The COVID-19 pandemic has reshaped the role of internal communications. A recent study asked IC professionals about the challenges and opportunities that will influence their plans for the next few years. Here are 30 surprising stats from that study:

### INFLUENCE & EX

- 66% of IC pros say influence on senior leadership increased due to the pandemic
- **Just 40%** have an overarching IC strategy to cover more than one year
- 68% say employee experience (EX) is discussed at C-suite level
- 20% say EX isn’t discussed at the executive level
- 37% have change plans in place for new information and collaboration tools
- 27% do not have a clear strategy for handling digital experience as part of EX

### FOCUS & RESOURCES

- 49% will focus on engaging teams around purpose, strategy, values
- 41% plan to develop / refresh their IC strategy, framework and tone of voice
- 40% will dedicate resources to improving digital / social channels

### EMERGING TRENDS (2-3 YRS)

- 54% featuring diverse voices / inclusivity
- 46% Authenticity in messages
- 43% Employee advocacy / user-generated content strategies
- 42% Subscription models for IC (choosing how you’re communicated with)
- 33% Drive for integrated, omnichannel frameworks
- 32% Data-driven cultures
- 21% Experiential communications (integrating all 5 senses)

### OMNI-CHANNEL

- 46% plan on greater investment in digital channels
- **Only 51%** have channel-specific editorial calendars or frameworks in place
- 31% want stronger emphasis on employee voice and feedback
- 52% have no plans to let employees choose how they receive communications

### CONTENT PRIORITIES

- 70% will increase focus on mental health and employee wellbeing
- 55% will focus on diversity and inclusion
- 52% will focus on new ways of working
- 47% see a need for increased leadership visibility
- 17% will focus on presenting a more authentic tone of voice

### ROI MEASURES

- 50% systematically track channel reach (if people receive your message)
- 75% track employee understanding of key topics
- **Fewer than 1 in 4** systematically track overall IC satisfaction, behavior change, & business outcomes

Main challenges in measuring impact:

- 73% lack of time and resource
- 27% no interest from the business

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