

30 SURPRISING INTERNAL COMMS STATS

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

Source: Gallagher State of the Sector 2021: The definitive global survey of the internal communication and employee engagement landscape. (<https://cloud.info.ajg.com/state-of-the-sector-2021>)



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