

# Six tips for better internal communications

Less than 40% of all U.S. employees are engaged, according to Gallup. Developing effective internal communications strategies presents challenges for many organizations. Success means optimizing collaboration and strengthening culture, while prioritizing usability, accessibility, and return on investment (ROI). A few simple tips can provide clarity and move the business closer to transforming employee engagement.



# 01

## Audit and define tools

The wealth of communication channels can be a stumbling block for many businesses. Email, chat platforms, live streaming tools, internal video archives, training platforms, task management solutions and more clutter the landscape. Planning can minimize the noise. First, take an inventory and map all communications tools in use, identifying points where archivable communication might take place. Determine if consolidation is possible: Could townhalls, training videos and internal videos all be handled by one solution? Be careful not to minimize too much. For example, a chat system integrated in an email provider might not be a full replacement for a collaboration tool like Slack.





# 02

## Collaborate in the cloud

The rise in cloud-based workplace collaboration tools (Slack, Hive, Jostle, etc.) has diversified communications far beyond email. Companies that use these tools get access to persistent chat rooms organized around topics (often called channels), private groups and direct messaging. Thanks to the advent of mobile apps, this is a convenient way for employees to communicate and these solutions have replaced more rigid chat services that used to proliferate inside companies. There are a lot of advantages to using these types of services. Besides accessibility, a boon is the ability for content to be archived and searchable.





# 03

## Build a high-value archive

While not every meeting is critical to business success, a few contain valuable information. Product meetings and quarterly recaps are examples of content with longevity. Transform these recordings into beneficial assets by archiving them as video on-demand.

In interviewing 1,512 corporate executives, [Wainhouse Research](#) turned up a variety of reasons why companies are creating on-demand archives. These reasons ranged from having the message reach more employees (32%), providing ability for viewers to time-shift (25%) and preservation of organizational knowledge (23%).





# 04

## Transcribe video assets

Videos aren't search-friendly. Even providing a title and some keywords can fail to make relevant assets easily discoverable. To solve this, create searchable transcripts for assets. Transcripts provide a text-based collection of all the speech and statements that took place during a video. The value in making this searchable is being able to find a nugget of information that might be contained in the video, but not represented in the title or meta description for that asset.





# 05

## Search within video communications

Managers can often spend much of the work week looking for internal information or tracking down colleagues who can help with specific tasks. Increasing the effectiveness of internal assets through enabling search inside of a video can save significant time. Making speech inside videos keyword-friendly is one proven method. This is achieved through closed captions, which act as transcripts. By leaning on technology like IBM Watson, which fuses artificial intelligence (AI) with speech to text, this time-consuming process can be automated to offer closed captioning of assets at scale.

When using [IBM Enterprise Video Streaming](#), captions are searchable inside the player. In addition, the search doesn't just state when a phrase was mentioned in the transcript (in this case, the captions), but gives the ability for the viewer to click and jump to that specific moment in the content. As a result, this creates a skimmable, engaging resource that employees can depend on.





# 06

## Give employees a voice

Engaged employees are satisfied and loyal. Encourage engagement in internal meetings and town halls by offering a means on your live streaming content, such as providing a Q&A module or live audience polling. Their questions should be fielded during the presentation, and their poll answers reflected in the live content.

Another way to promote engagement, for the internal advocates in the company, is user generated content (UGC). This is the ability for employees to submit content, such as an instructional course or an announcement from engineering around a new feature.





# Summary

A successful internal communications strategy should simplify conversations inside your company, making them both more fluid and searchable. The realities of today's fast-paced digital workplace means that some employees might inherit situations that present significant challenges, such as previously adopted communication tools. However, following these streamlined practices can better position internal communications.

## **Next steps**

Ready to jumpstart your employee engagement with internal comms but aren't sure where to begin? For answers to questions around strategy, implementation and technology, [contact one of our experts](#).





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