

REMAINING ENGAGED & RELEVANT

A Guide to Corporate Communications in the Digital Workplace





Let's start with hello

Organizations are seeing a diminishing return on corporate communications.

In a time when we're up against information overload inside and outside the workplace, traditional methods of communication won't do. A modern, targeted approach to communications helps restore meaning to the messages you're trying to send by giving employees a chance to consume content in a contextual, interactive way, and critically, *relevant* way.

Here's a scary stat: We live in a world where only 13 percent of employees are engaged at work. It's up to us, the modern communicators, to go beyond simply disseminating information, and do our part to increase employee engagement. It's more than just making sure people are informed. It's about creating a culture where people feel connected to their work and invested in the growth of the business.

To start, we must enable conversations between the top and bottom of our organizations, and everywhere in between. Successful communication can steer an organization toward a more social and collaborative enterprise that succeeds from the inside out—a company that moves together as one.

Get connected

A digital workplace connects employees to the people, processes, and information they need to do their jobs well. When employees have quick and easy access to the information they need to do their jobs efficiently and effectively, a company becomes more productive, innovative, and competitive.

With an open approach to sharing information, a digital workplace encourages social interaction, enabling a culture of communication. With greater social interaction among members, a digital workplace can improve communications in three key areas of your organization:

1 CORPORATE COMMUNICATIONS >

2 TEAM COMMUNICATIONS >

3 EMPLOYEE-TO-EMPLOYEE COMMUNICATION >

Corporate Communications

Traditionally, corporate communications have been centered around public relations or marketing. However, organizations are increasingly realizing the importance of telling their story internally.

It's vital that your employees understand what the company stands for, and how they can play a contributing role in its success. A leadership blog can help you communicate your company vision in an approachable way. When executives are transparent about the company's direction, employees feel empowered as valued team members, and inevitably become more engaged. We know, "it sounds great, but there's no way your CEO is getting on board." In fact, you may have already proposed a leadership blog, to no avail. Well, let's put some of those concerns to rest right here.

Executive concern

"I don't have the time or resources to post a regular blog."

As a member of the corporate communications team, you have a strong understanding of the company direction and a pulse on how employees really feel. That gives you the unique ability to craft meaningful communications on an executive's behalf. With a digital workplace, you can prepare a draft for review, your leader can make the finishing touches and hit publish when it's ready to go.

Executive concern

"I'm not sure I want to hear what employees have to say."

An executive communications program not only informs and engages employees, it can also influence the way they work and interact with each other. Transparency from the top sets a positive example for employees. They start to feel more comfortable reaching out to each other to collaborate and share knowledge. It's a subtle way to encourage an 'open door policy' from the top down. Rather than inviting criticism, a leadership blog encourages conversation, where multiple perspectives are welcome and understood.

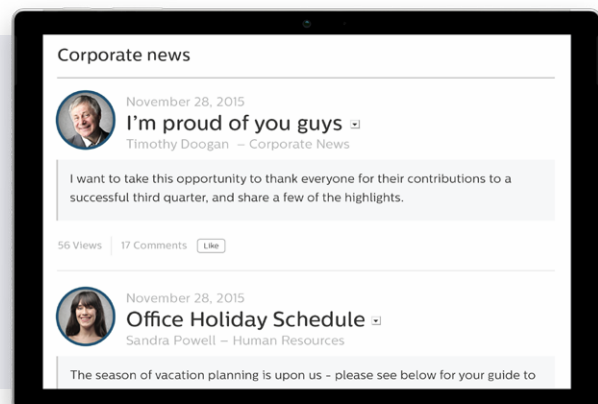
Executive concern

"I already send out quarterly emails – why do I need a blog?"

A leadership blog can feel much more approachable and informal, because it implies an on-going, two-way conversation between leaders and employees. Employees feel more connected to the top level, and to the strategies that the leaders craft. This connection to the big picture encourages employees to contribute actively, perform better, and align their personal objectives with organizational goals. It's step one in uniting your organization around key goals.

Arm your employees with information

A corporate blog is a great way to share company news. Good or bad, it's important to get ahead of any messaging your employees may hear outside of the office. Armed with the right information ahead of time, your employees can absorb the information and understand all the details, preparing them to answer any questions from their friends, family, or networks. This helps build trust in leadership and a sense of ownership among employees.





Team Communications

All organizations are made up of teams working together to achieve a common goal. Teams can be cross-functional working groups, communities of practice, task forces, committees, clubs, or other employee groups like new hires.

Existing methods of communications burden your workforce with knowledge management and prioritization. Your employees get hundreds of communications from leadership, peers, and salespeople—all in the same semi-random array of tools like email, Slack, and Zoom. Differentiating communications by task, project, and priority is a major drain on time and attention, as is remembering where key resources ended up. (Was it an email? No, maybe on Slack...) Igloo takes that strain away, allowing your people to focus on the work, not the communication tools.

Here's a few of the tools Igloo offers to solve this pain point:



File Sharing

Allow members to access, view, version, and comment on team documents within project or team folders.



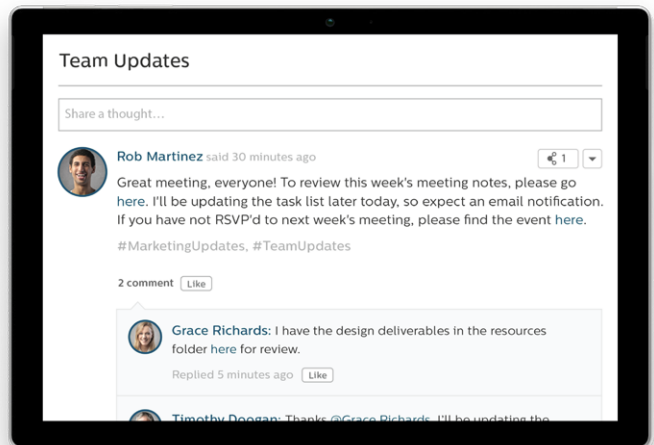
Team Calendar

Help teams organize meetings, events, deadlines, and project milestones with visibility to plan intelligently.



Microblog

Provide a virtual round table that doesn't require a face-to-face meeting for tasks, projects, updates, and more.



A team space is a great way to introduce new employees to your workplace culture. They can learn a team's standard way of doing things, review past projects and learn about the workplace culture in the first few days on the job.



A bird's eye view

A common challenge facing many growing businesses is the lack of visibility the senior leadership has into their teams' priorities; they rely on constant and thorough updates from their management team in order to stay informed and have the opportunity to guide their projects. A digital workplace gives executives access to the array of team spaces in their organization, providing them with a quick view into the specifics of every project at any time.

E2E Communications

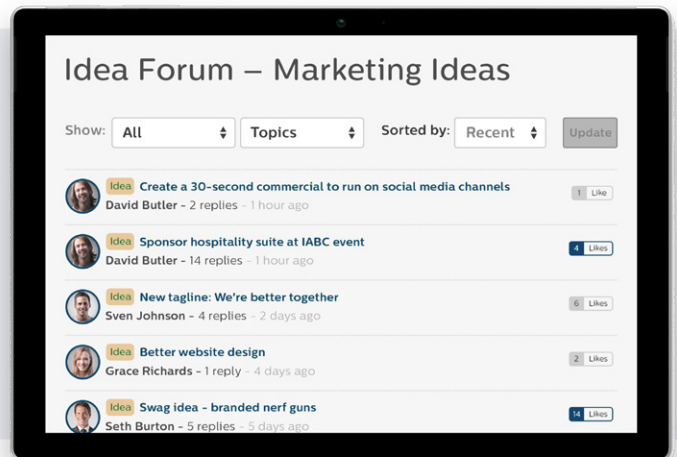
Employee-to-Employee (E2E) communication describes unmoderated interactions or conversations between employees seeking to solve the problems that prevent them from working productively.

A digital workplace brings traditional 'water cooler' conversations, online. While corporate instant messaging services allow for siloed discussions among individuals or teams, E2E re-platforms those chats in an organized, connected workplace that gets more value out of the emerging knowledge and resources. Igloo empowers employees to share their insights and knowledge in the open where it's searchable, accessible, and of benefit to everyone through comments, forums, and social news feeds. In essence, a digital workplace unleashes a wealth of untapped potential living right inside your organization.

Make it Stick(y)

Employee-generated content makes at site more engaging or 'sticky' the same way as social media. When employees are invited to use their expertise to help a fellow colleague solve a problem on a forum, or when they can attribute their name to a corporate blog article, they become personally invested in its success. They like to see it, check how many likes and comments it's received, and share it with their colleagues.

1. When employees see their peers creating content, they want to get involved too. One engaged contributor grows to two, and so on, and eventually you have a vast pool of employee contributors who are creating and sharing content.
2. Employees who submit content—whether it's a story, a photo, an idea, or an opinion—feel engaged. They feel like they have put their knowledge, skills and creativity to good use, even if it doesn't directly relate to their job. It's like giving employees something extracurricular to do at work, and it will keep them coming back.
3. Teams can also promote their projects and expertise. Teams that historically struggle with self-promotion are encouraged to create their own space or blog. Eventually, other teams join in for fear of falling behind or looking inactive.



TIPS

Take a step back Be careful not to over-moderate or discourage discussion. Allowing employees to weigh in with their thoughts promotes participation and contributes to a conversational culture.

Set an example Create a set of commenting guidelines that employees can review during the onboarding process. These can be simple, common sense rules to follow when engaging on the site. When someone's going off track, give them a gentle nudge and remind them of the importance of etiquette online.

E2E for all

Remember: your employees are an integral part of your team. The candid, unfiltered communication that takes place between employees makes them more likely to be receptive to new ideas. Take a cue from E2E when crafting any company-wide communications. Use relatable, straightforward language and encourage employees to engage in the wider conversation.

We're ready when you are

Learn more about how Igloo digital workplace solutions are designed to address the challenges facing corporate communications.



New to Igloo?

[Request a Demo](#): Get a tour of Igloo from one of our digital workplace experts.

[Ask a Question](#): Find out if an digital workplace is what you're looking for.

About Igloo

Together with our customers, Igloo builds exceptional digital workplaces where everything employees need is right at their fingertips.

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