



PROBuild



Employee Communications

A real-world application

Agenda

- The Employee Audience
- What is Employee Communications?
- Why Communicate with Employees?
- The Three Things Employee Communicators Need to Know
- A Closer Look at Social Media
- Skills Needed to Succeed
- Challenges We Face
- Q&A

The Employee Public/Audience

- **A “public” is an audience**
- **A company can have many audiences**
  - Customers
  - Investors
  - Surrounding community
  - Government entities
  - Employees

What is Employee Communications?

- **Part of the Corporate Communications department**
- **Corporate Communicators are responsible for communicating with an organization's audiences.**
  - Media Relations
  - Community Relations
  - Investor Relations
  - Employee Communications

Why Communicate with Employees?

- **Does it matter?**
  - You bet it does!
- **Many organizations consider employees the MOST important audience**
- **Employees who understand the organization are more engaged**
  - Retention
  - Customer satisfaction
  - Productivity

Why Communicate with Employees?

- **Employee communications can shape a company's culture**
- **The goal: TRUST**
  - Communicate with employees FIRST
  - Open, honest messages
  - A culture of trust impacts efficiency, success and profits
- **The result: Higher-performing organizations**

Three Things Employee Communicators Need to Know

1. THE AUDIENCE

- **How do you learn about your employees' communications needs? You ASK!**
- **Research is the most important step in the communications process**
- **You won't know how employees want to receive their messages unless you ask**
- **Assuming you know … could be a waste of time**
- **You will often have to rely on anecdotal evidence**

Three Things Employee Communicators Need to Know

2. THE MESSAGE

- **Research will tell you which messages matter most to employees**
- **In general …**
  - Organizational plans for the future
  - Job advancement opportunities
  - Job-related “how-to” information
  - Personnel policies and practices
  - How my job fits into the organization
  - How external events affect my job or my company
  - Financial results

Three Things Employee Communicators Need to Know

3. THE MEDIUM

- **Must engage employees using trusted sources of information.**
- **Media include**
  - Immediate supervisor
  - Intranet (an internal website for employees only)
  - Group meetings
  - Executives (town-hall, email, blogs)
  - Brochures and other publications
  - Bulletin boards
  - Home mailings
  - Social media

A Closer Look at Social Media

- **Social media is a powerful communication tool**
  - When used properly!
- **Facebook, Twitter**
  - Excellent for external messaging
  - Not necessarily the best vehicle for internal communications
- **Custom social media platforms**

Skills Needed to Succeed

- **Writing!**
  - Most corporate communications departments require knowledge of AP Style, Chicago Style, or both
  - Journalism and advanced writing courses strongly recommended
- **Understand Communication Strategy**
  - Sending an email is not strategic communications
  - Know your audience, understand your message and then determine which mediums are most effective

Challenges in Employee Communications

- **Learning subject matter**
  - Company benefits are a good example
- **Writing on behalf of others**
  - Employee communicators are often ghost writers for executives

Q&A

- **Got Questions?**