

CHECKLIST: EMPLOYEE COMMUNICATION STRATEGY

Sixty percent of companies don't have a long-term strategy for their internal communication. Regardless of how large your organization is, it's critical to have a long-term plan for employee communication. The key to success is to be mindful of all communications across all levels of the organization—and find what's authentic and effective for both the organization and employees.

Use this checklist as a suggested step-by-step process of creating and managing a formal employee communication strategy. Components and the overall goal can also be implemented less formally at smaller organizations.

Planning	
Conduct an audit to understand the organizational structure and specific needs for communicating with employees, including: <ul style="list-style-type: none"> • Mission statement • Company values • Company culture • Strategic business goals 	<input type="checkbox"/>
Evaluate the need for a communication strategy (e.g., inform employees, improve employee engagement or restore employee morale).	<input type="checkbox"/>
Identify communication stakeholders across multiple departments.	<input type="checkbox"/>
Assign dedicated communication leaders to help unify messaging, deliver a seamless experience and provide a go-to contact for employees.	<input type="checkbox"/>

Developing and Implementing	
Identify organizational updates or news to communicate.	<input type="checkbox"/>
Ask the following questions about the content topic: <ul style="list-style-type: none"> • What is important? • Why is it important to employees? • What should employees do? 	<input type="checkbox"/>
Assess current content format and tailor to new format, if necessary.	<input type="checkbox"/>

Consider available channels and identify the appropriate channel(s) for the topic.	<input type="checkbox"/>
Identify and tweak tone, if necessary, to be transparent, honest and jargon-free.	<input type="checkbox"/>
Ensure two-way communication so employees can provide feedback or ask follow-up questions.	<input type="checkbox"/>
Pay attention to the delivery and timing of the communication.	<input type="checkbox"/>
Ensure communication messaging is: <ul style="list-style-type: none"> • Compelling • Concise • Credible • Consistent 	<input type="checkbox"/>

Measuring and Evaluating

Identify key performance indicators (KPIs). Common KPIs include: <ul style="list-style-type: none"> • Reach • Engagement • Feedback • Turnover • Other behavioral outcomes • Organizational goals 	<input type="checkbox"/>
Set clear and trackable goals as a baseline for communication efforts.	<input type="checkbox"/>
Create and deploy employee surveys to discover employee communication benchmarks.	<input type="checkbox"/>
Evaluate communication performance and effectiveness based on KPIs.	<input type="checkbox"/>
Identify errors, gaps, improvements or successes.	<input type="checkbox"/>
Ensure employee feedback is addressed and those actions are shared with employees.	<input type="checkbox"/>
Update or enhance communication efforts and tactics as necessary.	<input type="checkbox"/>

Use this checklist as a guide when sharing company news or updates with employees.