





ADFERO

Strategies for Effective Employee Communications


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When and Why to Engage Employees

When?

-  Ahead of a major announcement
-  Before a social or political event
-  Policy issue or call to action
-  Crisis situation

Why?

-  Build trust by sharing information
-  Inform your best spokespeople
-  Engage to capture stories and examples
-  Practice transparency related to company/organization values

5 Best Practices for Effective Employee Communications

1. Know your audience.
2. Meet employees where they are.
3. Explore and test various communications mediums.
4. Amplify employee voices.
5. Empower employees as ambassadors.



Employee Communications In Practice

Increasing Employee Communications and Engagement



Goal

Increase employee engagement and communications on an internal intranet messaging system and encourage employees to share the company's messaging and social initiatives externally.



Approach

To increase employee engagement and external message amplification, Adfero:

- Analyzed data and content performance on the existing intranet messaging system
- Identified and executed new, creative techniques for interacting with and sharing information with employees, such as polls
- Developed messaging templates and best practices for employees to amplify company messaging
- Deployed a weekly newsletter to highlight key company initiatives, including social and environmental issues

Increasing Engagement and Membership



Goal

Raise awareness around company values and key policy initiatives to expand employee engagement and membership.



Approach

To effectively disseminate information about company values and increase membership, Adfero:

- Developed a messaging guide with key talking points and helpful resources
- Analyzed employee reactions and feedback on existing messaging
- Used key voices within the company to encourage engagement and share information
- Collected and developed employee testimonials to amplify the voices of peers to spur action

Encouraging Employee Political Advocacy



Goal

Encourage employee advocacy and consistent messaging – from a variety of voices – surrounding a key policy decision.



Approach

To amplify employee and member voices and empower advocates, Adfero:

- Identified platforms and methods through which employees and members would be most likely to share content
- Established clear calls to action – both for employees and members and the policymakers we aimed to reach
- Developed uniform messaging frameworks and toolkits with social post templates and graphics
- Created a website landing page – including a story collection form – with resources and opportunities for employees to engage

Measuring Success

Key Performance Indicators:



Communication Engagement



External Reach and Engagement



Increased Membership



External Employee Amplification



Conversion Rates

Final Takeaways



Make communicating and engaging as easy as possible for employees.



Not all employees are the same – offer varied communications to meet varied preferences.



Transparency is key – keep the lines of communication open.



Stay agile – optimize and adjust based on what is and isn't working.

Thank you!

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