

INTERNAL

COMMUNICATION

TRENDS → REPORT

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We collected data from hundreds of experienced communications professionals across the globe to find out:

- **What channels communicators are using and where they're focused in 2024**
- **What channels communicators find most effective**
- **What are the goals, hopes, and dreams of communications pros next year**
- **What challenges they are facing in their role today**
- **Emerging trends in internal communications**

The survey revealed that email is here to stay, manager communication is top of mind, and internal communicators are interested in incorporating new ideas (like AI) into their communications strategy. The survey showed a genuine interest in establishing meaningful connections with employees by using engaging content and targeted conversations. Additionally, there is a commitment to supporting these efforts with measurable results.



MAJOR INSIGHTS & KEY TAKEAWAYS

The primary goal for internal communicators in 2024 is engaging employees and creating a better place to work.

Email is the #1 most-used form of internal communication and is part of the strategy for 94% of IC teams.

50% of internal communicators reported that they do not have the tools needed to measure the impact of their efforts.

The top three trends for internal communicators in 2024 are manager communication, creating employee influencers, and thought leadership.

The top three challenges for internal communicators are engagement, measuring results, and personalizing content based on employee preferences + needs.

In 2024, about half of internal communicators will have a dedicated budget for internal comms, while the other half will not.

44% of internal communications professionals are solo artists (the only person in their company dedicated to IC).

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KEY TAKEAWAYS

FROM 2023 ^{1/2}

In 2023, internal communicators set out to create meaningful connections between staff and the overall business goals. As the new year approaches, it's clear that engaging employees and creating a better work experience remains both the primary goal and top challenge for internal communicators.

“I hope to improve engagement across the company so people feel seen and heard...”

- Answer from our free-response question

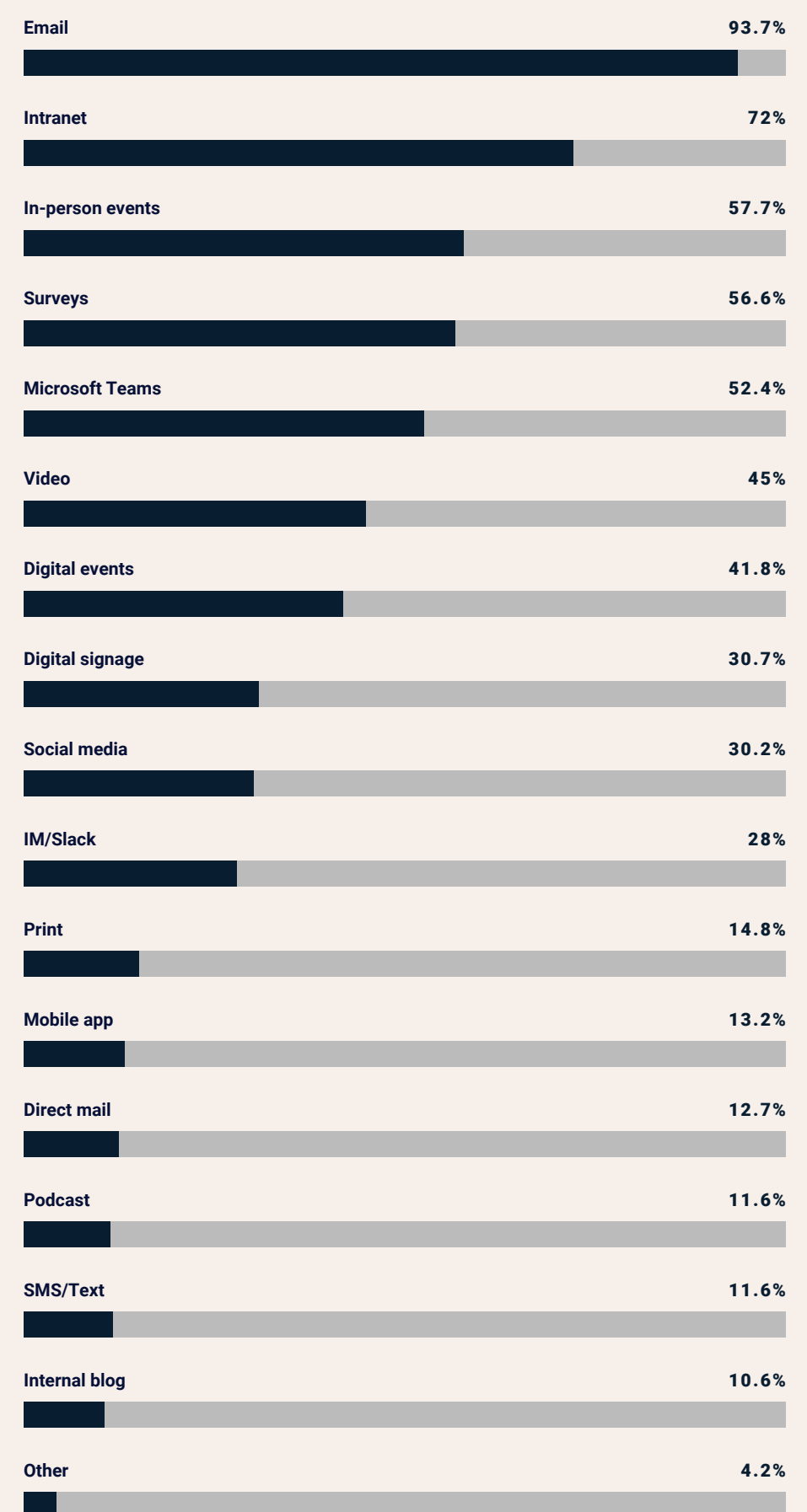
The role of an internal communication professional spans generations, locations, departments, and various communication channels, driving them to innovate their strategies and tools to reach an ever-growing audience.

Here are the channels that internal communicators are using right now

Email is the most-used channel for internal communicators and is currently part of 94% of all teams' strategies. Intranets come in second, with internal communicators looking to create a single, centralized “portal” of truth. Rounding out the top three channels and tactics internal communicators are currently using are in-person events. Even looking at our own data across the internal communications of hundreds of companies, we often see that the most highly opened and engaged emails are specifically about in-person events (company retreats, all-hands meetings, etc.).

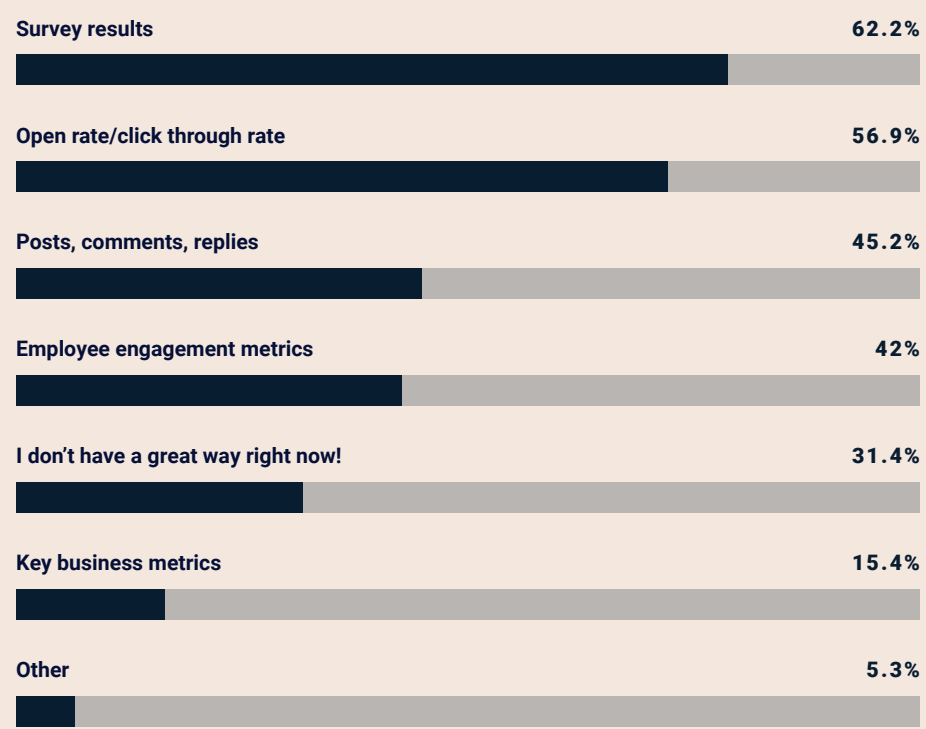


Which channels and tactics are currently a part of your internal communications strategy?





How are you currently measuring your internal communications?



KEY TAKEAWAYS

FROM 2023 2/2

← Here are how internal communicators are currently measuring their efforts

In 2023, internal communicators predominantly used survey results (62%) to track their efforts. Survey results are a great way to get a sense of the culture that has already been built around internal communications and see what is or isn't working. We recommend sending out a survey every 6-12 months, which will help set a benchmark and a way to measure how effective IC efforts have been over time.

[We have an internal comms survey template you can use here!](#)

Rounding out the top three ways to currently measure IC efforts are open and click-through rate (57%) and post, comments, and replies (45%). Interestingly, 31% of internal communicators cited that they don't currently have a great way to measure results.

When measuring the overall effectiveness of internal communications, we recommend tracking a mix of both qualitative feedback and quantitative data to allow for a more holistic view of the overall impact. (More on this in a bit!)

TOP PRIORITIES FOR 2024 ^{1/4}

74% of internal communicators believe that their internal comms strategy needs to adapt for 2024, and 93% are interested in incorporating new ideas into their strategy next year. Interestingly, the top three primary internal communications strategy goals are the same as the [top three from 2023](#), indicating that a continued focus to improve these areas is top of mind for internal communicators in the new year.

Here are the primary goals for internal communications in 2024 →

In 2024, internal communicators are focusing on three main goals to help create a well-rounded comms strategy for 2024. At the top of this list is engaging employees and creating a better workplace, with 80% of communicators making it their focus for 2024. IC pros are also dedicated to aligning the organization (74%) and supporting overall business goals (70%). What's interesting to note is that these top three goals go hand in hand (in hand). Internal communicators are looking to establish meaningful connections between staff and the overall business goals.

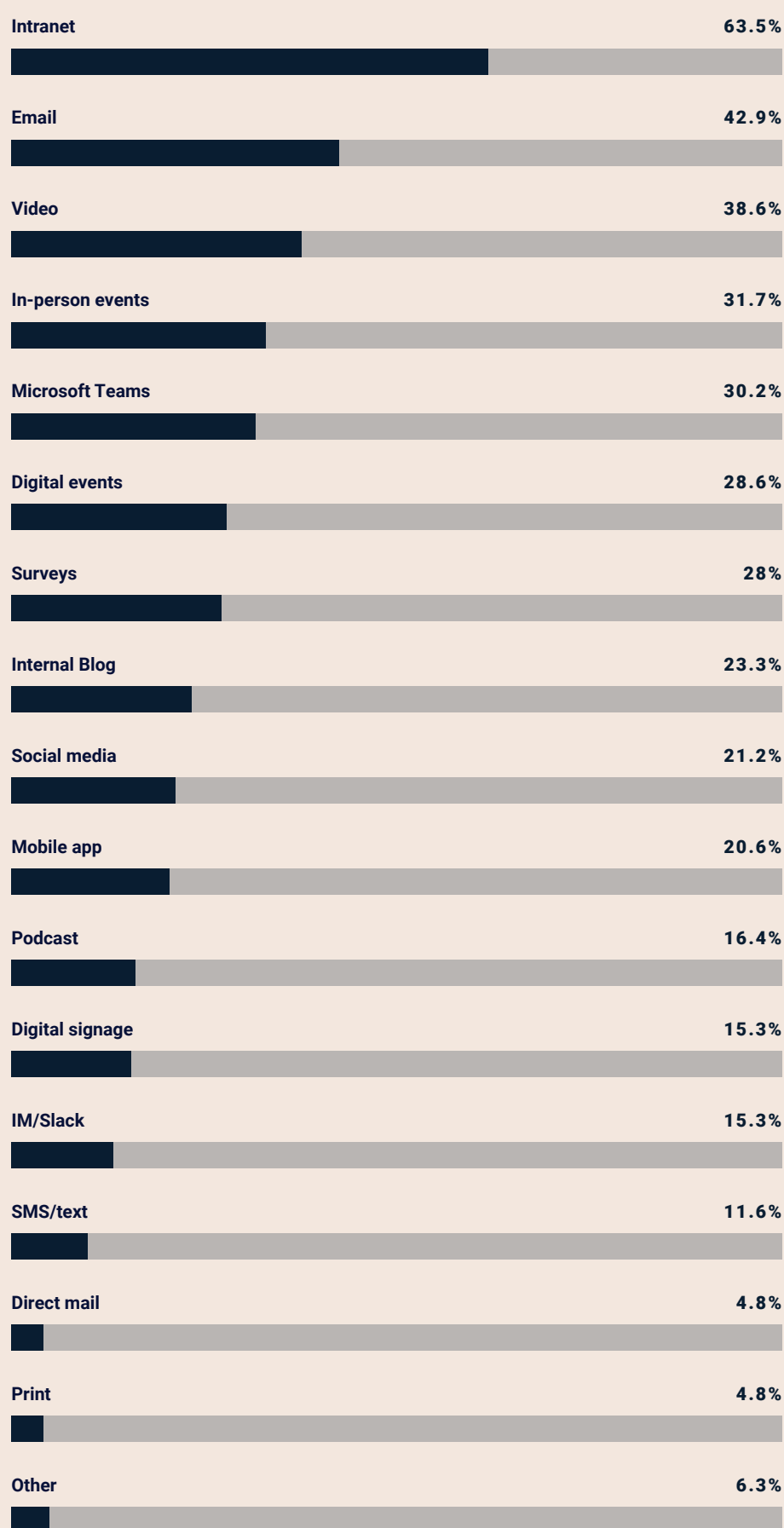


What are the primary goal(s) of your company's internal communications strategy for 2024?





Which channels and tactics would you like to prioritize for 2024?



TOP PRIORITIES FOR 2024 ^{2/4}

Here are the channels and tactics internal communicators would like to prioritize in 2024

Over half (62%) of companies are prioritizing a new and/or improved intranet. Email still makes it to the top of the priority list, with 42.9% of ICs citing it as a top channel. Many internal communications professionals also hope to incorporate more video into their strategy this year!

We also saw an increase in mobile-first communication (SMS and a mobile app) from last year. We often recommend SMS as one of the only [four internal communications tools](#) needed to complete a well-rounded tech stack. When trying to reach a busy (and likely distracted) employee, SMS has some key advantages:

- SMS is more engaging than alternatives (employees are [50% more likely to open a text message](#))
- It integrates into your employee’s existing toolset and workflow (and you won’t have to train on a new solution)
- SMS is a great way to reach frontline employees, seasonal workers, and even your hardest-to-reach employees

TOP PRIORITIES FOR 2024 ^{3/4}

Most effective channels and tactics →

Despite the rise of various communication platforms, email remains a cornerstone of communication in the workplace, with 70% of internal communicators citing it as their most effective channel and tactic to use when communicating with employees. And it makes sense why! Email works across all generations and locations globally. It connects employees on a personal level, keeps them informed, and is the foundation of any great comms strategy.

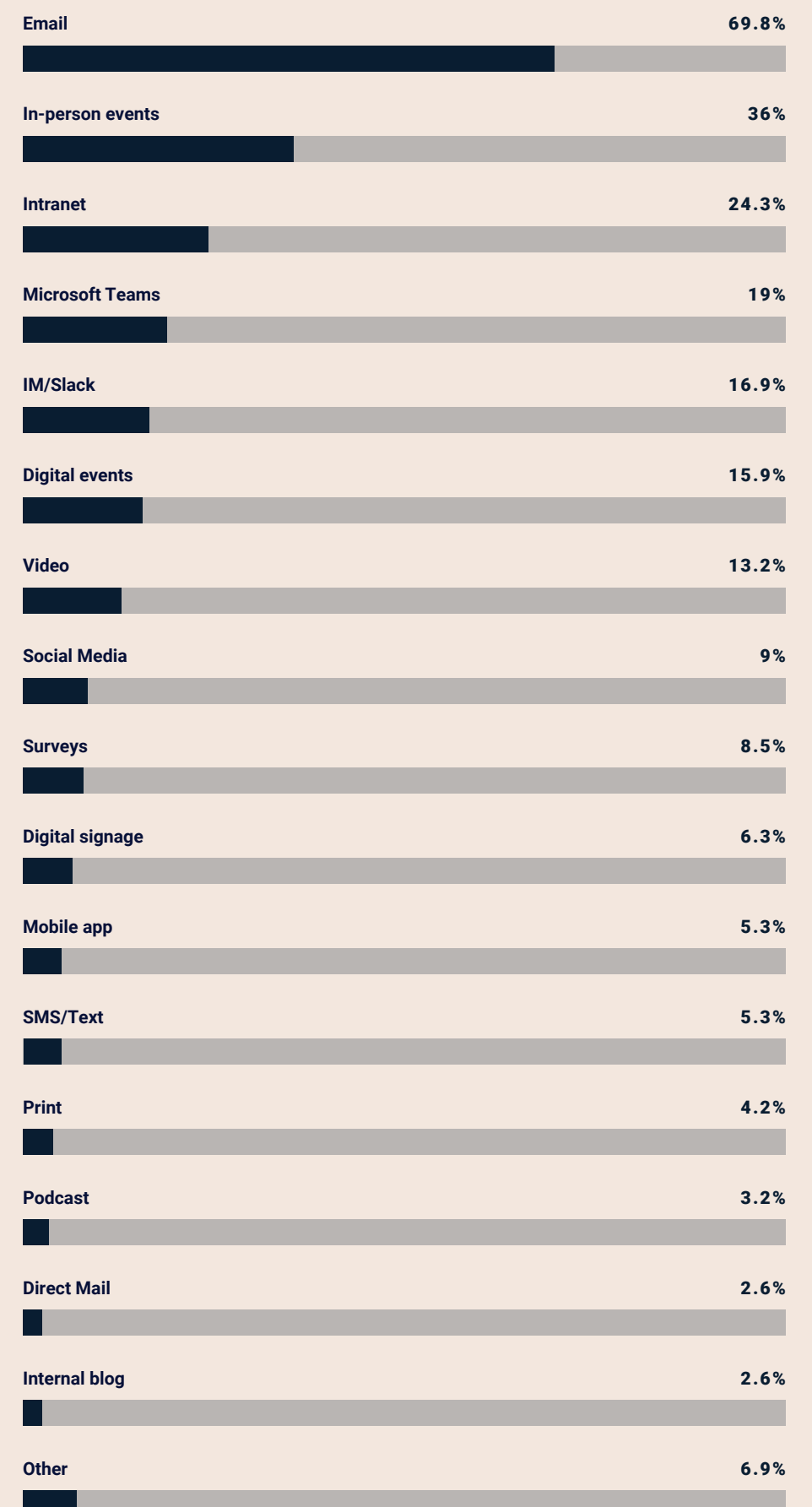
But the key here is personalizing and segmenting the content to fit employees' specific needs and preferences, making the information relevant and engaging (more on this later)!

Additionally, the return of in-person events signifies a shift towards more authentic and immersive communication in teams. 36% of internal communicators find in-person events the most effective communication channel (company retreats, all-hands meetings, etc.). In fact, we see this in our own data: event-based emails often have a 10-15% higher open rate.

(If you're looking for tips on planning a successful company offsite, retreat, or meet-up, we've done a deep dive into the steps to take to create a great employee experience on our [blog!](#))

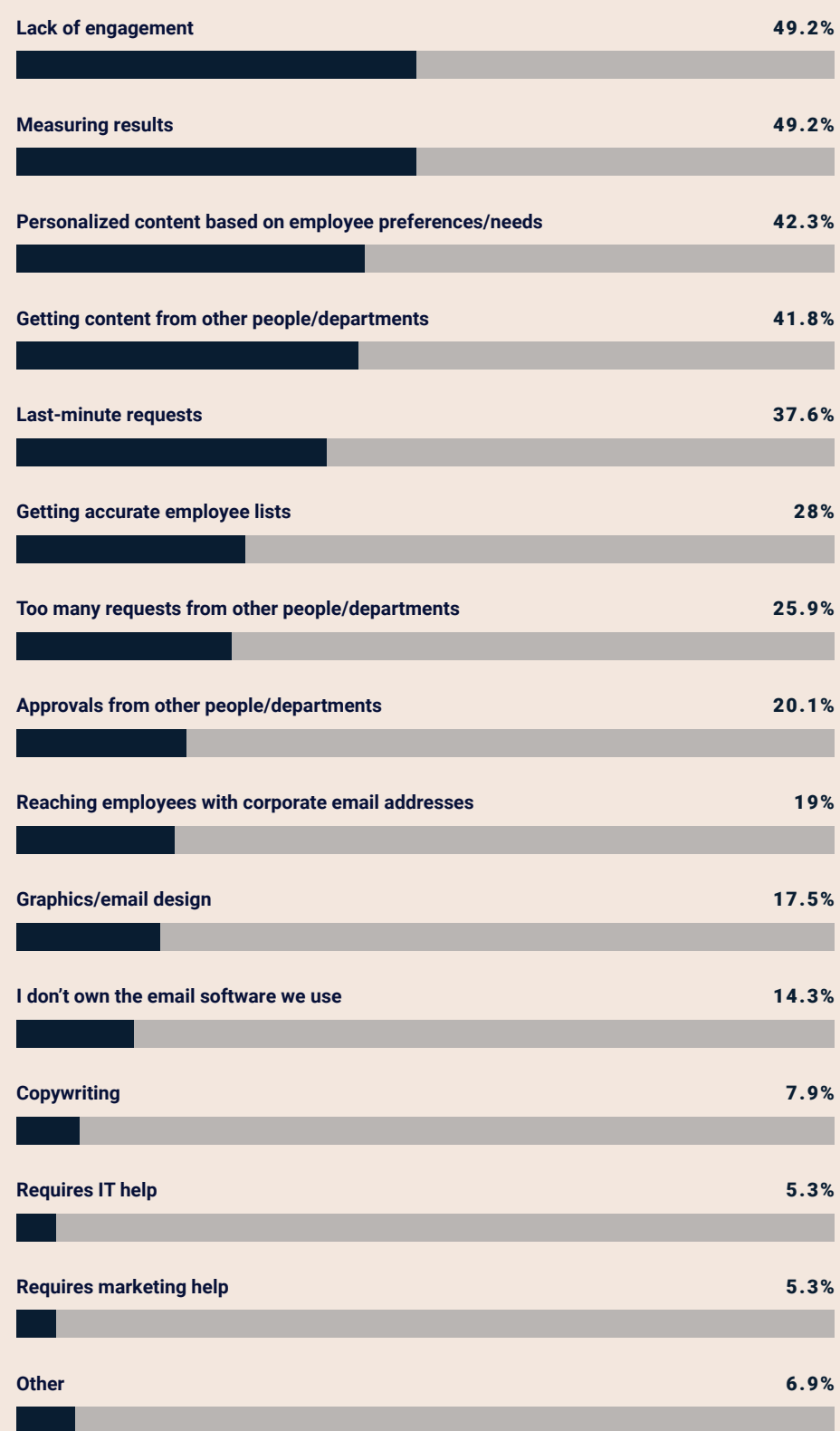


Which channels/tactics do you find the most effective?





When it comes to internal email, where do you struggle the most?



TOP PRIORITIES FOR 2024 ^{4/4}

← Here are the top challenges for internal email:

With email being the most effective communication channel for internal communicators, we also wanted to see what specific challenges communicators currently face when it comes to internal email. This is a topic that we talk about often, and it can often be solved by creating intentional, relevant, and well-branded emails for your employees. (It's easier to do than it sounds!)

Communicators do run into a few challenges with internal email, particularly in terms of engagement and delivering personalized content based on employee needs. One of the most effective ways to improve these struggles is through personalizing the content for each employee! (Studies show that proper email segmentation can increase email open rates by 203%.) Through personalization, internal communicators can create relevant content and engage employees in a unique and better-than-ever email experience. With a tool like [Workshop](#), organizations can segment audiences to tailor content based on employees' list memberships, whether that's by location, department, role, or any other custom property!

[Looking for more ways to engage employees via email?](#)

[Here are 5 ideas!](#)

Additionally, measuring results is a top challenge with internal email. And while internal communications can borrow from many of the tried-and-true metrics of external marketing, it also deserves its own unique set of data. After all, this audience is unique; it's made up of team members and colleagues who work together daily!

[Here are the internal communication metrics we recommend tracking!](#)

Workshop

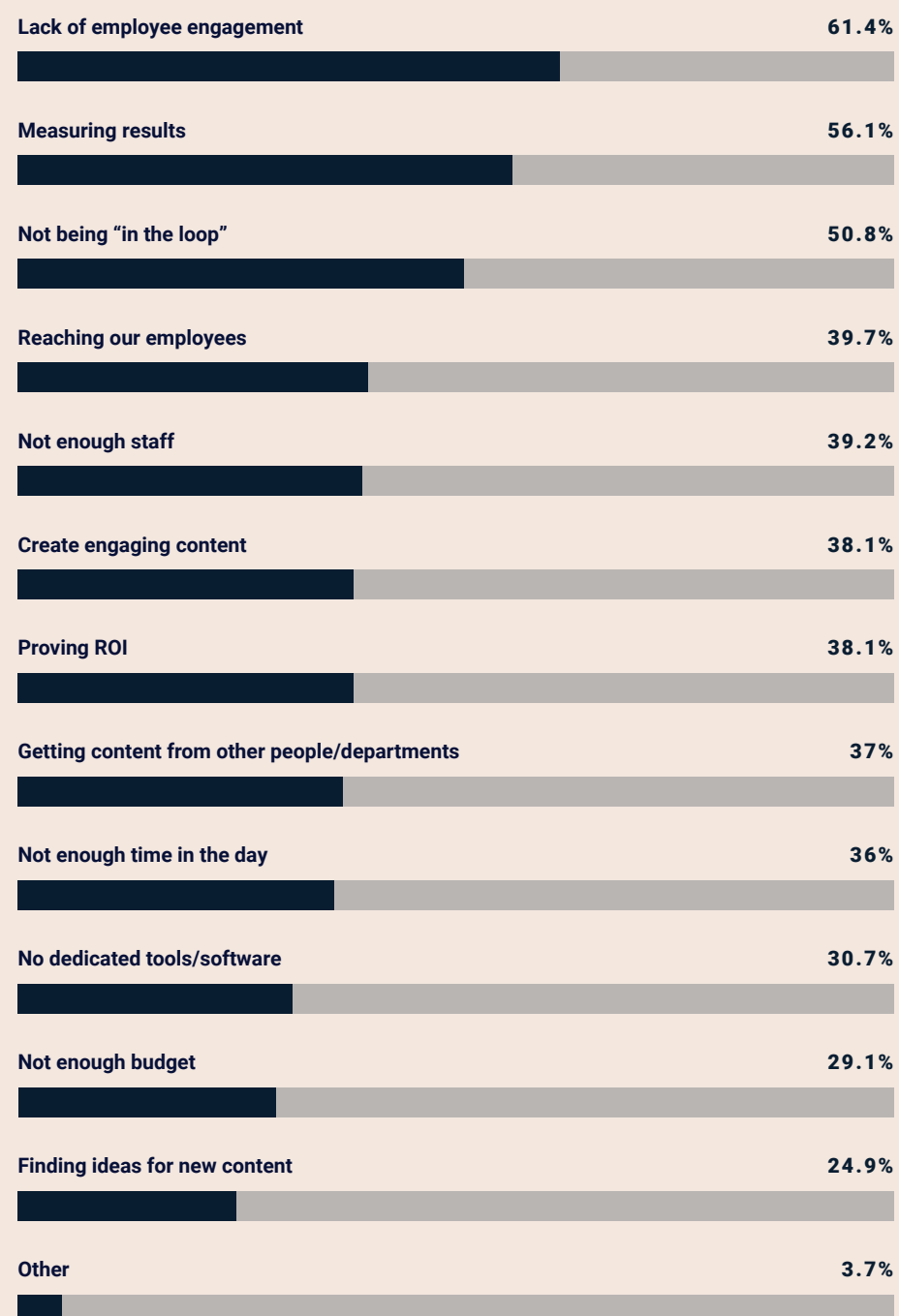
Easily create, send, manage, and measure engaging email campaigns and internal communications with Workshop.

What makes Workshop different?

- The easiest email editor ever: Quickly build beautiful emails & multi-channel campaigns with our easy-to-use design tools and templates.
- Integrations with the tools & channels you use: We sync with your best source of employee data and your most-used internal communications channels (including Teams, Sharepoint, Slack, and SMS) to make your workflow a breeze.
- Emails delivered in under a minute: No spam folders, no unsubscribes, no long processing delays: we'll work with you to ensure that your emails are delivered into inboxes as reliably and as fast as possible.
- Measurable improvements to your comms strategy: Demonstrate your impact with the analytics you need, from clicks to read time to devices. You can even filter all your data by department, role, or any custom property you can think of.
- Features that make your emails more engaging: Design beautifully branded email templates in no time and add in engaging elements like surveys, polls, comments, and GIFs.
- The ability to manage internal comms at scale: Create streamlined processes and set permissions to manage your internal emails across a global, distributed team (and see all planned comms on a singular calendar view).

[Schedule a demo now!](#)

What other challenges do you currently face in internal communications, broadly?



INTERNAL COMMUNICATIONS CHALLENGES IN 2024



Here are the top challenges for internal communications as a whole

We saw an increase in lack of employee engagement as a challenge from 2023 to 2024; in fact, it jumped up to become the top challenge that internal communicators are currently facing. This proves again that 2024 will be an essential year to try to improve the employee experience through segmentation, personalizing the content, gathering feedback, creating branded experiences, adding moments of delight, and more!

Interestingly, we also saw a jump in proving ROI as a broad challenge, too, popping up in both this and our free-response questions. Communicators face the challenge of convincing leadership and stakeholders about the value of their efforts, with the goal of securing support for investing in new tools that can bring about meaningful improvements to the company.

“I want to have measurable results and ROI, but my company does not invest in the right tools.” -Answer from our free-response question

One thing we have seen communicators use is a monthly report that breaks down data into digestible insights. It’s a great way to identify trends, share successes, and spot areas for improvement. (Plus, it can be presented to leadership and key stakeholders to help showcase the value of internal comms efforts!)

[We have a great monthly internal comms report template you can download here!](#)

WHEN IT COMES TO INTERNAL COMMUNICATIONS, TELL US WHAT YOU'RE HOPING TO ACHIEVE NEXT YEAR AND WHAT HOLDS YOU BACK.

Here's a small sample of some of the responses we got to this free response question:

"Hope to do more strategic thinking versus constantly reacting to individualized requests that don't align with a specific goal/org priority."

"I hope to be able to reach our frontline employees better, communicate with our Spanish-speaking staff more effectively, and measure the effectiveness of our internal comms tools."

"Streamlined tools for email and text."

"Measuring and proving effectiveness, getting a seat at the table (internal comms are not just journalists)."

"Create an effective communications plan across departments. What holds me back is time, buy-in from leadership."

"Launch an executive communications series to align the organization around strategic goals amidst leadership changes. Limited buy-in from leadership and less than ideal employee engagement."

"I want to reach all employees globally with interesting content that connects us across borders."

"Create better processes within our team and work further ahead instead of "just in time" for everything."

"I hope to really shift the dial in the way we communicate internally and get the tools that really support our goals and budget."

"Creating consistent branding and messaging of internal communications and having a schedule to not bombard staff with multiple and different messages each day."

"Gaining access to measurement tools for email and intranet, and having the IT team understand the importance of measurement."

TRENDS TO TRY IN 2024

While some of the top trends from 2023 have stayed a key focus for communicators (creating employee influencers and thought leadership), we also see a jump in new ones as 2024 approaches (manager communications and artificial intelligence). Let's dive into a few of them!

Here are the top challenges for internal communications as a whole

Improving manager communication: In 2024, communicators are prioritizing improving communication at the leadership level. Both in the identified top trends and our open-ended responses, a recurring theme for the upcoming year is the heightened emphasis on gaining support and active engagement from leadership across the organization (at the top and in the middle).

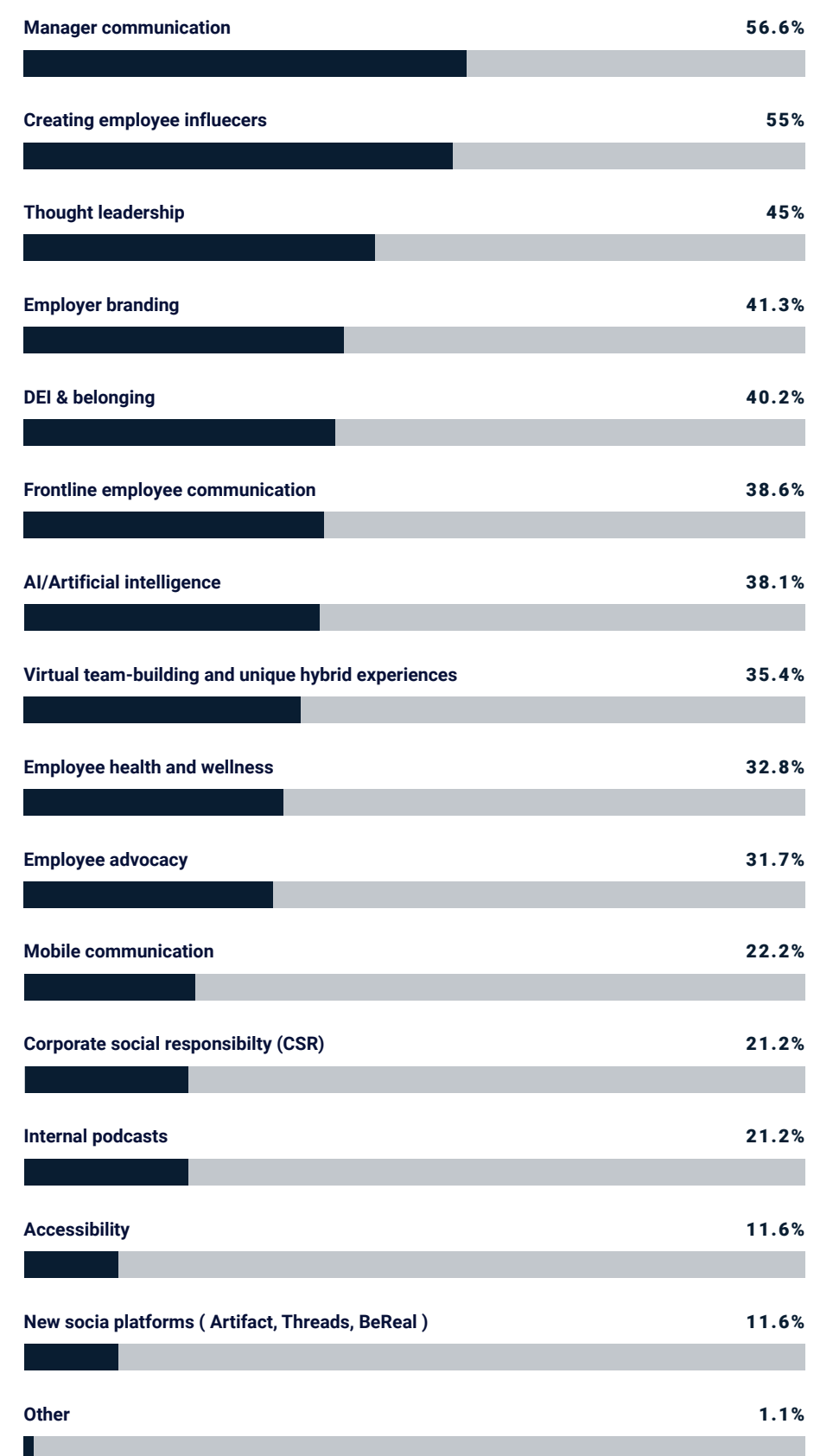
Creating employee influencers and thought leadership: Similar to 2023, more than half (55%) of internal communicators are still interested in exploring employee influencers, and 43% are interested in exploring thought leadership. And it makes sense why! [Studies](#) have shown that employee posts on social media can generate 8x more engagement than when shared through official brand accounts. And the good news: Every single one of your employees has the potential to become a spokesperson.

[Looking to build an employee advocacy program? We have a guide to help you get started!](#)

Incorporating AI into daily workflows: Artificial intelligence has created a shift in every industry, evoking a wide range of emotions. Interestingly, when we included AI as an option for trends to try in 2023, internal communicators felt there was more work to be done before they could dive into the trend (only 7% of ICs were interested in exploring AI in 2023). However, the trend has gained momentum in internal communications, with nearly 40% of IC pros interested in incorporating it into their strategy this year.



Which of the following areas and/or trends are you most interested in exploring in 2024?



CONCLUSION

In 2024, engaging employees and creating a better place to work will be top of mind for internal communicators. Making meaningful connections between employees and the organization's mission and values will be crucial. For these connections to happen, it will be essential to send personalized and relevant content to employees. It will also be important to measure the impact of internal communication efforts using a variety of metrics. We hope IC pros will use these current trends, challenges, and opportunities to better understand the current landscape and plan (and get inspired!) for the future.

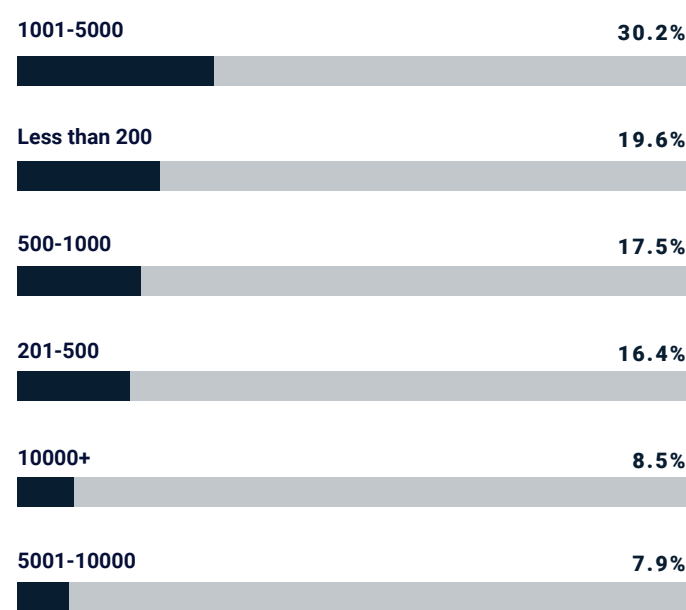


TEAM TRENDS & METHODOLOGY

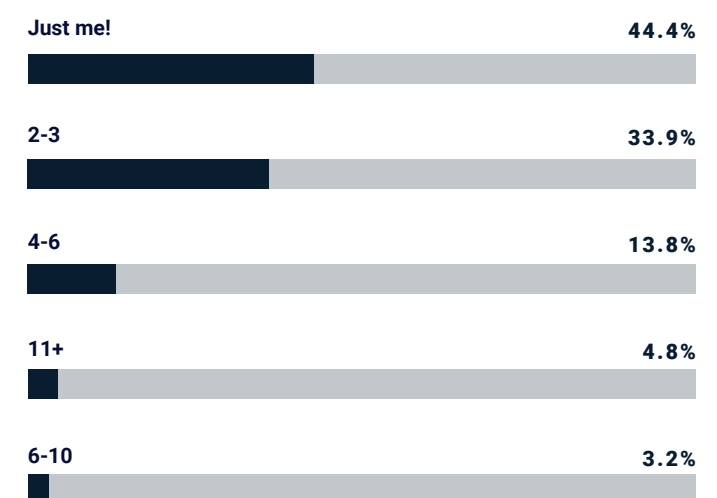
Our report uses a sample size of 189 responses across a range of locations and industries, as well as data from Workshop customers.

Some of the companies represented in this survey include Barrett Distribution Centers, Caribbean Airlines, GoDaddy, Hudl, Nokia, Papa Johns, Rise Against Hunger, Self Esteem Brands, Shipt, Shutterfly, Stanford University, and more.

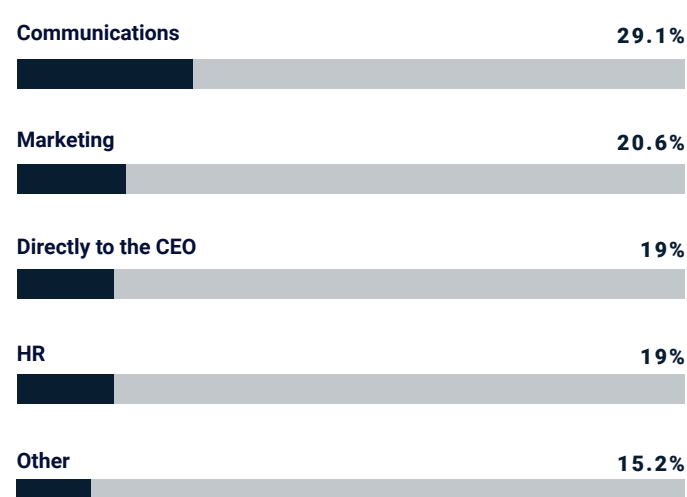
What's your company size?



How many people are dedicated to internal comms in your organization?



What department do you report into?



What's your work arrangement?

