Mvix

Content Rich Digital Signage

Best Practices for Improving Employee Communication

Table of Contents

Introduction ____ 03

Best Practices for Improving Employee Communication ____ 04

Benefits of Adding Digital Signage to your Employee Communication Strategies ____ 13

Employee Communication Examples ____ 15

- Manufacturing ____ 15
- Education ____ 16
- Healthcare ____ 17
- Corporate Communication ____ 18

Introduction

As technology becomes more entrenched in the modern business world, employee communication depends on many different formats. While these methods of sharing important updates and information are very different, some are ubiquitous.

Here are the most popular methods of communication between office members, according to Sixteen Nine:

- **Email** is the king of employee interaction with 99% of teams utilizing it for critical communications.
- **Intranet** has become another important way to share documents and is utilized by 90% of businesses, often using a custom infrastructure or a file-sharing system.
- **In-person meetings** remain very important, and 96% of teams use these as part of how they share information.
- **Social media** has also established itself as a vital way to communicate information fast and is used by 85% of offices.
- **Smart displays** are a relatively new technology and have gained a lot of ground in the modern office, being used by more than half of communication professionals.

If there is a struggle to get employees to adhere to human resources policies or issues getting departments to work together seamlessly, it might be time to rethink communication. We've rounded up some of the top tips from industry experts to help maximize employees' communication.

Best Practices for Improving Employee Communication

1

Be Present

Whether a business uses a cubicle style office, open concept, or a shop floor, managers need to be present.

Being available eliminates barriers and lets employees know that they're important, valued, and seen as essential team members.

2

Check In

Senior staff should be engaging with everyone and maintaining a strong dialogue. Good communication depends on committed interaction.

3

Review Communication Styles

When employees don't feel heard, they're being subconsciously told that they're not important and their needs are irrelevant. Take a moment to review how you communicate with employees.

4

Communicate Internally, Think Globally

While strong communication happens on a micro-level, keep in mind how it affects the big picture.

If you are a part of a large company, it is important to consider how your interactions can ripple through the organization.

5

Keep Different Departments Organized

Make sure that individual departments have their own communication flow.

While it's important that each department has a mode of reaching each of its employees, there is a lot of discussions that don't have to reach other parts of the business.

6

Put it in Writing

There should be a written record of what's being communicated. Especially for human resources, the risk of non-compliance can come with stiff legal penalties and fines.

7

Use Analytics to Assess Communications

The modern world of communication allows for advanced heuristics on how much interaction is occurring. Use these tools to evaluate where communication can be improved.

8

Distribute Internal Documents

Make sure that company-wide messages are getting to everyone. If people are not receiving important updates, internal comprehension will fall behind.

9

Allow for Failure

Don't chastise employees for situations that are not resolved as hoped. While it is important to keep individuals accountable, don't create an atmosphere in which any slip-up is an invitation to panic.

10

Organize Events Out of the Office

Casual get-togethers like office happy hours can be bonding experiences for managers and employees. Get everyone together for a fun night out on a recurring basis.

11

Host an Annual Office Retreat

Plan for a day in which everyone can mingle and get to know one another. It will give the staff something to look forward to and give them a good opportunity to interact outside of the office.

12

Utilize Communication Management Software

Miscommunication over deadlines and task management can have major repercussions in the workplace.

There are many good options for communication management available today. Utilize one to keep everyone on the same page.

13

Create Employee Profiles

In a large organization that communicates digitally, it can be tough to put a face on individuals in different departments.

Have employees complete employee profiles within your communication management system so everyone can know who he or she is talking to.

14

Follow Through

Don't just pay lip service to the complaints or concerns of your employees. When you are asked to resolve a problem, see it through.

15

Codify Internal Jargon

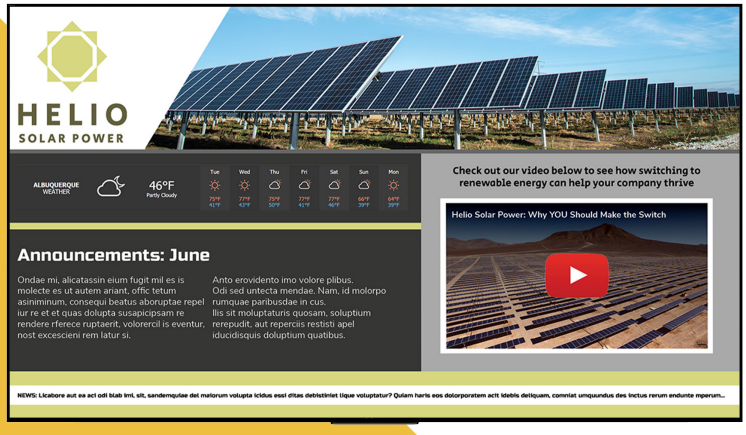
Time can be wasted explaining the specifics of tools that the whole company uses. Create a style guide that details the jargon that is needed, and make sure it's used to avoid getting wires crossed.

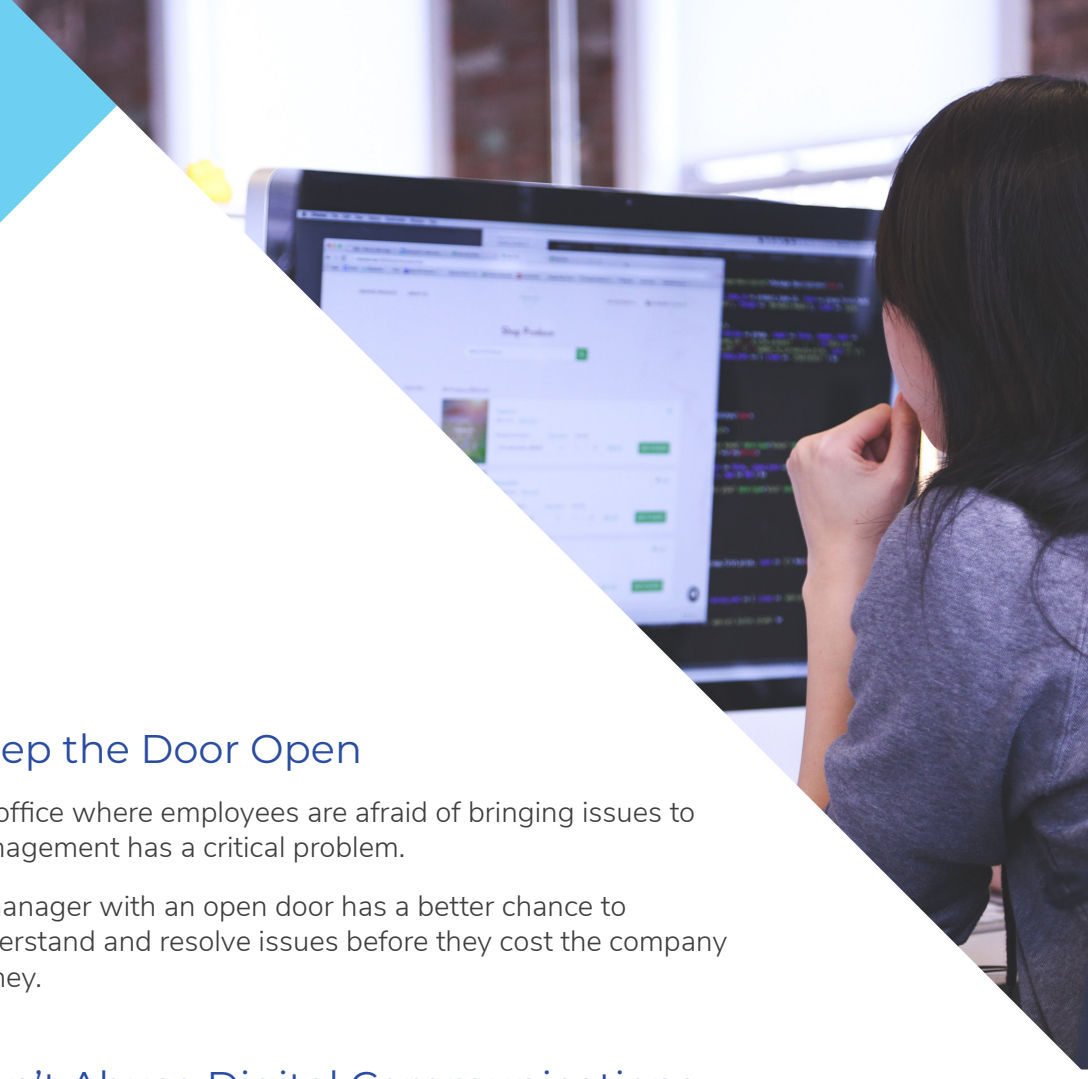
15

Make Videos

A video can be a valuable tool to explain important processes and safety guidelines.

With a little effort, a tedious explanation can be delivered succinctly, and managers will know that relevant information is being explained.





15

Keep the Door Open

An office where employees are afraid of bringing issues to management has a critical problem.

A manager with an open door has a better chance to understand and resolve issues before they cost the company money.

18

Don’t Abuse Digital Communications

In today’s hyper-connected world, it’s easy to turn the eight-hour workday into a 24-hour one.

But just because employees have a company email and use Slack or other social platforms to stay connected with their department doesn’t mean they can be made to work after hours or during vacations.

19

Encourage Inquires

Implement a system that allows employees to learn what is going on in the company. This can be a part of a staff meeting or a regularly scheduled check-in with individuals.

20

Allow for a Flexible Break Schedule

Give all employees the opportunity to find the best time in their schedule to take a break. This will give people a better opportunity to take care of their issues outside of work and focus on the tasks at hand.

21

Give Praise Where It's Due

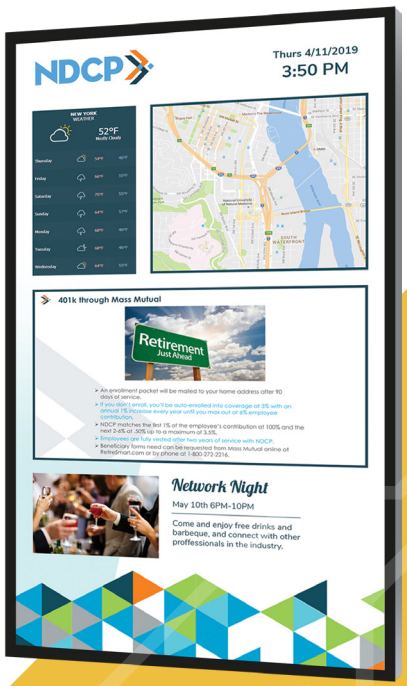
A steady stream of negativity only guarantees low employee morale and top talent running for the hills.

Instead, be sure to also point out when team members go above and beyond to close an important deal, complete a difficult project, or just act as a ray of sunshine in the office.

22

Use Social Media to Stay Connected

Social media is a great tool to communicate with employees. Announcements can be distributed to entire departments, and people will have the opportunity to respond at their own pace.



23

Build Bonds Between Managers and Employees

Make sure there is an active dialogue between different levels of your corporate hierarchy. When individuals of different levels of seniority cannot communicate, management is liable to miss problems that are developing.

24

Create Onboarding Procedures

When welcoming new staff, there should be a standard practice for how they are introduced to the company. Make sure departments are giving new employees all the information they need to be successful.

25

Eliminate One-Way Communication

When messages go out across an organization, it is important to be able to receive feedback. Make sure senior staff are able to hear it.

26

Use Digital Communications Wisely

Aside from not sending out late-night emails or texts, there are other ways to positively embrace digital communications without disturbing your employees' work-life balance.

Use one central system to communicate and share content. This can be an intranet or messaging platform like Slack.

27

Don't Discourage Employee Fraternization

Water cooler conversation can seem like a distraction, but it is an important part of how employees share information and get to know one another. Don't let it impact business, but don't ban it outright, either.

28

Work Toward a Shared Goal

Give team members a shared task to work toward. This will help them figure out the best way to accomplish it and allow them to share the success of achieving it.

29

Send Teams to Conferences

Don't just send specialists to important conferences – send a team. This will allow them to absorb more information and will be an important way that they learn to work together.

30

Write a Company Newsletter

Have someone prepare a newsletter that can be shared with the entire staff. This is another important tool to make sure that everyone has access to relevant information about your business at regular intervals.

31

Evaluate Your Office Culture

Take stock of how your employees interact with one another and make sure it's a positive environment. It can be difficult to change the course of corporate culture, but sometimes it's a necessary adjustment.

32

Don't Let Quiet Employees Be Forgotten

When an individual goes out of her way to make her needs known, it is easy to find a way to satisfy that. But pay attention to shy employees as well because their needs are just as important.

33

Use Displays to Share Information

The modern office is equipped with many high-quality displays. Utilize these to get information to everyone.

34

Review Your Office Layout

Sometimes a simple redesign will help communication. Physical barriers create natural blocks to good communication, but with a little effort, these can be eliminated.

35

Schedule Regular Staff Meetings

Regular staff meetings are one of the most effective ways to keep everyone in the loop. Set them up and make sure everyone attends.

36

Emphasize Content Generation

Good ideas can help every department of your company. Encourage productive content generation and make sure it is shared between different parts of the business.

37

Avoid Making Quick Assumptions

Make sure that all the information is present before you act on new data. Talk to all the relevant parties and use what they have to say to make an informed decision.

Benefits of Adding Digital Signage to your Employee Communication Strategies

Digital signage is an excellent way to facilitate many of the aspects of these communication improvement strategies.

Offices, schools, and retail locations have all benefited from the use of automated message boards.

> *By utilizing high-quality digital signage with well-curated content, an office's employee productivity can be increased by as much as 25%.*

Workplace collaboration and office transparency will see immediate improvements as employees are using a single source for important information that is controlled by a digital content team.

Digital signage isn't just a valuable tool for communication in a traditional office setting. It can be an important part of a diverse set of work environments. Here are some examples of how digital signage can become an asset to different industries:

Employee Communication Examples

Manufacturing

An industrial setting may not seem like a natural environment for a digital signage solution, but it can be very effective.

After all, most workers in a manufacturing position are not on computers. This can keep them from receiving important communication from management.

A monitor in a manufacturing setting can remind employees about important deadlines. It can share important safety information and alert employees if a crucial piece of equipment is malfunctioning.

Automated message updates insure that vital communication doesn't just pile up in an employee's inbox but reaches each team member no matter what.

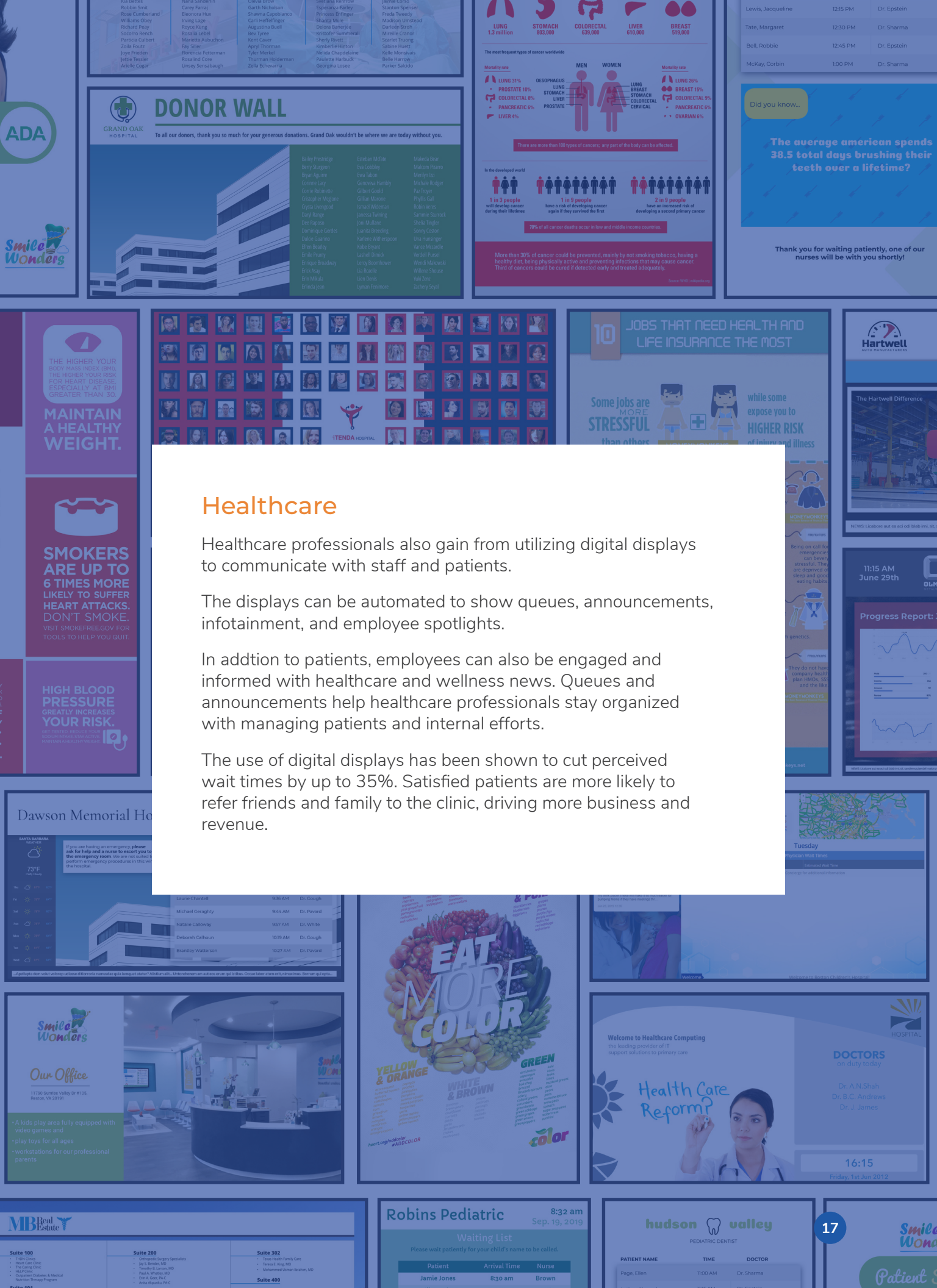
Education

Using digital message boards in a school is another great opportunity because it not only communicates with students but with employees as well.

With digital signage, it is easier to control how much information gets to employees rather than relying on just traditional communication methods.

After all, many staff and faculty members are juggling their work and personal lives, so having automated messaging and other forms of content on digital screens helps keep everything organized.

Digital displays are valuable in an educational environment because they are able to display event listings, announcements, performance metrics, reminders, and more.



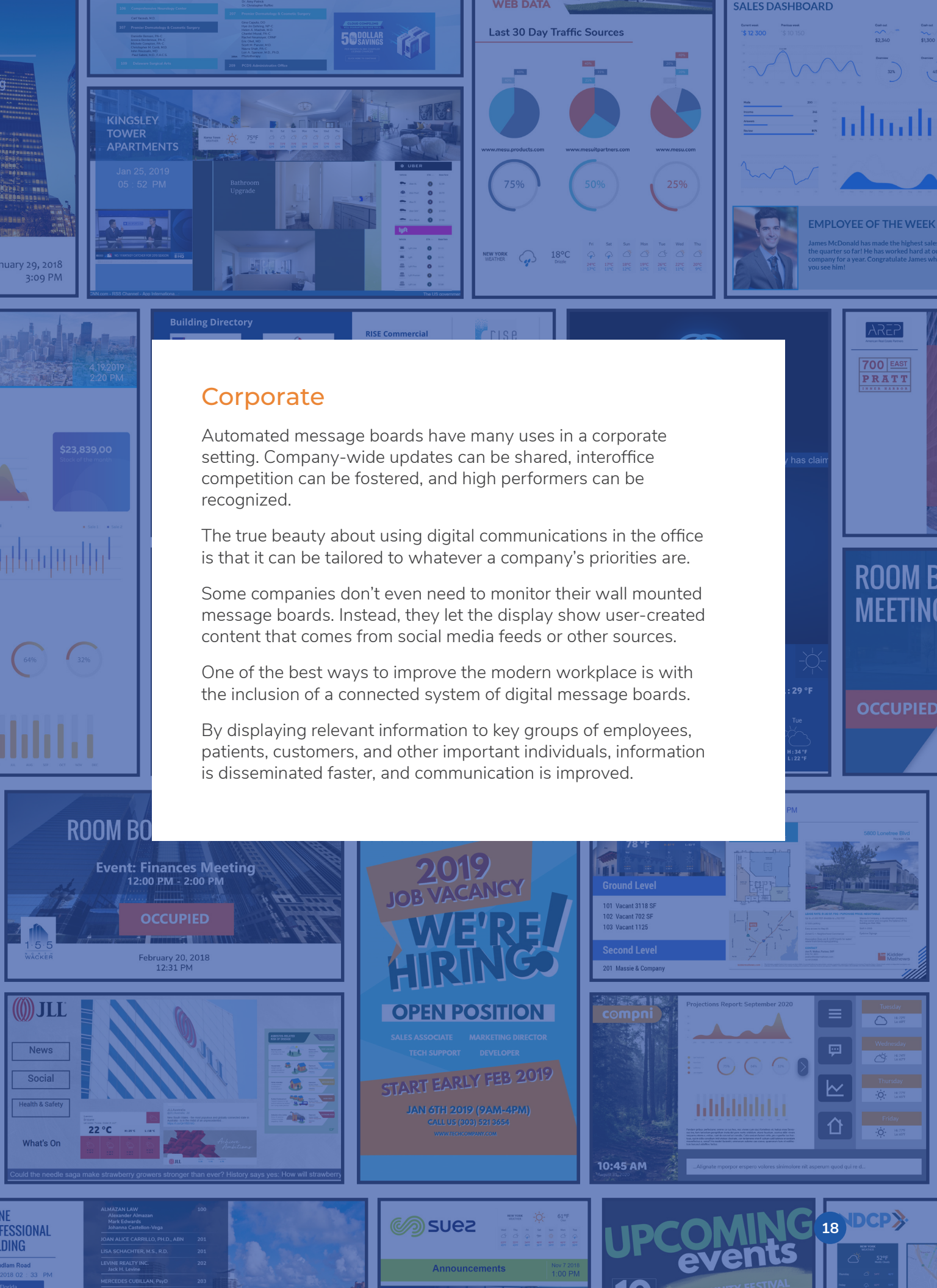
Healthcare

Healthcare professionals also gain from utilizing digital displays to communicate with staff and patients.

The displays can be automated to show queues, announcements, infotainment, and employee spotlights.

In addtion to patients, employees can also be engaged and informed with healthcare and wellness news. Queues and announcements help healthcare professionals stay organized with managing patients and internal efforts.

The use of digital displays has been shown to cut perceived wait times by up to 35%. Satisfied patients are more likely to refer friends and family to the clinic, driving more business and revenue.



Corporate

Automated message boards have many uses in a corporate setting. Company-wide updates can be shared, interoffice competition can be fostered, and high performers can be recognized.

The true beauty about using digital communications in the office is that it can be tailored to whatever a company's priorities are.

Some companies don't even need to monitor their wall mounted message boards. Instead, they let the display show user-created content that comes from social media feeds or other sources.

One of the best ways to improve the modern workplace is with the inclusion of a connected system of digital message boards.

By displaying relevant information to key groups of employees, patients, customers, and other important individuals, information is disseminated faster, and communication is improved.

Mvix

Content Rich Digital Signage

23475 Rock Haven Way #125
Sterling, VA 20166
mvixdigitalsignage.com
(703) 382-1739