

7 strategies to optimize your communication efforts

Better employee engagement
for any size team

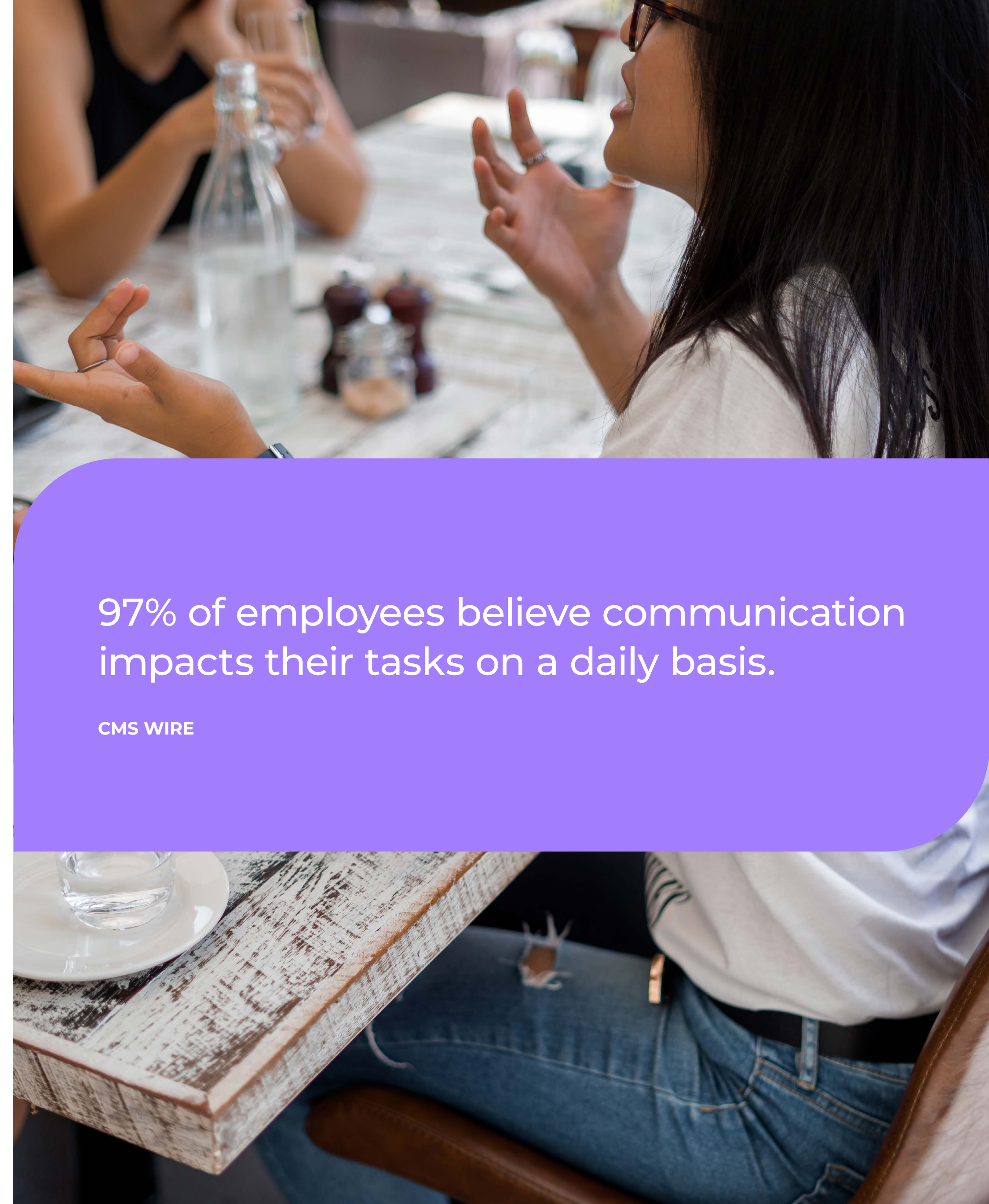


Getting more out of your comms strategy

The mantra “do more with less” echoes through the corridors and communication channels of companies big and small. The phrase doesn’t really mean more work needs to be done; rather, it means to do it better even when few resources are available. But what if we told you that when it comes to employee engagement, you can actually achieve more by working smarter, not harder?

Effective internal communication is no longer about bombarding employees with countless emails and hoping for the best. Even with limited resources, a lean team can create a powerful impact. It’s time to transform your approach.

If you’re seeking ways to develop, expand, and optimize your internal communications, look no further. Whether you’re a lone wolf handling comms or part of a bustling team, these seven game-changing techniques can be immediately employed at your company, regardless of your team’s size or resources.



97% of employees believe communication impacts their tasks on a daily basis.

CMS WIRE

STRATEGY 1

Be a single source of truth



To quickly optimize your communications without even having to add to your headcount, consolidate all your endpoints, communication channels, and enterprise systems into one seamless digital experience. Many companies still rely on outdated intranets, generic newsletters, mass emails, and various apps to reach their employees. Managing these disparate systems can be overwhelming for both the communicators and employees and increases the likelihood that messages will go unnoticed.

After modernizing with Firstup, Lincoln Financial was able to reach 100% of its workforce on employees' preferred communications channels, aligning and coordinating action around key line-of-business strategies. Implementing these changes has resulted in significant time and cost savings. The internal comms team can publish 2x faster than before using Firstup, simplifying their stack for greater efficiency.



This is where the **Firstup intelligent communications platform** can make a significant difference. It transforms workforce communication by becoming the single source of news, information, and resources—ensuring that time-sensitive messages reach all employees, no matter where they are or what device they are using.

With Firstup's Creator Studio, communicators can create, publish, and measure their efforts easily. This makes it simple for small teams to achieve the high-level communication and engagement capabilities typically seen in large communications departments, thereby improving the overall employee experience and driving positive change.

STRATEGY 2

Finding your audience



Being able to see what people are reading and not reading has helped us make sure we're providing the content people want to read. Additionally, with targeted content, that's really given us the ability to share announcements and events with the right groups of team members. We're not flooding everyone's newsfeed with things that might not have anything to do with their day-to-day.

CHRISTINA MOYLAN | Senior Manager, Corporate Comms, Newell Brands

Employees are drowning in a sea of information. From instant messages to emails, blogs to Zoom meetings, the constant barrage of communication is creating employees who are distracted, burnt out, and depressed—all of which result in lower productivity. **It doesn't have to be that way.**

The power of precision

Optimizing your comms strategy isn't about broadcasting every message to everyone. It's about delivering the right information to the right people at the right time.

- **Identify your audiences:** Segment your workforce with employee data based on roles, departments, or projects.
- **Choose the right channels:** Determine which communication methods work best for each group.
- **Time it right:** Schedule messages when your audience is most likely to be receptive; or, better yet, Firstup's powerful machine learning automatically chooses the best time to deliver based on employee data.

Implementing targeted communication ensures that employees receive information relevant to their role, delivered via their preferred channel, and timed or maximum impact.

Whether you're using a comprehensive platform like Firstup or optimizing your existing channels, the goal remains the same: streamlined, focused communication. This approach yields significant benefits: employees feel informed rather than overwhelmed, productivity increases as staff can focus on what truly matters, and the workforce becomes more connected and in the know.

Remember, in the world of internal communications, **less can indeed be more.** By finding and targeting your audience effectively, you're not just sending messages—you're creating meaningful connections that drive your organization forward.

STRATEGY 3

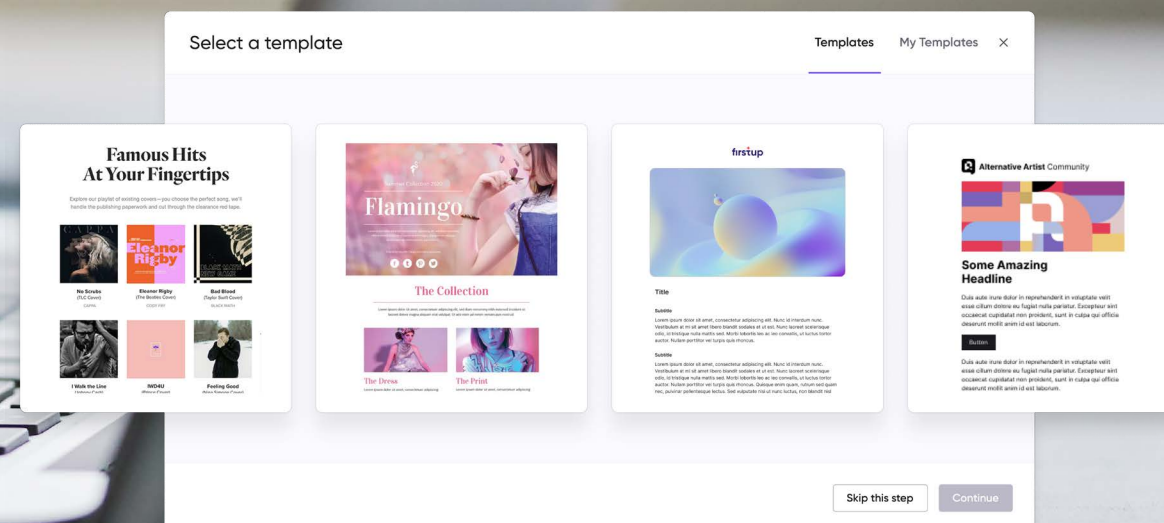
Templates can be your best friend

If you're still designing each newsletter or email from scratch, it's time to elevate your approach. Reusable content templates can save you significant time and effort while maintaining consistency in your communications.

Now, you could utilize a program like InDesign to do them, but let's be honest—not everyone is well versed on the ins and outs of graphic design to spend hours (or days) making one design. Enter the **Firstup Creator Studio**, your one-stop shop for streamlining content distribution. This tool offers:

- Ready-to-use and customizable templates
- Drag-and-drop content blocks for easy article creation
- Brand asset management for consistency
- Automatic translation into 25+ languages

By adopting templates, you'll enjoy several benefits: you'll save time by not starting from scratch, maintain a consistent look across all communications, make quick adjustments without complete redesigns, and efficiently produce high-quality content at scale. We'd call that a win any day of the week!



The Firstup single-publishing platform allows us to publish out to 120,000 employees across 7 states, run targeted campaigns, and get important communications out to people where and how they want to consume it.

OREST HOLUBEC | Chief Communications Officer, Providence

STRATEGY 4

You don't have to do it all yourself



86% of people are more likely
to trust a brand that publishes
user-generated content

THE DRUM

Picture this: You're sitting in your office or, more likely these days, at your home desk wracking your brain to come up with engaging content for your employees. If this scenario feels all too familiar, take heart—you're not alone. Communication leaders everywhere face this same challenge daily.

But here's a game-changing secret: you don't have to do it all yourself, and you don't need to hire additional help. **The solution?** User-generated content.

This powerful tool is valuable for both internal and external communication. Content created by employees and leaders, for each other and sometimes for the outside world, serves a dual purpose. It fosters a sense of connection within your organization while simultaneously lightening your content creation load.

Consider the possibilities:

- Employees sharing insights and experiences internally
- Team members showcasing your organization's culture on social media
- Leaders contributing thought leadership pieces

Each of these instances creates content that you can leverage to optimize your communication strategy without excessive effort on your part.

Whether it's internal knowledge sharing or external brand advocacy, user-generated content offers a wealth of material that can enhance your comms strategy. By tapping into this resource, you're not just saving time and energy—you're also amplifying authentic voices within your organization, leading to more genuine and relatable communication.

So, the next time you feel overwhelmed by content creation, remember that your best content creators might already be on your payroll. Harness the power of user-generated content and watch your communication strategy thrive.

STRATEGY 5

If you think you need to staff up...



With just two full-time communicators, Lincoln Electric uses the Firstup platform to reach its global audience of over 11,000 employees in 13 languages across 56 plants in 19 countries!

**LINCOLN
ELECTRIC**

[Watch the webinar](#)

While technology can be a cost-effective solution, there comes a point when additional human resources become essential to drive your communications strategy forward. Many internal communications professionals find themselves wearing multiple hats—from content creator to designer, data analyst to strategist. This jack-of-all-trades approach, while admirable, can lead to burnout and suboptimal results.

The staffing disparity

It's worth noting the stark contrast between internal communications and other areas of corporate communication. Social media teams, for instance, often boast a diverse array of specialists:

- Copywriters crafting engaging posts
- Designers creating eye-catching visuals
- Researchers identifying trends and insights

Internal communications leaders deserve similar support to maximize their impact on employee engagement and organizational success. So, how do you get that support?

Two ways to get the help you need

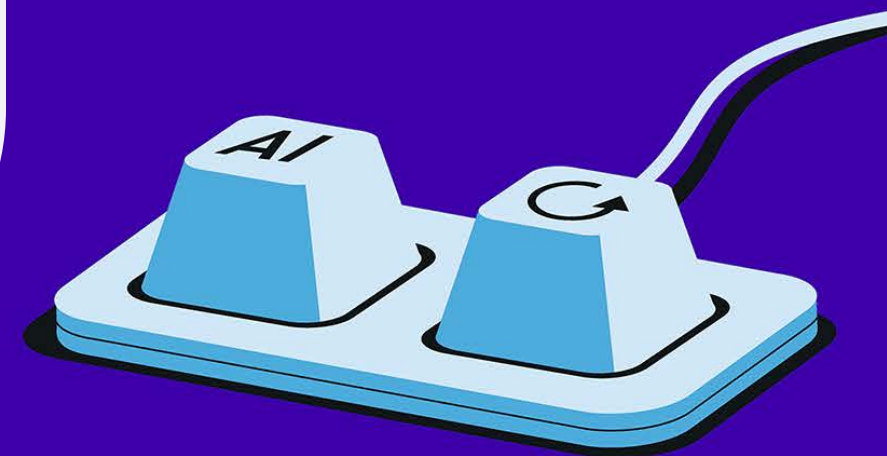
Strategic hiring: If your organization recognizes **the value of internal communications** and provides resources for expansion, make each hire count. Look for versatile professionals who can craft compelling narratives across various formats, analyze data to drive strategy, design visually appealing content, and manage multiple channels effectively.

Leverage intelligent technology: When additional headcount isn't an option, turn to advanced workforce communications platforms. The Firstup platform targets the right employees on the right channels, automates campaigns to save time, integrates with existing systems, and provides tools to measure and optimize communication efforts. By harnessing the power of such platforms, you can significantly amplify your capabilities—without expanding your team.

STRATEGY 6

Let AI be your partner

Firstup has combined powerful AI capabilities with our intelligent communication platform to create **CommunicationAI**. Featuring tools for generative content, predictive analytics, and automation, it is essential for communicators, HR leaders, and employees.



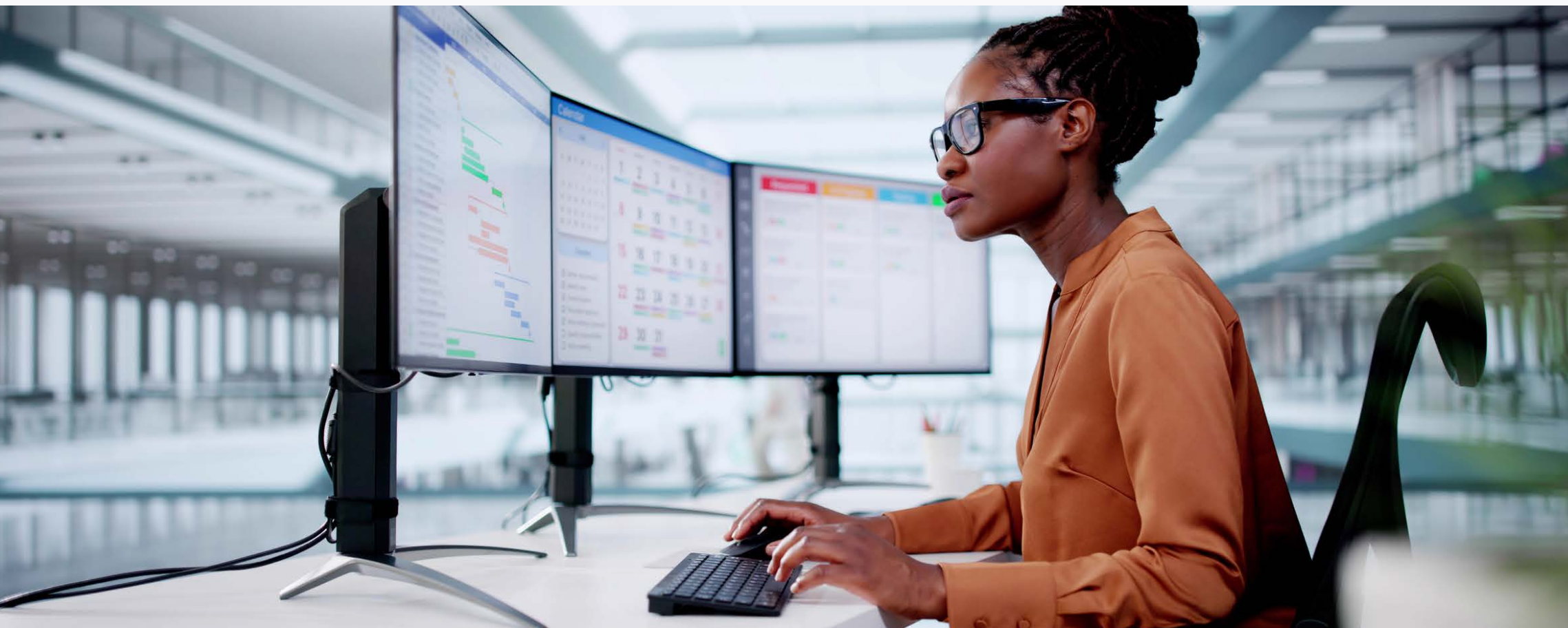
Speaking of hiring staff or using technology, emerging AI technologies can significantly enhance internal communications by addressing challenges like low employee engagement and information overload. By automating tasks, personalizing content, and providing real-time analytics, AI can transform your communication efforts.

Here's how AI can help:

- **Personalized communications:** AI can easily segment employees by job role, location, and interests—enabling targeted messaging and automating personalized emails and newsletters.
- **Workflow automation:** AI automates repetitive tasks like scheduling and managing content calendars, freeing up time for strategic and creative initiatives.
- **Real-time analytics:** AI is capable of analyzing large datasets quickly to identify patterns and insights, helping tailor communications to employee sentiments and preferences.
- **Chatbots and virtual assistants:** AI-powered tools provide instant support, answering common questions and guiding employees—reducing the workload on communication teams.
- **Content creation and curation:** AI speeds up content generation, such as internal blog posts and social media updates, and curates relevant content based on employee interests.
- **Language translation:** AI translation tools facilitate communication in global workforces, making information accessible across language barriers.

STRATEGY 7

Using external content to drive engagement



In corporate communications, a well-rounded strategy integrates both internal and external content. While internal content aligns with business objectives and informs employees, external content can be a powerful tool to enhance engagement, build brand trust, and encourage advocacy within your organization. By thoughtfully incorporating external content into your internal communications—such as employee newsletters or intranet posts—you can create a more dynamic and engaging experience for your workforce.

While your internal communications strategy may already be operating at full capacity, there's often untapped potential in leveraging external content internally. Here's how you can use it to drive engagement:

- **Curate relevant industry news:** Share updates and insights that benefit your audience, positioning your organization as a valuable information source.
- **Collaborate with industry experts:** Align with thought leaders, share their content, and encourage reciprocal sharing to expand reach and credibility.
- **Encourage audience interaction:** Prompt questions to foster engagement and inspire future content.
- **Practice proper attribution:** Always tag or credit original sources to encourage reciprocal sharing and expand network connections.
- **Diversify content formats:** Mix articles, videos, infographics, and podcasts to cater to different preferences.
- **Contextualize shared content:** Add your organization's insights to make shared content more relevant to your audience.

Remember, sharing external content isn't just about filling your content calendar—it's about providing real value to your audience while strategically positioning your brand in the larger industry conversation.

A huge added bonus? It's less content you have to create on your own!

Firstup delivers the comms to every worker

Transforming workplace communications doesn't have to be complicated or costly. At Firstup, our intelligent communications platform simplifies your strategies by unifying your channels, apps, and systems into one seamless, branded experience. This empowers your workforce and keeps overhead low.

Explore how the world's best companies use Firstup to enhance their employee experience and deliver the content employees want with ease and efficiency.

About Firstup

Firstup's mission is to improve the employee experience at every moment that matters. The Firstup intelligent communication platform empowers Comms, HR, and EX leaders to reach every employee and improve engagement with personalized omnichannel campaigns and real-time engagement data. The world's best companies communicate with Firstup.

[Learn more at firstup.io](https://firstup.io)



Discover the difference Firstup can make in optimizing your internal communications.

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