposition.

As AI adoption grows, communicators are balancing efficiency gains in content creation and workflow automation with careful consideration of governance and ethical use.

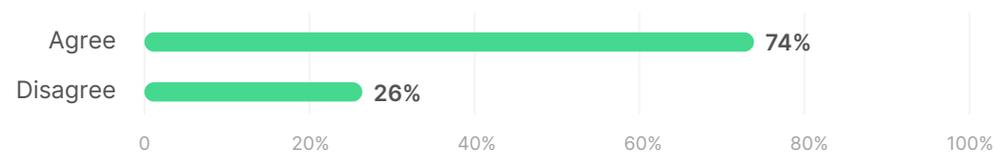
## 8.3 Email Deep Dive

**Q1: What kind of newsletters do you send your employees?**



**Important updates, CEO announcements, and monthly newsletters** are the top 3 newsletter types in internal communications. Many respondents who selected “Other” indicated that they also send weekly or bi-weekly updates, manager-friendly newsletters, and HR resources (such as benefits and wellness emails).

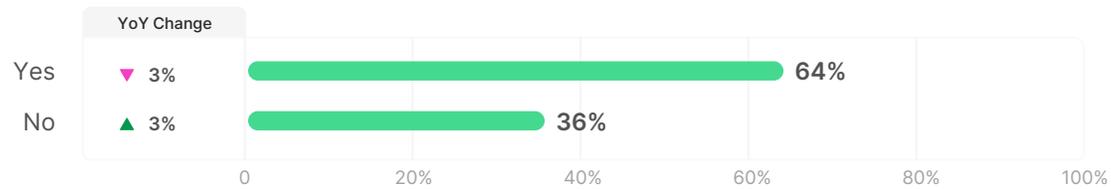
**Q2: “I use email more frequently to communicate with employees in a remote/hybrid environment.” Do you agree or disagree?**



Unsurprisingly, email remains critical in remote and hybrid work settings, with **74%** of communicators agreeing that they rely on it more frequently in these environments. As employees work across various time zones and locations, email provides a scalable, asynchronous channel to ensure consistent communication.

## 8.4 Crisis Communications

Q1: Do you have an emergency alert/crisis communications system at your organization?



Although slightly down from previous years, **64%** of organizations report having an active crisis communications system. With global uncertainty and local disruptions still prevalent, reliable emergency messaging remains essential.

If your organization doesn't yet have a formal crisis plan, now is the time to prioritize developing one—ensuring you can keep employees informed and safe in the face of unexpected events.

### Key takeaways:

- Communicators find the most value in **live interactive resources** and **practical, time-saving templates**.
- **40%** of communicators report **using third-party** communication solutions.
- **55%** of respondents find **analytics** the most valuable feature for internal comms.
- **77%** of respondents report using **AI tools**, with **ChatGPT** being the most common.
- **Email newsletters** remain the top communication channel, especially in hybrid environments.
- The most common newsletters include **important updates**, **CEO announcements**, and **event communications**.
- **67%** of organizations have a **crisis communication system** in place.

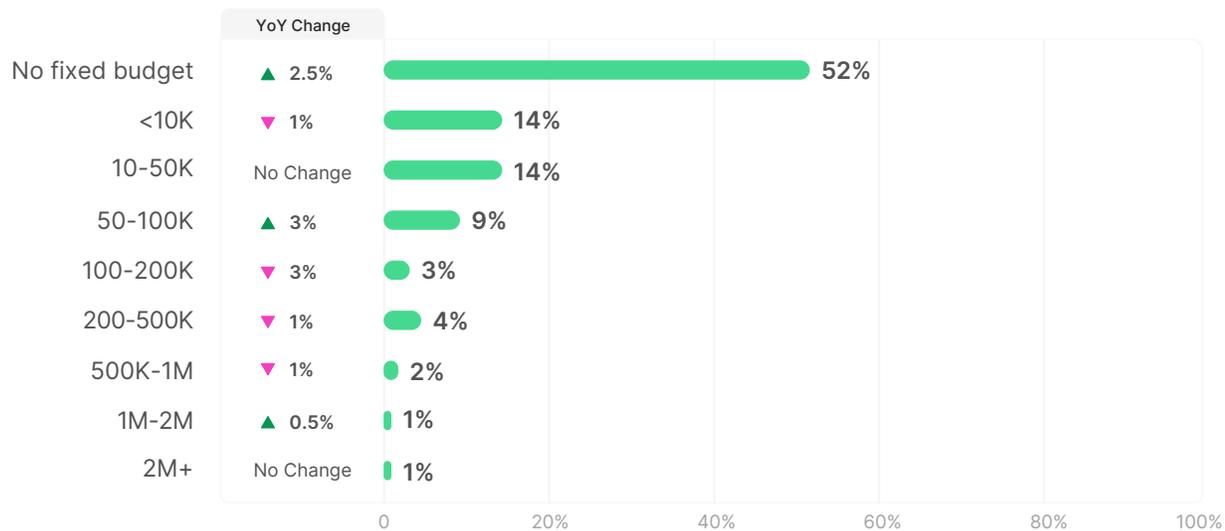
# 9. Strategy & Leadership

As internal communications evolve from tactical execution to strategic influence, the relationship between communicators and organizational leadership has become more important than ever. In 2025, communicators are not only tasked with keeping employees informed—they're playing a key role in shaping workplace culture, guiding change management, and driving long-term business outcomes.

This section explores how internal communication strategies are being developed (or, in many cases, where they're still missing), what budgets look like in today's economic climate, and which metrics communicators are using to demonstrate their impact.

## 9.1 Budget

**Q1: Which range best describes your internal communications budget?**

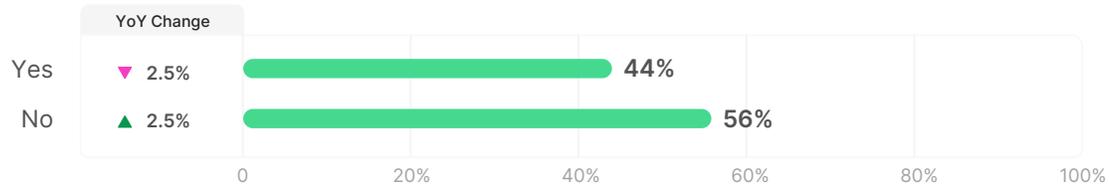


In 2025, **52%** of communicators reported having **no fixed internal communications budget**, consistent with trends of economic caution and conservative financial planning. Among those with set budgets, **28%** of budgets fall under **\$50K**, reflecting ongoing cost-cutting measures and the preference for ad-hoc spending over formal allocations.

Interestingly, while many budgets remain small, there has been growth on the high end, with a \$1M-\$2M budget up 0.5% from 2024. This increase suggests that some organizations are investing more heavily in communication to support employees through prolonged uncertainty.

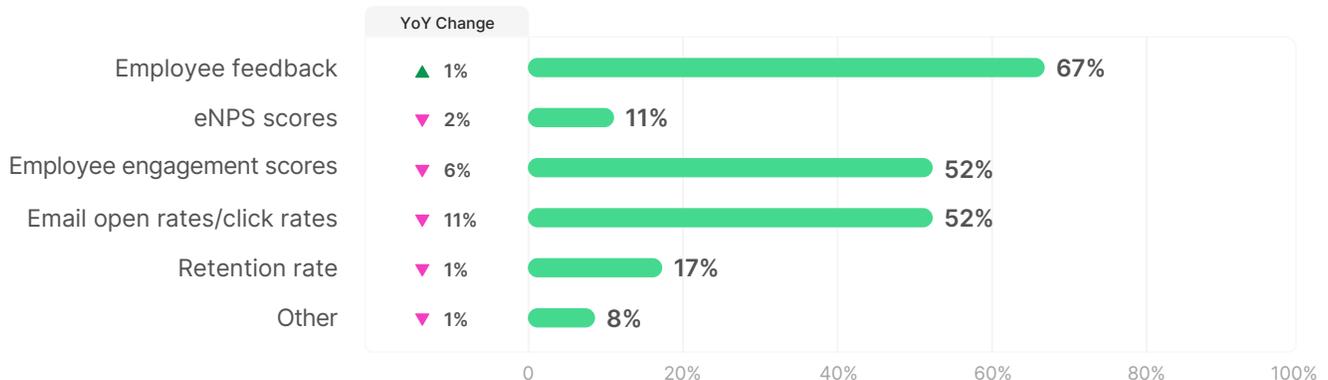
## 9.2 Internal Communications Strategy

**Q1: Do you have a long-term strategy in place for your internal communications?**



For the second consecutive year, a **majority of respondents (56%)** reported **not having a long-term internal communications strategy**. With financial instability still top of mind—paired with limited budgets and resource constraints—many teams remain in a reactive state, unable to commit to sustained planning or multi-year goals.

**Q2: What are your top internal communications Key Performance Indicators (KPIs)?**



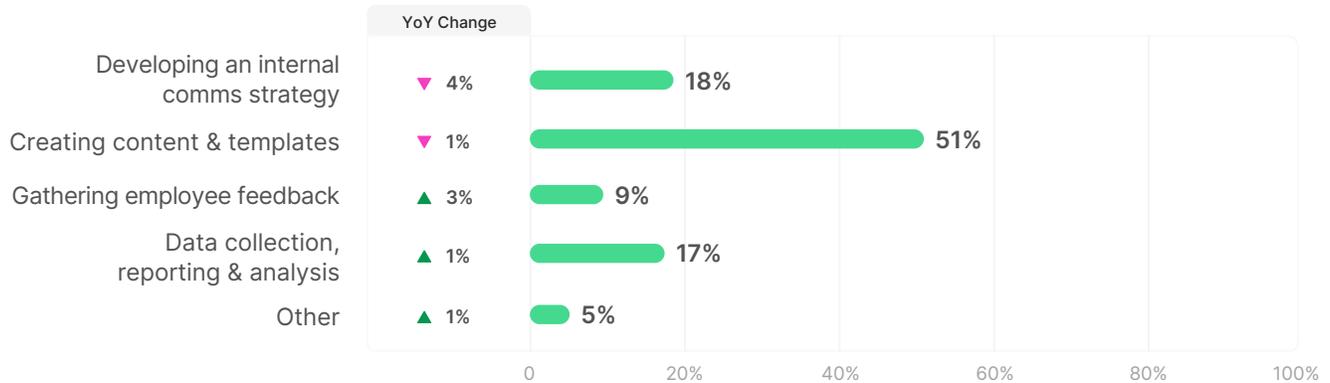
In 2025, **employee feedback remains the top KPI** for internal communicators, with **67%** of respondents using it to evaluate the success of their efforts and uncover organizational gaps.

Close behind, **52%** of communicators **track email open and click rates**, reinforcing the importance of measuring communication reach and engagement, particularly in remote and hybrid environments.

Tied for second, **52%** of respondents rely on **employee engagement scores**, highlighting a continued emphasis on improving workplace satisfaction and reducing disengagement.

## 9.3 Time Allocation

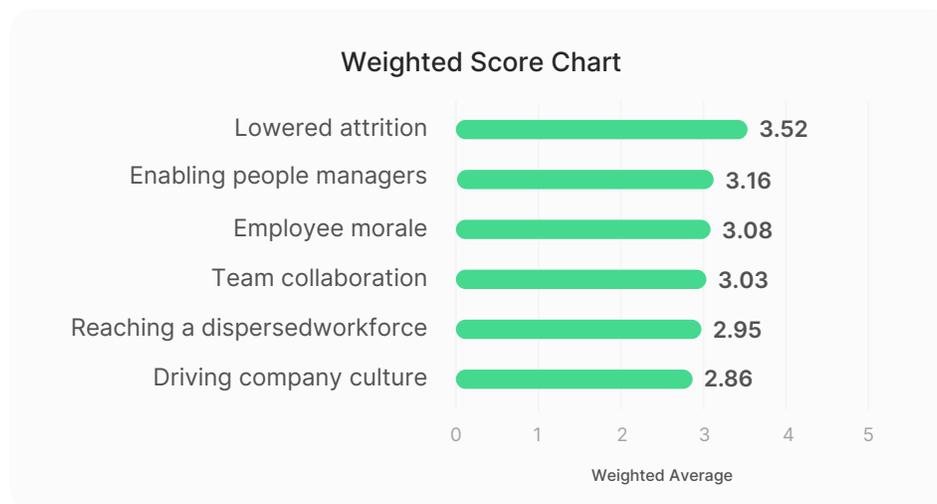
Q1: Which of the following activities take up most of your time?



**Content creation (51%)** remains the most time-consuming task for communicators. Developing an internal comms strategy (**18%**) and data collection, reporting & analysis (**17%**) are also taking up time for internal communicators this year. This shift may be attributed to the rising adoption of AI and automation tools, which are streamlining repetitive content tasks, freeing communicators to focus on higher-level planning and data-driven decision-making.

## 9.4 Impact of Internal Communications

Q1: How would you rate your internal communications' ability to influence the following?



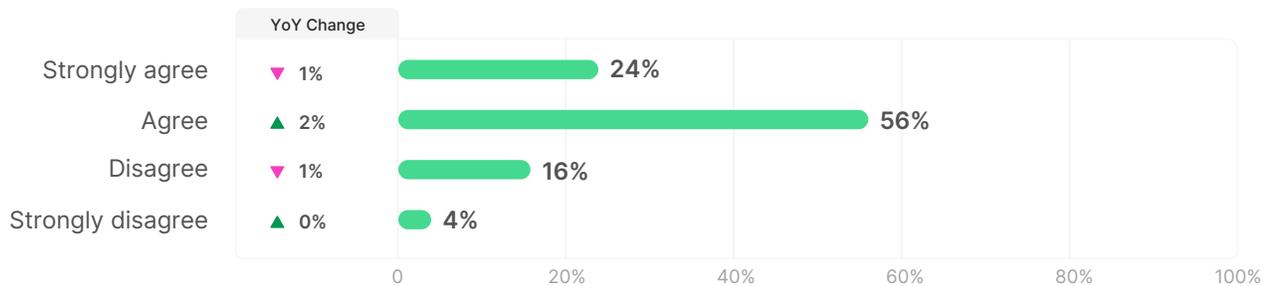
According to respondents, internal communications has the strongest impact on:

- Driving company culture
- Reaching a dispersed workforce
- Improving employee morale

Communicators play a key role in shaping narratives, fostering connection, and driving alignment, particularly during times of organizational change and uncertainty.

## 9.5 Internal Communications and Leadership

**Q1: “Leadership recognizes the value of internal communications in the organization.” Do you agree or disagree?**



Encouragingly, 80% of respondents agree that leadership recognizes the value of internal communications—a notable recovery from previous years when leadership support dipped during budget cuts and restructuring.

**Q2: Which of the following do you think is most important to your leadership? (Rank in order of importance)**



**Improved company culture (4.23)** was ranked the highest in terms of perceived importance for leadership. Trailing closely was increased **employee engagement scores (4.15)**, followed by **higher productivity (3.99)**.

At the other end of the scale, **lowered attrition, stronger employer brand, and employee well-being** are perceived as lesser leadership priorities—reflecting the broader focus on immediate business outcomes over longer-term employee retention strategies.

### **Key Takeaways:**

- **51%** of communicators spend most of their time on **content** and **template creation**.
- **52%** have **no fixed internal communications budget**.
- **56%** lack a **long-term internal communications strategy**.
- **Employee feedback** and **email open/click rates** are the top KPIs for internal comms.
- **67%** say **employee feedback** is the best tool for proving their impact.
- Internal comms has the most influence on **driving company culture** and **reaching a dispersed workforce**.
- **80%** agree that **leadership recognizes the value** of internal communications.
- Leadership's top priorities are **higher productivity, employee engagement, and improved company culture**.

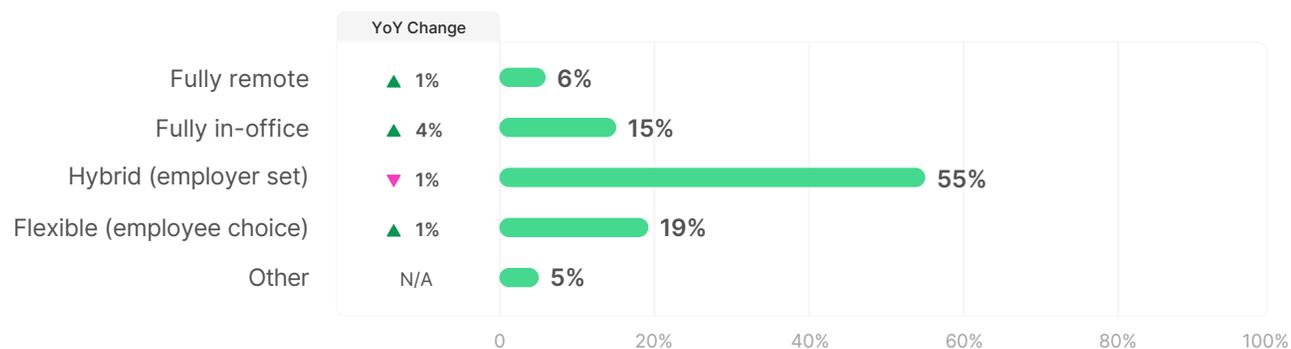
# 10. Work Structure

Internal communicators today are navigating some of the most complex workplace environments we've ever seen. As organizations continue to refine their approaches to remote, hybrid, and in-office work, communicators are tasked with ensuring that employees stay connected, informed, and engaged—no matter where or how they work.

This section explores the current state of workplace structures, the growing importance of frontline employee engagement, and how internal communication has been elevated to a critical business function as companies adapt to new ways of working.

## 10.1 Organizational Structure

**Q1: What kind of working structure/environment does your company have?**



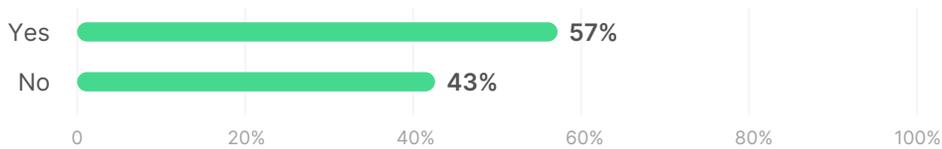
For the second year running, **hybrid work structures** dominate the workplace landscape, holding steady at **55%**. Organizations continue to favor predetermined schedules that balance remote and in-office work.

Meanwhile, **flexible work structures** have stabilized at **19%**, indicating that fewer companies are allowing employees full autonomy over their work environments. Additionally, the percentage of **fully in-office** workplaces increased to **15%** (from 11% in 2024 and from 6% in 2023). This suggests that while the push to return to the office persists, the overall balance of work structures has plateaued.

As in previous years, many respondents who selected “Other” noted that work structures within their organizations vary by **role**, **team**, or **individual circumstances**, with many companies maintaining blended approaches to accommodate diverse needs.

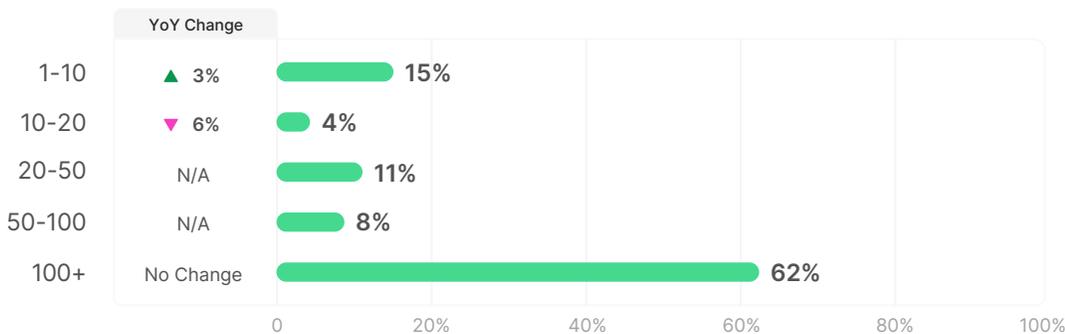
## 10.2 Deskless Employees & Frontline Comms

**Q1: Does your company have deskless employees?**



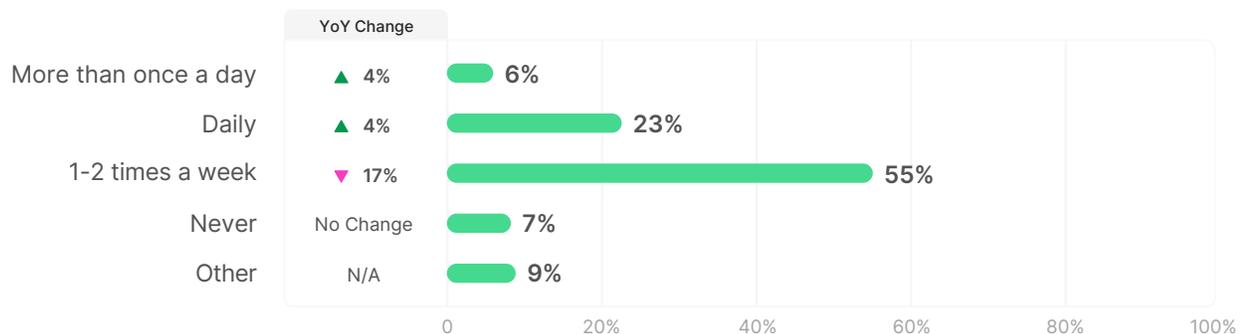
**57%** of respondents reported having deskless employees in their organization.

**1Q2: How many frontline/deskless employees does your organization have?**



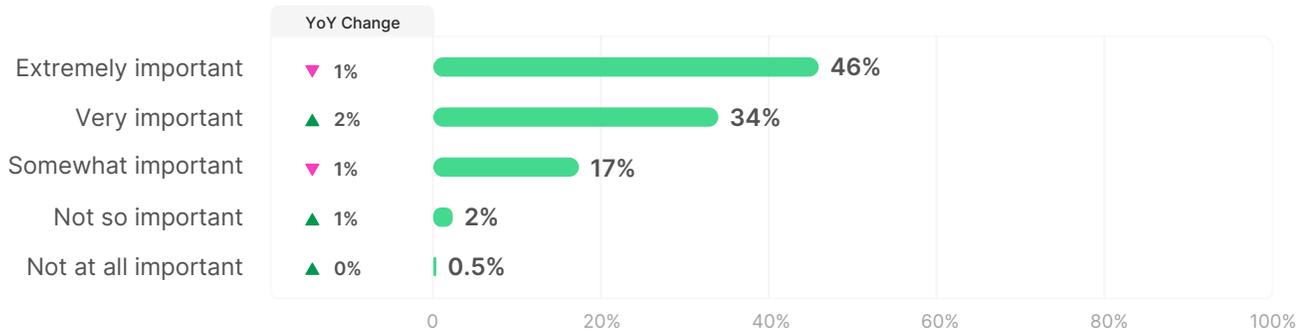
**62%** of communicators report supporting organizations with **100+ deskless employees**, underscoring the growing importance of robust frontline communication strategies.

**Q3: How often do you need to communicate with deskless/frontline employees?**



Regular communication is critical, with **84%** of respondents indicating they connect with frontline employees at least **weekly**.

#### Q4: How important is frontline employee engagement for your organization?

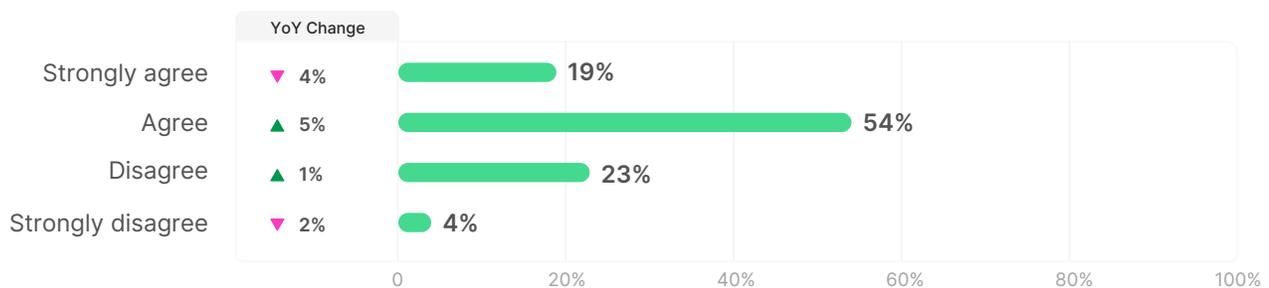


A combined **80%** of respondents rate frontline engagement as **extremely or very important**, reinforcing the reality that frontline and deskless workers continue to be a strategic focus for internal communicators.

Without the benefit of regular office interactions, keeping deskless employees engaged presents unique challenges—especially when traditional channels like intranets or email may be less accessible. For many communicators, finding the right balance of SMS tools, mobile-friendly communications, and targeted outreach has become a top priority.

### 10.3 State of Internal Communications

#### Q1: “Internal Comms has been elevated to a more critical position at my organization in 2025.” Do you agree or disagree?



Internal communications continues its rise as a strategic function, with **73%** of respondents agreeing that internal comms has been **elevated to a more critical position** over the past year.

Since the COVID-19 pandemic and the years of disruption that followed, internal communications teams have evolved from simple content creators to essential partners in navigating organizational change, fostering employee engagement, and driving cultural alignment.

Amid ongoing economic challenges, restructuring, and shifting workplace expectations, communicators are at the forefront of helping employees feel informed, valued, and connected—even in times of uncertainty.

### **Key Takeaways:**

- **73%** of respondents report internal comms has been elevated to a **more critical position** within the past year.
- **80%** of respondents have a **hybrid, flexible, or fully remote** work structure.
- **57%** of respondents report having **deskless employees** within their organizations.
- **62%** of those have **100+ deskless employees**.
- **81%** of respondents rate **frontline engagement** as extremely or very important.
- **84%** of respondents communicate with frontline employees at least **1-2 times per week**.

# 11. Conclusion

What's the takeaway from the **2025 survey**? In short: internal communicators are stepping up in every possible way—meeting growing demands, embracing new tools, and driving key employee engagement initiatives.

This year, communicators have been at the helm of major change. From rolling out transparent **change management communications** to fostering **employee trust** during turbulent times, internal communicators are navigating increasing complexity and responsibility. And while many are reporting meaningful progress, consistent organizational support still isn't guaranteed.

Encouragingly, **80%** of communicators say that **leadership recognizes the value** of internal communication within their organization. However, despite this growing recognition, **44%** of communicators still **do not have a long-term communications strategy** in place. Surprisingly, **52%** also report having **no fixed budget** for internal communications.

Although there have been year-over-year improvements, **54%** of respondents still cite **measurement** as their biggest challenge, and **68%** struggle to **demonstrate the impact** of internal communications.

In many ways, **2025 paints a familiar picture**: communicators are making undeniable strides and delivering significant value, yet they often lack the corresponding investment of resources, tools, and strategic support needed to scale their impact.

As organizations continue to navigate **economic pressures, political uncertainty, and hybrid work complexities**, internal communications will not be considered a “nice-to-have.” For companies looking to thrive in today's environment, internal communications must be viewed as a **strategic driver of employee experience, trust, and organizational success**. Then, it must be resourced accordingly.

We hope that these insights will help champion the value of internal communications and translate into investment and strategies that will drive measurable impact.

Cristina Hure  
Sr. Content Marketing Manager, ContactMonkey



ContactMonkey integrates with Outlook or Gmail to elevate the design, deployment, and data of your internal communications.

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