



7 WAYS TO USE CORPORATE COMMUNICATIONS TECHNOLOGY BETTER

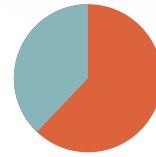


When employees feel engaged and included, they have a greater commitment to getting the job done, trust managers' decisions more readily and have higher morale. This lets your organization run more smoothly and increases productivity. Here are seven tips to better use technology tools for corporate communications:

1 EMAIL

According to Reuters, US Workers spend 3.2 hours devoted to work emails each day. That's a tremendous amount of time, so your messages need to be streamlined and spot on:

- Write a clear, concise and meaningful subject line
- Start with the most important info and then give details
- Keep paragraphs short, use section headers and bullets
- Bold or highlight deadlines, or use email program reminders
- Only mark messages High Importance if it's truly urgent
- Proofread to see if you can shorten an email, and use spellchecker
- Don't CC, BCC or Reply All unless absolutely necessary



US Workers spend **3.2 HOURS** devoted to work emails **EACH DAY**



2 INTRANETS

Your intranet should be a one-stop shop where employees can find what they need quickly and easily:

- Keep the design clean and simple, within your brand standards
- Make sure navigation is straightforward, and have a search option
- Show what's new at the top of the homepage for quick reference
- Consider using a database or library plug-in for documents
- Make sure your site design is responsive for mobile devices

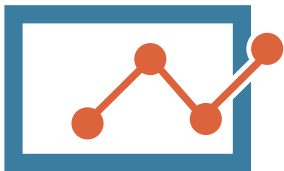
3 VIDEOCONFERENCING

Videoconferencing helps people feel more connected than an email or phone call, and 94% of businesses that utilize videoconferencing say it increases productivity. (Wainhouse Research)

- Always test the technology prior to the conference
- Look directly into the camera as often as possible
- Make sure that all participants are close to the microphone
- Do not hold side conversations or rustle papers close to the mic
- Call on individuals to avoid cross-talk and interruptions



94% of businesses that utilize videoconferencing say it increases productivity



4 DIGITAL SIGNS

Digital signage allows you to engage people across your organization to reinforce culture, boost morale, increase effectiveness and foster inclusion. Content management software lets you publish compelling communications across your entire organization from a central source:

- Keep messages short and sweet, with eye-catching designs
- Deliver the right content to the right screen, at the right time
- Retire old messages and keep your screens fresh to attract viewers
- Consider using interactive screens to improve the experience

5 SOCIAL MEDIA

Social media is already an established public communications tool, but a growing number of companies – more than half surveyed in a Towers Watson report – are leveraging social networks for internal communications:

- Use the social networks your employees already use
- Post a blend of corporate and employee content
- Enable networking across all hierarchies and locations
- Publish policies so people know the do's and don'ts



Over 50% of companies are leveraging social networks for internal communications



6 COLLABORATION SOFTWARE

Collaboration isn't just a buzzword – it's a bottom-line imperative. These software tools let teams manage tasks and collaborate on projects in real time:

- Make sure the tool is accessible online for people on the go
- Exploit all features – task lists, timelines, document libraries, conferencing
- Take advantage of checklists and progress graphs
- Appoint a team leader and clarify who can overwrite changes

7 SCHEDULING SOFTWARE

Meetings are a big part of business. To keep spaces and staff organized, you need a good scheduling tool and guidelines in place. Apps like Microsoft Exchange and Google Calendar let everyone in your company see availability and book rooms with a few clicks:

- Use a calendar app that everyone can access
- Give people details on what's in each room
- Publish policies and event naming conventions
- Send meeting reminders 24-hours in advance



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